

Multimedia Content Creation

Youth RISE Workshop

Introductions

Please share your name,
what work you're involved in &
what you're hoping to learn today

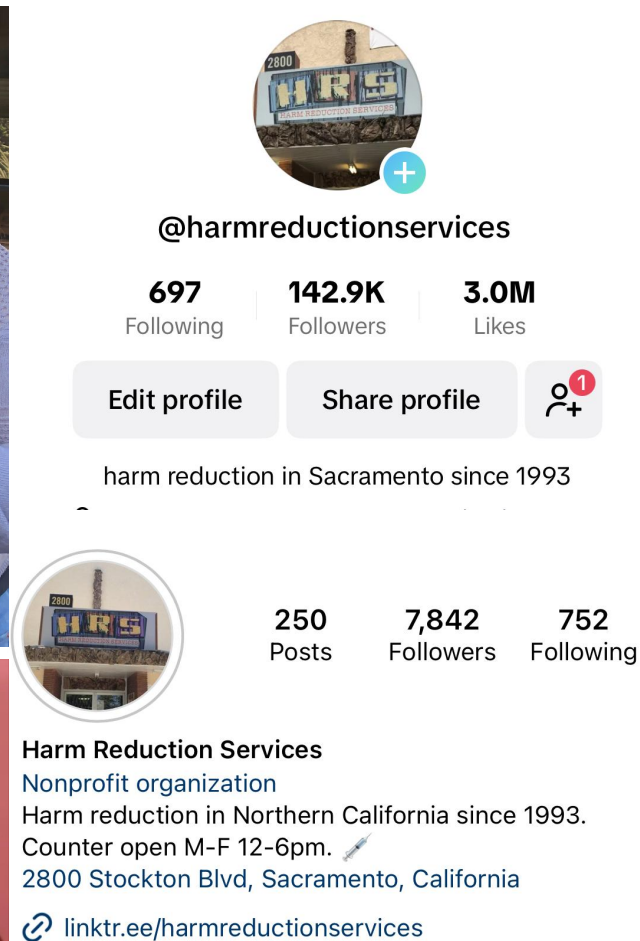
Presenter: Sarah Whipple she/her/hers

I am an outreach worker for a syringe exchange in California.

Harm reduction saved my life, so I use social media to help people understand and support the harm reduction movement.

I run a Tiktok and Instagram account that have 150,000 followers and have raised \$70,000 for the organization I work for.

My social media content has been featured in the New York Times, the United Nations Foundation, and Instagram's official account.



Instagram profile for @harmreductionservices. The profile picture shows a building with a sign that says "HRS". The bio reads: "harm reduction in Sacramento since 1993". The statistics are: 697 Following, 142.9K Followers, and 3.0M Likes. The profile is public and has a verified badge. The bio also includes: "Harm Reduction Services", "Nonprofit organization", "Harm reduction in Northern California since 1993.", "Counter open M-F 12-6pm.", "2800 Stockton Blvd, Sacramento, California", and a link to "linktr.ee/harmreductionservices".

Following	Followers	Likes
697	142.9K	3.0M

Posts	Followers	Following
250	7,842	752

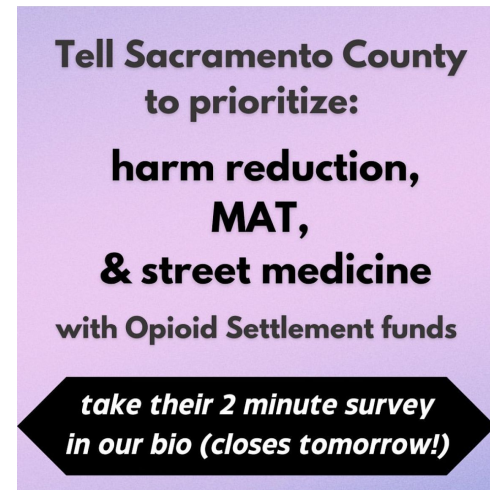
How to make good content

- 1. Set goals**
- 2. Understand your topic**
- 3. Get familiar with the platform**
- 4. Know your audience**

Set goals

Do you want your content to...

