



FLASH Outreach Plan 2022

Outreach Objectives

These four objectives were created based on The FLASH Network's existing knowledge of communications needs and gaps in public outreach.

1. Increasing Social Media Engagement and Publicity

The FLASH Network is doing important, valuable work, but not enough people are seeing it or sharing it with their networks. Some of the ways we can increase our social media engagement include:

- Creating easily shared, digestible content within two categories: educational content (shared with younger audiences on Twitter and Instagram) and resource/action based content (shared with advocates community leaders on Facebook, Twitter, and Instagram and LinkedIn).
- Posting consistently and reposting followers' content to gain reposts of our own.
- Reaching out to larger accounts within our network to give The FLASH Network's accounts' shout outs or to uplift our posts.
- Experimenting with social media giveaways, polls, and competitions to increase engagement with our existing follower base.
- Engaging in Twitterstorms, hashtag campaigns, and threads to highlight our partnerships and/or issues of importance.
- Utilizing the power of reels and video content on Instagram and Facebook (TBD about TikTok).

2. Increasing Traffic to the New Website

It is thrilling that The FLASH Network team is working hard to revamp our website and re-organize our online resources for advocates, partners and youth who deserve clear access to our content. Some of the ways we can invite more people to our new website when it launches in the fall include:

- Affirm The FLASH Network's stance of solidarity on public social justice issues and link to our website for others who are passionate about said issues to learn more about The FLASH Network.
- Include the link to our new website at the top of every document we shared outwardly, every material we send out, every social platform bio, and in our LinkTree.
- Leverage our existing professional connections and partnerships to have news of FLASH materials posted on their social medias and shared at outreaching events/round table talks/etc.

3. Increasing Media Coverage and Consistency

As an extension of social media and website traffic effort, news coverage is also a necessity to increase The FLASH Network's public outreach and increasing flexible funding options. Some of the ways The FLASH Network can increase media coverage include:

- Establishing ongoing relationships with specific journalists in the queer health world that The FLASH Network can pitch ideas to.
- Create press releases or monthly newsletter summarizing The FLASH Network's breakthroughs and developments on crucial projects - send these documents to news outlets as pitches. - **needs strategic planning to further ascertain directionality (initial news outlets) and shape (topic selection)**
 - Set monthly or quarterly goals for media coverage (i.e. 1-2 projects or reports shared on a larger blog site or news source every month or 1-2 reposts on larger social justice/public health/human rights related social accounts).

4. Establishing Ongoing Framework as the Outreach Team Changes

The purpose of the following suggested framework for ongoing communications responsibilities is to provide a basic schedule for future FLASH advisors hired onto The FLASH Network team to post on our social accounts and engage with the public in various ways.

- **Mondays: Internal Communications Checks** - Are there any projects from team members that are ready to be shared on social media? Are there any new hires or team accomplishments in need of uplifting? If so, create content for these and schedule postings throughout the week. *On a rolling basis: Track Google Analytics of all social activity and website traffic.*
- **Tuesdays: Current Event Checks** - Is there anything happening/recently happened in the nonprofit sphere/queer health sphere that is relative to The FLASH Network's work? Are there any public social justice issues that The FLASH Network needs to speak on? If so, create content and schedule postings throughout the week. **Take this opportunity to look for any new and relevant content, news articles, and press releases from reputable sources in our field or from our partners.**
- **Wednesdays: Giveaways/Fundraising Campaigns/Re-Tweets & Re-Posts/Polls** - Brainstorming/planning/engaging with followers about giveaway or fundraising content, re-tweeting 1-2 items from followers/larger accounts on Twitter, re-posting 1-2 items from followers/larger accounts on Instagram, polling followers about engaging topics related to The FLASH Network's mission.
- **Thursdays: Website Resources & Video Content** - Resharing previous projects and crucial existing resources via socials, creating video content about important issues relating to The FLASH Network's work or storytelling from The FLASH Network team for Instagram and Facebook.
- **Fridays: Community Check In** - Attending or commenting on local events in Florida and major cities, posting about recent issues facing Florida youth, and/or sharing/creating

content relevant to issues facing Floridian SGM youth (or other southeastern youth that may end up impacting Florida youth, such as concerns over anti-LGBT legislation in schools), in order to establish us as tuned into the Florida SGM community.

