



Social Media Blueprint

Updated: 03.16.2021

2021 IQP Student Research Team
Worcester Polytechnic Institute

Table of Contents

Meet the Team	2
Introduction	4
General Recommendations	4
Break Down of Social Media	5
Instagram	5
Page Setup	5
Posts	6
Posting and Archiving Content	6
Stories	7
Swipe Up Feature	8
Swipe Up feature	8
Highlights	8
Insights	9
Reels	9
Lives	10
IGTV	10
Direct Messaging (DMs)	11
TikTok	12
Page setup	12
Posts	12
Popular Content Creation Tools & Effects	13
Facebook	14
Twitter	15
Break Down of Content	16
Instagram	16
Posts	16
Series Posts	17
Stories	19
Story highlights (Icons)	19
Summary	21
Moving Forward	21

Meet the Team



Cosette Domkofski (2022) is a biomedical engineering major from Bethel, CT minoring in psychology. Her aspiration is to help people live healthier lives by entering the pharmaceutical industry to help create vaccines and medicines. Although this project did not directly pertain to this aspiration, she was thrilled to be able to work on a project that strives to make a positive impact on public health.

Molly Folino (2022) is a mathematical sciences major from East Bridgewater, MA. In the past, she has worked as a personal care attendant for a child with special needs. Being able to work on this project allowed her to work with data, while also making an impact on the lives of people with FASD. She has learned so much about British culture and the importance of abstaining from drinking during pregnancy.





Katie Lin (2022) is a computer science major from San Jose, CA. She enjoys a multitude of different subjects and activities from computer programming to media arts, which include digital and traditional painting as well as sports, such as skiing, snowboarding, and now, rowing. This project allowed her to delve into more of her aspirations outside of her major, and she was grateful that she had the chance to work on it with such an amazing team.

Laura Staugler (2022) is a mathematical sciences major from Methuen, MA. She enjoys working with large data sets, so she hopes to go into a data science career post graduation. She loved having the opportunity to work on this project and get to experience working with our sponsors on such an important topic.



Rachelle Wailes (2022) is a psychological sciences major from Baldwinville, MA. She aspires to be involved in a career directly related to increasing the overall mental and physical well being of people in her local community. Throughout her time on this project she loved working with her team to deliver the foundational materials necessary for the continuation of their research as she has always been drawn to being part of something bigger than herself.

Introduction

In this social media blueprint, we will be discussing the multiple ways to reach a younger audience, specifically Generation Z, on various social media platforms as well as including tips on how to create and post content. This blueprint will serve as a manual to guide you through the process of posting and creating content with the findings of our research in mind. This manual can serve as a starting point for creating content and can also be passed on to another project team to update and expand upon further.

General Recommendations

Here are some of the general recommendations we have based on our research. We will discuss how we think it would be best to actually implement these recommendations in later sections of this manual.

1. **Use Instagram.** Results from the National Poll (February 2021) and the focus groups show that Instagram is highly popular amongst 16-25 year olds. Focusing social media content on Instagram will aid in effectively reaching this age group.
 - a. **Mirror PreventFASD website using Instagram Highlights.** Mirroring the tabs seen on the PreventFASD website would help highlight important information about FASD and will be easily accessible in this format.
2. **Expand presence on TikTok.** Due to TikTok's rising popularity in the target age group, we believe this would be a great way to reach the younger generation and spread messaging about FASD.
3. **Use branding on posts.** Using official branding on social media will help in increasing the trust young people have on the content that the organization puts out.
4. **Include hotlines and resources.** Include hotlines and resources both in posts and in places where people can actually press the links (ie. the Instagram bio).
5. **Utilize LinkTree.** LinkTree will enable you to provide access to links via one single link. This allows you to use one link in a bio to provide access to multiple websites and resources.
6. **Integrate onto multiple platforms.** Using the same content across multiple platforms is a good way to spread messaging and reach a broader amount of people. For example, TikTok content can easily be added to Instagram as Instagram Reels.

Break Down of Social Media

Instagram

Page Setup

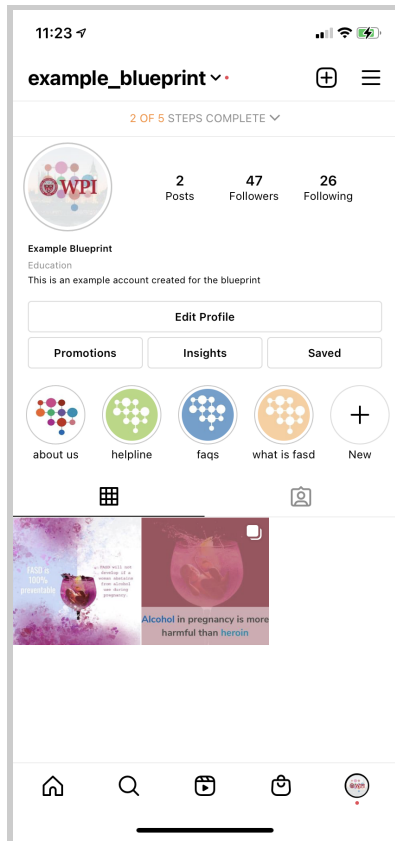


Figure 1: Example instagram page



Figure 2: Example of a LinkTree page. Each option links to a different site.

The first step in finalizing the page setup is creating a LinkTree to include multiple links in the bio of your page. These links can include but are not limited to: a link to your Prevent FASD website, relevant news articles, helplines, etc., like the example shown in Figure 2. By having these directly in your bio, it will be easier for visitors to your page to learn more about Prevent FASD and where they can find help if needed. LinkTree has two different options for their accounts. The first is a free version which gives you access to unlimited links, video links, total views and link clicks, and customization for your profile. The pro version has the same access except it will now give you daily, weekly, and total view

and link click counts, click through rates, the ability to set up a newsletter email sign-up and more. Depending on how much you want to do with the Instagram account will determine whether or not you choose to upgrade to pro. Once you create a LinkTree account, you will be able to set up all of the links you want to have available for people to click on. At this point, you can click on your profile and hit “edit profile”. Where it lists “website”, you can add the link to the LinkTree account you just created and you are all set!

