

The logo 'T2X' is written in a white, hand-drawn, sketchy font. It is centered within a light blue circular background. The background of the entire slide features a dark grey sunburst pattern with rays emanating from the center.

T2X

Your place to get
healthy

T2X as a Hybrid Social Media Platform

WHAT IS T2X?

Site description and partner
information





TEEN COMMUNITY
Connect & learn

T2X is provided as a completely free, safe service for users! REGISTER NOW

WHAT IS T2X



TEEN COMMUNITY
Connect with other teens from across the world while getting info and tools for healthy living.



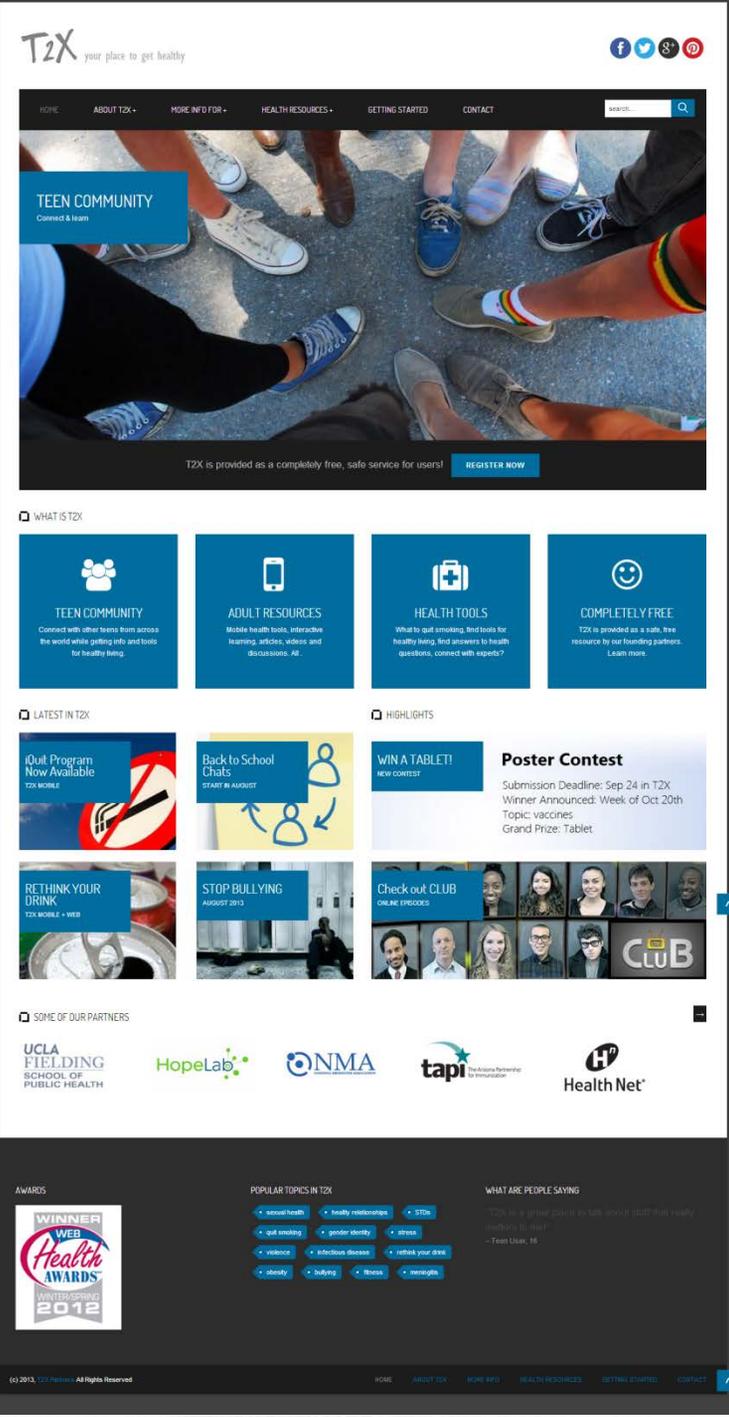
ADULT RESOURCES
Mobile health tools, interactive learning, articles, videos and discussions. All .



HEALTH TOOLS
What to quit smoking, find tools for healthy living, find answers to health questions, connect with experts?



COMPLETELY FREE
T2X is provided as a completely free, safe service for users! Learn more.



T2X your place to get healthy

HOME ABOUT T2X + MORE INFO FOR + HEALTH RESOURCES + GETTING STARTED CONTACT

TEEN COMMUNITY
Connect & learn

T2X is provided as a completely free, safe service for users! REGISTER NOW

WHAT IS T2X

- TEEN COMMUNITY**
Connect with other teens from across the world while getting info and tools for healthy living.
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Mobile health tools, interactive learning, articles, videos and discussions. All .
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What to quit smoking, find tools for healthy living, find answers to health questions, connect with experts?
- COMPLETELY FREE**
T2X is provided as a safe, free resource by our founding partners. Learn more.

LATEST IN T2X

- Quit Program Now Available
- Back to School Chats
- RETHINK YOUR DRINK
- STOP BULLYING

HIGHLIGHTS

- WIN A TABLET! Poster Contest
- Check out CLUB

SOME OF OUR PARTNERS

- UCLA FIELDING SCHOOL OF PUBLIC HEALTH
- HopeLab
- NMA
- tapi
- HealthNet

AWARDS

WINNER WEB Health AWARDS 2012

POPULAR TOPICS IN T2X

- sexual health
- healthy relationships
- STIs
- gut health
- gender identity
- stress
- violence
- infectious disease
- reduce your risk
- obesity
- bullying
- black
- menstrual

WHAT ARE PEOPLE SAYING

T2X is a great place to talk about stuff that really matters to me! - Teen User, 16

