



WARRIOR U

**Social Media as a
Tool for CBO
Community Engagement**



Sickle Cell Community Consortium CBO Partner Learning Series

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WARRIOR UNIVERSITY

Warrior University is an online webinar curriculum series that will focus on patient and provider education, advocacy training, Consortium Speakers Bureau sign-up and certification, and best practices for sickle cell community-based organizations (to include grant writing, social media education and digital literacy, event planning, etc.).

SOCIAL MEDIA WEBINAR SERIES: OVERVIEW

The Sickle Cell Consortium is excited to present the Social Media Webinar series as part of *Warrior University*. This Social Media Webinar series was developed to increase digital literacy and social media competence among CBOs. Together with Pfizer and Online Media Interactive, we will provide the foundation for strong digital patient engagement through Social Media 100 and 102. We will then explore the potential for digital and social media engagement in the sickle cell community with Social Media 201 and 202.

This series of social media learning sessions delivered via online webinar has been designed to provide a basic body of knowledge related to social media and digital marketing, combined with strategies and best practices for community-based organizations tasked with improving engagement with the people they service, volunteers, donors and other constituents.

Rationale

During the first session of 2016 General Assembly of Community-Based Organizations (CBOs) the third most highly prioritized issue/concern was the need to increase digital literacy and competence among CBOs. To address this need, the CBO and Patient Advocates proposed the development of a webinar series to provide tools and techniques necessary to become proficient in this area.

CURRICULUM

Prerequisites

Attendees who participate in each of the sessions in the series are required to complete the following *Goodwill Community Foundation Learn Free* social media tutorials:

- **Facebook 101:** Creating, Using, and Maintaining a Facebook Page ([Access Facebook Tutorial Here](#))
- **Twitter 101:** Creating and maintaining an account on the popular social media network ([Access Twitter Tutorial Here](#))
- **Instagram Basics:** What Is Instagram, Getting Started With Instagram, Common Instagram Terms, Navigating Instagram, Sharing Photos on Instagram, and Liking and Sharing ([Access Instagram Tutorials Here](#))
- **LinkedIn Basics:** Create and maintain an account on this popular professional networking site. ([Access LinkedIn Tutorial Here](#))

WEBINAR COURSES

Warrior University students may register for all Social Media Series Webinar Courses at www.tinyurl.com/SCCC-socialmedia

SOCIAL MEDIA 100 SERIES

The learning sessions in Social Media 101 and Social Media 102 are designed to build on the knowledge gained in the prerequisite tutorials. With a basic understanding of the four most popular social media networks, these sessions will help attendees learn how to take the hands-on knowledge gained and use it to craft strategies to improve the digital footprint of their organizations.

Social Media 101

An introduction to social media and its uses for nonprofits, other community-based organizations and patient/caregiver groups. Tuesdays, 7pm EST.

- **The Social Media Webinar Series & Prerequisite Overview** – An overview of the Social Media Series, how to register, what you'll learn and how to access the prerequisite materials.
February 6, 2018 | 7pm EST | REVIEW | Dr. Lakiea Bailey
- **Understanding the Four Main Social Media Platforms** – A detailed review of the best use of four popular social media platforms Facebook, Twitter, Instagram and LinkedIn. ***MAKE-UP Class**
February 10, 2018 | 7pm EST | REGISTER | Patricia Smith
- **Social Media Management Tools & Techniques** - Use of 3rd party social media management tools (ex. Hootsuite) and email marketing services (ex. MailChimp) to maximize efficiency (and other tips and tricks).
February 13, 2018 | 7pm EST | REGISTER | Patricia Smith

Social Media 102

Social media as a tool for patient education and engagement to improve healthcare outcomes. Thursdays, 7pm EST.

- **Social Media and Sickle Cell Patient Outcomes** - Explores how social media can be used to improve healthcare outcomes for Sickle Cell Warriors.
February 15, 2018 | 7pm EST | REGISTER | Dr. Aisha Walker
- **Social Media as an Interactive Education Tool: The Twitter Chat** - Social media as a tool for patient education and engagement to improve healthcare outcomes.
February 22, 2018 | 7 pm EST | REGISTER

SOCIAL MEDIA 200 SERIES

The learning sessions in Social Media 201 and Social Media 202 are designed to apply the knowledge learned in the previous sessions to other specific issues important to the Sickle Cell Community. Social Media's impact on advocacy within the Sickle Cell community is explored, as well as tactics for more effectively creating and executing campaigns via social media.