- Breakdown of pricing: <https://linktr.ee/s/pricing>

Posts



Figure 3: Example of a singular post on Instagram



Figure 4: Example of permanent posts made on Instagram. The multiple dots below the image indicate that this is a “series” post and had multiple images. To view these images, swipe left on each picture.

Posting and Archiving Content

On Instagram, the main form of sharing information is through the posts. A user can make an Instagram post that has a photo, like in Figure 3, or 60 second video. This is the post that will come up on your followers’ Instagram feed and get their attention. You can also post a series, like the one seen in Figure 4, which includes up to 10 photos or videos that they can swipe through. You can see which of your followers like the post and their

comments. Business profiles can also see how many people have saved or sent your post to another user. If there is a post that you do not want to be seen on your profile, but also do not want to delete it, you can archive the posts, which will create a private folder of posts. At any point, you can take these posts out of the archive and they will be visible again on your profile.

Stories

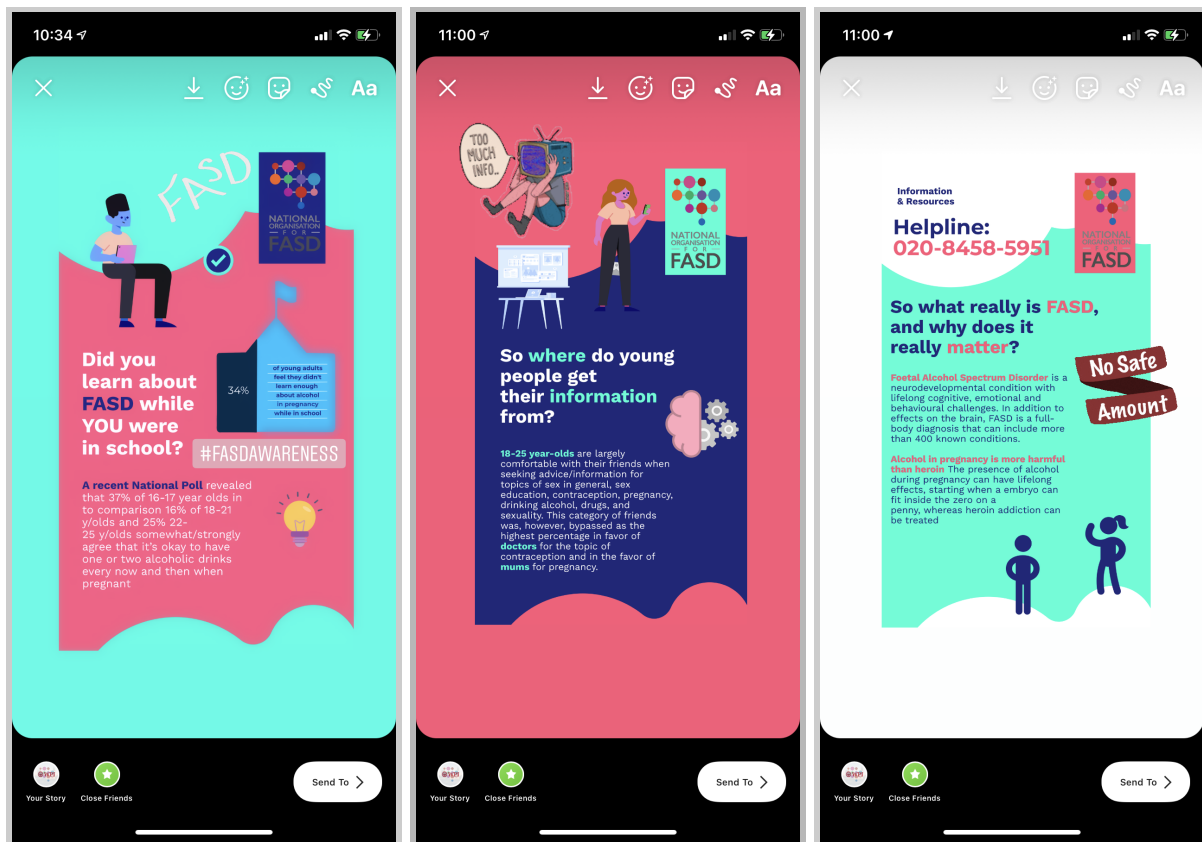


Figure 5: Example of Instagram stories. By clicking the circle in the bottom left, you will share that to your public story for anyone who follows you to view. By clicking the green circle, you can share this with close friends (if you have that feature set up). Lastly, if you hit the send to button on the bottom right, you can send the post to specific people.

Stories, as seen in Figure 5, are photos or 15-second long videos that are posted, but do not stay visible on the Instagram page for more than 24 hours. Longer videos can be posted to stories, but it will be broken into 15-second increments and play through. Unlike a permanent post on Instagram that people can comment on publicly, followers can respond to stories and the messaging will take place in a direct message between you and the follower. There are certain features that allow followers to interact with the story, like a 'this or that' option or a quiz. A benefit of using Instagram stories is that you can see which followers saw your story and their interactions with the post. Stories are also a good way to promote other accounts' permanent posts. You can share another user's permanent post to your story and viewers have the opportunity to click on it and get taken directly to that post.

Swipe Up Feature

Business accounts that have over 10,000 followers can utilize the 'Swipe Up' feature on Instagram stories that allows followers to swipe up on a story and be taken directly to a link. This feature is also available to accounts that have gone through the process of verification. This would be good in situations where you are referencing a certain website or article. Instead of suggesting that the followers on their own have to look it up or find a link, they can just swipe up and be taken there directly.