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T2X PARTNERS

Founding Partners and Providers of Ongoing Support



Most Recent Award



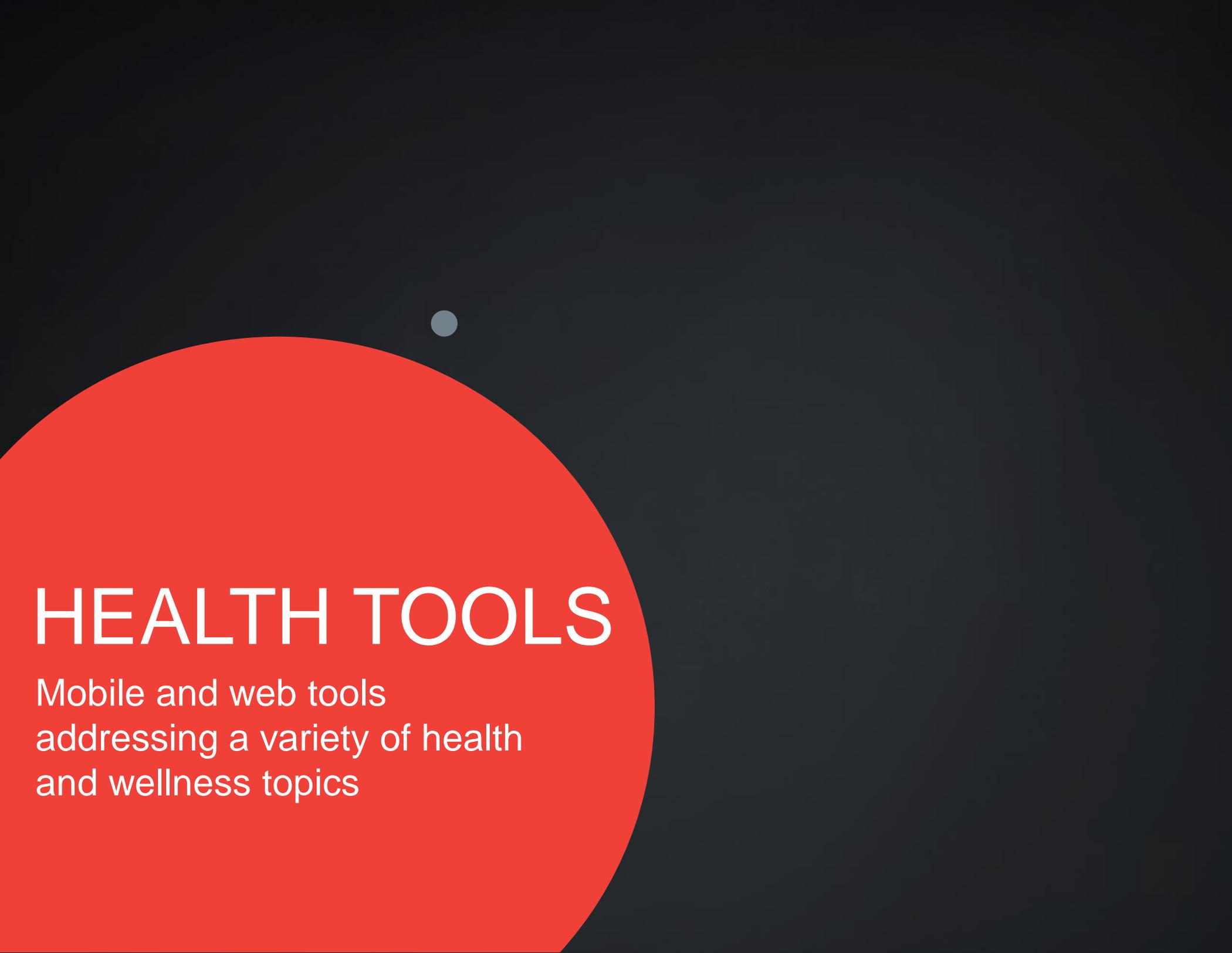
Partners **COLLABORATION**

Collaborators with Existing Agreements



Other Collaborators/Interested Parties:

- AltaMed
- California Immunization Coalition
- Children's Physicians Medical Group
- California Immunization Coalition
- Haven a program of the Western Justice Center (bullying)
- Project U (sexual health)
- Teens Health
- United Healthcare



HEALTH TOOLS

Mobile and web tools
addressing a variety of health
and wellness topics

AVAILABLE CAMPAIGNS

Adolescent Well Care



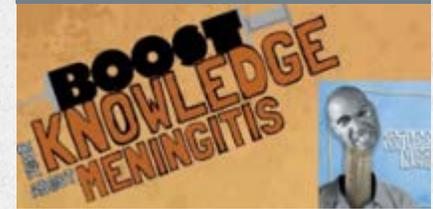
Depression



Flu/Antibiotics



Meningitis



Rethink Your Drink



STDs



Stop Bullying



Take Control



Talking to Your Doctor



Whooping Cough



AVAILABLE PROGRAMS

iQuit Program



Campaigns are shorter and focus on education

Programs are longer and focus on behavior change

LIBRARY & DELIVERY OPTIONS

Campaign/Program	Keyword	Browser	Mobile App	Text Messaging	Email
Adolescent Well Care	wellcare	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Depression	depression	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Flu/Antibiotic Awareness	flu			<input type="checkbox"/>	<input type="checkbox"/>
Meningitis	meningitis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Rethink Your Drink	drink	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
STDs	std	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Stop Bullying	bullying	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Take Control	takecontrol	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Talking to Your Doctor	doctalk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Whooping Cough	cough	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
iQuit Program (6 week smoking cessation)	nomore		<input type="checkbox"/>	<input type="checkbox"/>	

CAMPAIGN START PAGES

To learn more about any campaign connect to T2X using the campaign keyword

<http://t2x.me/takecontrol>

Visitors will be able to:

- View branded campaign info
- Enroll in the campaign and select delivery method(s)
- Learn more about the campaign topic
- Explore other campaigns and programs
- Browse and search all learning resources



HEALTH CAMPAIGN

An overview of the Take
Control Campaign in T2X

CASE STUDY TAKE CONTROL

Web + mobile app + text messaging solution

BRIEF: Provide teens with important information about whooping cough, meningitis and HPV and the available vaccines.

AUDIENCE: Any teen member of T2X

WEB:

Length: 10 steps (about an hour)

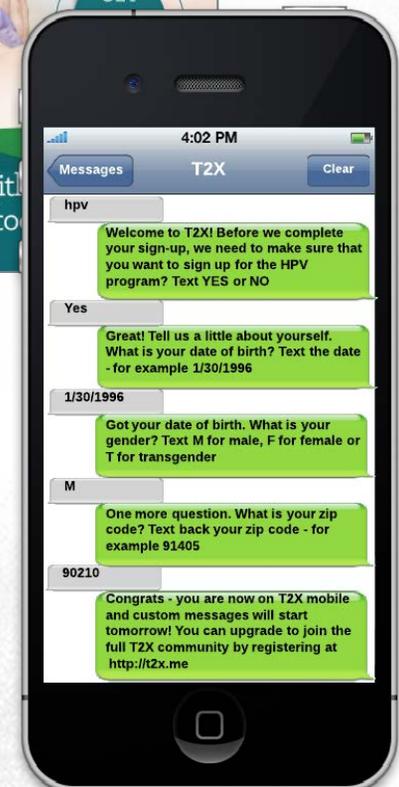
Elements: pre/post questions, polls, videos, interactive learning exercises, contests, articles what do you thinks

MOBILE APP:

- mobile registration
- lasts 7 days with 2 sets of messages per day
- pre/post questions, tips, mobile activities, assessment
- calls to explore more online

TEXT MESSAGING:

- sign up directly from a mobile phone using text messaging
- lasts 7 days with 2 sets of messages per day
- pre/post questions, tips, mobile activities, assessment
- calls to explore more online



www.t2x.me

The screenshot shows a web browser window with the URL <https://www.t2x.me/www/t2x/takecontrol/default.aspx>. The navigation bar includes the T2X logo and links for Home, Protect Me From, About Take Control, and Join Now!. The main content area features a hero image of a smiling couple with the text "Join Now to Take Control". Below this are three vaccine information cards, each with a circular icon containing the number of shots and the vaccine name.

