Social Marketing Plan

Overview

Texas made an early commitment to the system of care approach and has made steady progress over the past 20 years. In the communities where system of care has been implemented, the state has demonstrated a successful approach for building readiness and program outcomes have been positive. However, much work needs to be done to apply the approach across Texas and maximize the benefit to the state's children and youth. Many communities remain unaware of the system of care approach or have not yet decided to invest in community-level change.

Moving forward, Texas System of Care (TxSOC) will look for opportunities to increase awareness and motivate behavior through creative communications. The methods of effectively communicating are constantly changing. Innovative, new methods to foster an ongoing conversation with key audiences are being used. Messages and strategies have been tailored to specific audiences to increase the likelihood they will be acted upon and that system of care will be embraced. Messages will be integrated across platforms, building upon one another and designed to build toward common objectives.

Social Marketing Goals

TxSOC has a distinct set of social marketing goals developed to support and work in unison with the overall program goals outlined in the system of care strategic plan.

1. Increase awareness and understanding among key audiences about the system of care approach and its benefits.
2. Use social marketing to engage youth from diverse backgrounds then empower them to play a pivotal role in system changes so the resulting activities are youth-guided and culturally and linguistically competent.
3. Use social marketing to engage families from diverse backgrounds then empower them to play a pivotal role in system changes so the resulting activities are family-driven and culturally and linguistically competent.
4. Broaden understanding of cultural and linguistic competence and its place in system of care.
5. Broaden understanding of communities and its place in system of care.
6. Fully support social marketing efforts at the system of care communities.

Goal 1

Increase awareness and understanding among key audiences about the system of care approach and its benefits.

Messages

- System of care is an effective, collaborative approach that coordinates services and supports to create better futures for children, youth and their families within their own communities.
- Today, many Texas children and youth with mental health concerns lack access to the care they need. With effective, collaborative supports, youth and their families—and their communities—have a number of hopeful and better outcomes overall (i.e., reduction in a variety of problems like school failure, trouble with the law and suicide).
- Families and youth who are part of a system of care approach do better at home, in school, in the community and throughout life.
- System of care services, agencies, and programs are culturally informed, linguistically competent, and flexible to best serve all populations.
- Equipping children and families in Texas to utilize their voice, passion and unique assets as informed advocates will leave a legacy of significant improvement in children's mental and behavioral health.
- Youth peer support services will improve participation in treatment and outcomes for transition-age youth and strengthen state and community system of care leadership.
- Statewide implementation of the system of care approach will benefit all Texans, regardless of whether mental health challenges are part of their daily lives. System of care creates safer, stronger and healthier communities with a more efficient use of community resources and dollars.

STRATEGY 1.1

Identity Refresh

TxSOC plans to audit its current communication and brand assets and develop a deeper identity system, inclusive of consistent graphic elements, typography and promotional materials along with strengthened copyrighting and a refreshed logo. The current TxSOC brand identity starts and stops at a logo, which isn't a substitute for a "brand." Interactions and engagement with stakeholders can only be enhanced with a more cohesive visual identity, tone of voice and message.

Audiences

State and local leaders, advocates, service providers

Action Steps

- Strengthen copywriting across all brand touchpoints to more effectively communicate system of care principles to focused audiences.
- Refresh the TxSOC logo to be more modern, appealing, and bespoke to establish a more professional presence.
- Build a cohesive identity system including design of promotional materials (i.e., flyers, slide decks, leave-behinds, etc.).

STRATEGY 1.2

Update and Expand the Texas System of Care Website

The current TxSOC website (txsystemofcare.org) is up for an update—not only because the WordPress theme hasn't been updated in years (leaving the site vulnerable to security threats and lacking modern features), but also to better organize existing content. With a revamp of the website, especially as TxSOC looks to increase content production, an optimized website framework would better support and deliver content to end users.

