Social Media Quick Guide

FOR SHARING ODMAP DATA

SEPTEMBER 2022

ODMAP
OVERDOSE DETECTION
MAPPING APPLICATION PROGRAM

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Sharing ODMAP Data on Social Media

The purpose of the ODMAP Social Media Quick Guide is to assist ODMAP users in preparing to share ODMAP data via social media to **inform** members of their community of immediate overdose threats and **encourage** action and engagement in response to these threats.

This guide will assist you in developing a process to communicate timely information related to overdose threats and trends via social media platforms that will:

1. Prepare the local community with strategies for how to respond to overdose threat data; and
2. Connect community members to local resources.

ODMAP data can be used to inform your organization's stakeholders and community members of trends in non-fatal and fatal overdoses, spikes in overdoses, naloxone utilization, and suspected substances involved in overdoses. The most common way data is shared from ODMAP users to the public and community partners is through spike alerts.

Spike alert messages shared via social media generally include the date of the alert, the geographic region of the spike, local resources, and any relevant contextual information, such as Safe Reporting laws and how to obtain naloxone.

There are limitations to sharing ODMAP data, which are outlined in the Participation Agreement signed by all ODMAP agencies. Data is owned by the submitting agencies that collect the information.[1] Raw/line data cannot be downloaded or shared without a memorandum of understanding (MOU), or unless the submitting agency shares the information; when in doubt, don't share the information without talking to the data contributor.

For more on ODMAP and ODMAP data usage, a presentation is available **HERE**.

Developing a Social Media Strategy

Resources

CDC Social Media Tools, Guidelines, & Best Practices

Offers guidance on how to write for social media, to improve reach of health messages, increase access to your content, and activate engagement from audiences.

SAMHSA Digital Media Best Practices
Provides best practices, tips, and platform comparisons.

Prevention Solutions
Provides 6 steps to develop a social media communications plan for prevention efforts.

Roles

Who will be responsible for:

- Monitoring spike alerts
- Maintaining a list of local resources
- Creating social media posts
- Approving drafted posts
- Disseminating social media posts
- Tracking engagement and other metrics

Social media is a highly influential communication channel that can reach a wide range of target audiences. Therefore, it is highly recommended that a social media strategy guides the dissemination of information via social media channels. Public health and public safety organizations utilizing ODMAP are encouraged to review existing communications and social media strategies to ensure alignment with rapid sharing of ODMAP information to a large number of people.[2] For agencies yet to develop a social media strategy, a number of resources are available to assist in that development.
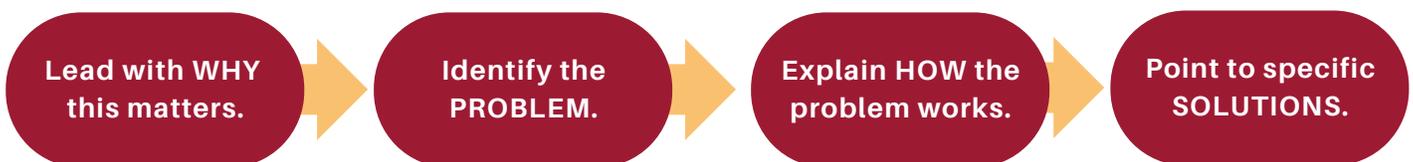
Implementation Considerations

- **Will your organization use the sample social media templates found in this guide, create their own, or both?**

- **What content will your organization include in the posts?** Content should be brief, targeted, clear, concrete, and essential with proposed actions and links to resources.

- **Will posts include visuals?** If so, have visuals been selected to align with your goal and effective use of images? Visuals promote engagement and should depict strong, positive interactions with diversity in people and settings rather than images of crisis.[3,5]

- **Will your organization post immediately following a spike alert, after time has passed (i.e., via an after-action report that provides information regarding the response), or both?**

- **Will your organization tag other agencies or use any hashtags?** Tags (e.g., @name of law enforcement agency) and hashtags (e.g., #stopoverdose) help share your message to a wider group of people since the message is seen by all in tagged or hashtag groups.[3]

- **Which social media platforms will be used?** A variety of platforms exist, including Facebook, Twitter, and LinkedIn. Each platform has different user demographics, formats, and content types.