Social Media 201

Social Media 201 provides an investigation of evidence-based research, trends and strategies to effectively implement digital technologies in the sickle cell space. Tuesdays, 7pm EST.

- **Social Media Trends in Technology** – A review of the evolving social media technologies available to aid in community engagement.
February 20, 2018 | 7 pm EST | [REGISTER](#) | Patricia Smith
- **Sickle Cell and Social Media By The Numbers** - Qualitative and quantitative content analysis of Sickle Cell Disease on social media.
February 27, 2018 | 7 pm EST | [REGISTER](#) | Dr. Charles Jonaissant
- **Strategy, Awareness Campaigns and Reporting** – Tips on creating strategies, awareness campaigns and reporting that drive results.
March 6, 2018 | 7 pm EST | [REGISTER](#) | Patricia Smith

Social Media 202

Social Media 202 focuses on direct implementation of social media strategies by existing sickle cell community-based organizations. Thursdays, 7pm EST.

- **Creating Social Media Virality in the Sickle Cell Community** – Real-world strategies for creating content and campaigns that drive awareness, and a discussion of the various components of user engagement, with a focus on creating content that people like and can relate to.
March 1, 2018 | 7 pm EST | [REGISTER](#) | Cassandra Trimnell
- **Social Media as a Platform to Encourage and Empower** – A look at the aspects of social media that support information and knowledge sharing designed to inspire and encourage communities.
March 8, 2018 | 7 pm EST | [REGISTER](#) | Shamonica Wiggins & Jewel Darbone
- **Social Media and the Healthcare Provider** – Strategies for Sickle Cell Healthcare providers who want to improve quality of communication and feedback, as well as gain a better understanding of patient challenges in near real-time.
March 15, 2018 | 7pm EST | [REGISTER](#) | Dr. Amber Yates

PRESENTERS

Dr. Lakiea Bailey



Dr. Lakiea Bailey is a sickle cell disease advocate, educator and research scientist. Diagnosed with sickle cell disease at age three, she has become a passionate advocate for those living with rare diseases and is committed to serving as a voice of encouragement and empowerment within the sickle cell community. Despite the devastating symptoms of sickle cell, Dr. Bailey was determined to complete her educational goals, earning a Bachelor degree in Biochemistry and Molecular Biology in 2001 and a Doctorate degree in Molecular Hematology and Regenerative Medicine in 2012. During the course of her education, Dr. Bailey was named a Southern Regional Education Board (SREB) Doctoral Scholar, was the recipient of multiple honors and awards, including the Fisher Scientific Award for Overall

Excellence in Biomedical Research, the Medical College of Georgia Alumni Association Award, the Georgia Regents University Leadership Award and was inducted in the Alpha Upsilon Phi honor society. Dr. Bailey is the Executive Director of the Sickle Cell Community Consortium, a coordinated network of sickle cell disease community-based organizations throughout the United States, a contract consultant with bluebird bio, has served on patient panels, a disease expert with Pfizer, Novartis, FDA, NHLBI and sits on the Research Advisory Board for the Foundation for Sickle Cell Disease Research.

Jewel Darbone



Jewel is a Manhattan, New York native that now lives in North Carolina. She graduated from Mount Tabor High School in 2006, and was accepted into Johnson and Wales University in Charlotte. Her education was cut short due to health complications, but She doesn't allow a wheelchair to stop her, she is now Founder and CFO of #Boldlipsforsicklecell. Sickle cell advocacy is her passion and she is determined to better her community in every way possible.

Dr. Charles Jonassaint



Dr. Jonassaint's overarching career goal is to eliminate health disparities by designing, developing and disseminating, trial tested, evidence-based behavioral interventions to underserved populations. More specifically, his research will lead to a better understanding of the psychological and biobehavioral factors that underlie socioeconomic and racial health disparities, and the design of mobile technology-based behavioral interventions that can be used to reach underserved populations. His specialties include mHealth, health psychology, behavioral medicine, sickle cell disease, minority health, personality, and stress & coping.