Stakeholders and Messaging

- **Audience 1: Individual Advocates**
 - *Information they need:* training, resources, and tools on sexual health education; ways to contact The FLASH Network and get technical assistance
 - *Key Communications Messages:* We provide youth-oriented consultation services to existing LGBTQ+ support organization, a platform to reach LGBTQ+ youth, and educational tools for you to better access and speak to queer youth. We are credible sources to quote across your platforms and in your daily pursuits. We have a strong research base and our work is grounded in the stories and needs of LGBTQ+ Florida youth. We are actively collaborating with Florida universities and public health organizations to co-design outreach, services, and research initiatives that will benefit queer youth and people living with HIV. We are your partners in advocacy for young people, and we value your trust and expertise.
 - *Key Communications Channels:* The FLASH Network website, Twitter, Instagram, LinkedIn, Facebook, TinyLetter
- **Audience 2: Organizations and Community Leaders**
 - *Information they need:* resources to assess organizations/community needs and priorities; info from FLASH research projects; ways to contact The FLASH Network and get technical assistance
 - *Key Communications Messages:* We offer a variety of inclusive SGM education tools, presentations and infographics to start the conversation about LGBTQ+ advocacy in your youth-focused work. We provide advising and supportive services to organizations that assist Florida sexual and gender minority youth communities. Because we are not direct service providers, we rely on organizations and community leaders that are direct service providers to utilize our resources and data to inform their direct impact on young people's lives. We want to support your work and hope that you will support and uplift our work in return.
 - *Key Communications Channels:* The FLASH Network website, LinkedIn, Instagram, Twitter, Facebook, Media Outlets/Publications, TinyLetter
- **Audience 3: Policymakers and Judges**
 - *Information they need:* research and past comments/policy statements; info on The FLASH Network's stance on issues (to inform their own work); ways to contact The FLASH Network and get technical assistance



- *Key Communications Messages:* We are a reliable and trustworthy source of information for policy building and systemic change conversations. We provide data ranging from the individual youth experiences to systems-level impacts on SGM youth's physical, mental, and sexual health. We are actively seeking policy changes for SGM youth at the state level. We are consistently aware and acknowledging shifts in local and national social justice issues that impact the needs of SGM youth and connecting these shifts to our work.
- *Key Communications Channels:* The FLASH Network website, MailChimp, Media Outlets/Publications
- **Audience 4: Individual Donors & General Public**
 - *Information they need:* basic information about issues and work, ways to donate
 - *Key Communications Messages:* We provide educational content on all our platforms to shed light on issues facing SGM youth. We aim to educate the public on the many intersections of race, sexual orientation, sex, and gender identity and expression that impact youth's needs and barriers to support. We have the ability to improve the lives and health of young people in Florida through your monetary support and social media engagement. We are a trusted and credible organization that stakes our claims in evidence-based research.
 - *Key Communications Channels:* The FLASH Network website, Instagram, Facebook, Twitter, Media Outlets/Publications, MailChimp
- **Audience 5: Funders/Donors/Partners**
 - *Information they need:* Information about our philosophy, (past/current) work, and impact to assess whether it matches their own funding priorities
 - *Key Communications Messages:* Our philosophy is "Young people are the experts on their own experiences." Our work focuses on the sexual and mental health of SGM youth. Your funding aids in the education of the general public on the issues facing marginalized youth communities and how the intersections of sexual orientation, race, and gender identity/expression impact youth's needs and barriers to support. Your funding aids in providing resources to advocates, public health researchers, and direct service providers who work to design, implement, and distribute information and programs that will benefit marginalized youth communities.
 - *Key Communications Channels:* The FLASH Network website, Media Outlets/Publications
- **Audience 6: SGM Youth (seeking direct support)**
 - *Information they need:* that The FLASH Network cannot provide direct advocacy; suggested organizations where they can go for direct assistance such as Scale It Up -Florida and their FLEX Peer Navigation program; access to basic information to share with an advocate/support organization.



