

# Adolescent Health Month Campaign

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## Social Media Posting Guide

Sharable positive social media posts designed to encourage adolescents and teens to take charge of their health with key information on topics like mental health, nutrition, dating violence, and substance use.





# Thank you for downloading the **Adolescent Health Month** **Social Media Campaign!**

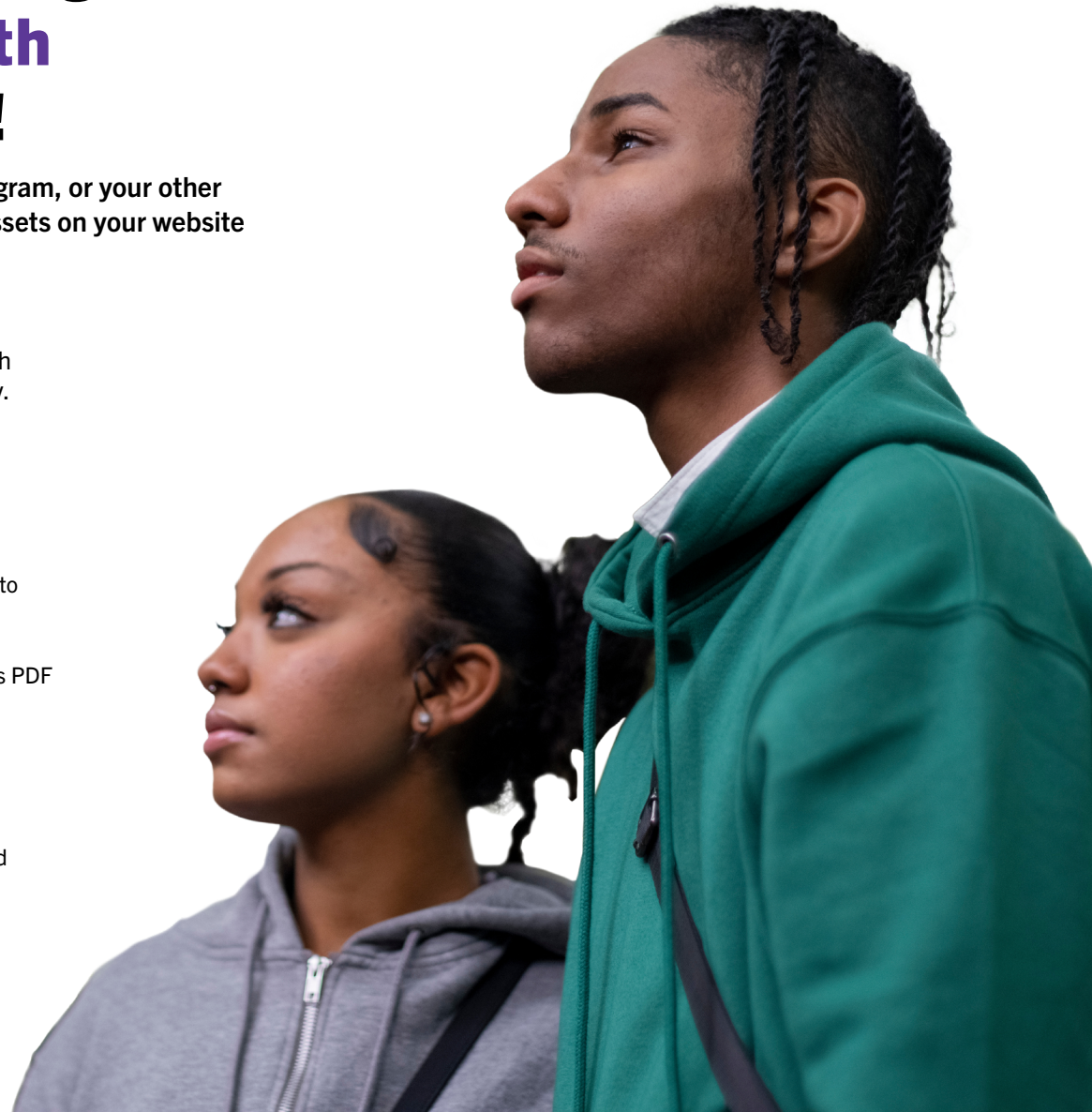
Use this toolkit for quickly creating posts on Facebook, Instagram, or your other social media platforms. In addition, you can also use these assets on your website and in e-mails to patients.