- [Swipe Up feature](#)

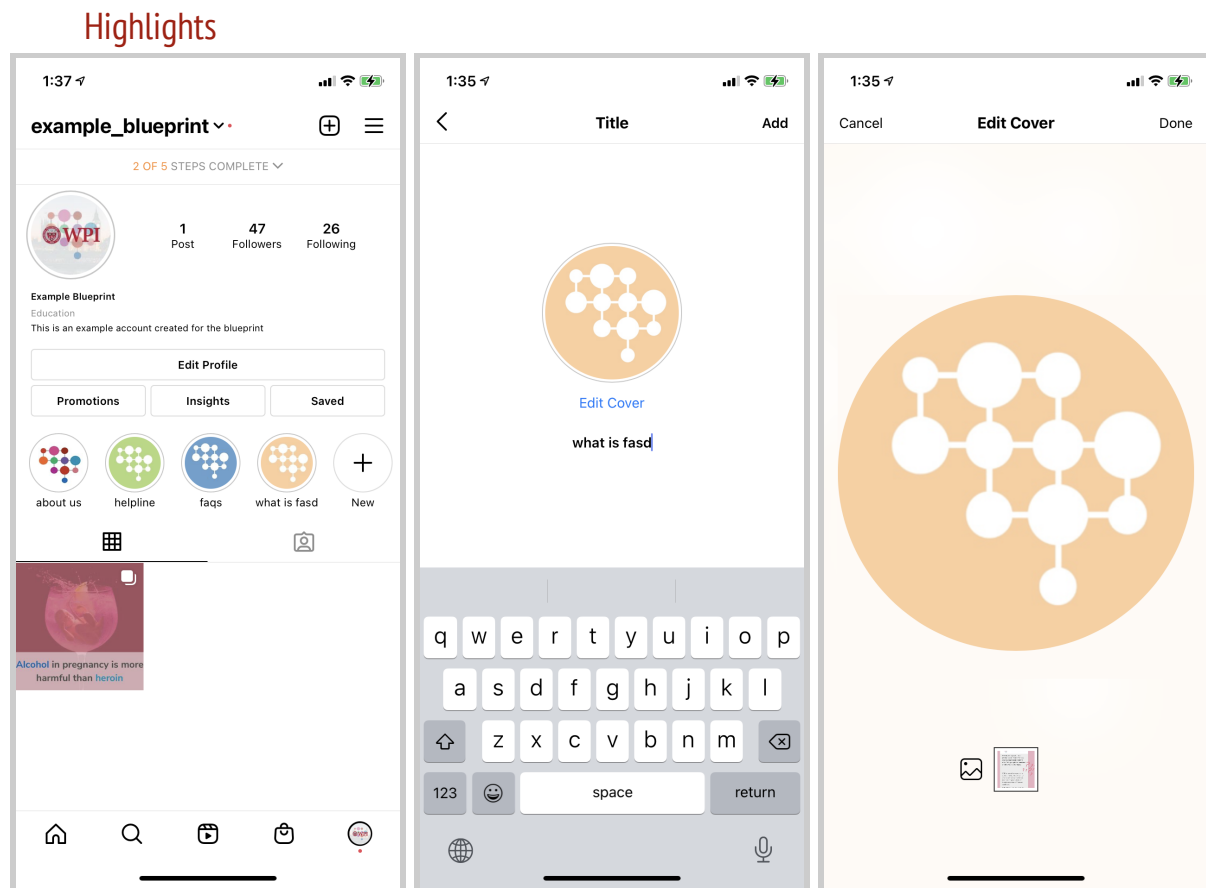


Figure 6: Examples of highlights on an Instagram page. The left image shows an example page with various highlights representing different tabs on the Prevent FASD webpage, You can edit the cover title, as seen in the middle image, so viewers know what to expect when clicking on it. The image on the right dictates the look of the cover, which can also be edited.

Although stories can only be viewed for 24 hours, you can select to save some to a highlight. A highlight is a collection of no more than 100 past Instagram stories that can be found on the account's profile page. Highlights allow you to group stories together and you can have as many highlights as you would like. For example, on the National FASD website, there's an 'About Us' tab that includes some categories that would make good highlights, which can be seen on the example page in Figure 6. If someone found their way to the National FASD Instagram page and was curious what it was about it would be good to have

a highlight called 'What We Do' with the same information as from the website. Another important highlight could be a 'FAQ' or 'Q and A' session where followers could find information easily.

