



Click Smart: Maximizing Digital Impact and Engagement with Minimal Time and Money

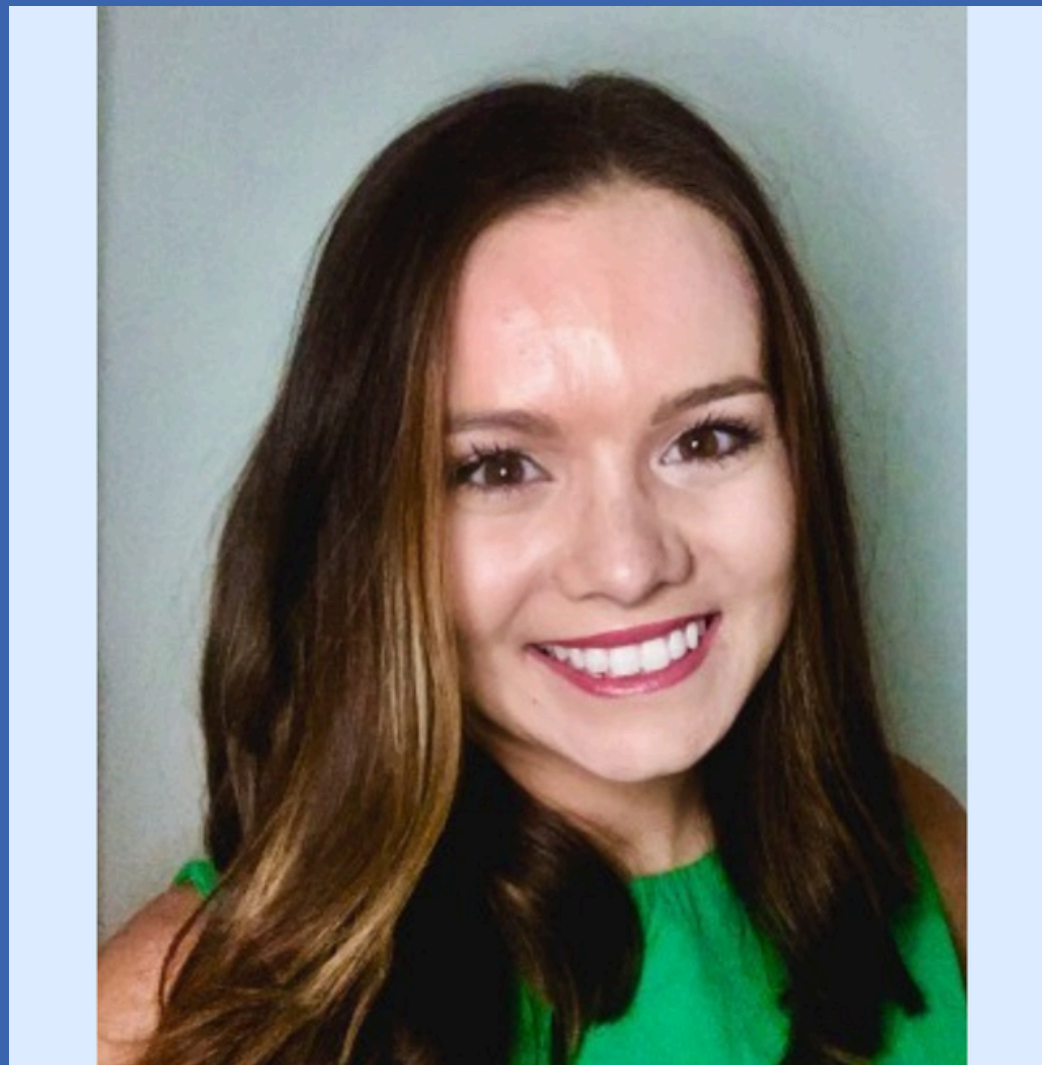
Presented by Connie Satzler and Paige Lewis
Special thanks to Greg Gwynn

Speakers



Connie Satzler

Senior Operations Manager



Paige Lewis

Communications Specialist

Special Thanks to: **Greg Gwynn**

Web Designer and System Administrator

What We'll Cover Together



Our Story and spaces

**Efficient Efforts to Maximize
Engagement**

Maintaining control of your
space

HOW TO TRANSLATE DATA
INTO REAL RESULTS

Our Story And Spaces

- IKC started in 2015, with our **website** as our first digital space.
 - Informational pages and resources, starting with our HPV toolkit
- **Facebook:** Our most "public facing" platform.
 - Positive health promotion, mainly posts, stories, and reels
- Grants gave us the ability to expand, launch, and support a presence on new platforms
- **Instagram:** Originally more rural-focused with an emphasis on family, extra effort into unique presentation
 - Now, we largely cross-share posts to both Facebook and Instagram; posts on Instagram target family and mothers
 - Newer focus on reels & carousels alongside static posts



Our Story And Spaces (continu

- **LinkedIn:** Useful for reaching healthcare providers and our members.
 - Posting coalition updates, events, webinars, etc.
- **X/Twitter:** Topical issues, article sharing, space to address current-event & complex policy issues, emerging issues in the public sphere
 - We have chosen to maintain a presence on X, as it has the most potential to share our message with those who really need it
- **YouTube:** Occasional use in the past, now exploring how to leverage YouTube Shorts to reach entirely new audiences.
 - Not 100% effort-free, but only minor sizing differences compared to FB & IG, which makes for easier cross-sharing. *Extra details in our bonus materials!*
- **TikTok:** No presence on TikTok with limited capacity. We've focused our efforts learning YouTube Shorts and Reels.
 - Also, TikTok is banned on State of Kansas-owned devices and networks.



Your Turn!

Share about your digital spaces and audiences:

- **Usage and Success:** Do you regularly use digital spaces? Which space(s) have you had success with?
- **Challenges:** Which space(s) have presented challenges or barriers?
- **Audience:** Who is your current (digital) audience? Are they the same as your target audience? Who else are you not yet reaching?