Audiences

State and local leaders, advocates, service providers, families, public

Action Steps

- Conduct an audit of the current TxSOC website to create a new and improved sitemap that increases visibility and accessibility of resources, tools and content.
- Develop/refine copywriting to strengthen the delivery of necessary information.
- Research and identify a new premium WordPress theme that fits current and future content needs and offers user experience-enhancing features.
- Identify a committee of stakeholders to review wireframes and mockups to inform decision-making.
- Build-out the new website using a staging environment to ensure accessibility of the current website (no downtime).
- After the new website goes live, continue to receive feedback from stakeholders and focus groups to refine the site toward maturity.
- Maintain and finalize development of current TxSOC microsites (i.e., flight2freedomtx.org, cmhaustin.com, toolkit.txsystemofcare.org, gallery.txsystemofcare.org) and explore development of new microsites when appropriate. Dedicated sites enhance the delivery of content when a more robust navigational experience is needed.

STRATEGY 1.3

Thought Leadership and Digital Content Strategy

In the digital landscape—whether in email marketing, social media management, etc.—content is essential. The common practice of agencies simply sharing others' content is not adequate. The most effective way for agencies to engage target audiences and effectively tell their brand story is to place an emphasis on creating

their own content. TxSOC plans to develop a robust e-communications program, leveraging internal expertise to deliver pointed, relevant information to stakeholders across digital platforms. TxSOC also plans to segment its email communication to reduce spam and deliver content requested by the subscriber.

Audiences

State and local leaders, service providers, advocates

Action Steps

- Develop a digital content strategy that leverages internal expertise to create relevant and timely content that helps educate key audiences about system of care issues, reinforces key messages or provides updates to news and events regarding the TxSOC initiative. Determine best format for message delivery (i.e., video, text, infographic, etc.).
- Engage community partners to contribute content on region-focused topics to show statewide thought leadership and strengthen partnerships. This will also benefit their own social marketing efforts through cross-promotion.
- Develop a digital content calendar to distribute content across appropriate channels (i.e., newsletter, website, social media, etc.) in an appropriate frequency.
- Segment e-mail distribution lists to allow for more engaged readership and increase opt-ins.
- Develop templates using best practices to aid content creation.
- Research emerging technologies for alternative content mediums (e.g., audio, eLearning, etc.).

STRATEGY 1.4

Social Media Management and Expansion

TxSOC will continue harnessing social media to communicate key messages, raise awareness of the system of care approach and children's mental health issues, and strengthen existing relationships. TxSOC has established a presence on Facebook, Twitter, and YouTube and will continue to explore additional outlets that align with strategy and audience.

Audiences

State and local leaders, advocates, service providers, families

Action Steps

- Continue to manage TxSOC Facebook, Twitter, and YouTube accounts.
- Research emerging publishing platforms for opportunities to increase visibility of content and better engage with key audiences. For example, for TxSOC's CLC Podcast, social platforms to explore for optimal hosting of audio files include Soundcloud.
- For each platform, research and use best practices for content delivery to maximize engagement.

Media Outreach and Public Relations

TxSOC plans to implement and sustain a media outreach and public relations plan to build awareness and positive perception of the system of care approach and the leadership role of TxSOC in the state. This will be resource-intensive and may require some additional assistance.

Audience

Public, families, youth

Action Steps

- Actively pitch feature stories and news releases. Pitch ideas to reporters in anticipation of key dates (e.g., Children's Mental Health Day, Suicide Prevention Month, etc.; back-to-school/need to address students' mental health).
- Assist key leaders in developing articles for placement in local media outlets.
- Scan media stories for opportunities to respond to events/articles related to children's mental health.
- Identify and place TxSOC content in partner or other communications that reach one or more target audiences.
- Look at existing websites, blogs, newsletters and social media websites for placement opportunities.

Events, Speaking Engagements and Special Awareness Days

TxSOC will use events, speaking engagements and special awareness days to promote the system of care approach. Events can be used strategically to communicate key messages to targeted audiences and to develop and strengthen relationships. They are an opportunity to increase awareness and shape opinion with highly-targeted groups. The definition of an event can range from a small dinner with opinion leaders to representing the organization with a booth and materials at a conference with thousands of attendees.

Audiences

- Varies by event—public, families, youth, service providers, state and local leaders

Action Steps

- Continue and sustain annual Children's Mental Health Awareness Day (CMHAD) by engaging and retaining planning partners and building new partnerships. The more community buy-in in the planning process, the more resources available to increase the overall event impact.
- Grow CMHAD Sponsorship and Recognition Program by identifying and building relationships with community donors.
- Develop communication strategy to educate, engage and retain event partners, donors and attendees (i.e., quarterly distribution of timely and relevant children's mental health awareness content with resources for individual- and organization-level involvement).