Insights

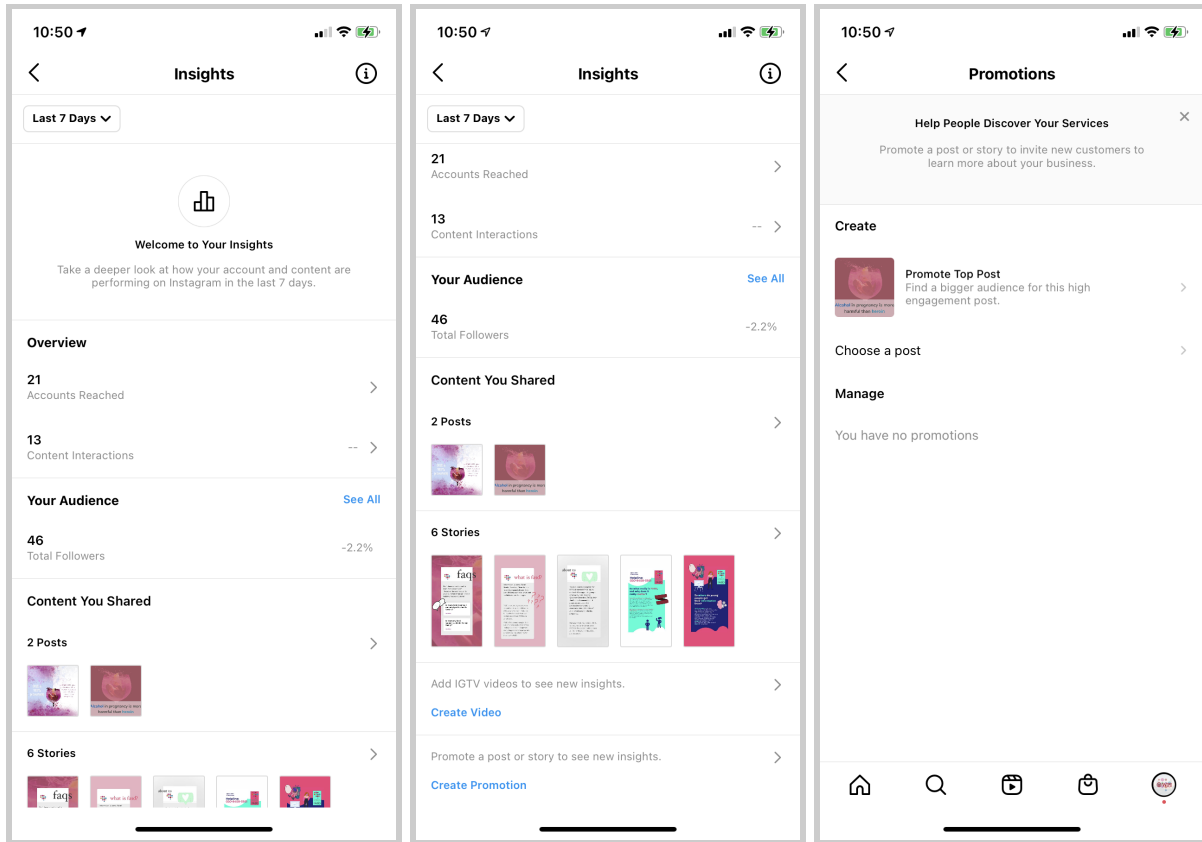


Figure 7: As a professional Instagram account, you will be able to have access to tools that will help you gain insight into your audience, which includes follower engagement (Content Interactions and Accounts Reached). Once you have at least 100 followers, you will be able to learn more about who your followers are when you click on “See All” in the “Your Audience” tab.

Reels

Instagram reels is a great way to integrate TikToks onto Instagram. If the TikTok has been added to your camera roll, simply press the plus button to create a new post, scroll to “Reels”, swipe up to access your camera roll, select your video, and post it.

Lives

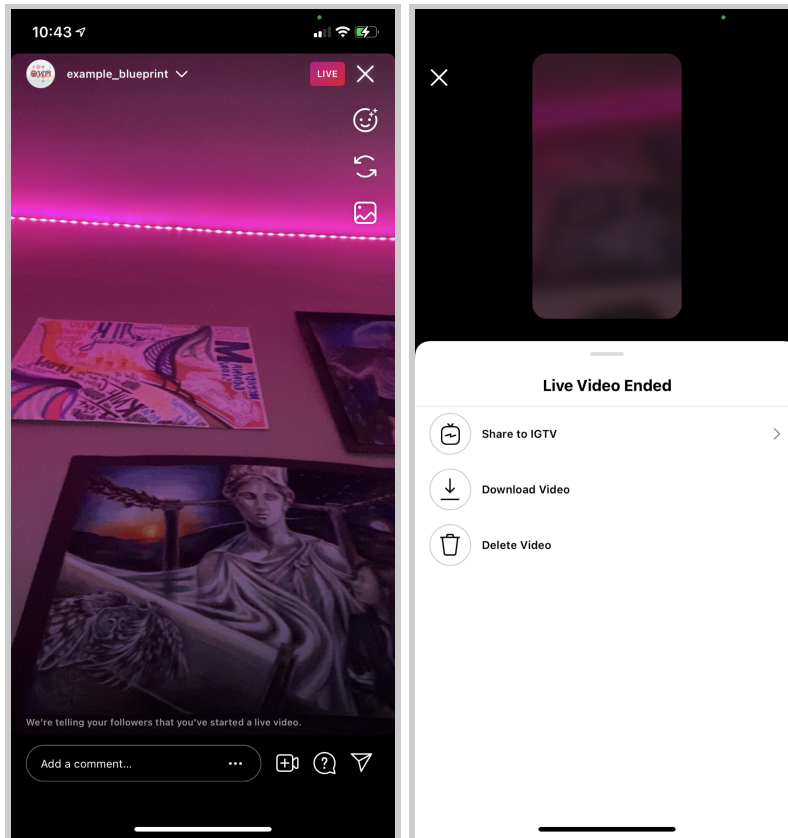


Figure 8: Example of an Instagram Live (left) and how to save the video after it has ended (right).

Similar to Facebook Lives, you have the option to go live on Instagram. Followers can click to join your Instagram Live at the top of their feed where stories are found. Once you start a live, Instagram will automatically send a notification to your followers to inform them that it started. During a live stream, you can see how many viewers there are and you can see any comments they post. You can also go live with another account. This allows the followers of both accounts to join the live. After the live is over, you either share the video to IGTV, seen in the right photo of Figure 8, where followers can go to the IGTV section of your profile and watch at another time, download the video to save, or delete the video all together.

IGTV

When wanting to post a longer video than over Instagram stories, Instagram offers an IGTV option that allows you to post a video that is a few minutes long. You can post the IGTV as a permanent post and it will play the video for the first minute, and then allow the viewer to continue watching on IGTV if they want. This could be a good place to post the *Risk* movie for your followers to see. Oftentimes the first minute will get them invested enough to finish the video.

Direct Messaging (DMs)

Followers can send private messages to other users through direct messaging. A user can also send another user's post or story to someone's direct messages and privately chat about the post without notifying the original user.

TikTok

Page setup

Similar to Instagram, TikTok allows their users to put a LinkTree in their bios. You can create one LinkTree and put it in both your Instagram and TikTok bio. This will be beneficial in situations where a viewer needs to find resources.