Our Tools

- Canva Pro: It's likely most of you use this already, but if not, it's highly worth the small investment!
 - Most of our resources are fully created within Canva and would not be possible without Canva Pro features.
 - Canva Pro is free for nonprofits! Extra details on our bonus page.
- Scheduling Platforms: Meta Business Suite, X, and LinkedIn
 - Platforms have built in planning tools that we find fit our needs. These continue to change and adjust so familiarize yourself often.
- Photos: Many platforms to download and utilize unique photos that represent your state.
 - Shutterstock, Canva Pro, and more!
 - For Kansas, our photos are family-focused, rural, and don't include syringes. **Think about what resonates best with your audience!**



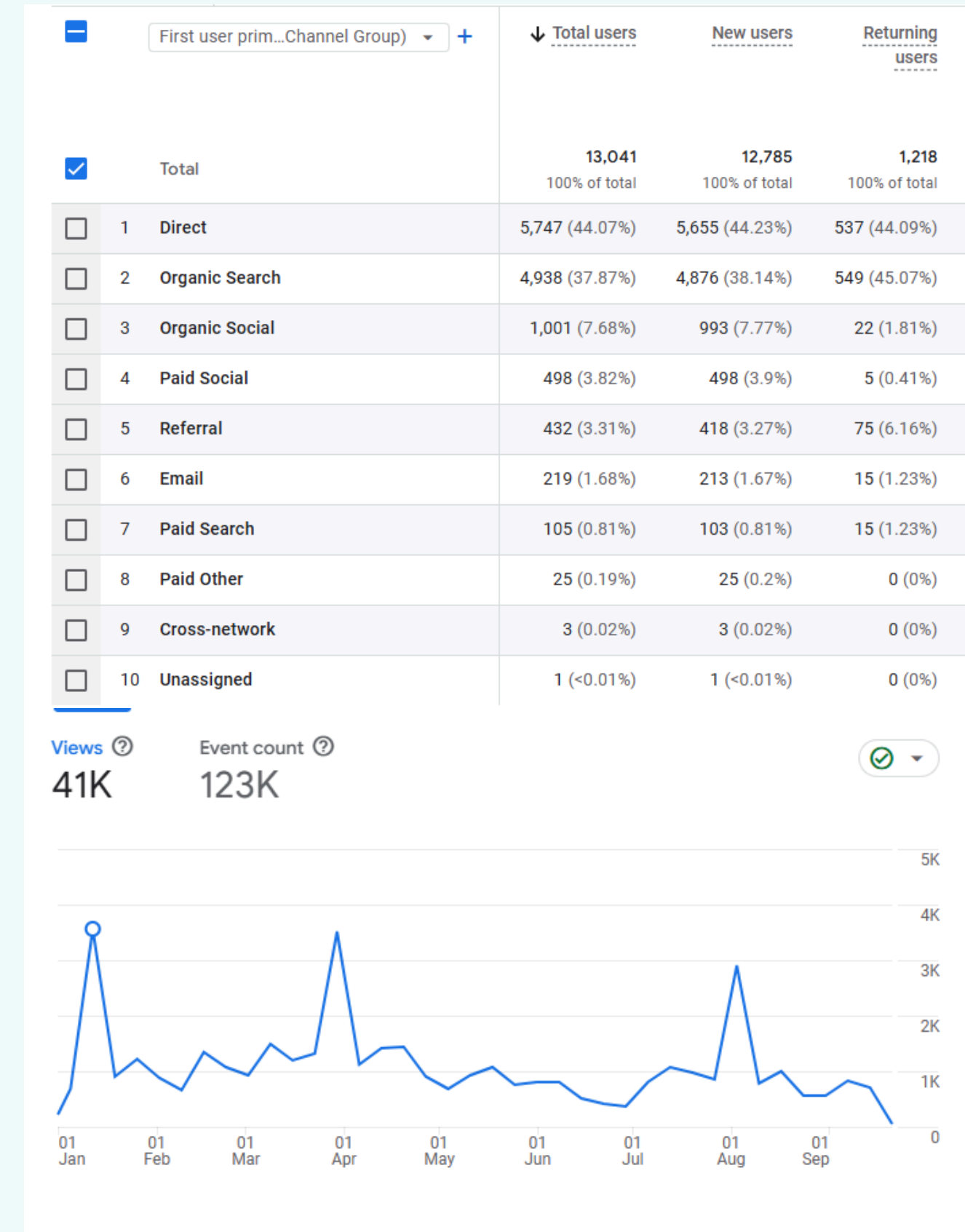
PROTECTING
KANSAS
ATIONS

IKC IMMUNIZE
KANSAS
COALITION
immunizekansascoalition.org/educationmodules



Our Tools (*continued*)

- Google Ads Grant: 501(c)(3) non-profits get \$10,000 a month in google ad credits. Free advertising, no reason not to apply!
 - We will be including tips and tricks for Google Ads in our supplemental resources!
- Google Analytics:
 - Easy to use, and invaluable for grant reporting. Get access to much more data than with most built-in analytics if your website uses a web-builder like Wix or Squarespace.
 - Easily accessible reports like User Acquisition provide data on how many of your website's visitors are coming from social media posts.

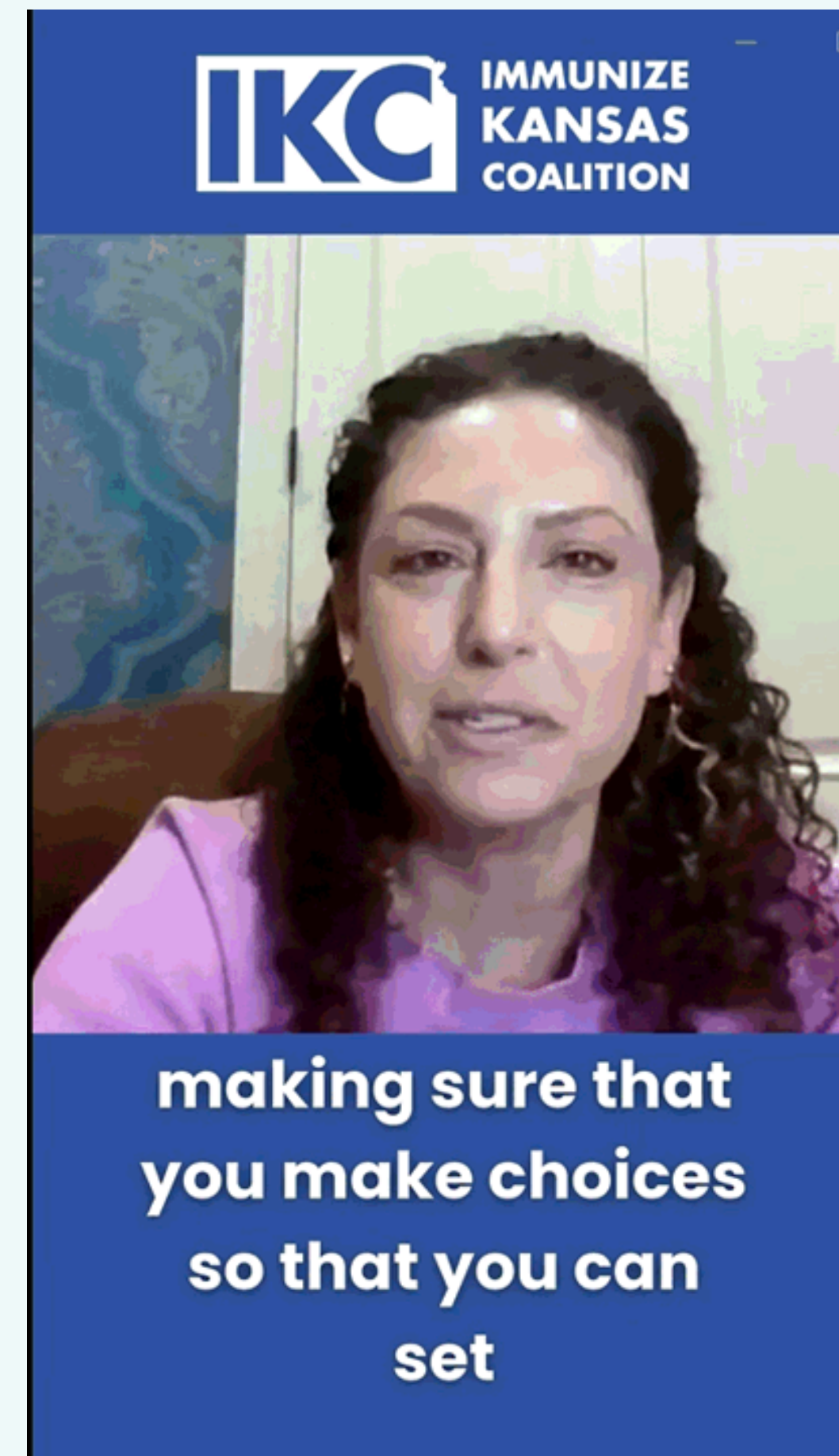
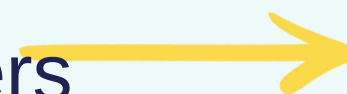


