



# Investigating How Social Media Can Be Used to Increase Enrollment and Raise Awareness of New Hampshire Home Visiting Programs

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## What is NH Home Visiting?

The Maternal and Child Health, Home Visiting Program administers the Maternal Infant Early Childhood Home Visiting (MIECHV) federal grant through local implementing agencies (LIA's) using the evidence-based model of Healthy Families America (HFA) to prenatal families and families with children under the age of 3.

## Goal:

To develop tools and content to be used by MIECHV to raise awareness/ de-stigmatize home visiting.



Reviewed current state Facebook posts

Talked to two home visitors for background & input on posts

Created sponsored ad survey due to 96% capacity of program

Reviewed previous social media marketing

## Project Steps:

Evaluated content & frequency of posts on LIA's Facebook

Shadowed a home visitor for a day

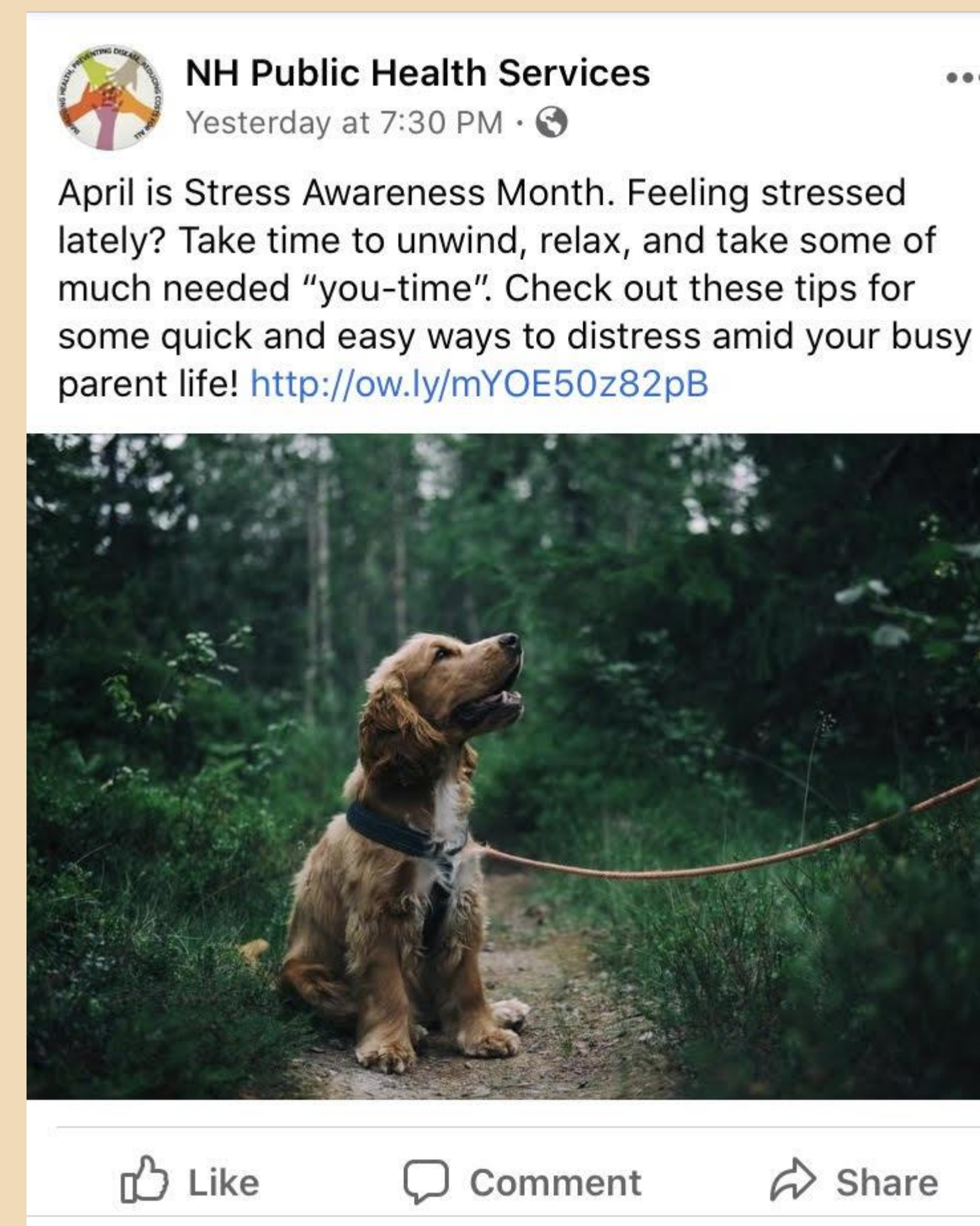
## End Products:



LIA Toolkit of various social media posts

Sponsored Ad Survey to gain opinions of our sample ads from current home visiting families and workers:

Hello! Thank you for taking the time to do this survey for the NH-ME LEND Program trainee leadership project in collaboration with the Healthy Families America- NH Program. The Department of Health and Human Services- Maternal and Child Health Section is looking to create social media content to encourage enrollment in the Healthy Families America- NH Program. We are asking for your opinion on the different messages and images we have come up with. This survey will have 12 questions and should take less than 10 minutes. We appreciate your help!



Social media posts to be used on NH Public Health Services page

## Next Steps:

Deliver Social Media Toolkit to LIA's

Analyze Sponsored AD survey findings & hand off data to MIECHV for use when best fits program