Posts

TikTok is a very popular app with Gen Z, so being able to put content on there could reach a very large audience. One of the big parts about TikTok is that their trends are constantly changing, so being able to keep up with them and stay “relevant” can be difficult. These trends can vary from the certain movements you do, to answering questions of a specific audio, etc. Oftentimes, you will see certain audio sounds go viral, and a lot of these audios may show up on your “For You” page. The “For You” page is tailored differently to every single user, because the TikTok algorithm will recommend videos based on which videos you like, how long you watch them for, or if you decide to mark them as “Not interested”, which can be done when you hold down on the screen to pull up a menu that will give you that option. Hashtags on TikTok also helps the algorithm sort through videos and put videos on peoples’ “For You” pages based on if the user is likely to interact with the video, so they are a great tool to help narrow down specific target audiences for content created. However, it is important to remember that more generalized hashtags, such as #fyp or #foryoupage, may not help your content reach your target audience, and this might lead to less interaction with your videos, which will force the algorithm to deprioritize putting your content on the “For You” page. The last thing you can do with TikTok videos (as of now) is doing duets and stitches. Duets allow you to have the original video and your video side to side with each other. This is great if you want to directly compare something. Stitches allow you to take a video and stitch your video on top at a certain point. For example, if a trend were to say “Tell me you’re from England without telling me you’re from England”, you could then stitch your video on after that sentence to take part in the trend.



Figure 9: Image of TikTok content bar.

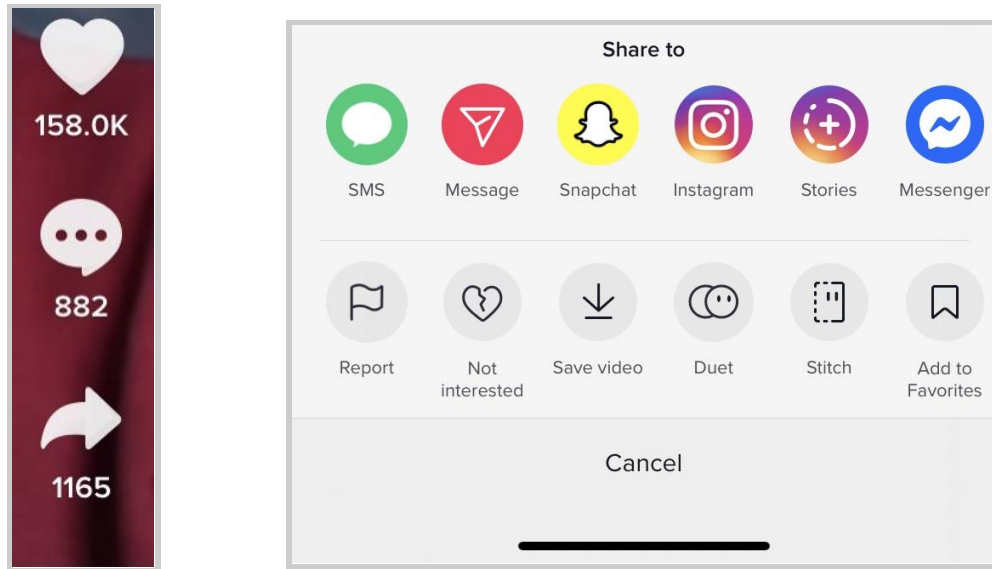


Figure 10: Image on how to share content by clicking the white arrow (left) and the screen that pops up after you click the arrow (right). Sharing gives you the option to share to other sites or duet/stitch the video.

To create a new post, you can open the app and at the bottom of the screen there will be a large plus sign, as seen in Figure 9. Here you can begin shooting videos at varying lengths, work with a template, use effects and filters, upload a picture/video, and add a sound! In order to duet or stitch a post, you go to the post you want to add to and click on the white arrow on the bottom right, like in Figure 10. Then along the bottom, if allowed, there will be the option to duet or stitch the post.

Popular Content Creation Tools & Effects

While each video created on TikTok has a maximum length of 60 seconds, there are different tools and effects you can use in the video itself to maximize content. This includes various speeds, ranging from 0.3x (third speed), 0.5x (half speed), 1x (normal speed), 2x (double speed), and 3x (triple speed). There is also the option to use different effects such as a green screen with pictures and a green screen with videos. Lastly, with TikTok you have the option to add text to the videos, which can be used for a trend or commonly used to provide “closed captioning” for videos.

Facebook

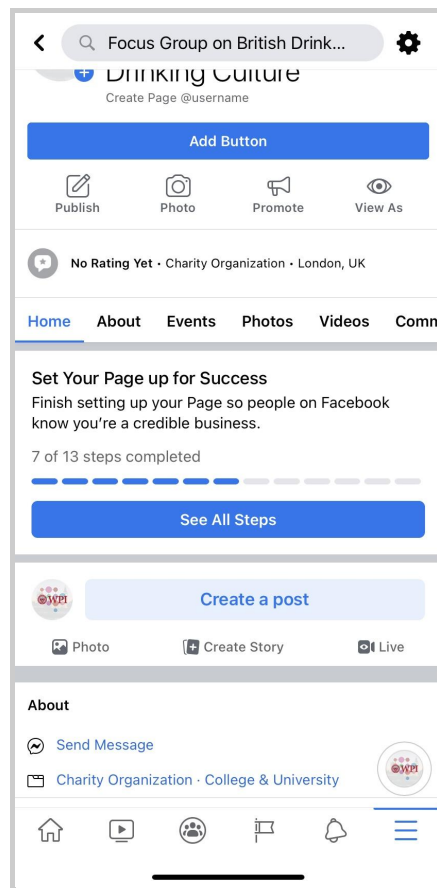


Figure 11: Example Facebook page.