Leveraging AI Tools

- AI Captioning in Canva Pro
 - Canva Pro recently added an AI Auto captioning for pro accounts.
 - This tool has made our workflow much more efficient in creating our “Ask a Doctor” series of shorts/reels.
 - Captioning works for both English and Spanish
 - Very accurate in our experience, only requires a small amount of editing out filler words or mistranslations.

Across all platforms, over 75% of short-form content views have their devices on mute.

Captions are a MUST to make sure most viewers stick around to see your message!



Efficient Efforts to Maximize Engagement

- Turning successful resources into continuous success by utilizing templates and co-branding.
- Evergreen content allows for posting year-round.
- Adjust your posting frequency to match your capacity—engagement can still thrive with as little as one post per week on your most active platform.
- Repost and reshare your posts and partner posts!



TEMPLATES



EVERGREEN CONTENT



Efficient Efforts to Maximize Engagement (*continued*)

Digital Ads

- With **limited staff capacity**, ads allow us to **post less while still reaching more people** — our boosted posts create more impact than multiple regular posts combined.
- Ads can help save time and money in the long run – a little \$ can go a long way!
 - Real results come from ads with at least \$15-20 behind them for 5-6 days from our experience.
 - We focus our ad budget on **Facebook** and **YouTube**, as these platforms give us the greatest reach for the money spent.
 - Boost posts that you've already published – don't recreate the wheel.
 - Follow recommendations from Meta and YouTube to ensure your ad is placed through multiple channels (feed preview, reels, stories, videos, etc.).

Top content by views

Boost content See all content

As parents, we all want our kids to be safe,...

Tue Sep 2, 7:01am

3.4K 4 0

You send your kids to school to learn, not t...

Wed Aug 27, 2:00pm

221 9 0

Did you know? Infants are exposed to more...

Sun Sep 7, 9:00am

211 6 0

Children can develop immunity after they...

Wed Sep 3, 9:45am

199 8 0

Join us for a powerful virtual rally celebrati..

Mon Sep 8, 1:56pm

133 6 0

Placements

Recommended

Advantage+ placements ⓘ

Let us maximize your budget across Facebook, Messenger, Instagram and Meta Audience Network to help show your ad to more people.

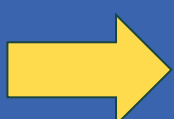
A few examples of one ad on multiple platforms

Mobile Feed

Facebook Reels banner

Messenger inbox

Ads = More Views with a click of a button!



Boost post IKC Ad Account (478455...)

Goal
What results would you like from this ad?

Get more website visitors ⓘ
Show your ad to people who are likely to click on a URL in it. Change

Advantage+ creative ⓘ
Leverage Facebook's data to automatically deliver different ad creative variations to people when likely to improve performance. Toggle

Button ⓘ

Button label
Learn more

Website URL
immunizekansascoalition.org

Ad preview See all previews

Why Ads Are Worth It

Facebook Example:



Immunize Kansas Coalition
Published by Paige Lewis · August 1 ·

Vaccines help protect your child today so they can chase big dreams tomorrow. From astronauts to artists, healthy kids are ready for anything. Talk to their healthcare provider about the vaccines they need before school starts!
#NIAM2025 #ImmunityCommunity