Vaccine	Number of Shots	Protects Against
TDAP Vaccine	1	Whooping Cough (pertussis), tetanus, and diphtheria.
Meningococcal	2	Meningitis.
HPV	3	HPV (Human Papilloma Virus).

Join Now to Take Control



Protects against Whooping Cough (pertussis), tetanus, and diphtheria.

Sometimes called the "100 day cough," Whooping Cough, or pertussis. Whatever you call it — it's a nasty disease that's super easy to spread and can be very harmful for babies and grandparents. Bonus with this shot — you get protection from tetanus, also called lockjaw, which is caused by being pricked by rusty metal or contaminated soil, and diphtheria that is a serious respiratory infection.

[Learn More](#)



Protects against meningitis.

With 2 shots of the meningitis vaccine you can protect yourself from 1 serious disease. 1 in 7 teens that get bacterial meningitis die — this illness is no joke. Meningitis spreads quickly from person to person through sharing a water bottle or lip-gloss, coughing, kissing or sneezing. Getting this shot is the best way to prevent meningitis and protect your health.

[Learn More](#)



Protects against HPV (Human Papilloma Virus).

Getting the HPV vaccine means you can prevent certain kinds of cancers in the future. In the USA each year, more than 17,000 women & 9,000 men are affected by HPV-related cancers. Getting the 3 HPV shots now means a future with one less thing to worry about. Now that's taking control!

[Learn More](#)



Protects against Whooping Cough (pertussis), tetanus, and diphtheria.

Sometimes called the "100 day disease" — it's a nasty disease that's super easy to spread and can be very harmful for babies and grandparents. Bonus with this shot — you get protection from tetanus, also called lockjaw, which is caused by being pricked by rusty metal or contaminated soil, and



Explore More T2X Resources About Whooping Cough (pertussis), tetanus, and diphtheria

Filter Applied - keyword: whooping (9 posts)

<p>ARTICLE</p> <p>Kaliah's Story</p>	<p>POLL</p> <p>How long can whooping cough symptoms last?</p>	<p>ARTICLE</p> <p>CLUB - Lyrics to Cough Song</p>
<p>POLL</p> <p>Why is whooping cough a big deal?</p>	<p>VIDEO</p> <p>CLUB Episode 3: Whoop, there it is!</p>	<p>POLL</p> <p>HPV is the most sexually transmitted infection on the planet. Get it every year?</p>



Learn more about the campaign topic and browse resources in both desktop and mobile browsers

Article: Kaliah's Story

Content Prepared By:



Kaliah's Story



“I got a phone call from the health department telling me that Kaliah and I were both positive for pertussis. I was in utter shock. How could this happen?”

Unlike most teenage pregnancies mine was no accident; my sweet baby girl was planned. I found out I was pregnant when I was about 4 weeks along. My boyfriend, Tanner, and I were ecstatic. The next 20 weeks I did what any expecting mother would do – I shopped and planned and set up our room, making sure everything would be ready and perfect.

Kaliah Daillynn Holly Jeffery was born on July 20, 2011. When I first held her, my entire life changed at that moment. Gazing at me with her big brown bright eyes, as I touched her thick brown hair, I couldn't put her down. She was absolutely gorgeous.

In the hospital, the doctor noticed I had a slight cough. I told her I'd had it for about a week. That night, my cough started to get worse. Still, nobody seemed too concerned about it. The doctors thought I was probably tired after labor. I was asked if I wanted to get the Tdap vaccine before I left the hospital.



Protects against Whooping Cough (pertussis), tetanus, and diphtheria.

Sometimes called the "100 day disease" — it's a nasty disease that's super easy to spread and can be very harmful for babies and grandparents. Bonus with this shot — you get protection from tetanus, also called lockjaw, which is caused by being pricked by rusty metal or contaminated soil, and

CAMPAIGN MARKETING



Be a picture of good health.

Taking control of your future starts with protecting yourself from five diseases. It's never too late to start. 5/14

TAK CONTROL
3 VACCINES TO PROTECT ME



TAK CONTROL
3 VACCINES TO PROTECT ME

- GET 1
TDAP VACCINE
- GET 2
MENINGOCOCCAL
- GET 3
HPV

Taking control of your future starts with protecting yourself from five diseases. It's never too late to start. 5/14



Take Control campaign

- Partnership with TAPI & Arizona Department of Health Services
- Focus on **whooping cough, meningitis & hpv**
- Custom pages at <http://t2x.me/takecontrol>
- Collection of social learning activities and text messages
- Available for the following platforms:
 - Text messaging (SMS)
 - Mobile App
 - Browser

Take Control

Delivery Options:  Text Messaging (SMS)  Mobile App  Browser

Learn more about the 3 Vaccines Designed to Protect You. Taking control of your future starts with protecting yourself from five diseases. It's never too late to start.



Delivery option 1

DESKTOP BROWSER



Take Control

Delivery Options: Text Messaging (SMS) Mobile App Browser

Learn more about the 3 Vaccines Designed to Protect You. Taking control of your future starts with protecting yourself from five diseases. It's never too late to start.

[Reset All Activities Now](#) [Click to Cancel Service](#)

✔ Your mobile phone has been successfully enrolled.

[Click to Manage Text Messaging](#)

Activity	Points Possible
1) Take Control Pre-Assessment	250
2) Take Charge: 3 for Me	500
3) Nick Springer's Story - Get Vaccinated Against Meningitis	150
4) Why is whooping cough a big deal?	150
5) CLUB Episode 3: Whoop, there it is!	150
6) HPV is the most common sexually transmitted infection on the planet. How many people get it every year?	150
7) HPV Kinda Sucks	100
8) Getting vaccinated is an important part of being healthy?	150
9) Which PSA is your favorite?	200
10) Get Vaccinated!	250
11) Kaliah's Story	150
12) Take Control Post-Assessment	250

Take Charge: 3 for Me

Toolbox

Slide 6 of 12

6. Whooping Cough Cont.

Whooping Cough

- Since 1980, there has been an increase in whooping cough, especially among 10-19 year olds.

Take Charge Pre-Assessment

Please answer the following questions.

- Whooping cough (pertussis) is a very contagious disease.
 - True
 - False
- Meningitis is easily spread by:
 - Kissing
 - Coughing
 - Sneezing
 - All of the Above
- Human papillomavirus (HPV) most commonly affects teens and young adults?
 - True
 - False
- HPV causes:
 - genital warts
 - cancer is both men and women
 - both warts and cancer
- It is important to get vaccinated to protect myself and the community?

Poll Results

Why is whooping cough a big deal?

