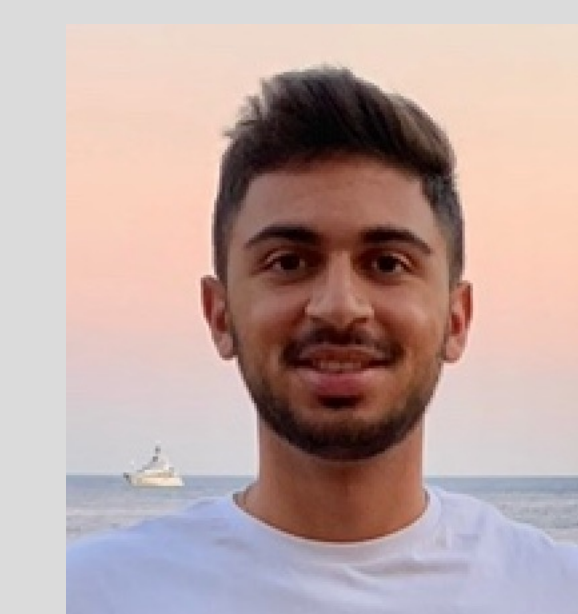# Virtual Dissemination Strategies to Raise Awareness of a Community-driven COVID-19 Testing Program

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Borsika Rabin, Lawrence Ayers, Linda Salgin, Clara Laurent, Elodie Laurent, Kelli Cain, Maria Linda Burola, Anne-Marie Engler, Luis Gay, Alexis Osuna, Andrea Svoboda, Louise C. Laurent, and Nicole A. Stadnick

## BACKGROUND

- Dissemination through social media can be an effective strategy to develop and strengthen community engagement of community-driven research programs.
- We describe use of two social media outlets (Instagram and Twitter) along with a program-specific website to disseminate program information and engage community members in our collaborative work.

## OBJECTIVES

- CO-CREATE, an NIH-funded program, aims to promote equity in COVID-19 testing for underserved communities within the San Ysidro community, a US/Mexico border region, with predominantly Spanish-speaking Latinx residents receiving care at a federally qualified health center.

## METHODS

The CO-CREATE social media campaign occurred in three stages:

(1) Developed a strategic communication plan,
(2) Created and disseminated content in line with CO-CREATE's goals and activities,
(3) Ongoing review of data analytics to further adapt and curate online content.

# CO-CREATE

## UC San Diego ⊗ Global ARC ⊗ San Ysidro Health

**CO-CREATE**: **C**ommunity-Driven **O**ptimization of **C**OVID-19 Testing to **R**each and **E**ngage underserved **A**reas for **T**esting **E**quity

# A multi-platform social media campaign is a feasible strategy to disseminate and engage community members about a community-driven COVID-19 testing program

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@ucsdcocreateproject    @ucsdcocreate    www.co-create-radx.com

## RESULTS

- As of May 10, 2021:

| | Followers | Gender | Top Locations | Age Group |
|---|---|---|---|---|
| Instagram | 122 | 69.6% (Women)<br><br>30.4% (Men) | San Diego (51.3%)<br><br>Chula Vista (15.9%) | Women: 25-34 (30.8%)<br>Men: 25-34 (38.2%) |

| | Followers | Impressions | Engagements |
|---|---|---|---|
| Twitter | 14 | 865 | 95 |

Impressions - Number of times users saw the Tweet on Twitter.

Engagements – Total number of times a user has interacted with a Tweet. This includes all clicks anywhere on the Tweet (including hashtags, links, avatar, username, and Tweet expansion), retweets, replies, follows, and likes.

| | Site Sessions | Unique Visitors | Page Views | Average Session Duration | Most Popular Page |
|---|---|---|---|---|---|
| CO-CREATE Website | 441 | 196 | 1,222 | 2 min 11s | Research Team |

## CONCLUSIONS

- Given the preliminary analysis of our social media outlets, Instagram seems to be the platform with the greatest engagement from our target audiences.
- Our team will continue to actively reassess our social media strategies to optimize dissemination and engagement.

## FUNDING