BUILDING THE #IAMAWOMANINSTEM BRAND

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UK 300 – I Am A Woman In STEM
FIGURE 2–1 Health Communication Planning Cycle

1. Planning & Strategy Development
2. Developing and Testing Concepts, Messages, & Materials
3. Implementation
4. Evaluation & Improvements

Planning framework

1. Assess the science
2. Define the purpose – inform or persuade?
3. Identify audience and understand their characteristics
4. Develop and test message concepts
5. Choose media and channels
6. Determine timing
7. Implement communication plan
8. Evaluate the effort and its impact
Models of communication

Figure 2.1 Basic Communication Model


This basic communication model presents four main elements:

1) Messages, or WHAT is used to convey information (e.g., words, symbols, or pictures).
2) Sources (or senders), or WHO SENDS the message (e.g., individuals or organizations).
3) Channels, or HOW messages are sent (e.g., newspapers, conversations, or e-mail).
4) Audiences (or receivers), or WHO RECEIVES the message and interprets it.
Channel factors in persuasion

How and where can we reach a specific audience with a particular message?
Channel factors in persuasion

Does a channel or setting provide:

1. Access to the target population?
2. Opportunity for exposure?
3. An appropriate place for discussing the topic?
Channel factors in persuasion

- How large a population reached?
- How specific a population reached?
- How likely is someone in this setting to be exposed to and attend to communication?
- Would the target audience be comfortable receiving information about this topic in this place?
- How public is the setting?
- How sensitive the topic?
Source factors in persuasion

Who will be the most effective messenger for delivering a particular type of information to a particular target audience?
Credibility

Credible sources are more persuasive.

• Applies to individuals and organizations

• Credibility is NOT intrinsic…
1. Credibility varies by audience
1. Credibility varies by audience
1. Credibility varies by situation
1. Credibility varies by situation
1. Credibility varies by situation
1. Credibility varies by situation
1. Credibility can change over time
1. Credibility can change over time
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Source credibility

• Expertise
  • Source is in position to know the truth

• Trustworthiness
  • Source will tell the truth as he or she sees it
Expertise + Trustworthiness = persuasion
Source credibility

- Liking
- Physical attractiveness
- Similarity
  - Demographic
  - Attitude/value
  - Linguistic
  - Behavioral
  - Situational
Source credibility

• Optimal similarity
  • Similarities increase *trustworthiness*
  • Differences increase *expertise*
Message design

• Fishbein and Behavioral Specificity
  • Action
  • Time
  • Setting
  • Target
Message design

• “You should exercise to be healthy.”
• “You should aim for 30 minutes of brisk walking, either indoors or outdoors, three days a week, to make your cardiovascular system stronger. This will make it easier to walk up stairs without getting short of breath.”
Message design

• “

• “You should aim for 30 minutes of brisk walking, either indoors or outdoors, three days a week, to make your cardiovascular system stronger. This will make it easier to walk up stairs without getting short of breath.”
Exposure matters!

- Repeat exposure
- Multiple channels
- Message is there when user is ready
- Increased social discussion
- Increased policy attention / institutional change
Specific message strategies

• Foot-in-the-door / door-in-the-face
• Fear appeal or EPPM
  • Fear
  • Susceptibility
  • Severity
  • Self-efficacy
  • Response efficacy
Specific message strategies

Values-based health messages

- Values matter
- Values can be measured and observed
- Communication that taps values works
- HEALTH IS NOT A VALUE
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18+ ID required
Specific message strategies

Smokers value:

• Independence
• Freedom
• Being broadminded

Smokers DON’T value:

• Being obedient
Specific message strategies

For smokers:
Set a quit date to stop smoking:

Not exposing others to their smoke:
Specific message strategies

For smokers:

Set a quit date to stop smoking:
“You make the choice. Set yourself free!”

Not exposing others to their smoke:
“You wouldn’t want someone to force you to…”
Specific message strategies

For non-smokers:

Not initiating smoking:
Specific message strategies

For non-smokers:

Not initiating smoking:

“You’ve always made the right choice, you’ve always done what you’re supposed to do. Keep doing it. Don’t smoke.”
Communication strategies

• Narrative communication

• Culturally appropriate communication

• Targeting and tailoring
Narrative communication

- Entertainment education
- Reporting and journalism
- Literature
- Case histories
- Testimonials
- Conversation
- Storytelling
Narrative communication

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Narrative communication

What makes a good story?
Culturally appropriate health communication

- Peripheral
- Evidential
- Linguistic
- Constituent-involving
- Socio-cultural
What works?
• Be strategic with outreach and messages
• Use compelling stories, authentic voices
• Build on client values, not yours
• Connect people to services
• Integrate messaging into existing systems
• Make and share tools with partners
Choose a woman-focused and/or science-focused organization or campaign you’ve encountered, and focus on social media campaigns.

What about this campaign or organization appeals to you most? What is it that you dislike, that repels you, or causes disinterest?

How does this campaign represent women?

What value(s) – specifically for women – is the campaign trying to appeal to?

Does this campaign tell personal stories? How do they make you feel?

How would you change this campaign?
#ILookLikeAProfessor
#ILookLikeAnEngineer
#AndAScientist
#WomenAlsoKnowStuff
#AskHerMore

Lean In
Amy Poehler’s Smart Girls
Geekettes
Miss Representation
Who is the audience?

How does this campaign represent women?

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Does this campaign tell personal stories? How do they make you feel?

What is the message you want to send?

What images best represent this message?

Are there action steps with this message?

WHO says WHAT via WHAT MEDIUM to WHOM with WHAT EFFECT?
Social Media Strategies
Twitter

- For communicating with media, policymakers, other advocacy groups, some individuals
- Follow-up w/ media
  - Tell them to keep up with updates @iamawomaninSTEM
- Reach out to media, influential organizations on national level
  - “Keep up with US”
- Cultivating local reporters, national reporters, organizations
  - @message them
- Tweet all updates
- Learn about the program “more coverage on us from…”
- Any new tools, videos, stories, projects, EVERYTHING
Twitter

- Ask people to tweet “#IAmAWomanInSTEM” with THEIR stories!

- Include narrative, photos, links, IG account

- Can embed GIFs now, so make them!!

- ASK WOMEN TO SUBMIT THEIR STORIES!
Facebook

• Connect more with individuals
• Great for sharing photos and stories
• Partner with Journalism student / PR to get stories, interviews?

• FB to patients:
  • On Twitter, say “Proud to release a new story of…”
  • On FB, “Listen to Jane Doe’s #IAmAWomanInSTEM story

• Think Humans of New York!
• ASK WOMEN TO SUBMIT THEIR STORIES!
Instagram

- Photos, stories and hashtags!
- Post a photo with the hashtag, and just a few teaser sentences of the story, linking to Web, FB, etc.
- Tweet, FB post and share IG on web
- Ask for followers occasionally since IG is instituting a new algorithm.
- ASK WOMEN TO SUBMIT THEIR STORIES!
Website

• Make sure to have a blog feature where stories are posted.
  • Blogs will go higher on Google than FB or Twitter
  • Read about best practices for blogs
  • Friendly to Google robot

• Amy Poehler’s Smart Girls website is a nice example

• ASK WOMEN TO SUBMIT THEIR STORIES!

• More actions: Support policy? Take a pledge?