Voting Results (3 total votes)

- Babies and young children can die from it (0 votes)
- There is a whooping cough epidemic going on (0 votes)
- It can make you cough for more than 100 days (1 votes)
- All of the above (2 votes) **Correct**

Correct! All are true! Babies and young children can die from whooping cough. More Info →

You voted for: All of the above

8/18/2014 10:57:09 AM T2X Team health pertussis whooping cough

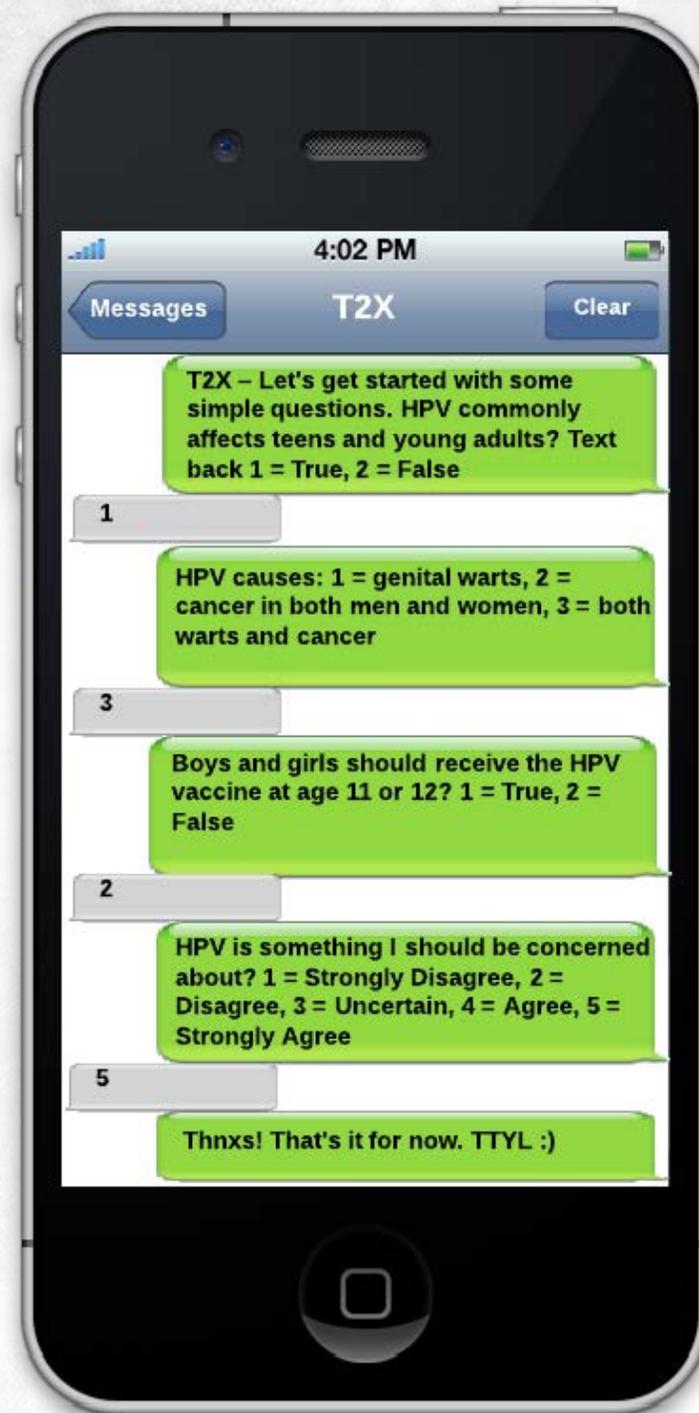
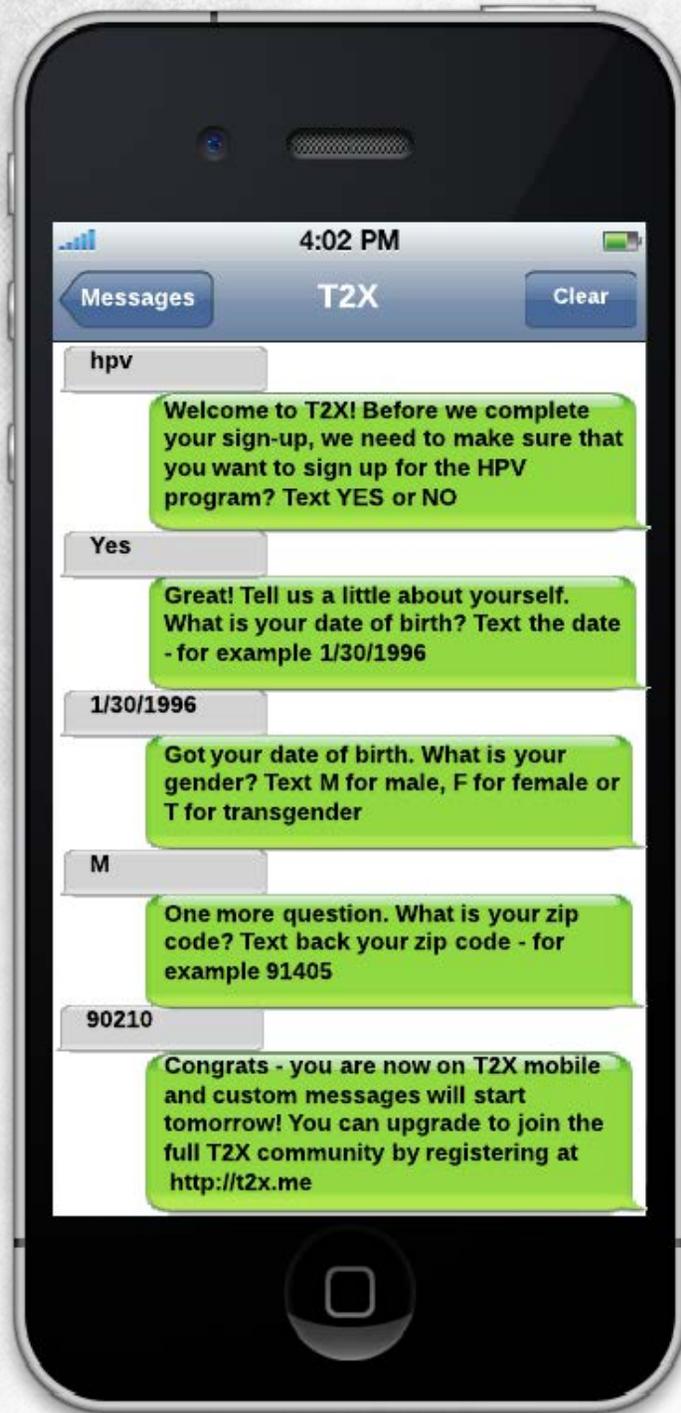
Add a comment...