Based on the results of the national poll, we found that Facebook is still a very relevant social media site. As a result, it would be beneficial to make sure you are utilizing all of the different aspects. First, one benefit is that Facebook and Instagram are both owned by the same company. This means that you can simultaneously share content from your Instagram to your Facebook by simply linking the two accounts. This will help ensure the content that is being shared is consistent across the multiple different social media applications. Similar to Instagram, Facebook has the ability to show stories now. To do this, you go to the account page and where it says “create a post”, like in Figure 11, you will see you have the option to add a photo, create a story or start a live. If you wanted to create a story, you would click the middle option. At this point you have the options from choosing between text, music, boomerang, mood, selfie, poll, or multiple photos. If you click the settings symbol in the upper right, you can also choose at this point who can see the post and if you want to share it directly to Instagram. In order to share the story to Instagram, the two accounts must be linked. If you chose to just create a post, you are able to add pictures or even article links in addition to text in order to share what you want with your followers.

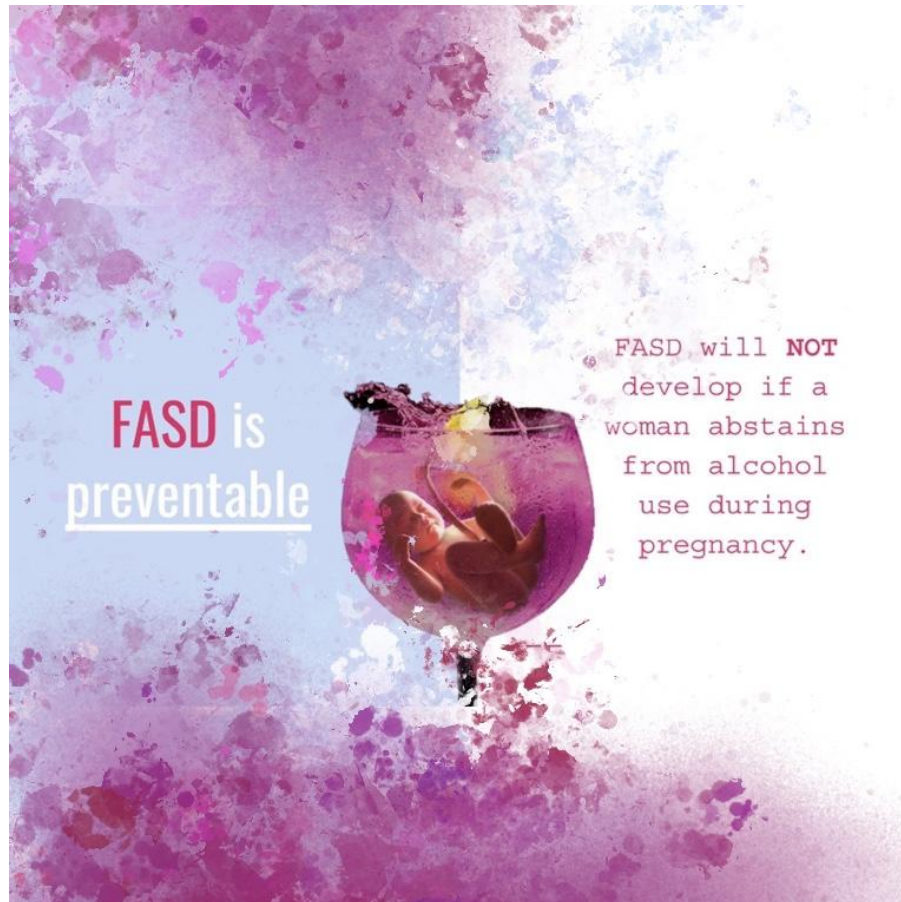
Twitter

Twitter would be a beneficial site to put content on for those who do not use other social media applications. A large amount of users get their news and information from Twitter so having the options to post content on there could reach a different crowd from the TikTok group. This content can be shared in a few different ways; permanent tweets, retweets of other tweets, twitter threads and stories. We acknowledge that the National Organization for FASD does have a successful twitter account which utilizes the majority of those post options. Our recommendation would be to consider creating one for the Prevent FASD as well so you are able to share content across as many platforms as you can.