This toolkit includes:

- Guidance on when to post on each platform for maximum reach
- Copiable social media post text with a custom hashtag strategy.
- Downloadable videos to pair with the social media post text

## How To Use This Guide:

- 1 Review social media best practices and posting guidance in this PDF to determine the best time to post for your audience.
- 2 Find the post you'd like to share on your social media platforms in this PDF and copy the post text and hashtags.
- 3 Open the "Social Media Graphics" folder and find the corresponding graphic(s) to the post you'd like to use.
- 4 Open your social media platform of choice, paste your copied text and hashtags in the posting area.
- 5 Upload the corresponding video and post.



# Make the Most of Your Social Media Platforms

## Best Practices for Identifying the Most Impactful Platforms

Each social media platform has a unique audience with equally unique engagement habits. To make the most impact with this social media toolkit, please consider the following:

There are five commonly agreed upon generations currently identified in the United States. Each of these generations leverage specific social media platforms, including:

- **Gen Z, iGen, or Centennials:** Born 1996 – TBD
  - ▷ TikTok, SnapChat, YouTube
- **Millennials or Gen Y:** Born 1977 – 1995
  - ▷ Instagram, Facebook, Pinterest
- **Generation X:** Born 1965 – 1976
  - ▷ Facebook, LinkedIn
- **Baby Boomers:** Born 1946 – 1964
  - ▷ Facebook
- **Traditionalists or Silent Generation:** Born 1945 and before
  - ▷ NA

When choosing where to post, consider your patient roster, and select the appropriate platform accordingly.

## Best Practices for Hitting High-Traffic Posting Windows

Each social media platform has specific peak-traffic times based on their unique user base. If you intend to mass post across platform, it's best to choose the most highly-trafficked times. Use this data to make the most informed posting decisions.

### Highest-Traffic Windows Across Platform:

7 am to 9 am CT | 1 pm to 3 pm CT | 7 pm to 9 pm CT

### Highest-Traffic Days Across Platform:

Wednesday | Thursday | Tuesday | Friday

## Platform Specific Posting Windows

If you are choosing to post on a single platform like Facebook, Instagram, or LinkedIn, use the timetables below to schedule your posts for maximum impact:

### Facebook:

- **Monday:** 5 am to 3 pm CT
- **Tuesday:** 6 am to 3 pm CT
- **Wednesday:** 6 am to 3 pm CT
- **Thursday:** 5 am to 3 pm CT
- **Friday:** 6 am to 3 pm CT
- **Saturday:** 7 am to 2 pm
- **Sunday:** 10 am to 3 pm

### Instagram:

- **Monday:** 9 am to 10 am CT
- **Tuesday:** 9 am to 10 am CT
- **Wednesday:** 5 am, 11 am, or 3 pm CT
- **Thursday:** 12 pm or 5 pm CT
- **Friday:** 9 am to 10 am or 5 pm to 6 pm CT
- **Saturday:** 8 am to 12 pm CT
- **Sunday:** 10 am to 2 pm CT

### LinkedIn:

- **Monday:** 1 pm CT
- **Tuesday:** 8 am to 10 am CT
- **Wednesday:** 2 pm CT
- **Thursday:** 4 pm CT
- **Friday:** 10 am CT
- **Saturday:** 6 am to 7 am CT
- **Sunday:** 8 pm CT

# AAP Guidance for Social Media Use

Explore the American Academy of Pediatrics' [Glossary of Digital Media Platforms](#) for a one-stop shop with detailed information about video sharing, social media, and gaming platforms commonly used by children and teenagers.

