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Canadian Centre  
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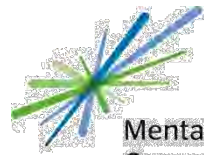
Centre canadien sur  
les dépendances et  
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# Get the Yes: How to plan your social media strategy and effectively communicate your project to get stakeholder buy-in

Knowledge Exchange Collaborative Webinar #3

Mental Health Commission of Canada & Canadian Centre on Substance Use and  
Addiction

June 28, 2018



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# Today's Webinar

**How to plan your social media strategy and effectively communicate your project to get stakeholder buy-in**



Don Wildfong, Impact  
Solutions



April Yorke, MHCC

# Compelling Others to Act with **SBARA**

28 June 2018

Don Wildfong, BNSc, MSc, RN



Impact Solutions  
with Don Wildfong

# Scenario



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Have you ever wondered why something that seems to make so much sense to you may not be considered important by others?

Do you ever get frustrated when trying to share an idea, recommendation or change idea with others?

Have you ever thought to yourself: “If only I could get them to see how important this is”?

Have you ever wondered why what seemed to be a great exchange of ideas never really went anywhere?

# Scenario



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We are receiving more information throughout the course of the day than we have at any other time in history. There is a lot competing for our attention.

Everything seems to be a priority.

It could simply be because of what some call the signal : noise ratio.

When the **signal** (your key message) is drowned out by a lot of **noise** (information that is not salient, or directly supporting your key message).

It could be related to the influence of power and politics.

Maybe you could have been clearer in the argument you were making.

# Outline



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Introduce an easy to use and remember tool for communicating your change ideas and compelling others to act

Discuss how the SBARA tool has been applied in certain circumstances

Define key information to include under the dimensions of SBARA

Application exercise

# Poll #1



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When speaking with someone about an idea you have that could really make a difference, on which of the following are they most likely to base their decision to help (select one)?

- a. Cost
- b. Quality of your argument for or against (evidence)
- c. Novelty of the idea
- d. Political or organizational risk
- e. Timeliness
- f. How well the idea aligns with their agenda
- g. Impact this will have

# Well, that was frustrating!

In fact, people typically consider a great number of factors all at once.

It's important for them to be able to follow you when your explaining an new idea or a proposed solution to a problem.