Cassandra Trimnell



Cassandra Trimnell is founder and standing executive director of Sickle Cell 101, a non-profit organization that specializes in sickle cell education primarily through the use of social media. She is certified by the Department of Public Health as a Sickle Cell Educator and responsible for creating the educational material and curriculum disseminated by Sickle Cell 101. This curriculum targets a wide-ranged audience, providing comprehensive and easy to learn material about sickle cell disease and trait. Sickle Cell 101's educational material is accessed by users from over 80 countries and material reaches over 85,000 users. Education targets include sickle cell patient population and the general public.

She received her Bachelor's degree in Global Studies —Political, Social and Economic Development from Sonoma State University, California. In her free time, she enjoys volunteering her time and efforts to other sickle cell organizations. Her passion for sickle cell advocacy and education stems from living with sickle cell disease.

Dr. Aisha Walker



Dr. Walker is a Research Assistant Professor in the Vascular Medicine Institute at University of Pittsburgh. She received her PhD in Cell Biology and Anatomy from Georgia Regents University where she studied the role of bone marrow derived stem cells in repairing the brain following stroke. Dr. Walker went on to complete her postdoctoral training at St. Jude Children's Research Hospital. She was awarded the St Jude Sickle Cell Disease Center Diggs fellowship to conduct studies investigating protein transporters and miRNAs related to the pharmacology of the drug hydroxyurea. Dr. Walker is currently a Sickle Cell Scholar at Pitt. Her basic and translational research projects continue to investigate mechanisms related to pharmacologic therapies for sickle cell disease.

Shamonica Wiggins



Shamonica Wiggins is a 27 year old with Sickle Cell SS, diagnosed at 2 weeks of age. After high school, she attended Texas Tech University pursuing a degree in Newspaper-Editorial Journalism. Growing up as a Dallas native, she has always been supported by her family and medical team to strive to be the best. This is not a luxury that every Sickle Cell Warrior is told, so this has always driven her to inspire others like her. That drive is what lead to the founding of #BoldLipsForSickleCell in 2014, which is now a 501(c)(3) non-profit, that speaks up about this disorder and spreading Sickle Cell awareness.

Patricia Wilson-Smith



Patricia Wilson-Smith is an author, technology executive, educator, and the President and CEO of Online Media Interactive, LLC, a local technology consulting firm and digital marketing agency, and has over 20 years of experience in delivering technology solutions for a variety of industries. She earned a Bachelor's in Computer Information Systems from DeVry University, and later a Master's of Information Technology from Southern Polytechnic State University, where she earned a 4.0 GPA and was honored as "One of The Outstanding Women of SPSU", and "Graduate Student of the Year" in 2003.

Dr. Amber Yates



Dr. Amber Yates is a pediatric hematologist-oncologist in Houston, Texas and is affiliated with Texas Children's Hospital. She received her medical degree from Louisiana State University School of Medicine in Shreveport and has been in practice between 11-20 years. She is one of 68 doctors at Texas Children's Hospital who specialize in Pediatric Hematology-Oncology.

APPENDIX A: PRESENTER INSTRUCTIONS



Thank you for agreeing to serve as a presenter for this important CBO educational series! The information you need to start and record your webinar is listed below. Please note that:

- The content your webinar *must* be presented using the PowerPoint template provided – please contact events@sicklecellconsortium.org if you do not have a copy of the template. ALSO – your presentation must be emailed to events@sicklecellconsortium.org no later than **one hour prior to the start of your session so that it can be shared as a file during your session.**
- Your webinar must start promptly at **7pm** on your scheduled day(s).
- IMPORTANT – we will be recording all *sessions using the Webex record feature provided as part of the tool.* A moderator from the Consortium will be available and responsible for starting and stopping the recording for your session(s); once started, you will introduce yourself, your webinar topic and proceed to complete the session.
- ALSO IMPORTANT: We are requiring that **presenters complete your sessions and record them regardless of the number of attendees on the call. Please see Dr. Bailey directly with questions about this requirement.**

Note that you will join the webinar as an attendee. The moderator will then start recording and pass presenter control to you to begin your session.

Other Tips:

- Because we are recording these sessions for future viewing, please do not make reference to the number of attendees
- Steer clear of any subjects that do not relate directly to the subject matter you are presenting
- Be sure to pause in intervals to ask attendees if they have questions about the material you are covering
- If you are having any sort of technical or other issue and need assistance, feel free to call or email Pat Smith at 770-596-1252, or via email at patsmith@onlinemediainteractive.com