- **Will the organization incur any additional costs related to creating or managing social media posts, and has funding to support these costs been secured?**

Sharing ODMAP Data Effectively

Communicating timely information regarding overdoses has a critical role in overdose prevention. The use of planned, intentional messages to your target audience can help to positively influence behavior, attitudes, and knowledge, and can help to avoid unintended outcomes.[2] A few simple communication strategies can be used to craft thoughtful and impactful messages for social media.

Given the brevity of social media posts, it is important to make deliberate choices about what is said and how it is said in order to effectively communicate your intended message to your target audience. This includes careful consideration of what is emphasized, explained, and left out. A simple formula to guide the development of the content for a social media post follows this process:[4]

Lead with WHY this matters.	→	Identify the PROBLEM.	→	Explain HOW the problem works.	→	Point to specific SOLUTIONS.

Lead with values and WHY this matters.

- Tap into the collective concern about the wellbeing of the community and how drug trends threaten that goal.
  Examples
  - We have a responsibility to support the health of our community, especially our youth.
  - Let's work together to keep our youth healthy.

Identify the problem.

- Explain how the problem works and describe threats as urgent, but not insurmountable.
  Examples
  - Adults sometimes skip important conversations with you because they aren't sure of what to say.
  - Not sure how to have the conversation with youth about substance use?

Explain how the problem/solution works.

- Provide context and describe contributing factors that show how the issue/problem works.
  Examples
  - When trusted adults have short, frequent conversations with adolescents about substance use, those youth are less like to use substances.
  - Strong relationships are especially important during adolescence.

Point to specific solutions.

- Highlight concrete solutions and provide examples that explain how they address the problem, leading to better outcomes.
  Examples
  - Training and support exist to assist you in having these conversations.
  - Act in small ways to show that you care.

Putting it all together:
"To keep our community healthy, we can make dangerous substances less easy to obtain. Locking up alcohol and prescription drugs is a simple step that goes a long way."

The formula presented above for social media content development also serves the purpose of ensuring your messages prepare your intended audience for action by highlighting solutions, or strategies, for how they can respond to the problem presented. Similarly, it is important to determine what resources are most important to connect your audience with as they take action. Local resources and key information may include:

- Substance use services and resources (e.g., local treatment and support programs, the national Substance Abuse and Mental Health Services Administration [SAMHSA] treatment locator database, the National Alliance on Mental Illness, and the 988 suicide and crisis lifeline)
- Community-based resources (e.g., community coalitions, public safety organizations and programs, public health agencies)
- Safe Reporting laws (e.g., the Good Samaritan law)
- Where and how to obtain naloxone (e.g., REVIVE! trainings, pharmacies)
- Signs of an overdose (e.g., https://nida.nih.gov/publications/drugfacts/naloxone)

Always ensure that the language used in your messaging does not unintentionally perpetuate stigma. Stigma may lead individuals to be less willing to seek treatment and contradicts efforts to engage community support. One way to reduce bias and stigma around substance use is to use person-first language, which describes what a person has as opposed to what a person is. For example, rather than using highly stigmatizing words like "addict" or "user", put the individual before the problem by referring to them as "a person with substance use disorder."[6] For more information on preferred language for talking about addiction, visit the National Institute on Drug Abuse (NIDA).

Crafting Spike Alert Messages

As organizations work to develop social media content, it can be helpful to plan for how to prepare the local community with strategies on how to respond to overdose threat data and the resources that will be provided to them. Naturally, the action items and corresponding resources will differ if the message is intended for **immediate release** versus an **after-action report**. Regardless of the type of message, information regarding spike alerts should be kept general – do not include specific locations through overdose maps or by identifying a geographic area more specific than a county. Across platforms, tags and hashtags can increase reach and engagement. They can promote specific campaigns, individuals, organizations, and events, and should be updated regularly to remain relevant.[3]

The tables on the next page offer a starting point to help in thinking through what content to include when crafting spike alert messages.