Break Down of Content

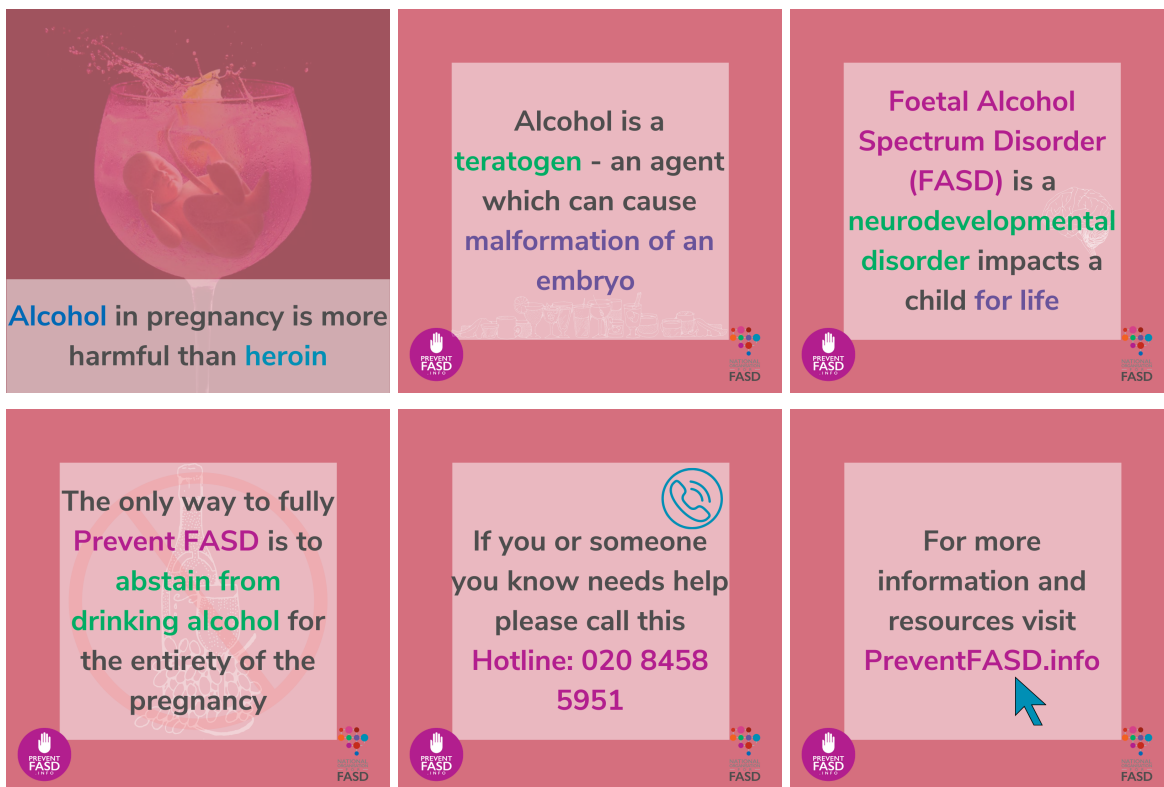
Instagram

Posts

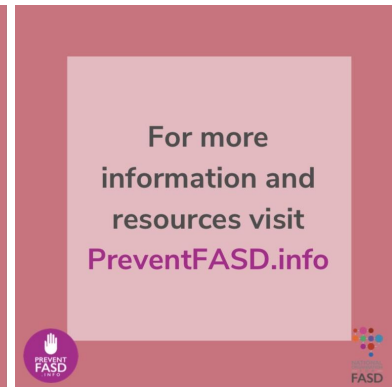
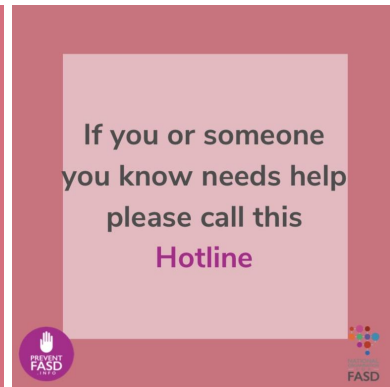
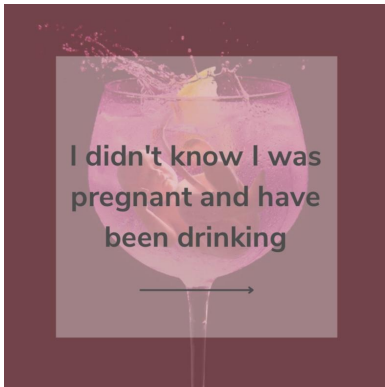


Series Posts

The following posts are intended to be series posts on Instagram. These are meant to use the swiping feature to engage users. In the first series, targeted towards educating the public about FASD, an eye-grabbing image and fact is used. The following educational slides are meant to be populated with facts about FASD. In the second series, a situation is posed followed by steps to follow to stimulate walking through the scenario. Both series feature branding for both PreventFASD and the National Organization for FASD are used in order to increase the trust in the posts. Additionally, the last two slides for each series display a help hotline as well as direction to find further resources which was encouraged in the focus groups that had been run.



[Link to edit canva design](#)



[Link to edit canva design](#)

Stories

Did you learn about FASD while YOU were in school?

A recent National Poll revealed that 37% of 16-17 year olds in to comparison 16% of 18-21 y/olds and 25% 22-25 y/olds somewhat/strongly agree that it's okay to have one or two alcoholic drinks every now and then when pregnant

34% of young adults feel they didn't learn enough about alcohol in pregnancy while in school

NATIONAL ORGANIZATION FOR FASD

So where do young people get their information from?

18-25 year-olds are largely comfortable with their friends when seeking advice/information for topics of sex in general, sex education, contraception, pregnancy, drinking alcohol, drugs, and sexuality. This category of friends was, however, bypassed as the highest percentage in favor of doctors for the topic of contraception and in the favor of mums for pregnancy.

NATIONAL ORGANIZATION FOR FASD

Information & Resources

Helpline: 020-8458-5951

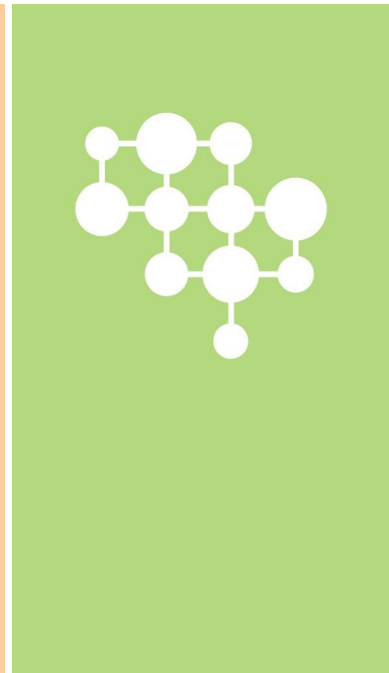
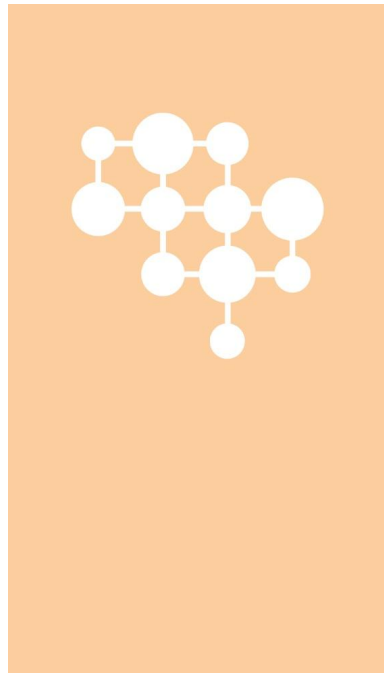
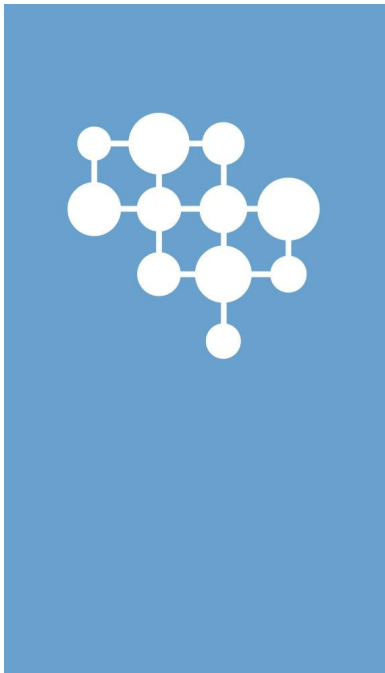
So what really is FASD, and why does it really matter?