- *Key Communications Messages:* We are not a direct service provider, but we are more than willing to connect you with direct service providers working within our framework. We can provide you basic information and educational resources on struggles you may be facing and the outlets available for support. We value your perspective and appreciate any feedback on information we share that you feel misrepresents your experience as an LGBTQ+ youth.
- *Key Communications Channels:* The FLASH Network website, Instagram, Facebook, Twitter, Media Outlets/Publications

Work Plan

Plan for a review of outreach methods at the end of June - see what works and what doesn't using social analytics

January 2022:

- ~~Roll out FLASH re-launch at beginning of the year, following guidelines established in brandbook~~
- ~~Organize a meeting between FLASH Outreach Team and FLASH executive leadership to establish boundaries and goals for FLASH's online presence and tone~~
- ~~Create structured system for providing and receiving feedback on socials posts before they go live~~
- Plan a focus group surrounding what youth are interested in seeing on our socials?
- ~~Dedicate team brainpower to creating engaging content~~
- Begin implementing Instagram stories and Facebook stories
- ~~Post at least 2 times a week across all platforms~~
- ~~Aim for at least 50% of socials postings to be original content~~
- Grow follower count on all platforms
- By the end of the month, aim to be 2 weeks ahead of scheduled content posting

February 2022:

- Finalize internal additions or edits to website based on feedback and needs of The FLASH Network
- Post/share weekly/bi-weekly social media stories
- Post at least 3 times a week across all platforms
- Aim for at least 50% of socials postings to be original content
- Grow follower count on all platforms
- Receive at least 1 shoutout/repost from larger social media accounts
- Increase educational content and bright, graphic content posted on social media platforms
- By the end of the month aim to be one month ahead on scheduled content posting



- Implement more local and hyper local postings (Florida based news, news from major metropolitan areas in Florida (e.g: the Orlando metro) etc.)

March 2022:

- Post at least 3 times a week across all platforms
- Post/share weekly/bi-weekly social media stories
- Implement interactive content for followers: polls, contests, etc.
- Aim for at least 50% of socials postings to be original content
- Grow follower count on all platforms
- Receive at least 1 shoutout/repost from larger social media accounts
- Implement more local and hyper local postings (Florida based news, news from major metropolitan areas in Florida (e.g: the Orlando metro) etc.)

April 2022:

- Post at least 3 times a week across all platforms
- Post/share weekly/bi-weekly social media stories
- Implement interactive content for followers: polls, contests, etc.
- Begin implementing Instagram reels
- Aim for at least 50% of socials postings to be original content
- Grow follower count on all platforms
- Receive at least 1 shoutout/repost from larger social media accounts
- Implement more local and hyper local postings (Florida based news, news from major metropolitan areas in Florida (e.g: the Orlando metro) etc.)

May 2022:

- Post at least 3 times a week across all platforms
- Post/share weekly/bi-weekly social media stories
- Implement interactive content for followers: polls, contests, etc.
- Aim for at least 50% of socials postings to be original content
- Grow follower count on all platforms
- Receive at least 1 shoutout/repost from larger social media accounts
- Implement more local and hyper local postings (Florida based news, news from major metropolitan areas in Florida (e.g: the Orlando metro) etc.)



June 2022:

- Perform mid-year social media review to assess our performance
- Schedule goal-setting meeting for second half of 2022
- Post at least 3 times a week across all platforms
- Implement interactive content for followers: polls, contests, etc.
- Post weekly/bi-weekly social media stories
- Aim for at least 50% of socials postings to be original content
- Grow follower count on all platforms
- Receive at least 1 shoutout/repost from larger social media accounts
- Increase educational content and bright, graphic content posted on social media platforms
- Implement more local and hyper local postings (Florida based news, news from major metropolitan areas in Florida (e.g: the Orlando metro) etc.)