Close

Delivery option 2

TEXT MESSAGING (SMS)

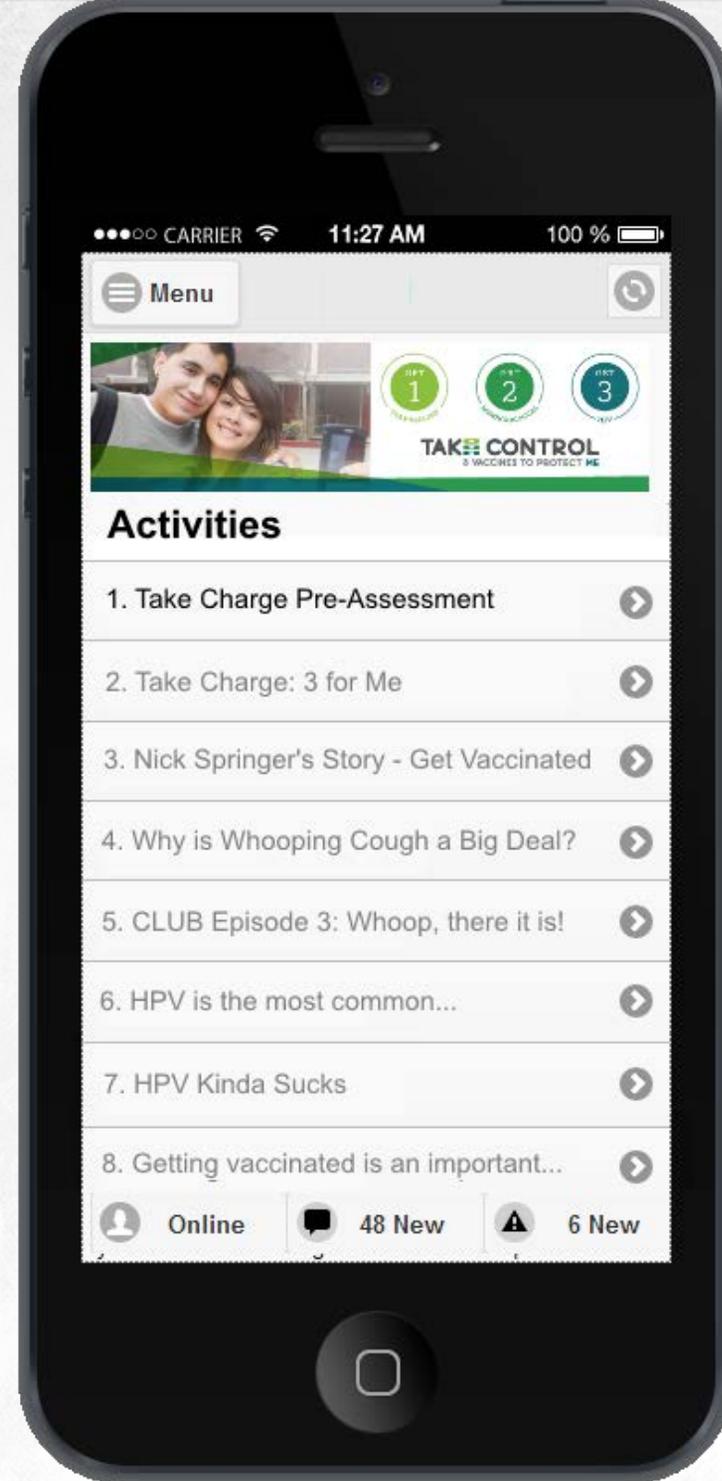
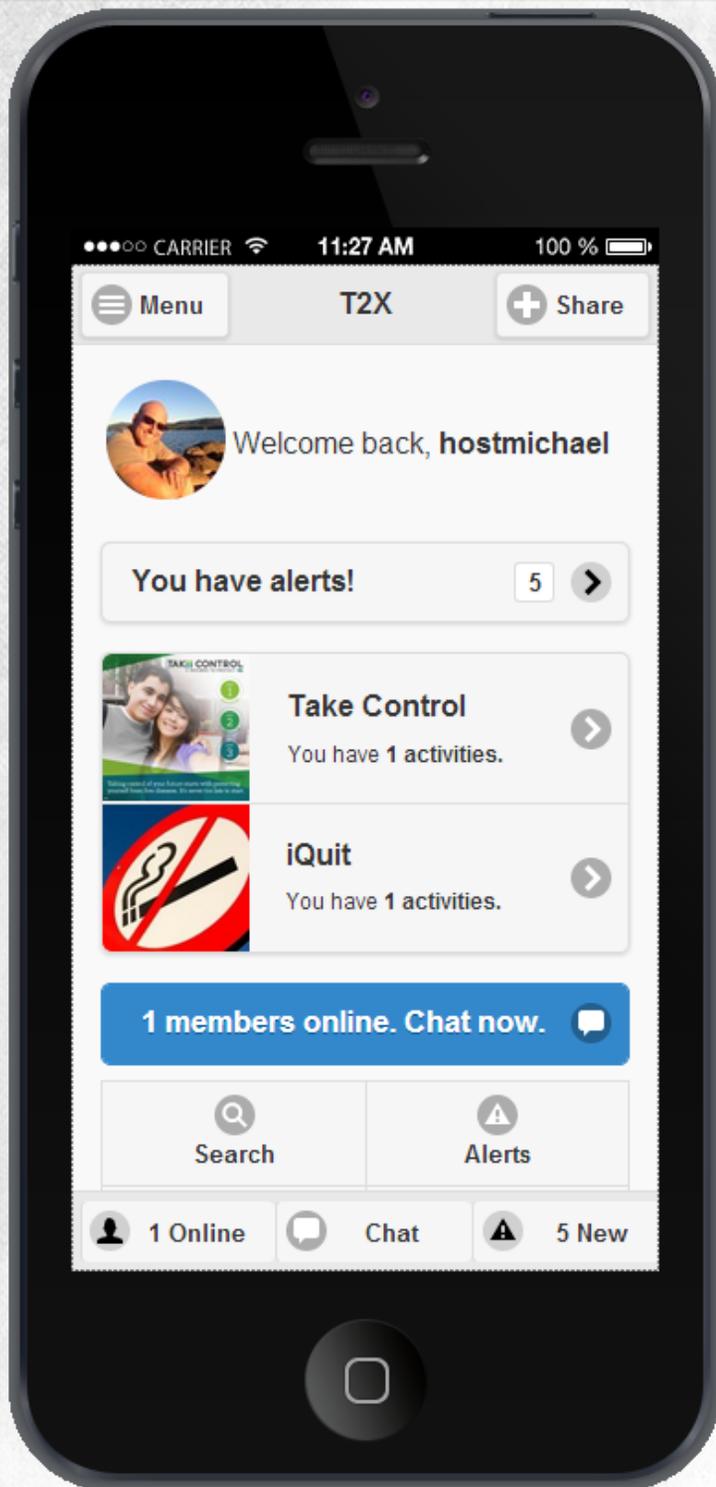




