

WFHTN Wellness Council Webinar Notes

Jan. 5, 2023

Welcome

- Hello everyone! Thank you for joining our January Wellness Council Webinar.
 - Please go ahead and type your agency in the chat to let us know who you're representing!
- Today's webinar agenda includes:
 - Guest Speaker – Natalie Bannon
 - 2023 Annual Celebration
 - Quarterly Activity List
 - What's New?
 - Wellness Council Spotlights
 - Upcoming Schedule

Guest Speaker – Natalie Bannon, Communications Coordinator

- Good morning, everyone! I'm excited to be able to discuss our new social media strategy.
- The purpose of creating this strategy was to improve our communications with the distinct audiences that follow us on each social media platform instead of posting the same thing across all channels at once. More importantly, with your help, we hope this strategy will also bring more awareness to your individual Wellness Councils.
- When creating the strategy, I did a lot of research before I even started because I wanted to ensure it was successful.
- I also did extensive research about effective social media use on the different platforms.
- Then, I audited our channels, analyzing the top performing posts, the lowest performing posts and doing a SWOT analysis. SWOT stands for strengths, weaknesses, opportunities and threats. I also looked at some similar organizations in other states to find best practices and inform the strategy.
- Let's get into it... In September, I reviewed all our social media channels, Facebook, Instagram and Twitter.
- At that time, we had 832 followers on Facebook. 84.3% were women; 15.7% were men. You can see the majority were between the ages of 45-54 and 35-44. What's interesting to note is this is unique to our audience. It doesn't align with Facebook demographics overall. The majority of Facebook users are actually men. 56.8% are men and 43.2% are women.
- Just yesterday, we had 860 followers. Our demographics had changed slightly. Men had increased a bit to 16.5% and women were 83.5%. Still, most who follow us on Facebook are between the ages of 45-54.
- As you can see, by a wide margin, most of our followers come from middle Tennessee. We really want to work on reaching more people in east and west Tennessee.
- On Instagram, we had 749 followers in September. Yesterday, that number was 780. The demographics didn't really change. 77.6% were women; 22.3% were men. The audience is a bit younger on this platform. Most followers are 35-44. Again, our audience demographics didn't align with Instagram users overall. That stacks up at 51.8% male and 48.4% female.
- And on Twitter, we had 326 followers in September. We weren't able to pull exact demographics, but according to research, 61.6% of Twitter users overall are men and 38.4% are women.

- We'll talk more about Twitter in a minute. Most of you know we closed our Twitter account, and I'll give you some details about why we decided to do that.
- As I mentioned, I looked at our highest and lowest performing posts. Those that always have the most engagement on Facebook and Instagram are the ones that feature your employees and close behind are ones that include our team members. Next are posts that include information about challenges and activities.
- What doesn't perform well? Generic posts about health observances that don't have a specific tie-in to Tennessee.
 - On the slide you'll see two examples of health observance posts. On the left is an Instagram post that was one of our bottom three lowest performing posts. It's an example of how generic posts about health observances, in this case World Arthritis Day, garner no engagement if we don't use Tennessee statistics or try to humanize the post.
 - On the right, is the World Diabetes Day post. It was one of our highest performing posts on Instagram. Not only did we add our own photos, but we also added Tennessee stats. It reads, "If you're one of the 730,416 people in Tennessee who have diabetes, please make sure you get routine care to stay healthy," and we followed that up with recommendations from the CDC.
- Now again, back to Twitter. While posts on Facebook and Instagram only perform well if they have Tennessee tie-ins, it was the exact opposite on Twitter. There, our most liked and retweeted content all included hashtags and were tweets that were not directed to our target audience.
 - Anyone who clicked on the hashtag could potentially see our tweet, so we were reaching a wider audience. However, the people who were engaging with those tweets were not our target audience. They're not state employees. They don't even live in Tennessee. Therefore, we were spending a great deal of time creating content for people who can't use our resources. After showing management that most of our Tennessee State Government audience on Twitter was duplicated on Facebook, they agreed to allow us to close the account. That gives us more time to focus on the platforms where our audiences really are.
- So, after finding out what works, I decided to use the content pillars concept I found from a free HootSuite template. I tailored this to our own needs. It's a weekly plan to follow for the type of content to create and how often to post it. The three pillars are educational/informative, promotional, and culture.
- We're still working this out, so we haven't followed it to perfection quite yet, but we're getting there, and so far, our analytics are showing it's working!
- We post Monday through Friday, so once a week, we aim to post something educational or informative. Those are posts that don't ask for anything in return. They can be health observances that are tied back to Tennessee. Other posts that might fit into this content pillar are items shared from other agencies, for example, information about the day after Thanksgiving hikes at Tennessee State Parks.
- We aim for two promotional posts per week. These can include events we have coming up, recipes, challenges or other items we want to promote about the initiative.
- Finally, we post your photos or our own photos twice a week. These will humanize us, show the culture of Working for a Healthier Tennessee and, as I mentioned before, make more people aware of your Wellness Councils and the activities you have going on, so hopefully they will want to get involved!

- On Instagram, we need three of the culture posts per week.
- If you have photos you'd like us to post, please either send them to us with the permission of everyone pictured or tag us.
- We appreciate your help, and we truly hope this will be one more tool to drive more participation.
- Does anyone have questions?

