

# Health Communications Short Course

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October 15, 2025



NORTH CAROLINA INSTITUTE  
FOR PUBLIC HEALTH



NORTH CAROLINA  
FOUNDATIONAL  
CAPABILITIES

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Look out for  
**Beacon Bee** to  
highlight  
important items!

# Welcome In!



## **Icebreaker:**

**What channel of health communication (i.e. print flyers, Instagram posts, etc.) do you use most frequently?**

*Please note that we are recording today's session to share with anyone that misses it.*



# Individual Session Structure

1. Welcome & Overview
2. Mini-Presentations
3. Sharing & Discussion
4. Resources & Closing

*Please feel free to use the chat to comment, share resources, ask questions, and more.*



# Today's Objectives

*Please keep your camera on as much as possible and engage verbally and through the chat!*

## What to Expect in This Session:

- Planning for health communication campaigns and materials
- Describing effective social media approaches and metrics
- Incorporating key lessons into communications about critical topics
- Utilizing Arclet in your regular workflows

# Short Course Structure





How do you feel about using **Social Media** to communicate with your community?



# Mini-Presentations

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# **Samantha McClayton**

***Co-Founder & Managing Partner with JS Consulting***

Samantha McClayton is the Co-Founder and Managing Partner with JS Consulting & Marketing. Sam has more than 10 years of experience as a marketing specialist and website developer working with nonprofits, public health organizations, and unions. Sam's web and graphic design work has been used by clients from Idaho to Iran, ranging from small NGOs to global non-profits such as the Jane Goodall Institute.

# THE SOCIAL MEDIA ALGORITHM

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## AFFINITY

The connection and strength between an organization/business page and the individual user.

## WEIGHT

The type of the content posted (text-only, images, links, videos, etc.)

## TIME DECAY

The time since a post went live. When a post is first published, it will be the most visible to your audience.

# CAMPAIGN PLANNING

1

## **DETERMINE THE OBJECTIVE & DESIRED OUTCOMES**

*What is it that you want people to know?  
Why do you want them to know it?*

2

## **DETERMINE THE TARGET / KEY AUDIENCES**

*Who are do you want to hear your message?  
Why is it important that they hear your message?*

3

## **DETERMINE STRATEGIES TO IMPLEMENT**

*What is the best communication channel(s) for your message  
to reach your target audience? Why is that so?*