Delivery option 3

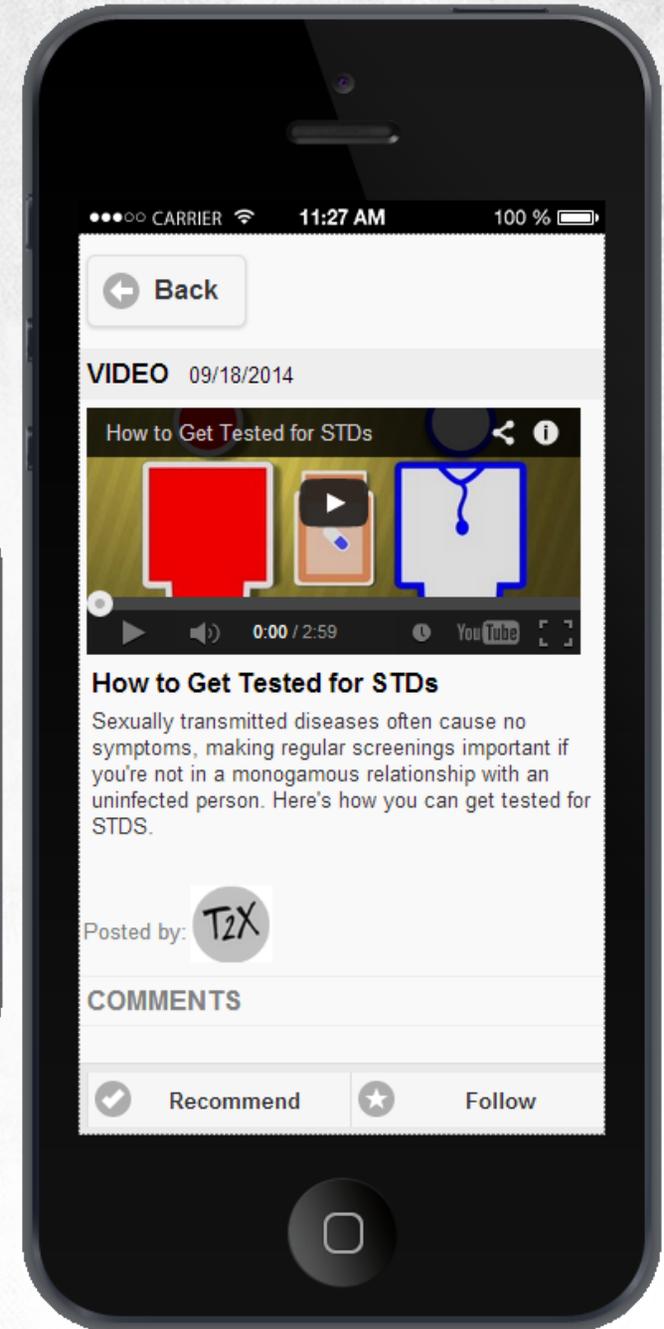
MOBILE APP





Mobile Campaign Activities

- Interactive Learning Module (below)
- Video (right)



SOCIAL networks

Delivering Take Control over
Social Networks (Facebook,
Twitter and Instagram)

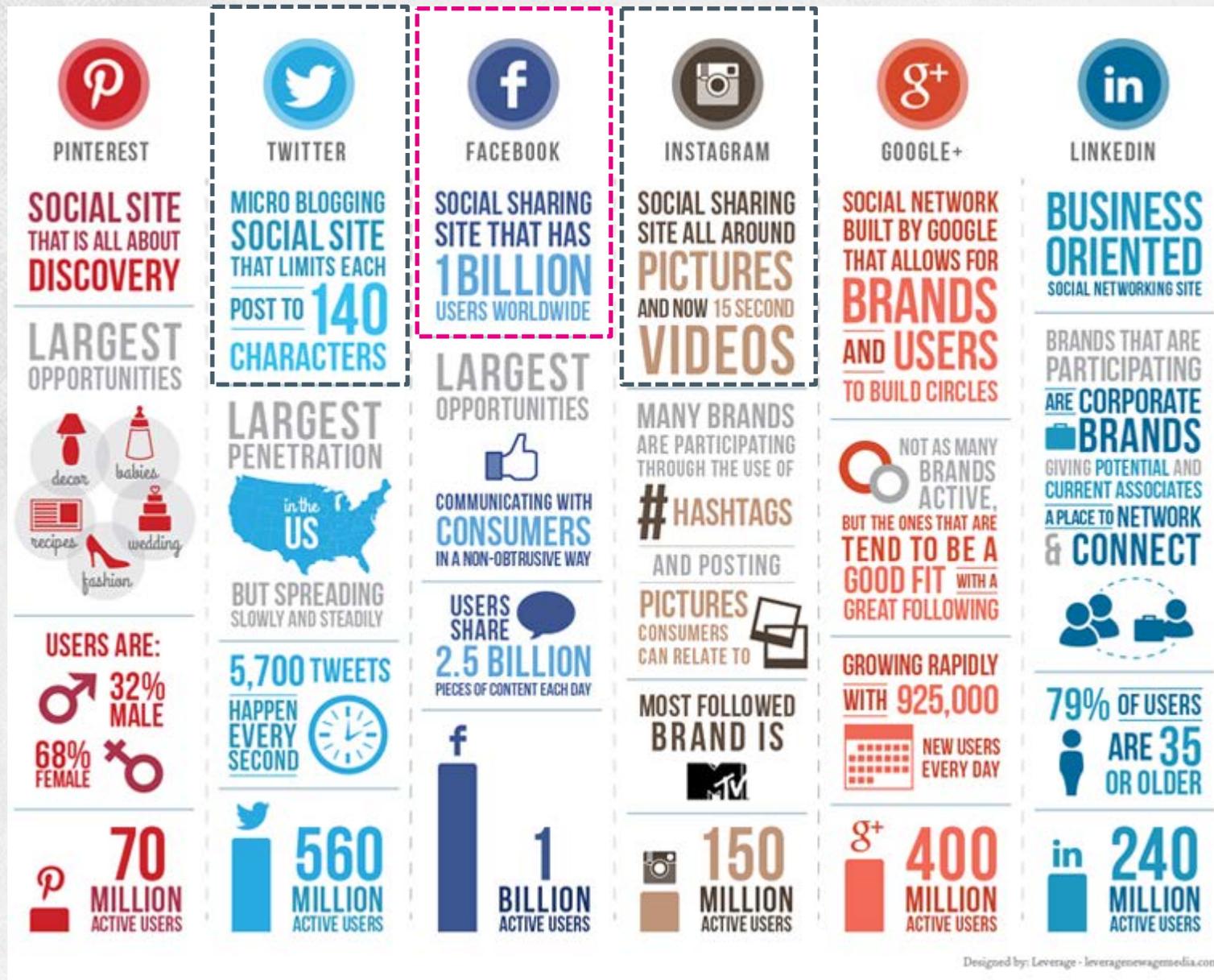
UNDERSTANDING THE LINGO

Social Media is the content you upload and share – blog, video, slideshow, podcast, article, image, etc. *Social media tends to be a one-to-many communication method.*

A Social Network is the online network that you upload social media to – Facebook, Twitter, Instagram, YouTube, Google+, Pinterest, etc.