Fetal Alcohol Spectrum Disorder is a neurodevelopmental condition with lifelong cognitive, emotional and behavioural challenges. In addition to effects on the brain, FASD is a full-body diagnosis that can include more than 400 known conditions.

Alcohol in pregnancy is more harmful than heroin The presence of alcohol during pregnancy can have lifelong effects, starting when an embryo can fit inside the zero on a penny, whereas heroin addiction can be treated

NATIONAL ORGANIZATION FOR FASD

Story highlights (Icons)



I'M PREGNANT AND I'VE BEEN DRINKING...NOW WHAT?

Steps to take to strengthen the health of you and your baby during pregnancy

STOP DRINKING ALCOHOL

Seek help immediately

It can be confusing to know what the safest options are during pregnancy. The NHS states that the only way to prevent FASD is to abstain from alcohol.

CONTACT YOUR MIDWIFE

Speak to a midwife / GP for more information

Learn more about the impacts alcohol has on a fetus during pregnancy.

ENCOURAGE HEALTHIER CHOICES

Take steps to make healthier choices

Avoid further smoking or drinking throughout the remainder of the pregnancy.

HAVE A SAFER PREGNANCY!

Safer for both yourself and the baby

By not drinking during pregnancy, you are helping prevent FASD



FOR RESOURCES AND MORE INFORMATION, CHECK OUT PREVENTFASD.INFO



MY PARTNER IS PREGNANT AND HAS BEEN DRINKING...NOW WHAT?

Steps to take to strengthen the health of the you, your partner and the baby during pregnancy.

SPEAK WITH YOUR PARTNER

Come up with a plan to stop drinking

It can be confusing to know what the safest options are during pregnancy. The NHS states that the only way to prevent FASD is to abstain from alcohol.

STOP DRINKING ALCOHOL

Seek help immediately

While it can be difficult to stop drinking throughout a pregnancy, participating in events such as Drymester and remaining alcohol free can help people feel less alone during their pregnancy,

ENCOURAGE HEALTHIER CHOICES

Take steps to make healthier choices

Similar to smoking, drinking during a pregnancy is dangerous and can have life-lasting effects. Avoiding both will ensure a safer pregnancy for your partner.

CONTACT A MIDWIFE

Safer for your whole family

For concerns about what drinking during pregnancy can do, contact a midwife to find out about next steps and ways to continue a healthier pregnancy



FOR RESOURCES AND MORE INFORMATION, CHECK OUT PREVENTFASD.INFO



[Link to edit Canva design](#)


Summary

In summary, we feel that by increasing the Prevent FASD presence on social media, more of the younger generations, or Gen Z, will learn about the campaign. While Prevent FASD already has a page on Facebook and Instagram, being able to not only expand the content type on these sites but also move onto other sites such as TikTok will increase the campaign's digital footprint.

Moving Forward

For the future, here are a few things we didn't get the chance to look into but feel would be useful to consider:

- **Creating content on YouTube** could be a great way for people to learn more about FASD. These could be informative videos with people speaking or even a cartoon style explaining FASD.
- **Conduct interviews with people with FASD and caretakers** to gain a different perspective which could impact how you target the younger generations.
- Working to include **FASD curriculum in PSHE courses** so it is taught to everyone, not just the classes where educators choose to include it.
- **Get the NHS as involved as they were in the smoking during pregnancy campaign** to try and increase public awareness.
- **Hire a Gen Z intern** to aid in the creation of content and appealing to the younger generation. By having an intern who is in this generation, they would know more about current trends in order to have content reflect that.
- **Code of conduct** in the film industry - how FASD is performed
- **Create content to appeal to partners of people** who could become pregnant and **couples**. Having a focus group could help with this as well.
- While we did not get the opportunity to **run the focus groups** as we hoped, we think having different focus groups could be beneficial when testing out content. Our idea had been to have two separate cohorts, with one having discussions on FASD and one leaving that out. Then showing each group FASD related content and getting their opinions on it. This could be important to see how those who do not know about FASD are able to perceive and understand the content.
 1. Gather participants and split into groups of five. Having this small group of participants will foster better discussions and allow everyone to be heard.
 2. Assign two cohorts - there can be multiple groups of five in each cohort if there are enough participants, but ensure there is at least one group in each cohort.
 - a. Cohort A: Ask questions about drinking culture, general perceptions about drinking during pregnancy, and social media usage

- 
- b. Cohort B: Ask the same questions as Cohort A, however, add in questions about FASD and debrief the group about FASD
 3. Conduct the first session with Cohort A and Cohort B; run a session with one group at a time keeping in mind the questions asked will differ between groups in different cohorts.
 4. Create content after all the first sessions have been conducted.
 5. Conduct a second session with Cohort A and Cohort B; run a session with one group at a time to demo the social media content that has been created after the first session.
 - a. We wanted to conduct the focus groups this way to see if there was a difference in the reaction between people who had already learned about FASD and those who were not given any prior information. This could have helped us develop strategies to reach all people regardless of background knowledge.