4

## **DETERMINE CORE MESSAGING FOR AUDIENCE**

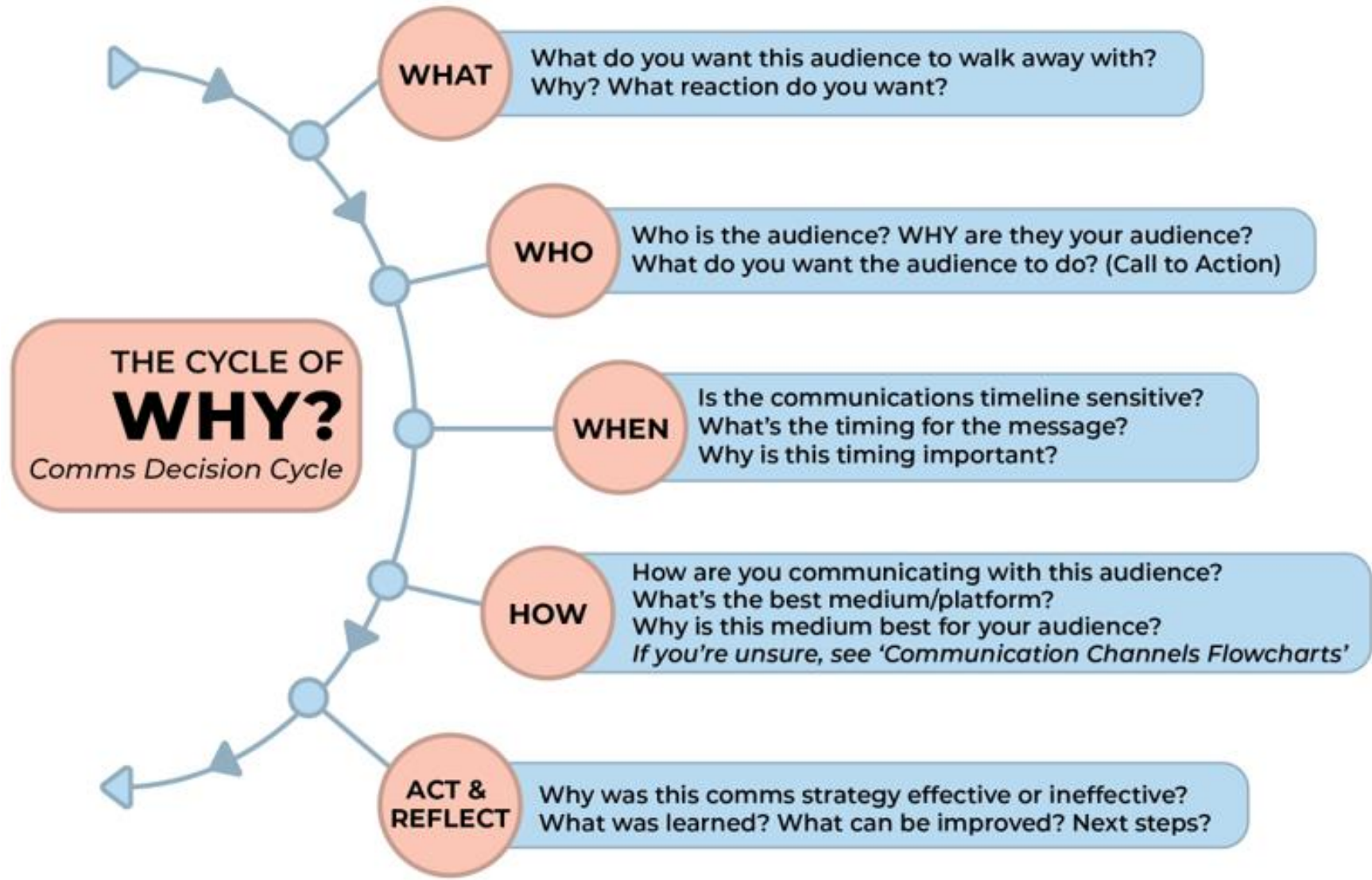
*What is the key message you want to convey to this audience?  
Why do you want this audience to receive this message?*

5

## **DETERMINE TACTICS TO IMPLEMENT**

*What communications tactics will be most impactful for  
this specific audience?*

# CAMPAIGN PLANNING



# WALK WITH EASE CAMPAIGN

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## THE DETAILS

**Platform** - Facebook

**Audience** - Ages 55-65+, lives in NC

**Ad Type** - Paid, \$100/month




**Ad Length** - Monthly (~30 days)

**Format Type** - Mix of static graphics and short form videos

**Demographic Targeting:**

Interests in health and wellness, quality of life, agriculture industry, and/or North Carolina

# WALK WITH EASE CAMPAIGN

	A	B	C	D	E	F	G	H
1	<b>WALK WITH EASE AD CAMPAIGN</b>							
2	DATE	CAMPAIGN STATUS	GRAPHIC	CAPTION	AD LINK	AUDIENCE		AD ANALYTICS
3	November 2023	Launched 11/7/23 Ended 11/30/23		Join the free self-directed Walk with Ease program today! Walk With Ease is proven to: - Improve balance - Reduce pain - Build stamina, strength, confidence and walking pace	<a href="#">Link here</a>	Adults 55 - 65+ Lives in North Carolina	Ad Reach: 6,569 Link Clicks: 247 Amount Spent: \$103.35	Post engagements: 275 Link clicks: 247 Post reactions: 19 Post saves: 5
4	December 2023	Launched 12/5/23 Ended 12/31/23		Walk with Ease is a free program that includes a guidebook and a walking schedule to get you safely moving toward better health. The Walk With Ease program is proven to improve balance, reduce pain and joint stiffness, build stamina and confidence while walking.	<a href="#">Link here</a>	Adults 55-65+ Lives in North Carolina Interests: North Carolina, Quality of life or Health & wellness	Ad Reach: 9,110 Link Clicks: 515 Amount Spent: \$98.77	Post engagements: 7076 3-second video plays: 6474 Link clicks: 515 Post reactions: 60
5	January 2024	Launched 1/5/24 Ended 1/31/24		Start the Walk with Ease program today! This free program teaches you how to start walking safely and stay motivated with the support of a guidebook and weekly activities.	<a href="#">Link here</a>	Adults 55 - 65+ Lives in North Carolina	Ad Reach: 15,144 Link Clicks: 694 Amount Spent: \$90.96	Post engagements: 776 Link clicks: 694 Post reactions: 42 Post saves: 31 Post shares: 9



# WALK WITH EASE CAMPAIGN

“ When I started the program, I was afraid to walk very far because of my knee pain. But Walk With Ease helped me start slow and build up gradually. Now, I am confident in my ability to walk easily without making my arthritis worse.”