Social networking is capable of both one-to-many and one-to-one communication.

SOCIAL NETWORKS



Designed by: Leverage - leveragemedia.com

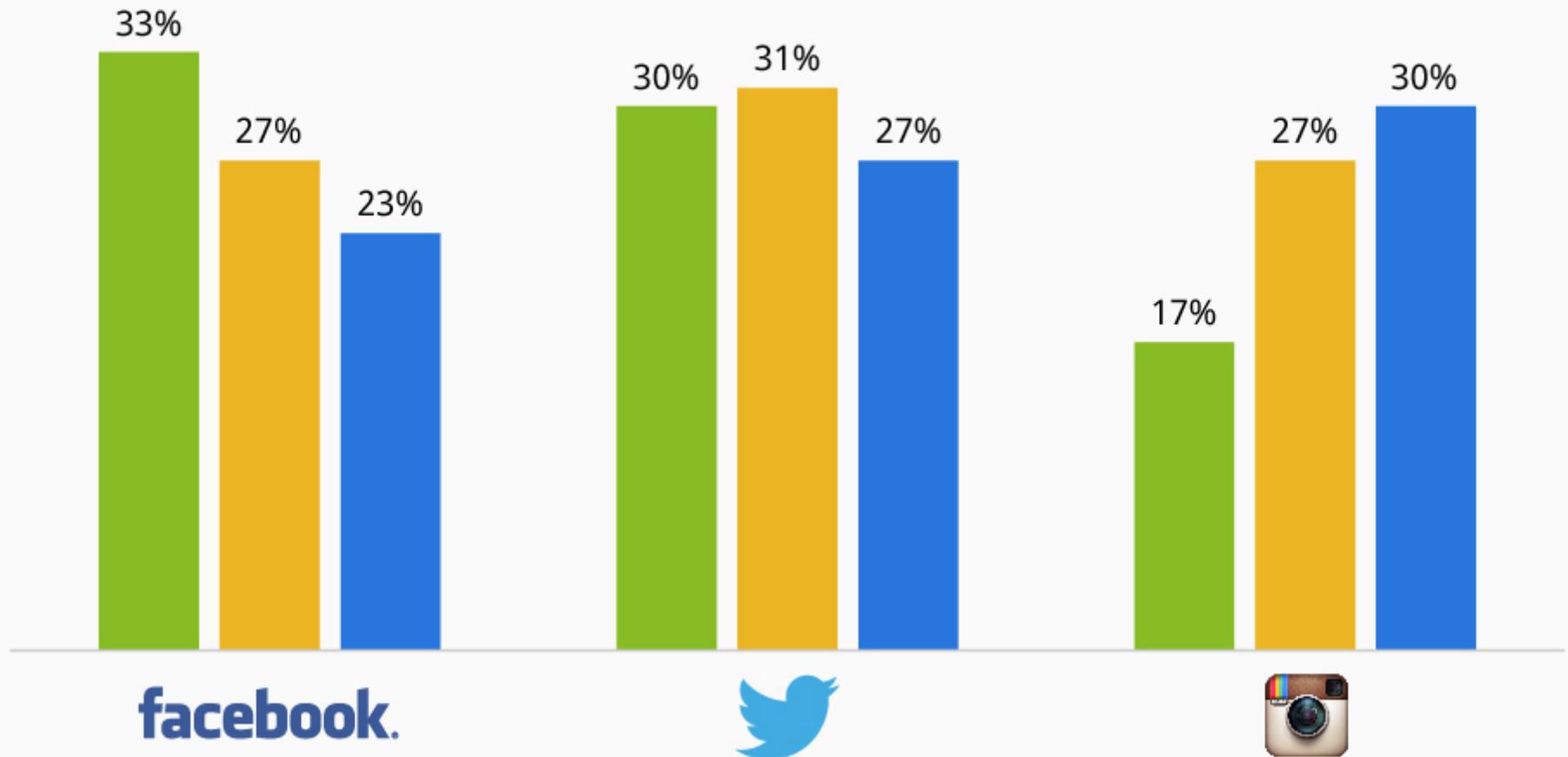
Latest Numbers (Mar 2015)

- Facebook 1.23 billion
- Twitter 651 million accounts (288 million account)
- Instagram over 300 million

U.S. Teens Prefer Instagram Over Twitter And Facebook

% of U.S. teens who consider Facebook/Twitter/Instagram the most important social network

Spring 2013 Fall 2013 Spring 2014



CC BY ND
@StatistaCharts

n= 7,500 teens in the U.S. with an average age of 16.4 years
Source: PiperJaffray

statista

DEVELOP A STRATEGY

BLOG POST Write ___ new blog post(s) each week

Share the link on FB, Twitter and Instagram

Target keywords:
1. _____
2. _____
3. _____

Pro Tip: Use your target keywords in post titles and blog content

facebook Find and "Like" 5 new pages

Post about 2 interesting topics related to our business

Pro Tip: Don't forget to tag people and pages in your posts

Update our company page status daily

Ask people to comment, like, or share posts

twitter

Send at least 3 new tweets daily

- Business related
- Fun & interesting
- Promotional
- Circulate our blog posts

Re-tweet 2 interesting tweets a day

Follow 10 new people per week

Pro Tip: Add #hashtags so your posts appear in trending topics

You Tube Subscribe to 3 new channels in our industry each week

Find 3 new videos each week to share on Facebook, Twitter, & Google+

Pro Tip: Keep the videos relevant to your industry, but don't forget to sprinkle in some fun.

- Plan a video that showcases an area of our businesses expertise
- Have video capability at special events our company hosts or attends each month. Ask for brief interviews to post to YouTube

The Do's and Don'ts of SOCIAL MEDIA for BUSINESS

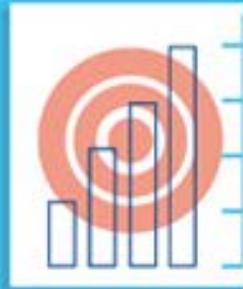


DO'S

Have a **PLAN** before you start.



Create **Measurable GOALS**



Be Consistent

- Keep your message on target and stick to your brand.
- Stick with business messages only.

Be a good social citizen



Give **GREAT CONTENT**

that your network will share.



Build a Strong Network



Be Engaging

Communicate regularly with your network.



Be A Good Listener

Hear what your network is telling you.



DON'T'S

Build your network too quickly



Besides diluting your network, you could be banned from the site.

Rely on one application

Each application has its own **strengths** and **weaknesses**.

Spam social sites



x 1000

x 1000

Try and sell people

Allow your network to discover what you do.

SALE!

Use generic marketing techniques

Make it personal.



One size does not fit all.

Be PUSHY

People will not respond well . . . remember, everyone connected to you can see what you write.



Forget to thank people

When people promote you to their network be overly polite.