Complicated – Complex – Competition



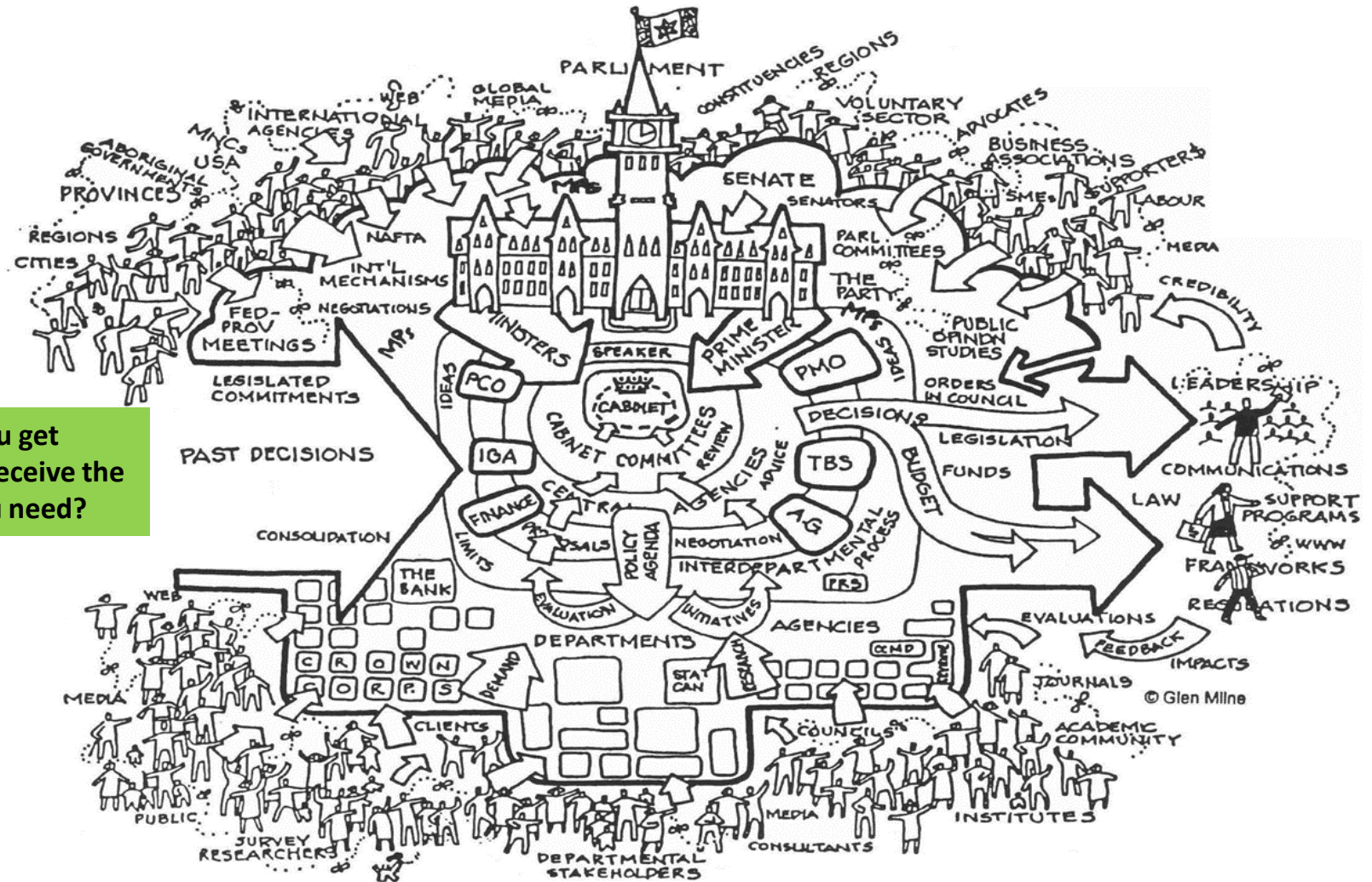


# Ideas, Interests & Institutions



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How can you get heard and receive the support you need?





# Introduction - The Tool

**S**ITUATION

**B**ACKGROUND

**A**SSESSMENT

**R**ECOMMENDATION

# Background



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Initially began in the military

Adopted for use in the clinical realm of healthcare \*

An easy to use framework for communicating salient ideas in an organized and rational way

Forces you to be both clear and concise

Appropriate for communicating ideas, solutions and innovations to policymakers, decision-makers, peers and other stakeholders

Similar in structural format to briefing materials, making a presentation or structuring and argument, either for or against

A basis for strategic inquiry (feasibility)



# Background

Helps you formulate a structured argument, either for or against something

→ Mobilizing **KNOWLEDGE** to **ACTION** for **IMPACT**

→ Moving from **INNOVATION** to **IMPLEMENTATION**

## Application

- Supporting the Promotion of Activated Research and Knowledge (SPARK) Training Program
- Collecting perspectives for strategy development



# Adaptation

SITUATION

BACKGROUND

ASSESSMENT

RECOMMENDATION

ASK



# Situation

Introduce yourself and your organization.

Clearly and concisely state the issue/problem you are trying to address or the experience you are wishing to share.

Grab the listeners attention quickly by creating a 'burning platform' or sense of urgency (i.e. magnitude of the issue/problem, such as an alarming gap in health disparity).

Example

*Houston, we have a problem!*



# Background

How did this issue/problem/situation arise? How did this happen?

Based on what you know, what led to this?

What is the scope of the issue/problem (i.e. prevalence, increasing incidence, rising cost [human or financial])?

Who is being affected (clients, staff, community members etc.)?



# Assessment

What is the impact of the issue/problem (i.e. societal, population health, practice/service, etc.)?

What is the case for doing something about this problem?  
Use evidence.

What, if anything, has been done to address this issue/problem to date, in your context, or by others?

What unbiased conclusion have you arrived at?

Who needs to be involved (stakeholder engagement)?





# Assessment

Is there existing support/endorsement for your idea/innovation? What is standing in the way of or has impeded action on addressing the issue/problem (i.e. political will or ideology, legislation or regulatory barriers, organizational culture, lack of knowledge or awareness, lack of leadership, lack of dedicated resources)?