1. Raise awareness
2. Mobilize people to action
3. Change public perception
4. Support a policy or program
5. Educate people
6. Have fun
7. Raise money



Harm reduction is a set of practical strategies and ideas aimed at reducing negative consequences associated with drug use. Harm Reduction is also a movement for social justice built on a belief in, and respect for, the rights of people who use drugs.

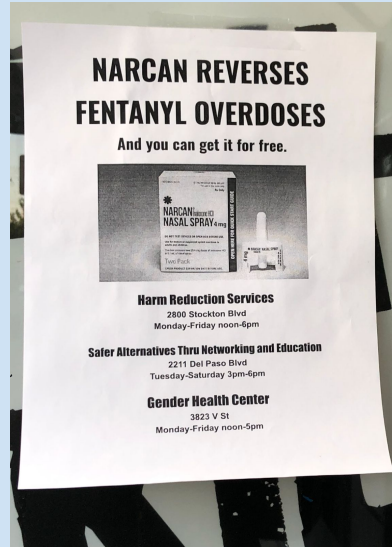
-National Harm Reduction Coalition (United States)



Take care to avoid stigmatizing language and messages



Scare tactics don't work and can create stigma against people who use drugs



Instead, create content that promotes education without judgment

There is always a way to replace stigmatizing words with compassionate or neutral words

Instead of “drug addicts”, you can say “people who use drugs”

Know Your Audience: Who follows you, and what interests them?

People who might follow you:

- People who are interested in learning more about harm reduction
- People who have similar political beliefs
- Other harm reduction organizations
- People who use drugs
- Your friends and family

Activity: Decide which group(s) would be most interested in each type of content

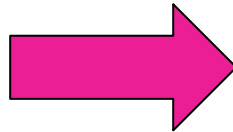
1. An in depth tutorial about the safest ways to inject drugs
2. A video showing the different services offered by a harm reduction program
3. An infographic advocating for drug decriminalization
4. A picture of you at a conference about drug policy

Knowing your audience is crucial for campaigns

It is unlikely that policy makers will see your advocacy content.

If you want to mobilize your audience, give them something THEY can accomplish.

**The city council
should authorize
funding for harm
reduction
organizations**



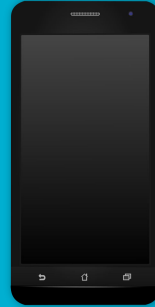
**Call your city council
member at 123-456-7890
and tell them you
support Policy 125**

What are other things you could ask your audience to do to support a campaign?

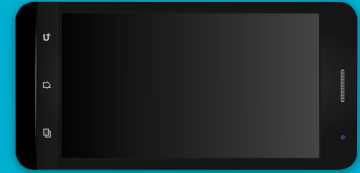
Know your platform: Types of Content

- Instagram: Images and infographics
- Tiktok: short form video
- Youtube: long form video
- Facebook: text, images
- X/Twitter: Text, images, video

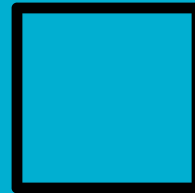
Aspect ratio: How you hold your phone matters!