Protect their tomorrow by vaccinating today

Protect their future with routine immunizations



National Immunization Awareness Month



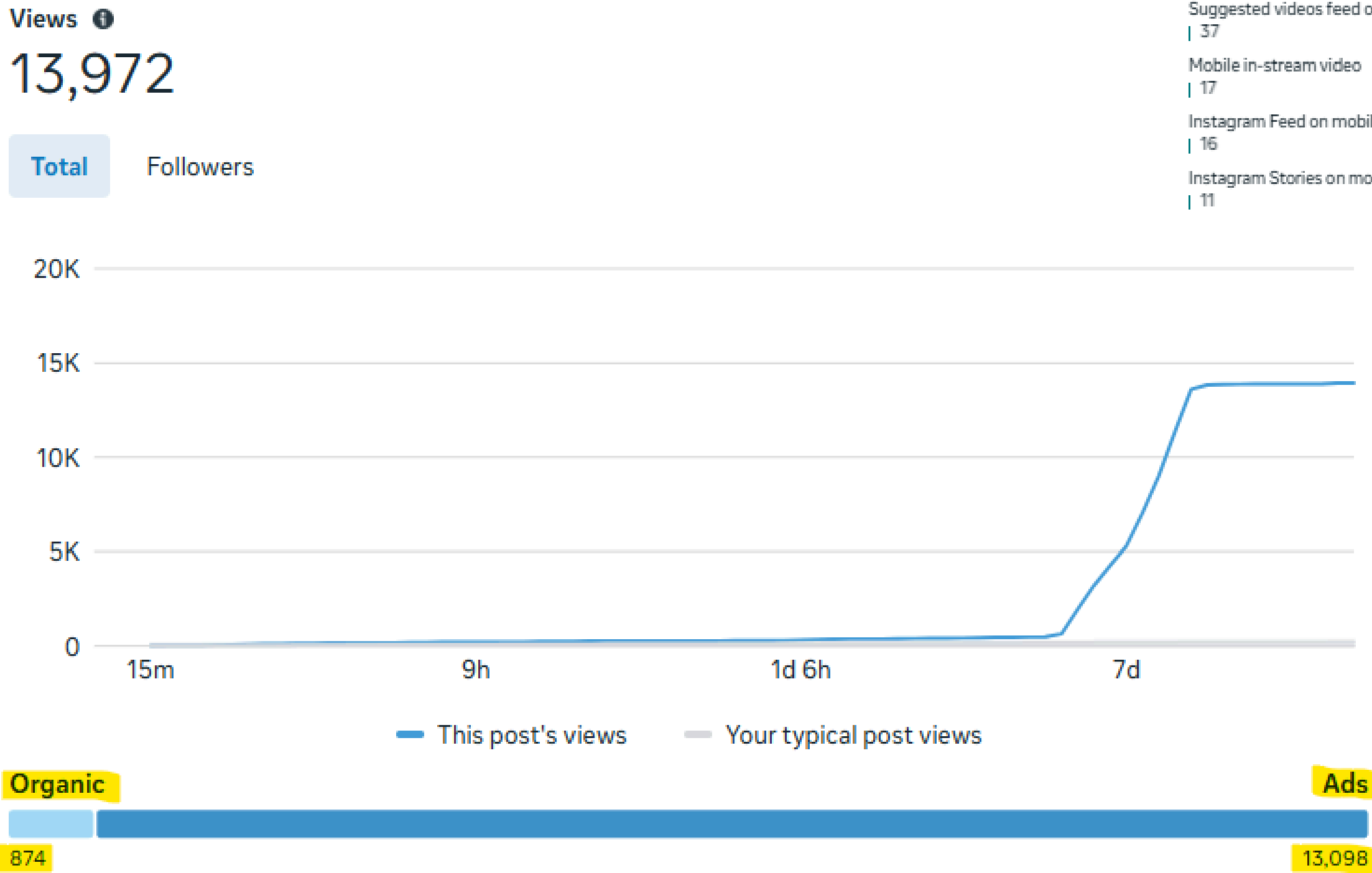
IMMUNIZE KANSAS COALITION

Immunize Kansas Coalition
Nonprofit organization

Learn more

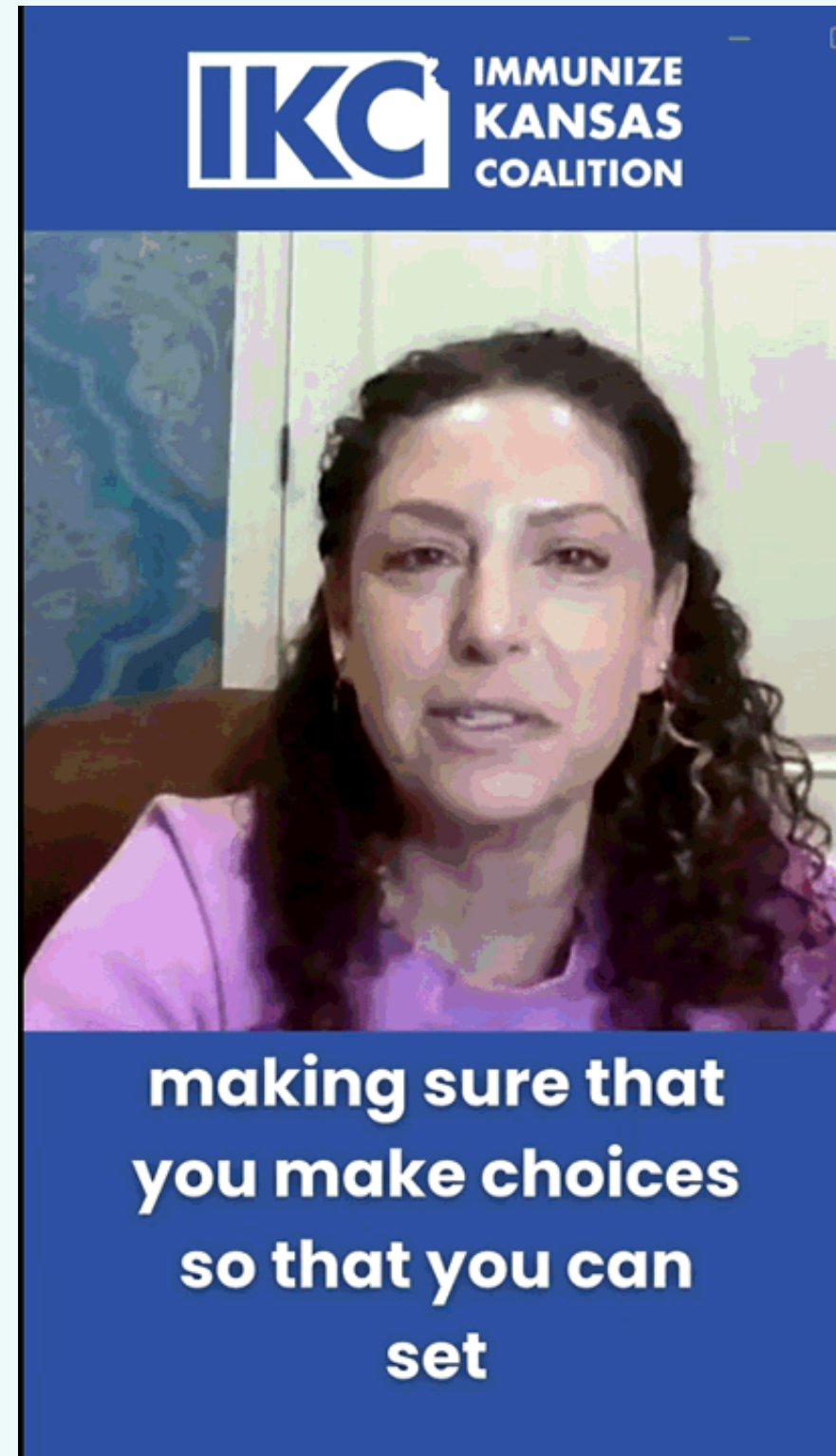
Reach: 12,445
\$1.92 per 1,000 people reached
Total Cost: \$24