Goals and Milestones

Year 1 Milestones:

- ~~Launch the new website in January 2021~~
- ~~Recruit 1-2 FLASH advisors to follow the weekly ongoing framework detailed previously in this document~~
- Dedicate team brainpower to creating engaging content
- Post at least 2 times a week on all platforms
- Receive at least 3 shoutouts or reposts from larger social media accounts
- Launch 1 social media competitions/giveaways
- Receive at least 2 spotlights or mentions from larger media outlets or publications
- Host at least 1 virtual events to share our new website/branding with The FLASH Network's network
- Grow follower count on all platforms by 50 followers

Year 2 Milestones:

- Make internal additions or edits to website based on feedback and needs of The FLASH Network's network
- Hire on a communications professional to continue strengthening The FLASH Network's ongoing framework detailed previously in this document
- Dedicate team brainpower to creating engaging content
- Post at least 3 times a week on all platforms + engage with followers weekly
- Receive at least 5 shoutouts or reposts from larger social media accounts
- Launch 1 social media campaign surrounding one of The FLASH Network's developing projects



- Build and maintain relationships with 3 journalists in the DV sector
- Pitch 7 stories to the media
- Receive at least 3 spotlights or mentions from larger media outlets or publications
- Host at least 3 events to share The FLASH Network 's socials and website with the growing network
- Grow follower count on all platforms by 100 followers

Year 3 Milestones:

- Submit website to web designer for feedback and newest web updates
- Maintain a communications professional and/or communications team as a permanent addition to the The FLASH Network team
- Dedicate team brainpower to creating engaging content
- Post at least 4 times a week on all platforms + engage with followers daily
- Receive at least 7 shoutouts or reposts from larger social media accounts
- Launch 2 social media campaigns surrounding The FLASH Network 's developing projects
- Build and maintain relationships with 4 journalists in the DV sector
- Pitch 10 stories to the media
- Receive at least 4 spotlights or mentions from larger media outlets or publications
- Grow follower count on all platforms by 200 followers

Socials Metrics

Detail per month how many FLASH-original posts monthly, how many SIU posts, how many "days of solidarity" posts.

Scale It Up-FL (SIU) related content: 1-2 a week (4-6 a month)

- Agency Alliance
- SIU general posts

Trending topics and SGM news articles: 1-2 a week (4-6 a month)

- Legal decisions and court cases
- Days of importance to the community/historical days
- SGM celebrity news
- SGM relevant health news
- Social justice related breaking news (e.g: texas abortion ban)

FLASH updates and info: 1-4 a month

- Organizational updates
- Event dates and reminders



Educational/Infographic Sliders: 1-6 a month

- Educational information (health, personal, discrimination, etc.)
- Let's use this to include more information on relationships, consent, and lived experiences of sgm people
- “What is…” posts (e.g: “What is ghosting?”)
- “How to…” posts (e.g: “How to put on a condom.”)

Days of Solidarity/Awareness: 1-3 a month

- Use days of solidarity to educate viewers on the SGM aspect/perspective of commonly known issues (e.g: how Human Trafficking can specifically impact LGBTQ+ youth)
- Incorporate educational sliders into Days of Solidarity/Awareness posts

Local news/advocacy content: 1-2 times a month

- Focus on Florida and it's cities
- This can be breaking news updates, coverage of court cases/hearings, public health information, political information, etc.

Major Holidays: New Years, MLK day, Valentine's Day, 4th of July, Memorial day, Juneteenth, Labor Day, Veterans Day, Thanksgiving, Hanukkah, Christmas, Kwanzaa

LGBT Days of Importance: International Trans Day of Visibility (March 31st), International Asexuality Day (April 6th), National Day of Silence (2nd Friday in April), International Day Against Homophobia, Biphobia and Transphobia (May 17), Agender Pride Day (May 19th), Pansexual and Panromantic Awareness Day (May 24th), HIV Long Term Survivors Awareness Day (June 5th), Pulse Night of Remembrance (June 12th), Stonewall Riot Anniversary (June 28th), Obergefell v. Hodges ruling- same-sex marriage (June 26), Nonbinary People's Day (July 14th), World Suicide Prevention Day (Sept 10th), HIV/AIDS and Aging Day (Sept. 18th), National Gay Men's HIV/AIDS Awareness Day (NGMHAAD) (Sept, 27th), World Mental health Day (Oct, 10th), National Coming Out Day (October 11th), Intersex Solidarity Day (Nov, 8th), World Aids Day (Dec, 1),