Common Alerts and Corresponding Response for
Immediate Release

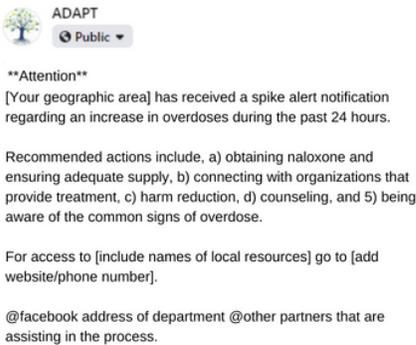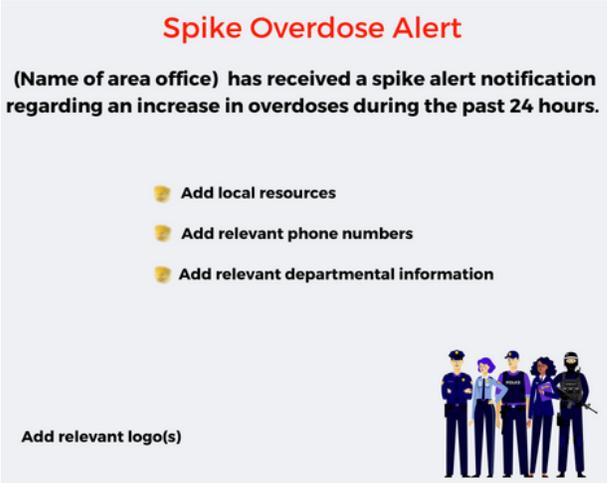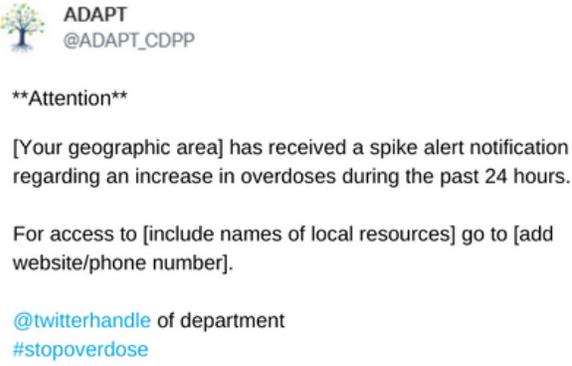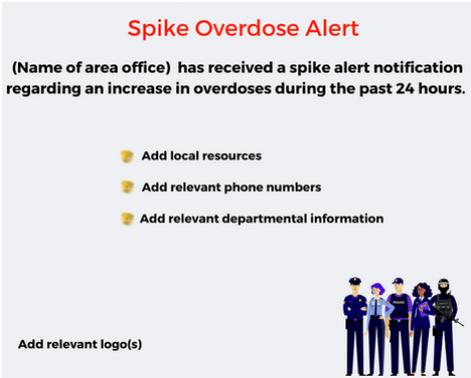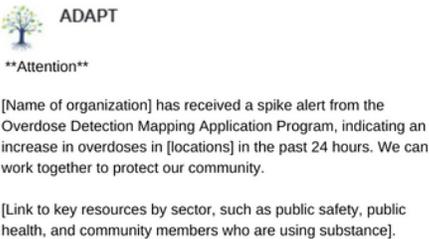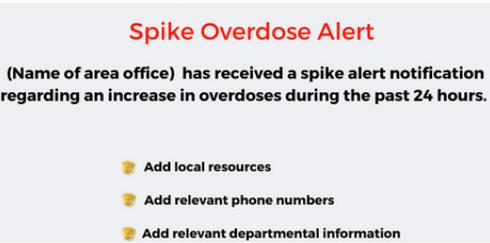| Alert	Action Items	Resources to Consider Including
*Spike in overdoses in **your** geographic area*	• Alert any appropriate sectors that aren't receiving spike alert notifications (public safety, public health).∗ • Encourage stakeholder partners to activate quick response/overdose response teams. • Encourage social contacts of persons using substances to access naloxone. • Encourage parents/caregivers and educators to promote engagement in safe, healthy activities.	• Naloxone access (community organizations, pharmacies, public health departments, mail) • Naloxone training (local events, online) • Fentanyl test strip access and harm reduction techniques (harm reduction organizations) • Substance use support, mental health support, suicide prevention, counseling, and resource navigators (local agencies, phone numbers) • Treatment locator resources
*Spike in overdoses in **nearby** geographic area*	• Alert any appropriate sectors that aren't receiving spike alert notifications (public safety, public health, and quick response/overdose response teams) to potential increase in overdoses.∗ • Ensure adequate resources such as naloxone.	• Same as above • A statement in your communications regarding the early warning nature of a spike alert in nearby areas, such as, "This spike is an early warning that a similar spike may be seen in our community."
∗*Agency Admins for ODMAP can edit the distribution list for alerts to include all relevant community organizations.*		