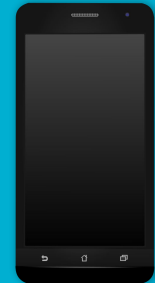
Tiktok



YouTube



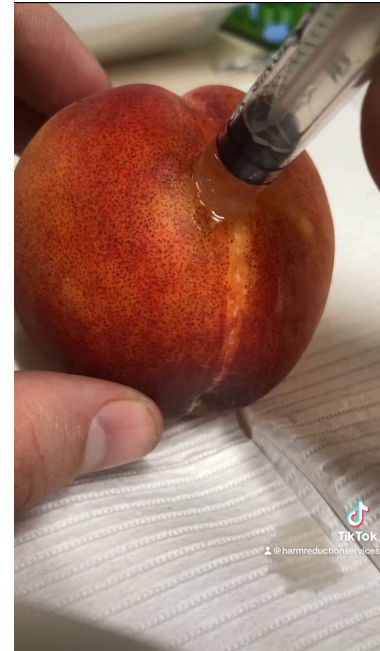
Instagram
Posts



Instagram
Stories

Know your platform: Community Guidelines and Algorithms

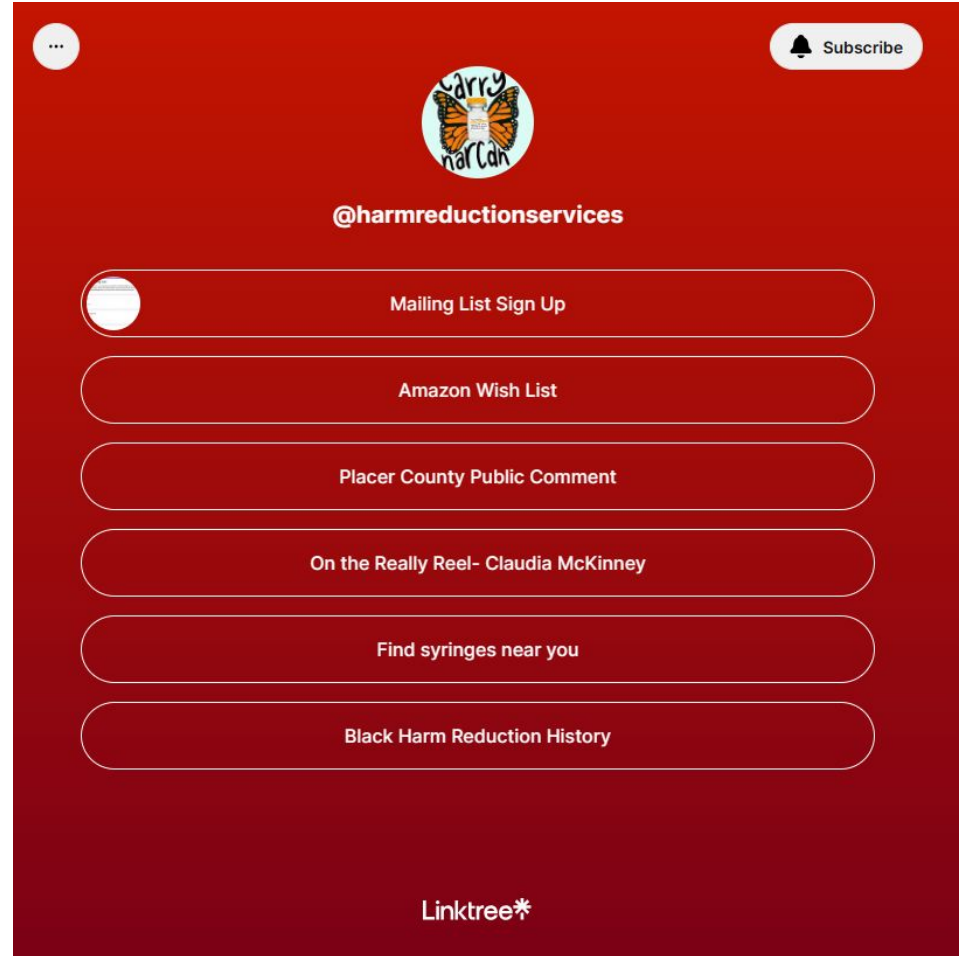
- Get creative to avoid being taken down or banned because of drug related content
- Algorithms can bring your content to new audiences, especially on Tiktok
- Algorithms can also hide your content (shadowbanning)



Linktree

A website you can use to organize a lot of links (to donation pages, websites, petitions, etc) into a single link that you can easily share in your bio.

Instagram and Tiktok do not allow you to embed links in content, so this is particularly important for those sites.