Has there been a pilot demonstration of what you are proposing? Is there a small local example of something that has been effective in addressing the issue/problem? Have these approaches been successful? Is what you are proposing scalable or appropriate for spread?

Could it potentially fit with an existing or emerging initiative in your work unit, organization, community or system?



# Recommendation

What needs to be done address the root cause of the issue/problem and move people to action?

What solution(s) are you offering?

What action(s) should be taken and by whom?

Can you frame these in a way that is specific to a particular desired outcome?

What degree of change would be desirable? In what time period?



# Ask

Based on the above, what do you hope the person you are communicating your ideas to (i.e. leader, decision-maker, potential collaborator, partner, etc. ) will agree to?

Clearly state your ask. Be direct in asking for the listeners commitment to act in a specific way, such as:

- dedicate financial resources in the current or upcoming budget
- convene a meeting with decision-makers or practice leaders
- raise as an agenda item at an important meeting
- commit to making this a priority for action
- start or stop doing something

Be as compelling as you can!

You may need something from more than one person – be sure to tailor your ask in each case - remember what motivates this person





# Challenge Exercise

## **Communicating with SBARA – the elevator pitch.**

Using the SBARA approach, plan a 1-minute elevator pitch to communicate your change idea to an important stakeholder.

Identify someone you can practice your pitch with.

They can help you by:

- Asking clarifying questions.
- Offering positive feedback on the pitch.
- Identifying gaps or ideas on flow.
- Offering advice on how to improve the pitch (content, verbal and nonverbal).



# Conclusion

SITUATION

BACKGROUND

ASSESSMENT

RECOMMENDATION

ASK



Why

What

How



# Conclusion

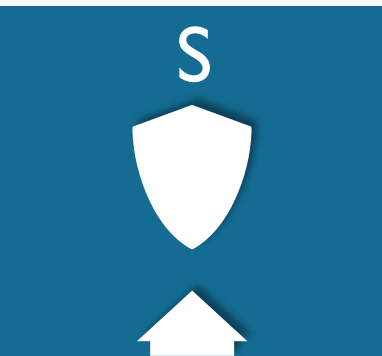
Remember, persuasion and influence are key factors to get people on board - thorough, clarity, logic, reason and a good case (the evidence).

People are usually interested in helping, but clearly punctuating your idea with a direct ask gives them a clear sense of what you need from them.

In the end, it let's you know something about their level of commitment.



# SBARA



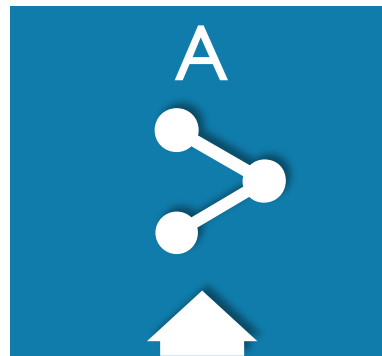
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## Recommendations

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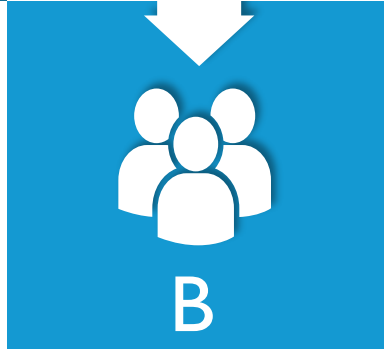
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## Situation

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## Assessment

What is the impact of the issue/problem (i.e. societal, population health, practice, etc.)?

What is the case for doing something about this problem? Use evidence.

What, if anything, has been done to address this to date?

Is there existing support for your idea? Are there barriers?

What unbiased conclusion have you arrived at?

Who needs to be involved?

Could this fit with an existing or emerging initiative



## Ask

Based on the above, what do you hope the person you are communicating your ideas to (i.e. leader, decision-maker, potential collaborator, partner, etc.) will agree to?

Clearly state your ask. Be direct in asking for the listeners commitment to act in a specific way, such as: dedicate financial resources in the current or upcoming budget; convene a meeting with decision-makers or practice leaders; raise as an agenda item at an important meeting; commit to making this a priority for action; start or stop doing something, etc.