— WALK WITH EASE PARTICIPANT

HEALTHY ARTHRITIS FOUNDATION Walk with Ease

JANUARY 2024

WALK WITH EASE & STEP TOWARDS PAIN-FREE LIVING!

HEALTHY ARTHRITIS FOUNDATION Walk with Ease

FEBRUARY 2024

WALK WITH EASE & feel the difference today!

HEALTHY ARTHRITIS FOUNDATION Walk with Ease

MARCH 2024

STEP TOWARDS PAIN-FREE LIVING

Join the free, self-directed Walk with Ease Program today!

HEALTHY ARTHRITIS FOUNDATION Walk with Ease

APRIL 2024

Walk with Ease Program

Stride towards better health today!

HEALTHY ARTHRITIS FOUNDATION Walk with Ease

MAY 2024

Struggling with arthritis pain and joint stiffness?

Step towards pain-free living with the Walk with Ease Program

SIGN UP TODAY!

HEALTHY ARTHRITIS FOUNDATION Walk with Ease

JUNE 2024

JOIN THIS FREE PROGRAM TODAY!

Walking is one of the safest forms of physical activity to assist in pain management for those with arthritis and other chronic health conditions.

HEALTHY ARTHRITIS FOUNDATION Walk with Ease

JULY 2024

WALK WITH EASE

“Before taking this class, I was in pain all the time. I would overdo it and then be in pain and unable to get up for days. Now I do 10 minutes at a time, and I feel so much better.”

— Walk with Ease Participant

HEALTHY ARTHRITIS FOUNDATION Walk with Ease

AUGUST 2024

WALK WITH EASE PROGRAM

“I couldn't walk because I have osteoarthritis in both knees. Today, my knees are better and don't ache like they used to.”

Walk with Ease Participant

HEALTHY ARTHRITIS FOUNDATION Walk with Ease

SEPTEMBER 2024

Stride towards better health.

Join the free Walk with Ease Program Today!

HEALTHY ARTHRITIS FOUNDATION Walk with Ease

OCTOBER 2024

¿TIENE DOLOR O RIGIDEZ EN LAS ARTICULACIONES?

¡CAMINE CON GUSTO LE PUEDE AYUDAR!

HEALTHY ARTHRITIS FOUNDATION Walk with Ease

NOVEMBER 2024

Ready to take your first step towards better health?




JOIN THIS FREE PROGRAM TODAY!

The Walk with Ease program is proven to improve balance, reduce pain and joint stiffness, build stamina and confidence while walking.