Know your platform: Comment moderation

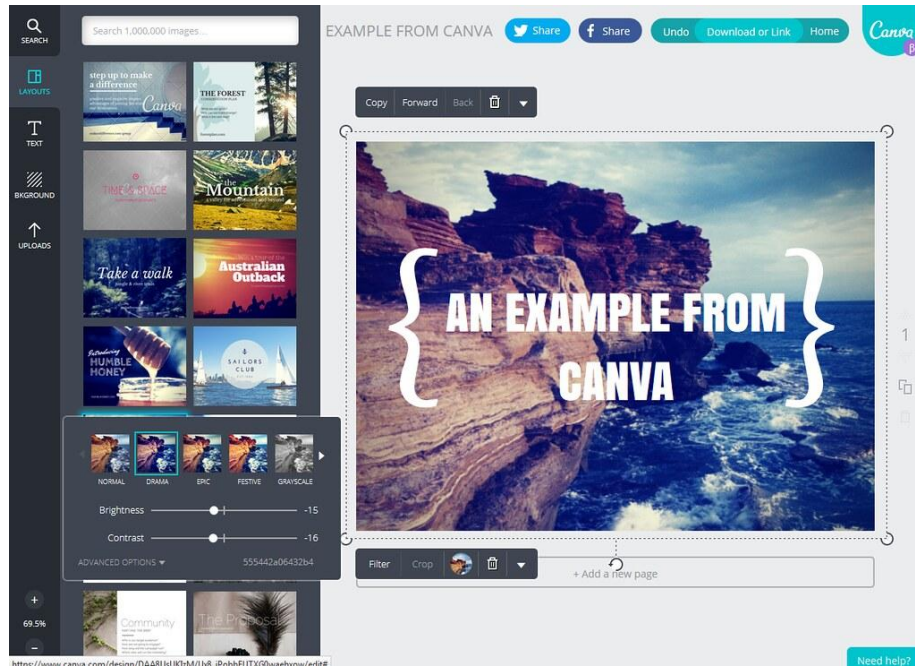
Hate comments are an unfortunate reality of social media work. How you address these comments is up to you, but I recommend deleting hate comments and blocking people who leave them.

You want your page to be a safe space for the communities you represent. Imagine how a person who uses drugs might feel if they open a post on your account and see comments saying mean or violent things about them.

If someone is determined to be hateful, you will not change their mind by arguing with them (this is different from good faith questions and critiques).

Some platforms have comment moderation settings that automatically hide comments with words that you choose.

Making Infographics



Canva is a free platform you can use to make good quality infographics.

Take advantage of templates!

Use the “elements” tab to add images and art that is relevant to your content

You can make multiple slides (Instagram accepts up to 10)

Infographics



The infographic features three red icons at the top: two sirens and a warning triangle. Below them, the title 'SUPPORT SYRINGE ACCESS IN PLACER COUNTY' is written in large, bold, black, sans-serif font. Underneath the title, a white rectangular box contains the text 'Tell California to support syringe access in Placer County through the 1 minute survey in our bio'. At the bottom, the text 'Read our full statement' is followed by a black right-pointing arrow.

**SUPPORT SYRINGE
ACCESS IN
PLACER COUNTY**

Tell California to support syringe access in Placer County through the 1 minute survey in our bio

Read our full statement →

Should have large, minimal text, and catch your eye as you're scrolling

In the last month, two California syringe service programs have lost state authorization due to opposition from law enforcement. Now, law enforcement is attempting to prevent our neighbor program SANE from providing services in Placer County as part of an IRB study.

Harm Reduction Services stands firmly in solidarity with syringe service programs and the communities they serve. These services are particularly crucial in the middle of an unprecedented overdose crisis. In California, people who receive naloxone from syringe programs reverse more overdoses than police and paramedics combined.

Concerns that syringe programs increase crime and syringe litter have been disproven by decades of research showing that syringe services: decrease syringe litter on the streets reduce HIV transmission reduce overdose mortality save the government money by reducing emergency room visits lead to higher rates of entry into treatment are not associated with increased crime or drug use

The people who obtain syringes from us are people who already intend to use drugs. It's not a matter of whether they will use drugs, but whether they will be able to avoid unnecessary infections, vein and tissue damage, and even death. Syringe Service Programs also provide other services, and serve many people who do not use drugs at all. This includes free HIV and Hep C testing, vaccinations, hygiene and first aid supplies, treatment assistance, and medical case management. Syringe service programs benefit the whole community.

DON'T fill up the tile with text

Making Tiktoks

- Open the app and film any clips you may need (you can also upload videos you've already taken)
- Use the “Editor tool” to cut out anything that's not important to your message and rearrange clips
- Add music and/or a voiceover (optional)

Tips:

The first 5 seconds are the most important.