Ad Views: 13,972
Organic Views: 874



Placements	
Facebook Reels on mobile devices	7,818
facebook_reels_overlay	3,748
Facebook Feed on desktop computers	509
Facebook Feed on mobile app	418
Facebook Feed on mobile web	71
Instagram Reels on mobile devices	38
Suggested videos feed on mobile devices	37
Mobile in-stream video	17
Instagram Feed on mobile devices	16
Instagram Stories on mobile devices	11

AI CAPTIONING USING CANVA PRO

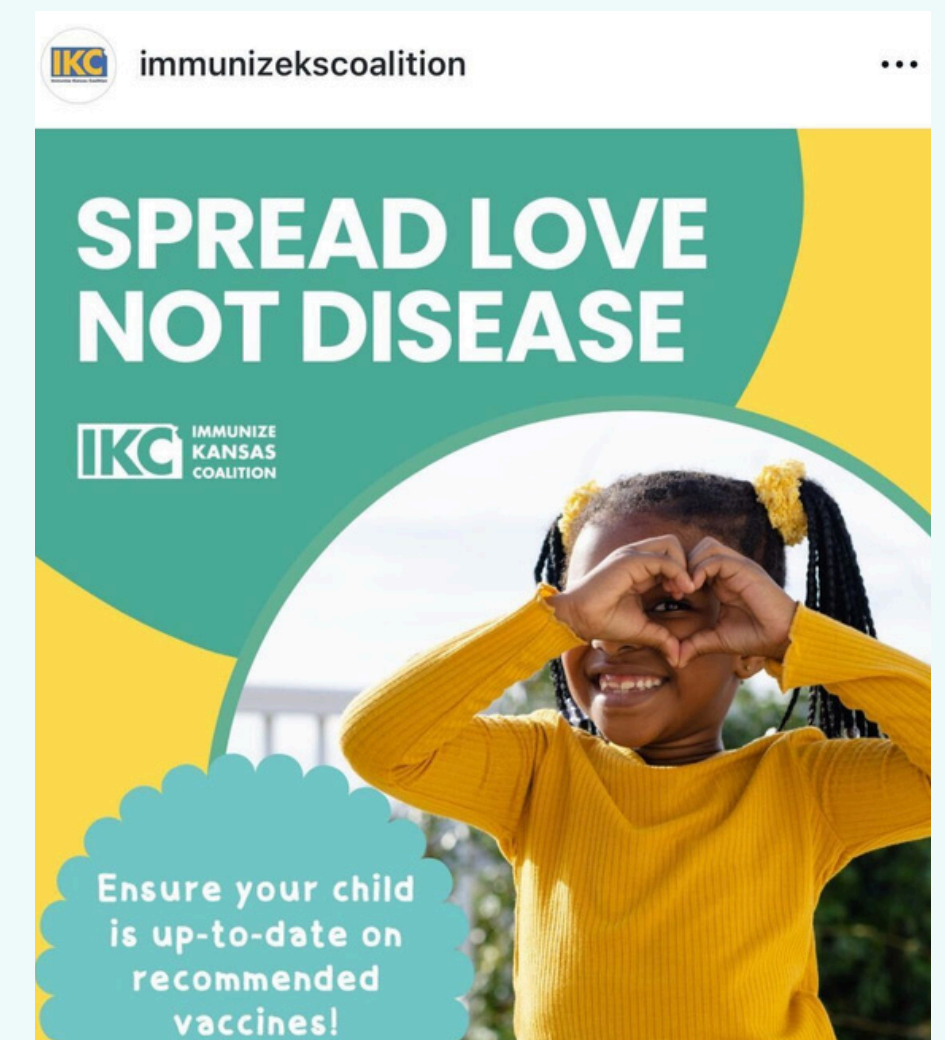


Captions are a must! Over 75% of short form content is viewed on mute.



TEMPLATES

EVERGREEN CONTENT

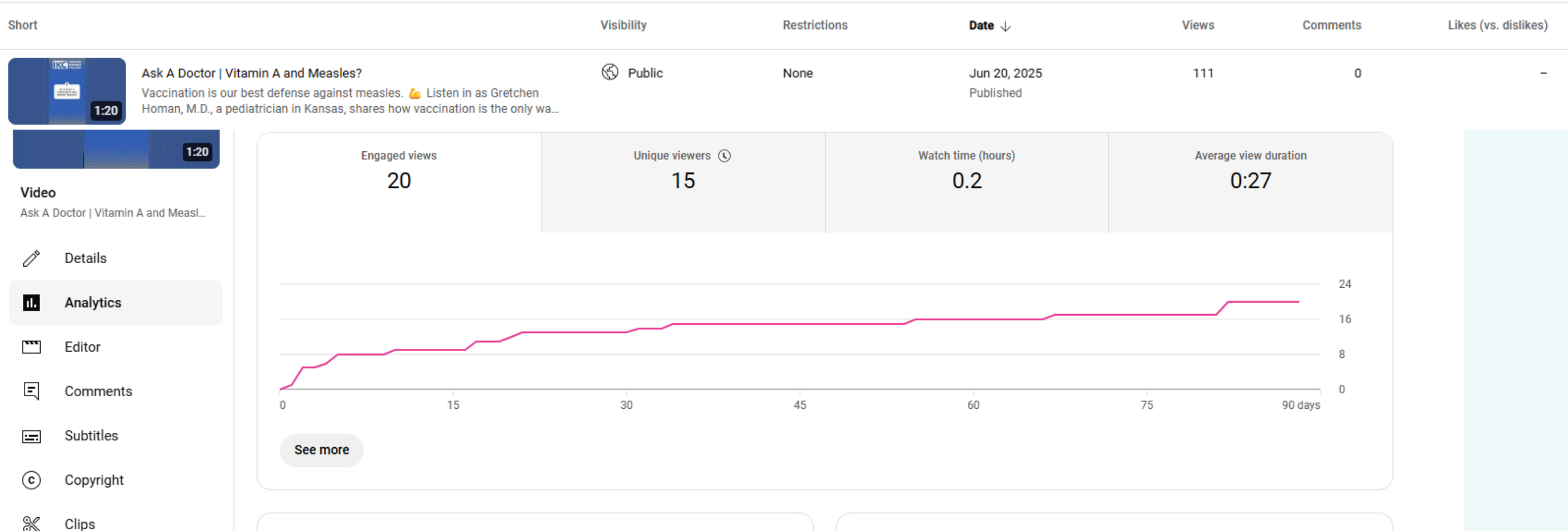
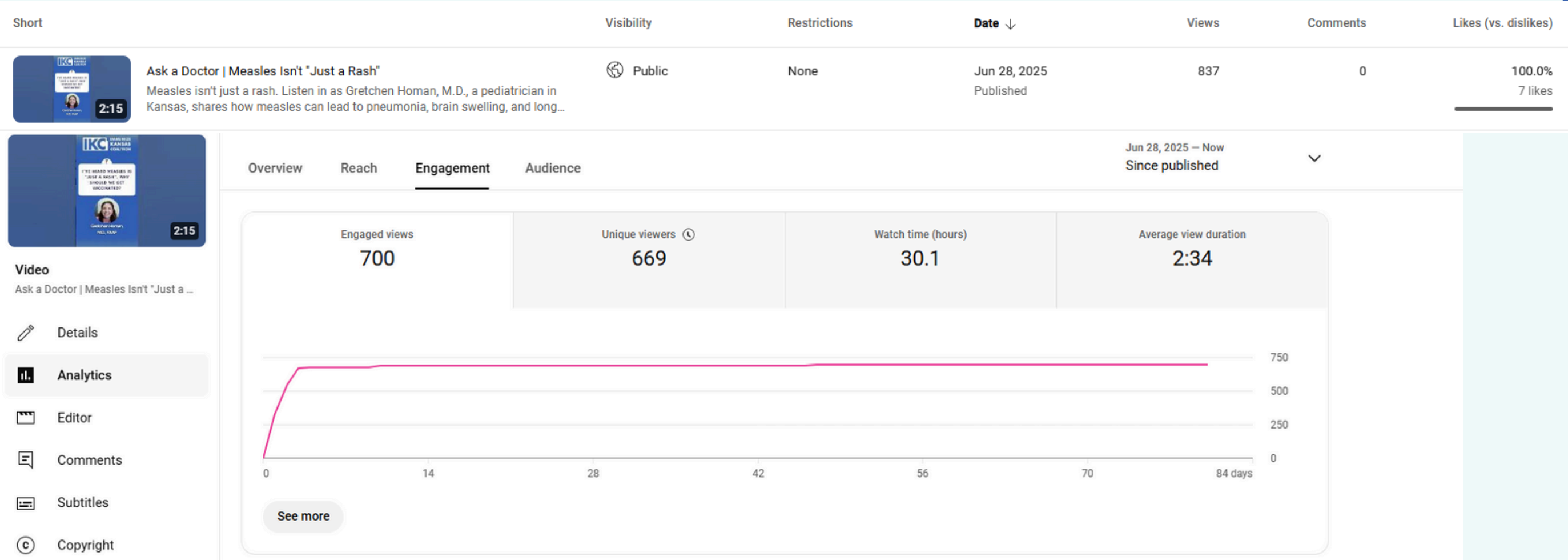