HEALTHY ARTHRITIS FOUNDATION Walk with Ease

DECEMBER 2024

# NC PUBLIC HEALTH PATHWAYS

NC Public Health Pathways Marketing Plan				
Theme	Post Schedule	Graphics	Caption, Link & Tags	LinkedIn Post Link
<p>POST #1</p> <p>Website Launch + Program Intro</p>	<p>Monday 2/3</p> <p>10am</p>		<p><b>Caption:</b> 📣 Calling all public health recent grads and young professionals! 📣 Are you passionate about making a difference in your community? The North Carolina Division of Public Health is offering exciting paid fellowship opportunities that start this Summer! Gain valuable hands-on experience, 1-on-1 coaching, peer learning opportunities, and launch your public health career. Applications open on February 10th and close on February 28th.</p> <p>Learn more and apply at: <a href="http://www.ncphpathways.org">www.ncphpathways.org</a></p> <p><b>Tag:</b> NCDHHS</p> <p><b>Hashtags:</b> #PublicHealth #Fellowship #CareerOpportunities #NorthCarolina #YoungProfessionals #RecentGrads #NCDPH</p>	<p><a href="#">Link Here</a></p>
<p>POST #2</p> <p>Intro and Application Dates</p>	<p>Wednesday 2/5</p> <p>3pm</p>		<p><b>Caption:</b> Ready to make a real impact? NCDPH Fellowship Positions provide a unique opportunity to work alongside experienced public health professionals, contribute to meaningful projects, and build a strong foundation for your career. Don't miss out on this incredible chance to grow and learn! Applications open on Monday, February 10th and close on Friday, February 28th. Mark your calendars to apply next week!</p> <p>Learn more and apply at: <a href="http://www.ncphpathways.org">www.ncphpathways.org</a></p> <p><b>Tag:</b> NCDHHS</p> <p><b>Hashtags:</b> #PublicHealthCareers #CareerDevelopment #Fellowship #NCJobs #YoungProfessionals</p>	<p><a href="#">Link Here</a></p>
<p>POST #3</p> <p>Applications Open</p>	<p>Monday 2/10</p> <p>9am</p>		<p><b>Caption:</b> DPH Fellowship applications are now open! Join the North Carolina Division of Public Health and become part of a team dedicated to improving the health and well-being of our communities. Our fellowships offer valuable experience in a variety of public health areas, including Epidemiology, Nursing, and Health Statistics. Apply today and kickstart your public health career!</p> <p>Learn more and apply today: <a href="http://www.ncphpathways.org/apply">www.ncphpathways.org/apply</a></p> <p><b>Tag:</b> NCDHHS</p> <p><b>Hashtags:</b> #PublicHealth #ProfessionalDevelopment #Fellowship #YoungProfessionals #Nursing #HealthStatistics</p>	<p><a href="#">Link Here</a></p>

# MEASURING CAMPAIGN SUCCESS

## IN SUMMARY

APPLICATIONS SUBMITTED	<b>272</b>	WEBSITE VISITORS	<b>5,463</b>	LINKEDIN CAMPAIGN REACH	<b>29,013</b>
UNIQUE APPLICANTS	<b>245</b>	UNIQUE VISITORS	<b>3,943</b>	LINKEDIN PAGE TOTAL FOLLOWERS	<b>3,604</b>
APPLICANTS THAT MET PROGRAM CRITERIA	<b>202</b>	WEBSITE PAGE VIEWS	<b>11,423</b>	LINKEDIN PAGE FOLLOWERS GAINED	<b>620</b> <i>(Number of followers gained during the campaign)</i>

## WEBSITE FORM SUBMISSIONS

FORM SUBMISSIONS

**309**

+7,625% mo/mo

### Form Details

Form Name (Button Text)	Submissions
▶ DPH Fellowship Application Form (Submit)	272
▶ Contact Us Form (Submit)	22
▶ Alert Email Sign Up (Submit)	15

## NCIPH LINKEDIN PAGE



### Highlights

Data for 2/1/2025 - 3/1/2025

<b>29,013</b> Impressions ▲98.1%	<b>375</b> Reactions ▲294.7%	<b>16</b> Comments ▲1,500%	<b>23</b> Reposts ▲228.6%
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### Visitor highlights

<b>570</b> Page views ▲101.4%	<b>298</b> Unique visitors ▲106.9%
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### Follower highlights

<b>3,604</b> Total followers	<b>620</b> New followers in the last 29 days ▲206.9%
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# KEY TAKEAWAYS

- Each platform serves a different purpose, cater your message to each platform.
- Know your audience!
- Your messaging and imagery should reflect who you are to aiming to reach
- Keep things at an 8th grade reading level to reach a wider audience
- Keep messaging straightforward, short and concise
- Consistency is key
- Tag users or organizations in posts when applicable
- Remember, every action for a reaction!

Samantha McClayton at [sam@jsconsultingco.com](mailto:sam@jsconsultingco.com)



# HELPFUL RESOURCES

- [Free online readability checker](#)
- [Marketing Campaign Template](#)
- [Communication Channels Flow Chart](#)
- [Cycle of Why Graphic](#)
- [Campaign Planning Questions](#)
- Utilize toolkits from trusted public health organizations and institutions – Arclet!
- Free Stock Photos and Videos:
  - [Pexels](#)
  - [Unsplash](#)
  - [Adobe Stock Library](#)

Samantha McClayton at [sam@jsconsultingco.com](mailto:sam@jsconsultingco.com)

# NC Public Health Photo Library





## **Marian Arledge**

***Director of Public Health Initiatives at Arclet***

Marian Arledge, MPH, is Director of Public Health Initiatives at Arclet, a platform built to help health communicators find, tailor, share, and evaluate impactful messages. She has more than 17 years of experience working across local government, nonprofits, and national networks to advance public health through strategy, leadership, and communications. Marian earned her Master of Public Health from UNC's Gillings School of Global Public Health and now leads partnerships that connect technology and public health to strengthen community well-being.