After-Action Reports

In contrast to an immediate release, an after-action report may be released following a spike in order to provide the general public with information regarding the response and to highlight the work done.
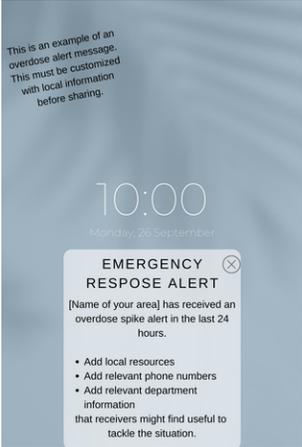
Platform: Press Release (News media or a link on Twitter or Fb to the press release.)	**Audience: General public**
[Name of organization] received a spike alert notification from the Overdose Detection Mapping Application Program on [date], indicating an increase in overdoses in [locations]. [Name of organization and partnering organizations] were able to mobilize a swift response. [Provide any key actions or resulting outcomes]. [Link to key resources by sector, such as public safety, public health, and community members who are using substances].	
Platform: Social Media (e.g., LinkedIn)	**Audience: General public and your organization's professional network**
[Name of organization] responded to an increase in overdoses on [date] in [location]. Our response and community resources can be found here: [Provide link to press release].	

Message Templates by Platform

Social media messages will differ across platforms given space and size variations in post content. Below is an example of how a message may differ across commonly used platforms – Facebook, Twitter, LinkedIn, Instagram, Nextdoor, and text alerts.

Platform	Audience
Facebook	Any Facebook users who follows your organization's Facebook page

ADAPT
🌐 Public ▾

Attention
[Your geographic area] has received a spike alert notification regarding an increase in overdoses during the past 24 hours.

Recommended actions include, a) obtaining naloxone and ensuring adequate supply, b) connecting with organizations that provide treatment, c) harm reduction, d) counseling, and 5) being aware of the common signs of overdose.

For access to [include names of local resources] go to [add website/phone number].

@facebook address of department @other partners that are assisting in the process.

Spike Overdose Alert

(Name of area office) has received a spike alert notification regarding an increase in overdoses during the past 24 hours.

🎗 Add local resources

🎗 Add relevant phone numbers

🎗 Add relevant departmental information

Add relevant logo(s)

Twitter	General public

ADAPT
@ADAPT_CDPP

Attention

[Your geographic area] has received a spike alert notification regarding an increase in overdoses during the past 24 hours.

For access to [include names of local resources] go to [add website/phone number].

@twitterhandle of department
#stopoverdose

Spike Overdose Alert

(Name of area office) has received a spike alert notification regarding an increase in overdoses during the past 24 hours.

🎗 Add local resources

🎗 Add relevant phone numbers

🎗 Add relevant departmental information

Add relevant logo(s)

LinkedIn	General public and your organization's professional network.

ADAPT

Attention

[Name of organization] has received a spike alert from the Overdose Detection Mapping Application Program, indicating an increase in overdoses in [locations] in the past 24 hours. We can work together to protect our community.

[Link to key resources by sector, such as public safety, public health, and community members who are using substance].

Spike Overdose Alert

(Name of area office) has received a spike alert notification regarding an increase in overdoses during the past 24 hours.

🎗 Add local resources

🎗 Add relevant phone numbers

🎗 Add relevant departmental information

Message Templates by Platform

Instagram	
Any Instagram users who follows your organization's Instagram page	
Nextdoor	
People in your Nextdoor neighborhood and neighborhoods near you	
Text alert	
Anyone who signs up to receive text alerts	

We hope that this **ODMAP Social Media Quick Guide** has offered a useful starting point in thinking through and preparing ODMAP content for social media dissemination. This guide was created in collaboration with ADAPT.

For more information on ODMAP, please reach out to **odmap@wb.hidta.org**

To request technical assistance on this topic, reach out to **ADAPT** at: https://www.hidta.org/adapt/technical-assistance/

ODMAP on Social Media

References

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