Why Ads Are Worth It

YouTube Example:

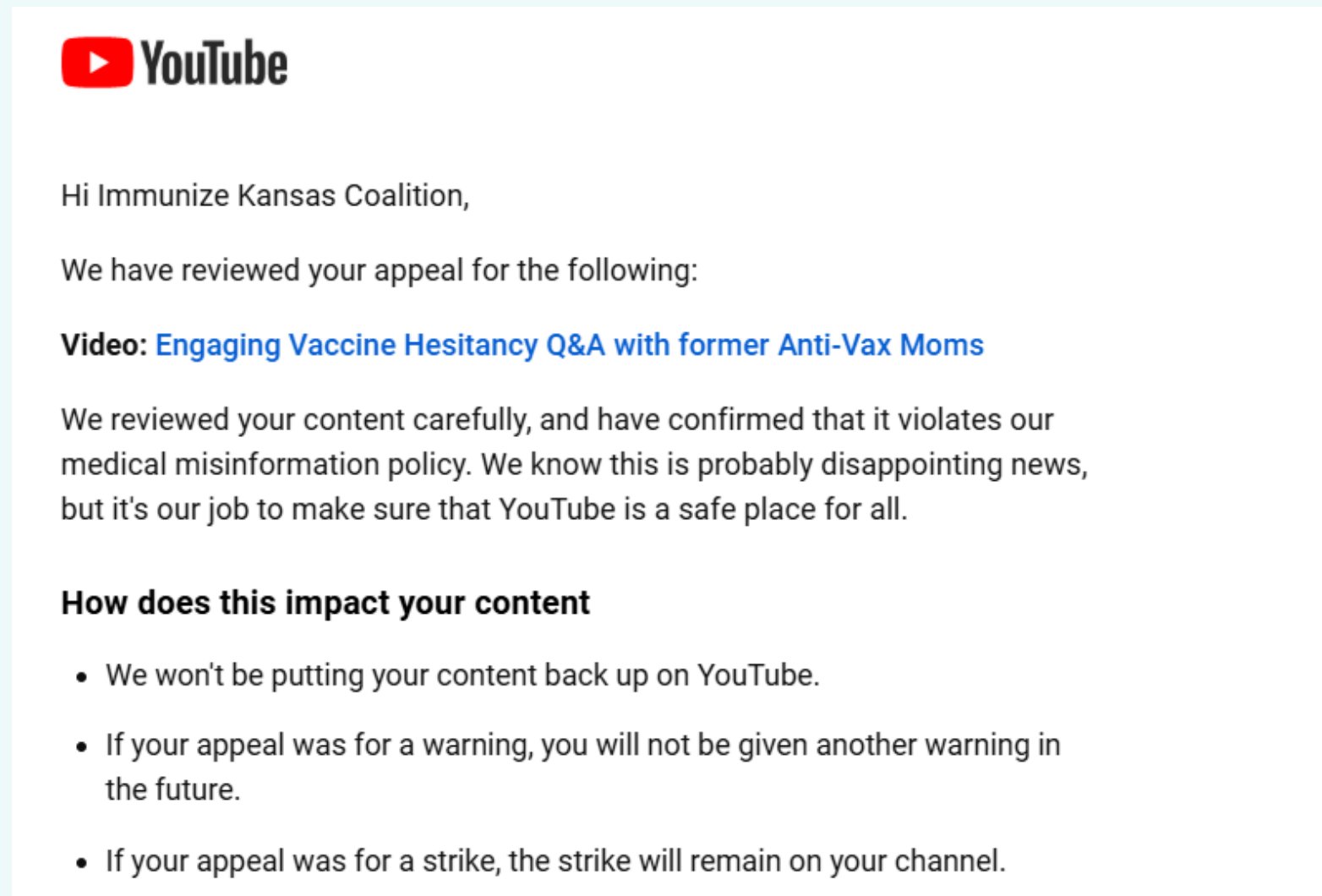
Boosted \$20
853 total views
700 engaged views
658 views from ads

Organic
111 total views
20 engaged views



Ads Can Get Rejected → Here's What We Do

- Always assume that your ad could be taken out of context.