*Delivering trusted health  
information. Building healthier  
communities.*

# NC Health Communicators Asked For...

In our first session of the short course, participants shared what they need most to strengthen health communication:

## **You asked for...**

- Clear, accessible communication
- Tools, templates, and creative assets to save time
- Ways to demonstrate communication impact and get leadership buy-in
- Strategies for countering misinformation and reaching wider audiences
- Opportunities to connect and learn from peers

# Arclet offers...

## Arclet

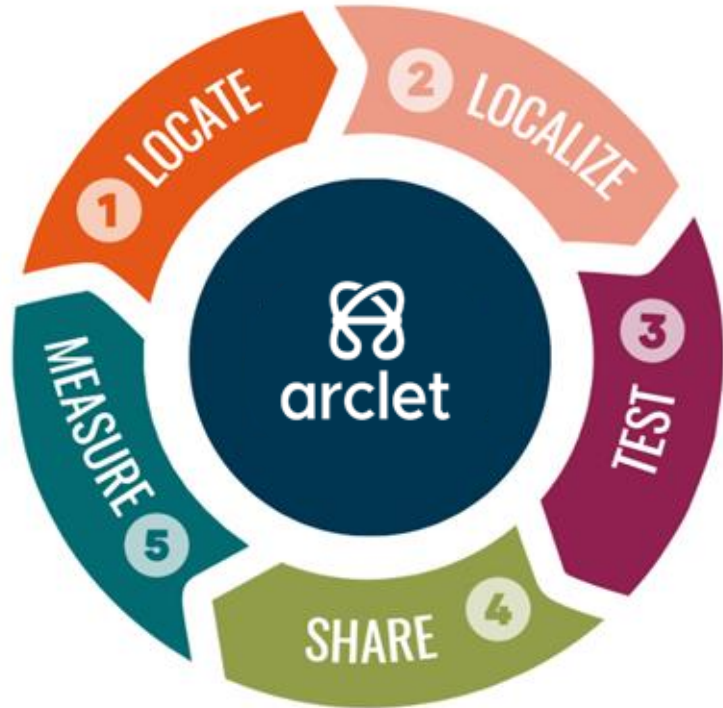
- Builds **clarity and accessibility** into every message with content written for plain language and inclusion
- Saves time with **ready-to-use, editable templates** for social, print, and campaign materials
- Expands your reach with a **shared library of evidence-based, adaptable content** for local audiences
- Demonstrates the value of communication through **analytics and feedback tools**
- Strengthens collaboration by making it easy to **share, localize, and coordinate** messages across teams and partners

Arclet was designed to meet the needs public health communicators identified – practical tools, trusted content, and clear strategies that make every message count.

# Next steps



**Next steps:** Make sure you've set up your Arclet account using the code NCLAUNCH.



***Thank you!***

***[marian@arclet.com](mailto:marian@arclet.com) / [www.arclet.com](http://www.arclet.com)***



## Reflect & Share

What area of social media campaigns would you like to improve on?

What defines a successful social media campaign?



# Resources & Opportunities to Engage

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# Resources

[The Health Foundations' Communication Channels: a guide - Table with communication channels and advantages of each\)](#)

[A Field Guide to Developing Health Communication Strategy](#)

[ATSDR's Guide for Developing Materials and Identifying Communication Channels](#)

[ASTHO Social Media Toolkit](#)

[WHO's Communicating for Health - Accessibility Infographic](#)



[WNC Health Network's Toolkits](#)

- Arclet (Customizable Health Comms Assets)
  - Use coupon NCLAUNCH to create free account!

We will send out a follow-up email message with links to today's materials and the resource list.

# Opportunities to Engage



**Come back to this space now through October 29**

## **Join a Regional Communications Collaborative**

Continue connecting with health communicators in your region, building effective campaigns with Arclet, and creating regional messaging for your communities.

# Next Session:

## Storytelling to Improve Public Health

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What is one takeaway as you leave today's session?

Please put it in the chat.

# Thank you!

**Please share your feedback!**

Martha Anne Sperandio  
masperandio@unc.edu



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