Be as compelling as you can!



# Wrap-up Questions

Was the information shared on the SBARA tool helpful?

Yes/No

Do you see the SBARA tool as something that will be helpful in advancing your ideas?

Yes/No

Do you intend to use the SBARA tool to help you achieve progress on your ideas?

- a) Absolutely
- b) Probably
- c) Maybe
- d) Likely not
- e) Never



# Thank you

**Don Wildfong, BNSc, MSc, RN**

Principal

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# Get the Yes

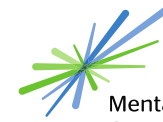
## Creating a social media strategy that your boss will *want* to sign off on

KE Collaborative

June 2018

## Overview

- G.O.S.T Model
- G.O.S.T Model in action for maximum corporate buy-in
- Questions



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# The G.O.S.T. model



# Goal

**The larger outcome(s) you are trying to achieve**

- Big picture idea
- Shouldn't be measurable/tied to numbers
- Generally stays the same even when the OSTs change



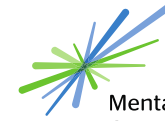
# Objectives

## Measurements that must be achieved to attain the goal

- Restating your goal in a way that is SMART



- Specific
- Measurable
- Attainable
- Realistic
- Time-bound



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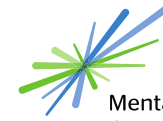
# Strategies

**The general path(s) you will take to get to your goal**

The HOW

But in a larger sense





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# Tactics

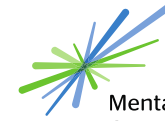
**A series of specific, smaller tasks that make up the strategy**

The WHAT

Literally, *what specifically* you will do to achieve your goal







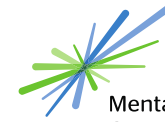
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# But HOW?

A thing I actually did





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# Corporate buy-in

## Jedi mind tricks



## MHCC example

### MHCC Strategic Plan

Raise the profile of mental health and wellness in Canada

### Public Affairs Strategy

Raise the profile of the MHCC with Francophone communities

# Social media translation

## Social Media Objective

Increase French followers on Facebook and Twitter by 10% by the end of the fiscal year (March 31, 2018)

## Social Media Strategy

Use paid campaigns on Facebook and Twitter to:

- Double the current number of Twitter followers
- Increase the number of Facebook followers to 10% of the total audience



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## Increase French followers

- ✓ Awareness campaign
- ✓ Followers campaign





## Increase French followers

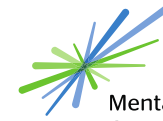
- ✓ Brand awareness campaign
  - Use of FB pixel to target people who have visited our website over the last six months.
  - Targeted to look-alike followers.



## Increase French followers

- ✓ Engagement campaign
  - Targeted to our e-newsletter's subscribers.





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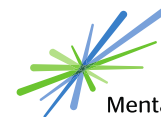
## What's your marketing objective? [Help: Choosing an Objective](#)

**Auction** ⓘ

Reach and Frequency ⓘ

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Reach	Engagement	Catalog sales
	App installs	Store visits
	Video views	
	Lead generation	
	Messages	





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## What's your marketing objective? [Help: Choosing an Objective](#)

Auction ⓘ


**Reach and Frequency** ⓘ


### Awareness

 Brand awareness

 Reach

### Consideration

 Traffic

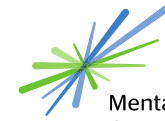
 Post engagement

 App installs

 Video views

### Conversion

 Conversions



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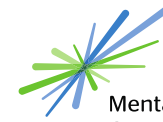
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Total budget: \$5,000

Twitter: + **272 followers**/ Objective was +100

Facebook: + **514 page likes**/ Objective was +275



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# Questions?



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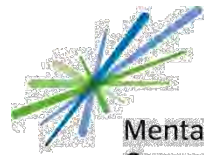


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ORDER OF EXCELLENCE



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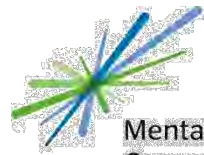
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## How did we do?

Please fill out the survey  
that will be emailed to you.





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# Thank you!

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