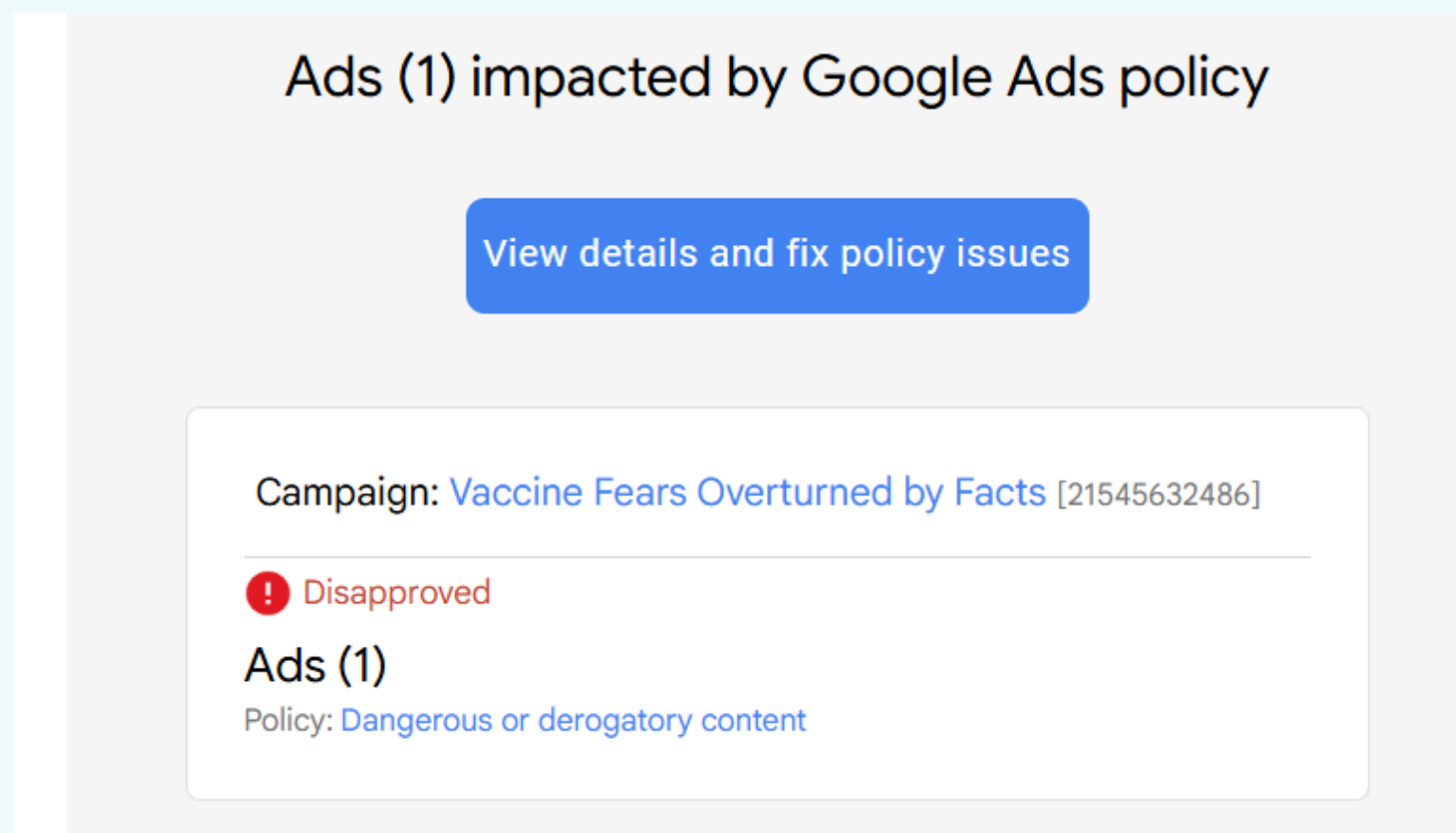


A screenshot of an email from YouTube. At the top is the YouTube logo. The text reads: "Hi Immunize Kansas Coalition, We have reviewed your appeal for the following: Video: [Engaging Vaccine Hesitancy Q&A with former Anti-Vax Moms](#) We reviewed your content carefully, and have confirmed that it violates our medical misinformation policy. We know this is probably disappointing news, but it's our job to make sure that YouTube is a safe place for all. How does this impact your content

- We won't be putting your content back up on YouTube.
- If your appeal was for a warning, you will not be given another warning in the future.
- If your appeal was for a strike, the strike will remain on your channel.

The algorithms that flag ads do not take context into consideration.

If you run an ad meant to counter disinformation, it might **flag** you for spreading disinformation.



A screenshot of a Google Ads notification. At the top, it says "Ads (1) impacted by Google Ads policy". Below this is a blue button that says "View details and fix policy issues". In the center, there is a white box with a red exclamation mark icon and the word "Disapproved" in red. Below that, it says "Ads (1)" and "Policy: [Dangerous or derogatory content](#)". At the top of the white box, it says "Campaign: [Vaccine Fears Overturned by Facts](#) [21545632486]".

Here's how your post appears to you

The MMR Vaccine does not cause autism.

In **red** is what's flagged by the ad content filter

*The **MMR vaccine** does not cause **autism***

Ads Can Get Rejected → Here's What We Do

- On social media, we've had fewer rejections over the past year. There is no definite reasoning to this, but we like to think it's due to the audience we've created.
- Ad Audience:
 - Focus on your state – you know what resonates best.
 - For posts that are community-focused, include a combination of healthcare professional tags and family-focused tags, which allows the algorithm to avoid sending the ad to only one “side” of the conversation, helping reduce harsh feedback and the risk of ad rejection.

Audience
Who should see your ad?

☒ General Immunization

Audience details
Location: United States: Kansas
Optimize locations: Off
Age: 18 - 65+
People who match: Interests: Preschool, History of pharmacy, Health & wellness, Kindergarten, Grandparent, Education, Child, Day care, Childhood, Child development or Family, School: Pharmacist, Field of study: Pediatrics, Health administration, Public health, Public & Community Health, Nursing, Community health or Community & Public Health, Employers: Grandparent, Mother, Babysitting, Child Daycare Worker, Health, Children's Health, Daycare Teacher or Pediatrician/Medical Doctor, Job title: Pediatrics, Doctor of Medicine, Student teacher, Teacher-librarian, Mother, Community health worker, Commissioner, Teacher, Pharmacist, Family nurse practitioner, Nursing, Child Daycare Worker, RN-School Nurse, Physician Assistant (PA), Childcare Provider, Childcare Teacher, General Pediatrician, Daycare Teacher or Pediatrician/Medical Doctor, Industry: Healthcare and Medical Services, Parents: Parents (All), Parents (up to 12 months) or Parents with early school-age children (06-08 years)

 **Advantage detailed targeting will now be applied**
To help improve performance, we may deliver ads beyond your detailed targeting selections to reach a broader audience. This allows our ad technology more opportunities to get results.
[Learn more](#)

Your Turn!