Keep the video short.

Focus on what will keep the audience engaged.

Filming yourself

1. Don't ramble. Have a script or plan.
2. Do multiple takes
3. Find a spot with good lighting and minimal background noise



Filming other people

1. Always get informed consent
2. Tripods and microphones are helpful
3. Help them forget about the camera
4. Be prepared with questions and a plan
5. Don't be afraid to direct!
6. Use clip editing to condense what they say and create a narrative



**Practice,
Practice,
Practice**

Don't get discouraged if your content isn't getting a lot of traction. Learning skills and building a following takes time.

Coming up with content ideas

Tip: Keep a running list on your phone or notebook where you add content ideas as soon as you think of them

Draw inspiration from everywhere: your daily work, articles you read, conferences, etc

Comments and questions on your content are a great starting point for new content

You can also see what's trending and think of how you could add your message to the trend

Introduction to Storytelling

Storytelling is a way of creating a narrative to convey information rather than just listing facts or stating your opinion.

The formula used for both text and video storytelling is:

HOOK

CONFLICT

RESOLUTION

CALL TO ACTION

Hook

Grab the reader/watcher's attention!

- Ask a question
- Say something surprising
- Don't give all the details, leave them wanting more

Example: Did you know that everyday people reverse more overdoses than medical and emergency personnel?

Conflict

Introduce a problem that is interesting or relatable for your audience

- Tell them the significance of the issue
- People will watch videos that address problems they are facing, so try making the problem widely relatable for your audience

Examples: Overdose deaths reached an all time high last year. If you don't know what you would do if you encountered an overdose, this video is for you.

Resolution

Solve the problem you just introduced. Leave them feeling better about the topic.

Example: “Naloxone is an overdose reversal drug available at pharmacies and harm reduction programs. Using it on a person who is overdosing will allow them to breathe again and save their life.”

Call to Action

Lay out the next steps for them.

Should they read more about the subject, attend an event, change their misconception about something, donate funds, vote on a policy?

Example: “Go to [NASEN.org](https://www.nasen.org) to find the nearest harm reduction program to you where you can pick up naloxone for free.”

CAMP RESOLUTION SWEEP CALLED OFF



TikTok

@harmreductionservices

Calendar
San Francisco City Council

Example from my Instagram

**LEARN THE
DIFFERENCE
BETWEEN
DANGER AND
DISCOMFORT**

Things that do not
put you in danger:

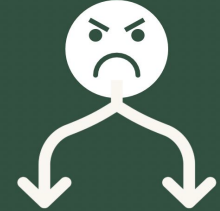
- A tent on the sidewalk
- Hearing a person experiencing psychosis talk or shout about things you don't understand
- Seeing a person using drugs
- People camping in groups
- Seeing a sex worker walking the stroll

Seeing visible homelessness, drug use, mental illness, and sex work may make you uncomfortable.



Instead of trying to punish, displace, or eradicate people, ask yourself "Am I actually in danger right now?"

Where should you direct your anger?



People
trying to
survive

Systems
restricting
people's
survival needs

Hook

Conflict

Resolution

Call to action

Break Out Activity: Plan your own campaign!

You are all residents of country Z. The government is about to vote on a policy to combat rising overdose rates by making Narcan available for free at pharmacies and harm reduction programs. You support this policy and want to use social media to help it pass.

Task 1 (10 minutes):

In your group, plan at least one Instagram infographic that you could use in your campaign. You don't have to make the infographic, but plan what you would want it to say. Consider details such as:

1. How can you grab your followers' attention with a hook?
2. How will you explain to them the importance of this policy? (tell a story, cite a research study, etc)
3. What are you going to ask your followers to do?

Task 2:

Congratulations, the policy passed! Now, you want to use Tiktok to educate the citizens of Country Z about this new program. Plan a Tiktok that educates people about the importance of Narcan and inspires them to go pick some up. Your Tiktok can be first person (you talking to the camera) or third person (you filming and narrating something or someone else).

In 10 minutes, come back and present your ideas.

Activity Debrief

Describe a challenge that came up for your team and share how you addressed it.

Final Questions?