## Key topics include:

- Default privacy settings
- Screen time management
- Feed customization options
- Messaging and friend controls
- Parental controls

## Using the Glossary

The AAP's Glossary of Digital Media Platforms has a user-friendly interface designed to support easy navigation to the content you're looking for on each platform page. This includes information on advertising and tips on how to manage notifications.

## Additional Guidance

Review the AAP's latest media article "[How pediatric practices can use the new AAP social media tool](#)" to review practical tips on how to introduce the Glossary to families in clinic.

Review the included [Dictionary of Common Digital Media Terms](#) to better understand the words related to social media and other digital media platforms that you may come across.



This tool will continue to evolve as new platforms are added and as existing platforms change their settings and parental controls.





# Adolescent Health Month

## SOCIAL MEDIA POSTING GUIDE



POST 01 *Intro to Adolescent Health Month*

### Post Copy:

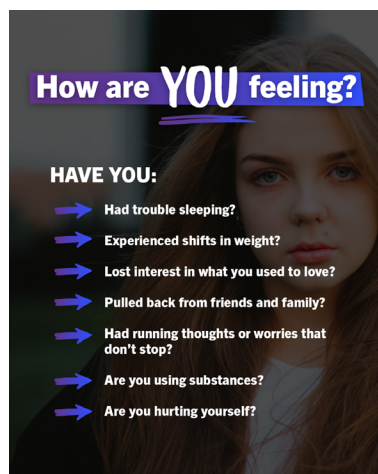
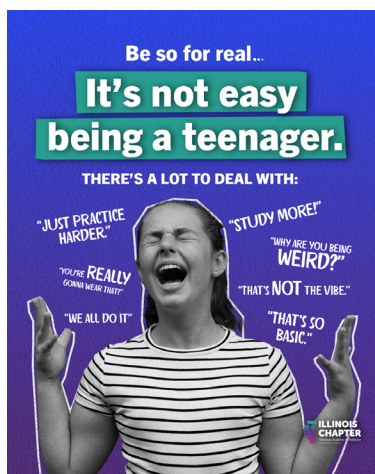
This May is all about teens taking charge of their health! It's your body, it's your mind, it's your life – learn how to take charge and take care of it as we share tips and tricks all month long! @Parents – stay open minded and learn how you can better support your growing teen by visiting: [bit.ly/health4teens](https://bit.ly/health4teens)

#TeenHealth #GetHealthy #TakeCharge  
#YourHealthYourWay #HealthyTeens  
#GrowingUpHealthy #HealthyHabits



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## SOCIAL MEDIA POSTING GUIDE



POST 02 *Mental and Behavioral Health*

### Post Copy:

It might not feel like all adults get it, but your pediatrician does. It is HARD to be a teen, with schedules that are too full, too many expectations, too many social pressures... the list goes on. It's time to take some time for yourself! If you are experiencing any of these feelings, talk with a trusted adult or call your pediatrician. Not ready for that? Check out our toolkit for teens for more information and guidance:

[bit.ly/health4teens](https://bit.ly/health4teens)

#TeenHealth #GetHealthy #TakeCharge  
#YourHealthYourWay #HealthyTeens  
#GrowingUpHealthy #HealthyHabits



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## SOCIAL MEDIA POSTING GUIDE



POST 03 *Tobacco and Substance Use*

### Post Copy:

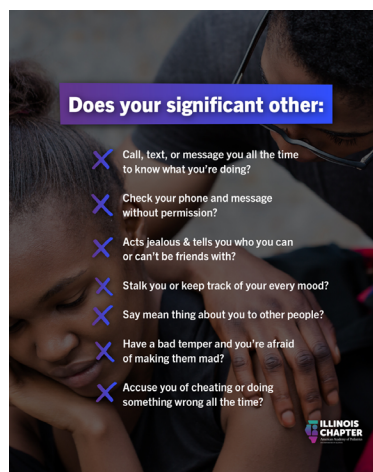
Here's your sign to quit vaping! It's not easy, and it's not fun, but in the long run, you're saving yourself a lot of trouble. Explore [bit.ly/health4teens](https://bit.ly/health4teens) to get help quitting or talk to your doctor today for help!