Share with us:

- **Has your coalition tried ad platforms? What platforms have been most successful?**
- **What topics have been most popular with your audiences?**
- **When facing limited time or budget, which digital outreach efforts to you consider essential? How have you maximized reach and minimized cost?**

Maintaining Control of Your Spaces

- Utilize tools that block "key words"
- Hide or delete comments
 - Negative comments *aren't always bad* – *these comments may be frustrating, but give you a further reach and views.*
- 3 negative or aggressive comments from one user? Block.
- If needed, you can block public commenting

From Ads

Views: 3,587
Likes & Reactions: 283
Comments: 25
Shares: 84

Organic

Views: 5,756
Likes & Reactions: 7
Comments: 41
Shares: 36

Immunize Kansas Coalition
Published by [Paige Lewis](#) · April 2 · 🌐

Measles cases continue to rise across the United States, including in our Kansas communities. 🚩 In response to the outb... See more

Keep Kansans Healthy & Thriving!

Updated Measles (MMR) Vaccination Recommendations

These updates are for counties that are impacted by the current outbreak of measles and adjacent Kansas counties.

➔ **INFANTS (6-11 MONTHS)**

Get an early dose of MMR vaccine (infant dose), then follow CDC's schedule:

- Another dose at 12 through 15 months of age and
- A final dose at 4 through 6 years of age

Reminder: The MMRV (measles, mumps, rubella and varicella/chickenpox) vaccine should not be given to children younger than 12 months.

➔ **CHILDREN (12+ MONTHS) ***

Those who are not yet vaccinated should receive:

- One dose immediately and
- A second dose at least 28 days after the first

Those previously vaccinated with one dose should receive:

- A second dose at least 28 days after the first

Two doses given after a child's first birthday provides lifelong protection. Children who received an early dose at 6-11 months due to international travel should follow CDC's schedule for a total of three doses:

- Another dose at 12 through 15 months of age (at least 28 days after first dose) and
- A final dose at 4 through 6 years of age

➔ **TEENS AND ADULTS**

- Those previously vaccinated with one dose of MMR vaccine should receive a second dose.
- Those with no evidence of immunity should receive one dose of MMR vaccine immediately and follow with a second dose at least 28 days later.

Questions? Contact your healthcare provider!

Boost

290 66 118

How to Translate Data into Real Results

- **Monthly social media and web reports** help us track seasonal trends and successful content. These insights guide us in prioritizing efforts with limited capacity and are also valuable for grant reporting and funding applications.
- **Google Analytics** - We use Google Analytics to track how trends on social media translate into website traffic, and how we can further drive traffic to both.

June Social Media Insights:

Facebook

Total Posts/Stories	28
Total Reach	14,463
Total Views	24,453

Instagram

Total Posts/Stories	9
Total Reach	2,525
Total Views	5,146

LinkedIn

Total Posts	1
Total Impressions	37
# of views when the post is at least 50% on screen, or when it is clicked, whichever comes first	

Twitter/ X

Total Posts	15
Total Impressions*	599
# of times users saw content	

Statistical insights were found on platforms "analytics" tabs – Twitter Analytics, Analytics. Totals were added up through IKC's Google Sheets.

Measles was a top post topic in June!

*Indicates Boosted/Paid Post

June:

*Facebook Post:

June 30, 2025

Reach: 7,427

Views: 897

Reactions: 23

Shares: 4

Caption: #Vaccination is our best defense against #measles. 🙌 Listen in as Gretchen Homan, M.D., a pediatrician in Kansas, shares how vaccination is the only way to prevent measles. #VitaminA doesn't stop the virus—it

helps ease symptoms if someone gets sick. You can think of Vitamin A as a treatment tool, while the #MMR vaccine is the prevention tool that keeps you safe from getting measles in the first place.

Are you unsure if your #child is up-to-date on their MMR vaccines? Check with your healthcare provider to keep them ready for a safe, healthy, and fun-filled #summer! 🌞

Have questions or want to learn more? Visit our Measles/MMR webpage for facts and tips on keeping your family safe: <https://immunizekansascollation.org/measles>.



June Website Analytics:

Website

Total Users	1,175
Total Views	2,599
New Users	1,042

Top Three Webpages by Views*

1. Measles/MMR – 738
2. Vaccine Fears Overturned by Facts (VFOF) – 184
3. Measles Social Media Campaign – 90

*The homepage is omitted above as it is generally the most viewed webpage each month. In June, it had 383 views. Statistics were gathered through Google Analytics.

Google Search Ad Analytics (June 1st – June 30th):

Impressions	31
Clicks	13
Clickthrough rate (CTR)**	41.94%

*Facebook Post

June 3, 2025

Reach: 5,679

Views: 7,929

Shares: 37

Caption: The risk of measles greatly outweighs any potential side-effects from the MMR vaccine. Would you ever risk your child riding in a car without a seatbelt? 🚗 Or on

a boat without a lifejacket? 🚤

About 3 out of 10 people who get measles will develop complications, and 1 out of 5 unvaccinated people with an infection will be hospitalized. Don't risk your child

The Risk of Measles

Greatly Outweighs Any Risks from Vaccination

MEASLES

Common complications include:

- Pink Eye
- High Fever (over 104 degrees)
- Full-body rash
- Ear infections
- Diarrhea
- Tiny white spots inside the mouth
- Cough and runny nose

About every 9 out of 10 people who get measles will develop more serious complications like:

- Cerebral disorder
- Brain swelling
- Pneumonia
- Hemorrhagic measles
- 10% (progressive neurological deterioration and early death)
- Death

VACCINATION

Though unlikely, side effects from an

MMR vaccine can include:

- Sore throat
- Low-grade fever
- Mild, non-contagious rash

Rare

- Fever-associated seizures
- Temporary blood-clotting (due to low platelet count)

Very Rare

- Allergic Reaction

Measles vaccination is 97% effective at preventing severe complications from the disease.

IKC IMMUNIZE KANSAS COALITION

Your Turn!

Share with us:

- **What are your strategies for managing control of your digital spaces?**
- **What is a barrier or challenge your coalition faces when using social media or other digital platforms? What steps have you taken to overcome your challenge?**

BONUS RESOURCE

S Want more? Unlock bonus materials
and video tutorials by scanning the QR
code!



statt@immunizekansascoalition.org



Thank you!

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[Immunize Kansas Coalition](https://www.linkedin.com/company/immunize-kansas-coalition)



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