- Ensure TxSOC branding/messaging is present in promotional materials and event signage to maximize exposure.
- Look for opportunities to partner with organizations with aligned missions who are hosting events.
- Identify speaking opportunities that put TxSOC in front of one or more key audiences. Create talking points/speeches for speaking engagements. Identify new audiences (e.g., law enforcement, school health, child welfare, professional association conferences and faith-based meetings).
- Research and identify additional special recognition events around topics that align with children's mental health (e.g., suicide prevention, stigma and trauma). Plan activities around these time periods and look for mutually beneficial partnerships.
- Provide opportunities for attendees to sign-up for future communications (i.e., email communications) at events.

Goal 2

Use social marketing to engage youth from diverse backgrounds then empower them to play a pivotal role in system changes so the resulting activities are youth-guided and culturally and linguistically competent.

Messages

- Youth voice is central to shaping the system of care approach and to all decision making.
- Texas System of Care is committed to creating a system of mental health care that is easy for families to navigate and find the services they need.
- Equipping children in Texas to utilize their voice, passion and unique assets as informed advocates will leave a legacy of significant improvement in children's mental and behavioral health.
- Youth are better able to receive the services they need when agencies partner with one another and with youth to make decisions.
- System of care helps to create better futures for children, youth and their families within their own communities.
- System of care services are flexible and responsive to different cultures.
- Youth who are part of a system of care approach do better at home, in school, in the community and throughout life.

STRATEGY 2.1
ACCEPT Texas Member Recruitment and Sustainability

ACCEPT—TxSOC's primary player in engaging and empowering youth—plans to expand its membership across Texas through effective social marketing to reach and engage prospective members.

Audiences

Children, youth and their families

Action Steps

- Develop and grow an ongoing, reliable list of youth-serving agencies and contacts from around the state.

- Develop effective creative content (i.e. utilizing memes and video storytelling/testimonials) to better engage youth and share ACCEPT's mission and member experience in a more concrete manner.
- Research emerging technologies as well as social media demographic data to more effectively deliver content (i.e., Facebook will be used primarily to advertise and connect with youth-serving professionals while Instagram and Snapchat will be primary used to connect with youth).
- Hold regular calls with each chapter and membership to encourage connection and offer technical assistance.

STRATEGY 2.2

Chapter Development and Sustainability

ACCEPT Texas chapter sustainability increases with community partnerships, communication programs and technical assistance.

Audiences

Children, youth and their families

Action Steps

- Identify and engage agencies in Texas that have strong youth advisory boards and councils to begin coordinating efforts together.
- Provide ongoing training and support to chapters—inclusive of social marketing best practices—through a resource development committee.
- Research emerging technologies to better engage and connect with participants in remote meetings.
- Build an email list and develop and distribute a monthly newsletter.

STRATEGY 2.3

Branding and Events

ACCEPT Texas plans to develop an identity system and guidelines to ensure consistent branding as the program grows, along with a cohesive array of internal and public-facing marketing materials. Regular events in targeted communities will also serve as a tool for community development and program expansion.

Audiences

Public, families, youth, service providers, state and local leaders

Action Steps

- Refine copywriting across all brand touchpoints.
- Develop an ACCEPT Texas elevator speech to create a standardized, easily-digestible and deliverable overview of the program.
- Develop/refine logo and a build a sustainable identity system using consistent typography to make brand more identifiable.

- Develop a brand style guide to ensure visual consistency across chapters.
- Identify a marketing and communications lead to oversee social marketing efforts across the program.
- Host regional events (i.e. continuation of Artify event series) or partner with existing regional events to build up target communities and promote youth voice.

Goal 3

Use social marketing to engage families from diverse backgrounds then empower them to play a pivotal role in system changes so the resulting activities are family-guided and culturally and linguistically competent.

Messages

- Family voice is central to shaping the system of care approach and to all decision making.
- Equipping families in Texas to utilize their voice, passion and unique assets as informed advocates will leave a legacy of significant improvement in children's mental and behavioral health.
- Texas System of Care is committed to creating a system of mental health care that is easy for families to navigate and find the services they need.
- System of care is a collaborative approach with families working in partnership with the various youth-serving systems.
- System of care helps to create better futures for children, youth and their families within their own communities.
- System of care services are flexible and responsive to different cultures.
- Families and youth who are part of a system of care approach do better at home, in school, in the community and throughout life.