Weeks of Awareness/Recognition:

Aromantic Spectrum Awareness Week (Starts the week after Feb 14th)

Bisexual Awareness Week (September 16-22)

Ally Week (last week of September)

Genderfluid Visibility Week (October 17-24)

Ace Week (Last week of October)

Trans Awareness Week (November 13-19)



Months of Awareness/Recognition:

Black History Month (Feb.)

National Women's History Month + Bisexual Health Awareness Month (March)

Sexual Assault Awareness Month (April)

Asian Pacific American Heritage Month + Mental Health Awareness Month (May)

Pride month (June)

Suicide Prevention Month (September-national suicide prevention week falls during this month, but dates vary)

National Hispanic-Latino Heritage Month (Sept. 15 to Oct. 15)

LGBT History Month (October)

Native American Heritage Month (Nov.)

Pillars of FLASH Outreach

Sexual Health: STIs, HIV advocacy/decriminalization, reproductive anatomy, pleasure advocacy, sex and gender, sexual identity, masturbation, contraception, sexual trauma/abuse

Mental Health: LGBTQ+ risk factors, depression/suicide, mental health awareness and advocacy, discussing/normalizing therapy, discrimination/pathologization of queer identities and behaviors, trauma/PTSD

Social Justice: LGBTQ+ rights, reproductive health, racism & colorism, human rights issues/violations, sex work/survival sex work, conversion "therapy", sex education, medical access, medical bigotry, abuse/trauma survivors and issues

Current Events/Pop Culture: media literacy, sex in media, relevant court cases/rulings,

Lifestyle: relationships (friendships, romance, sex, and family), tips and advice on youth struggles, LGBTQ+ youth, body image, pornography, gender identity and sexual orientation, post traumatic experiences/growth

Hannah:

Social Justice: domestic violence, sex work, anti-transgender homicides and more broad issues faced by trans folks

Sexual Health: reproductive health and justice, abortion

Jordan:

Lifestyle: body image, relationships, sex and media / pornography, racism & colorism

Michaela:



Sexual Health: STIs, HIV advocacy, contraception, safer sex practices/contraception, ACE spectrum issues and identities/sexual behavior

Mental Health: discrimination/pathologization of queer identities and behaviors

Social Justice: Conversion “therapy”

Lifestyle: Relationships (family)

Evaluating Success

Increasing Social Media Engagement and Publicity

Success can be measured by:

- Increased social media followers/likes/comments on any platform
- Increased/consistent repostings of our content from other organizations
- Increased interactivity with Instagram polls
- Increased interactivity with social media competitions
- Increased tagging or resharing of our accounts
- Increased humanizing content - less text-focused imagery + more video content

Increasing Traffic to the New Website

Success can be measured by:

- Increased downloads of our online resources and toolkits
- Increased requests for technical support
- Increased site visits/views (data from any website analytics tool)
- Increased resharing of our website link by other organizations at events or presentations

Increasing Media Coverage and Consistency

Success can be measured by:

- Increased publication coverage/mentions of our work by bigger publications (i.e. New York Times, Washington Post, Human Rights Campaign, Them.us, etc.)
- Increased news stories featuring our work
- Increased documentation on breakthroughs and research highlights to be easily shared with media outlets

Establishing Ongoing Framework as Comms Positions Come & Go

Success can be measured by:

- Consistent posting schedule on all social media platforms
- Consistent relationship building with public health organizations, local direct service providers, and media outlets
- Constant flow of new ideas/brainstorming sessions related to online presence
- Consistent content creation and connections to current events
- Consistent check-ins with team members about their communications needs
- Periodic communications auditing and edits to this strategy document