#TeenHealth #GetHealthy #TakeCharge  
#YourHealthYourWay #HealthyTeens  
#GrowingUpHealthy #HealthyHabits



# Adolescent Health Month

## SOCIAL MEDIA POSTING GUIDE



POST 04 *Violence & Injury Prevention*

### Post Copy:

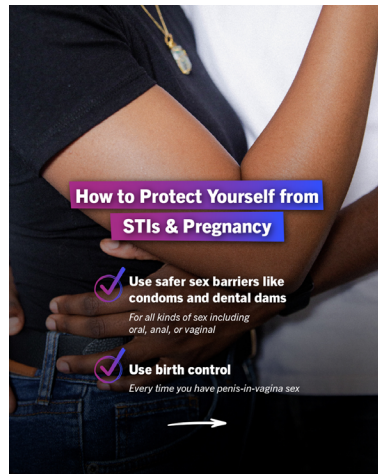
If you're in a relationship with someone and you've answered "yes" to any of these questions, it's time to get real. If you think you may be in an abusive relationship, check out our resources to help you stay safe: [bit.ly/health4teens](https://bit.ly/health4teens)

#TeenHealth #GetHealthy #TakeCharge  
#YourHealthYourWay #HealthyTeens  
#GrowingUpHealthy #HealthyHabits



# Adolescent Health Month

## SOCIAL MEDIA POSTING GUIDE



POST 05 *Sexual Health & Gender Identity*

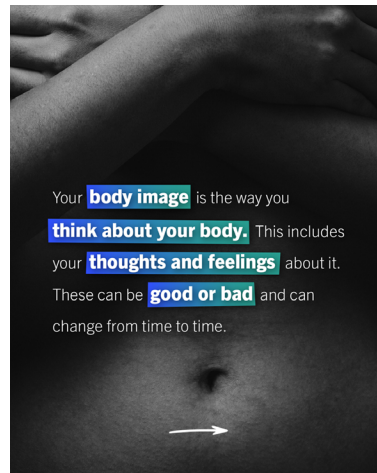
### Post Copy:

As much as we don't want to talk about it, sex, sexuality, and gender identity are all part of getting older. But these experiences can really shape who you become and it's important to keep yourself protected. If you aren't ready to talk to your parents or your doctor about safer sex and your identity, explore these helpful materials designed specifically for teens: [bit.ly/health4teens](https://bit.ly/health4teens)

#TeenHealth #GetHealthy #TakeCharge  
#YourHealthYourWay #HealthyTeens  
#GrowingUpHealthy #HealthyHabits

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## SOCIAL MEDIA POSTING GUIDE



### POST 06 *Nutritional Health*

#### Post Copy:

We know you've heard it all before – social media is a highlight reel, people use filters, celebrities have full beauty teams to keep them looking the way they do – but that doesn't make it any easier when all you see are photoshopped, filtered models and influencers on your socials, on ads, in movies, on tv... It can blur what is normal and what is beautiful. But you are beautiful just the way you are. Get more information on nutrition and your general health with this toolkit, designed specifically for teens: [bit.ly/health4teens](https://bit.ly/health4teens)

#YouthSuicide #TeenSuicide #ChildSuicide  
#ChildrensMentalHealth #TeenMentalHealth  
#FirearmSafety #HealthyKids #HealthyIllinois  
#SafeIllinois #ParentingTips #ParentingSupport  
#Pediatrics #Pediatricians #IllinoisFamilies #Illinois