2023 Annual Celebration

- We're halfway through this fiscal year and excited to start planning our next Working for a Healthier Tennessee celebration which will take place in July. But first, we need your help!
- We're going to ask you a few questions that will help us plan a celebration that best meets your needs. First, we want to give you an idea of what each celebration might look like...
 - An in-person celebration would take place in downtown Nashville at the Tennessee Tower. It could be 2-3 hours and may include awards, activities (like games and stretch breaks), speakers, vendor booths and food.
 - A virtual celebration could be 1 hour and include awards, activities (like games), speakers and success story videos.
- Poll Questions (Mentimeter)
 - Would you prefer virtual or in-person?
 - Virtual
 - In-person
 - No preference
 - Are you willing to attend virtually?
 - Yes
 - No
 - Are you willing to attend in-person (Tennessee Tower downtown Nashville)?
 - Yes
 - No
 - What is your preferred start time?
 - 8 a.m. CT
 - 9 a.m. CT
 - 10 a.m. CT
 - 11 a.m. CT
 - What is your meal preference?
 - Breakfast
 - Lunch
 - Either
 - How long would you prefer the celebration last?
 - 1 hour
 - 2 hours
 - 3 hours

Quarterly Activity List

- We are kicking off quarter 3!
- We have some suggestions to help you earn gold [Achievement Level](#) status this fiscal year.
- As a reminder, our team strives to ensure we're hosting and providing challenges, activities and resources, so all you need to do is promote them.

- Your Wellness Council activities are, of course, up to you to complete.
- Here are some suggestions for January:
 - Share information related to:
 - [Our LIVE Workouts and/or Yoga for All sessions](#).
 - Activities and webinars that you can promote:
 - Participate in our [Find Your Fitness Challenge](#) from Jan. 9 – Feb. 5. *Five participants chosen at random will win a prize!*
 - Host or promote and join our [Healthy Living on a Budget](#) webinar for Financial Wellness Month (January)! Join our webinar on Jan. 12 from 1-1:30 p.m. CT.
 - Complete this [Wellness Word Scramble](#) for International Brain Teaser Month (January). *Five participants chosen at random will win a prize!*

What's New?

- **Tuesday Dance Breaks: Every Tuesday from 11:45 a.m. – 12 p.m. CT**
 - Join this 15-minute live, virtual dance class each week that's fun for all fitness levels. *This class is brought to you by volunteer dance instructors and state employees Adrienne Hackney, Denise M. Galben, Kendra Thomas, Lara Gill and Robin Littlefield in partnership with Working for a Healthier Tennessee.*
- **Meditation Breaks with Nat**
 - Join this 30-minute live, virtual meditation break on the third Wednesday of each month from 11:30 a.m. – 12 p.m. CT. *This class is brought to you by volunteer instructor and state employee Nat Chapman from the Department of Human Services in partnership with Working for a Healthier Tennessee.*
- **We need your input!**
 - We're getting ready to place another Working for a Healthier Tennessee swag order. This is your chance to let us know what items would most benefit your employees. Your Wellness Coordinator will include a Formstack link in today's webinar follow-up email. We appreciate your feedback!
 - https://stateoftennessee.formstack.com/forms/wfhtn_prize_inventory
 - Here's a quick look at our [current prize inventory](#).
- **Wellness Events**
 - Grab our January daily wellness calendar, our January events flyer and see our virtual events on our Wellness Events webpage under the Activities & Challenges drop-down menu: <https://www.tn.gov/wfhtn/challenges/wellness-events.html>

Wellness Council Spotlights

- **Human Services**
 - Wellness Council members in the Department of Human Services shared their favorite healthier recipes, which included chickpea of the sea tuna salad sandwich, roasted Chile rellenos, grinch muffins and hummus.
- **Mental Health and Substance Abuse Services**
 - The Department of Mental Health and Substance Abuse Services held their annual holiday card exchange. Employees from across the state signed up to send one another holiday greetings!
- **Military**
 - The Department of Military held a gift of kindness challenge where employees sent an anonymous note of gratitude to coworkers.
- **Transportation**

- The Department of Transportation held a Holiday Photo Contest. The categories included “Most Festive”, “Funniest Holiday Photo”, “Best Christmas Tree” and “Tastiest Holiday Spread”. Here are the winners!
- **Commission on Aging and Disability**
 - During December, the staff at TCAD took time out of their days to get fit, so the holiday pounds wouldn’t get them down in **12 Workdays of Fitness!** Each workday, they attempted the exercise assigned to that day of the month.
 - Exercises included: wall sits, meditation, air punches and even an office dance off!
- **Commerce and Insurance**
 - The TDCI Wellness Council held their 3rd Annual Holiday Trivia. This fun virtual event tested attendees’ knowledge of the chills and thrills of winter, including winter sports/games, winter food and winter clothing!
 - Pictured: Screenshots of their trivia on Microsoft Teams.

Upcoming Schedule

- **February Wellness Council Webinar**
 - Thursday, Feb. 2 from 9-9:45 a.m. CT
 - Guest speaker: RetireReady TN
- **Quarter 3 Activity List (January-March)**
 - We invite you to use us to help you meet your desired achievement level this quarter. Your Wellness Coordinator can track your Wellness Council’s efforts, as well as provide suggested strategies through the end of this calendar year. Please don’t hesitate to reach out any time.
- *For our full event list, please visit <https://www.tn.gov/wfhtn/challenges/wellness-events.html>*

Your Updates

- If you haven’t already, please let us know in the chat which agency you’re representing.
- Let’s take some time to share what’s going on in your agency. What wellness activities, challenges or programs would you like to share?

Questions

If you have any questions, we’d be happy to answer those now.

Thank you for joining our Wellness Council webinar! As always, please reach out to your Wellness Coordinator if you have any follow-up questions or suggested discussion items. Have a great rest of your day!