STRATEGY 3.1
Increase Network Membership by Harnessing Digital

The Texas Family Voice Network (TxFVN)—TxSOC's primary player in engaging and empowering families—plans to embrace its website as a promotional tool and explore new digital channels as they seek to expand statewide membership. TxFVN also plans to research and adopt e-conference technology to allow for increased member participation.

Audiences

State and local leaders, advocates, service providers, families

Action Steps

- Embrace technology (e.g., Zoom) to increase member engagement and allow for remote meeting participation.

- Review and continually improve the TxFVN website design and content.
- Identify an online form solution to embed on the TxFVN website to securely collect online membership applications.

Education, Training and Resources

TxFVN plans to promote system buy-in, benefits of peer support, and legislative advocacy through marketing materials and educational opportunities.

Audiences

State and local leaders, advocates, service providers, families

Action Steps

- **Update Marketing Materials:**
  - Update current TxFVN marketing materials to be more effective in delivering information and more visually appealing/professional.
  - Develop additional evergreen marketing materials that are visually appealing, consistent and professional with relevant information for key target audiences.
- **Promote System Buy-In:**
  - Develop targeted information packets for state leaders.
  - Partner with state agencies and target communities (i.e., rural) to place and distribute branded, relevant materials with contact info for certified family partners and resources.
  - Conduct/partner with agencies to hold trainings on how to access services.
- **Raise Family Awareness of Family-to-Family Peer Support:**
  - Develop an informational poster and engage LMHAs to hang it in relevant, high-visibility locations to be seen by family members.
  - Develop a tip sheet on topics such as accessing peer supports and state supported services.
  - Conduct/partner with agencies to hold trainings on family support.
- **Strengthen Legislative Advocacy:**
  - Continuously scan advocacy training opportunities and promote them to the Network to encourage participation (i.e., trainings on cultural and linguistic competence or speaking opportunities at conferences).
  - Conduct trainings (i.e., workshops, seminars, presentations) for family members on topics such as advocacy and harnessing your voice.

Embrace Social Media

TxFVN plans to embrace social media to communicate key messages; raise awareness of the system of care approach and children's mental health issues; and strengthen its legislative advocacy. Texas Family Voice

Network has created a Facebook account and will continue to explore its features as well as additional, relevant online outlets.

Audiences

State and local leaders, advocates, service providers, families

Action Steps

- Use social media tools like Facebook Live to have families tell their story to reduce stigma, encourage advocacy and promote cultural and linguistic competence with members of different cultures.

STRATEGY 3.4

Conduct an Anti-Stigma Campaign

TxFVN plans to conduct an anti-stigma campaign targeted to youth and families.

Audiences

Public, children, youth and families

Action Steps

- Review existing anti-stigma programs for replication in the state, especially those developed by Texas system of care communities and as developed by Substance Abuse and Mental Health Services Administration.
- Educate children, youth and their family members about the importance of mental health, the effectiveness of interventions and how to combat stigmatizing messages.
- Work with the subcommittee to determine the most effective tools to reach these audiences. An initial idea includes video testimonials showing how mental health can look like anyone.

Goal 4

Broaden understanding of cultural and linguistic competence and its place as a value in system of care.

Messages

- System of care services, agencies, and programs are culturally informed, linguistically competent, and flexible to best serve all populations.
- System of care communities work to achieve equity by eliminating disproportionality and disparities in systems that serve families.
- System of care is an effective, collaborative approach that needs to be widely implemented to create better futures for all children, youth and their families within their own communities.
- Families and youth who are part of a system of care approach do better at home, in school, in the community, and throughout life.

STRATEGY 4.1
Education, Training and Resources

In order to address the needs of multi-ethnic community members, TxSOC will define and explain foundational terminology and concepts of cultural and linguistic competence (CLC), along with more in-depth learning opportunities and technical assistance, for various populations.

Audiences

State and local leaders, advocates, service providers, families, public and other invested community members

Action Steps

- Produce and distribute regular webinars, tutorials and podcasts focused on in-demand and helpful topics regarding how to enhance agencies' approach for various populations.
- Research emerging technologies and explore alternative forms of digital content to promote CLC's importance in system of care (e.g., a video series where both youth and families speak specifically in regards to CLC).
- Continually scan and promote online trainings, research and resources through TxSOC or partner marketing channels to ensure that mental health concerns within specific populations are highlighted.
- Facilitate CLC subgroups within ACCEPT and TxFVN that will lead to projects to raise awareness around the importance of CLC.

- Provide in-depth consultation and ongoing technical assistance on incorporation of CLAS standards though various communication methods (e.g., in-person, online, etc.).

Goal 5

Broaden understanding of community readiness and its place as a value in system of care

Messages

- Community is a system of care value that must be harnessed like all others. Without community, there is a barrier to sustainability—it must be thought of beyond grant and service.

- System of care is an effective, collaborative approach that needs to be widely implemented to create better futures for children, youth and their families within their own communities.

- Today, many Texas children and youth with mental health concerns lack access to the care they need. With effective, collaborative supports, youth and their families—and their communities—have a number of hopeful and better outcomes overall (i.e., reduction in a variety of problems like school failure, trouble with the law and suicide).

- Families and youth who are part of a system of care approach do better at home, in school, in the community and throughout life.

- System of care services, agencies, and programs are culturally informed, linguistically competent, and flexible to best serve all populations.

- Statewide implementation of the system of care approach will benefit all Texans, regardless of whether mental health challenges are part of their daily lives. System of care creates safer, stronger and healthier communities with a more efficient use of community resources and dollars.

STRATEGY 5.1

Education, Training and Resources

TxSOC plans to promote the importance of community through ongoing training opportunities and resource development/sharing aimed to increase sustainability and enhance community organization efforts.

Audiences

State and local leaders, advocates, service providers and other invested community members

Action Steps

- Strengthen copywriting across all brand touchpoints to redefine "community" as a system of care value. Break down system of care work in a unique way that goes beyond LMHAs with the goal of community being harnessed like cultural and linguistic competence, youth voice and family voice.

- On targeted brand touchpoints (i.e., TxSOC website, info sheets, etc.), effectively communicate ways for community members to get involved, especially for those coming in to contact with system of care in various ways (i.e., outside of traditional avenues) to truly cultivate community.

- Develop and distribute in-depth educational resources and tutorials for communities on sustainability and community organization (subject matter may include effective elevator speeches, how to communicate with and engage diverse stakeholders, etc.).

- Continue and sustain bi-annual Texas System of Care Conference with focus on engaging internal constituents and expanding partnerships.

STRATEGY 5.2

Toolkit Development

TxSOC will equip communities with accessible online tools to increase community buy-in and promote system of care values.

Audiences

State and local leaders, advocates, service providers and other invested community members

Action Steps

- Continue and sustain statewide children's mental health campaign/toolkit to encourage and aid in awareness activities.

- Develop and publish online toolkit for new system of care communities that is accessible and provides high-level, introductory information on key topics.

- Identify in-demand topics, develop content, and publish additional focused online toolkits and/or comprehensive resource pages to equip communities on key areas like governance board and community development, sustainability, etc.

Goal 6

Fully support social marketing efforts at the system of care communities.

Messages

- Texas System of Care provides statewide training in system of care values, principles and best practices.
- Texas System of Care is prepared to help and support any community that would like to establish or expand system of care services.

STRATEGY 6.1

Support, Consultation and Materials

TxSOC will provide social marketing support, consultation and materials to system of care communities.

Audiences

Local leaders, service providers, community stakeholders

Action Steps

- Have a high degree of availability for consulting and support in a variety of areas including marketing, web services, design, media relations and communications strategy.
- If requested, work with community staff to develop messaging and content to help frame issues.
- Stay informed of best practices in communication and develop fact sheets with tips on effective communication, inclusion of communication tips and resources in email digests, and building and maintaining an archive of communication resources on the initiative's website.
- Keep communities up-to-date with the latest news and information about system of care through regular emails that provide resources including training opportunities, events, webinars, reports and funding opportunities.
- Utilize social media to create an online dialogue that encourages an exchange of knowledge, an atmosphere of mutual support and peer-to-peer learning environments/networks among communities and state stakeholders.
- Enhance the "resources" section of the Texas System of Care website to serve as a valuable asset for system of care communities.