The **Steel** Method

Scenario

FIND & SHARE NEW MOVIE ACROSS NETWORKS

1. A YouTube channel you are following posts a great new video about teens and HPV
2. You **like** the video to deepen the connection between you and the video creator (this helps the video creator)
3. You then re-post the video in T2X adding keywords and indicating where the video should appear
4. You then tell T2X to automatically publish the video to the TakeControl Facebook page, Twitter account and Instagram Account
5. In less than 10 minutes, you have added the new video across the TakeControl network

Find Video

HPV-What? Teens: Wh. x

https://www.youtube.com/watch?&

YouTube teens and hpv Upload

How do you get HPV?

1:14 / 5:30

HPV-What? Teens: What do you know about HPV?

Elsmarie H

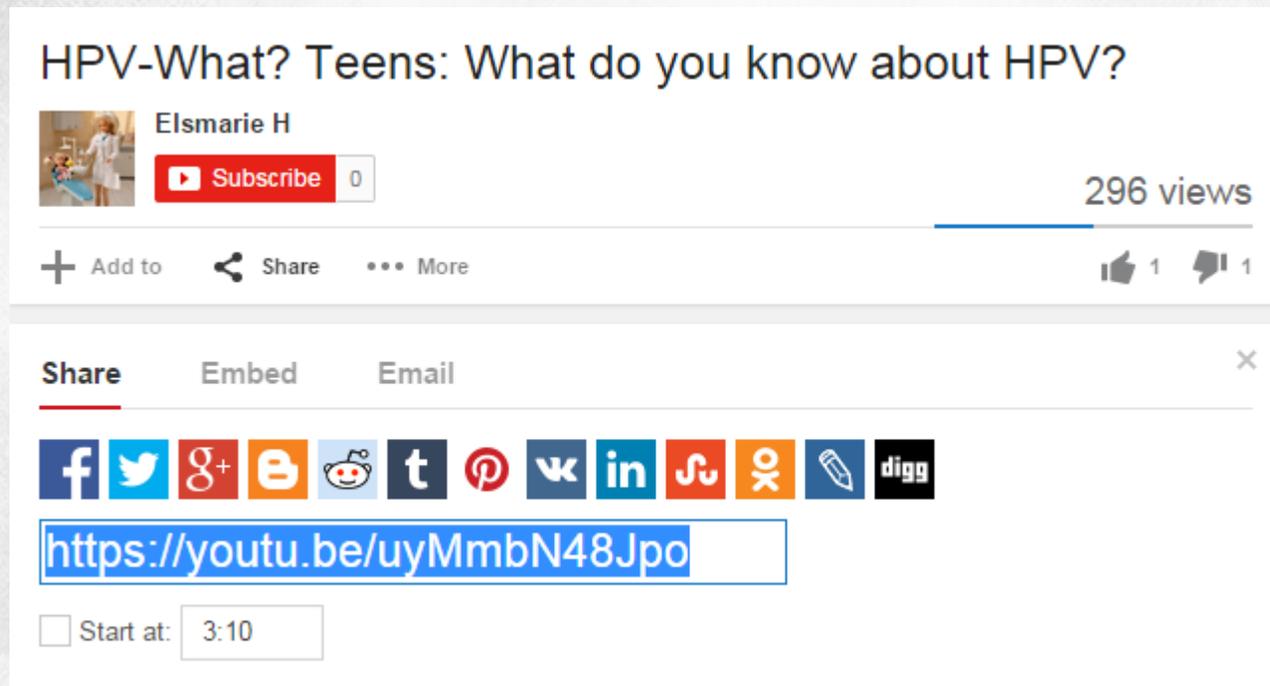
Subscribe 0

296 views

+ Add to Share More

Post in T2x & other networks

STEP 1: Copy YouTube link to re-post in T2X



HPV-What? Teens: What do you know about HPV?

Elsmarie H

Subscribe 0

296 views

+ Add to Share More

1 1

Share Embed Email

f t g+ e r t p v in s o [pencil] digg

<https://youtu.be/uyMmbN48Jpo>

Start at: 3:10

Post in T2x & other networks

STEP 2: Share in T2X

Edit Video (ID: 499) [Back to Videos](#) [Reload](#) **SAVE VIDEO**

Delete Video

* Indicates a required field

Video *



HPV-What? Teens: What do you know about HPV?

External Source *

Source Video ID

Display in Locations(s) Main Site Feed Explore Section

Display in Topic Feeds:

<input type="checkbox"/> Asthma	<input type="checkbox"/> Fitness & Sports	<input type="checkbox"/> Nutrition	<input type="checkbox"/> Smoking
<input type="checkbox"/> Bullying & Safe Schools	<input type="checkbox"/> Gender & Sexual Identity	<input checked="" type="checkbox"/> Pregnancy & Contraception	<input type="checkbox"/> Stress & Depression
<input type="checkbox"/> Drugs & Alcohol	<input checked="" type="checkbox"/> Infectious Disease	<input type="checkbox"/> Relationships	

STEP 3: Have T2X automatically post to Facebook, Twitter and Instagram

View in networks

The screenshot shows the T2X website homepage. At the top, there's a navigation bar with links like 'Frontpage', 'What's New', 'Topics', 'Community', 'Explore', 'Learn', 'Forums', and 'Sign Out'. Below the navigation is a large banner for 'Take Control' with the text 'It's time to take control of your health.' and three circular icons labeled 'GET 1 TDAP VACCINE', 'GET 2 MENINGOCOCCAL', and 'GET 3 HPV'. Below the banner, there's a section titled 'The Latest from Take Control' with filters for 'Most Recommended', 'Videos', 'Blogs', and 'Links'. There are four article cards: '11 Facts about Asthma', 'Asthma: An Animation', 'Learn How to Control Asthma', and 'What is Asthma?'. At the bottom, there's a section for 'About Take Control' and a video player showing a video titled 'HPV-What? Teens: What do you know about HPV?'.

The screenshot shows the Facebook page for 'Take Control'. The page header includes the Facebook logo, the name 'Take Control', a search bar, and user information 'Michael Home 3'. The main content area features a large banner with the text 'You're taking control of new things in your life - getting behind the wheel, starting a new job, tackling Algebra. There's just one more thing: It's time to take control of your health.' Below the banner is a 'Take Control Community' section with a 'Like' button, a '+ Follow' button, and a 'Message' button. The page is divided into sections: 'ABOUT' (with a description and a link to the website), 'PHOTOS' (with a grid of images), and a 'Post' section (with a text input field and a video post from 'Take Control' about HPV).

The screenshot shows a tweet from 'Take Control' (@TakeControlT2X) posted 5 seconds ago. The tweet text is 'Check out this great new video about teens and HPV! t2x.me/hpvtens'. The tweet includes a video thumbnail showing a young man and woman. Below the tweet are icons for reply, retweet, like, and a menu icon. At the bottom of the tweet area is the Twitter logo.



www.t2x.me

MEASURE

Campaign Metrics

CAMPAIGN DASHBOARD

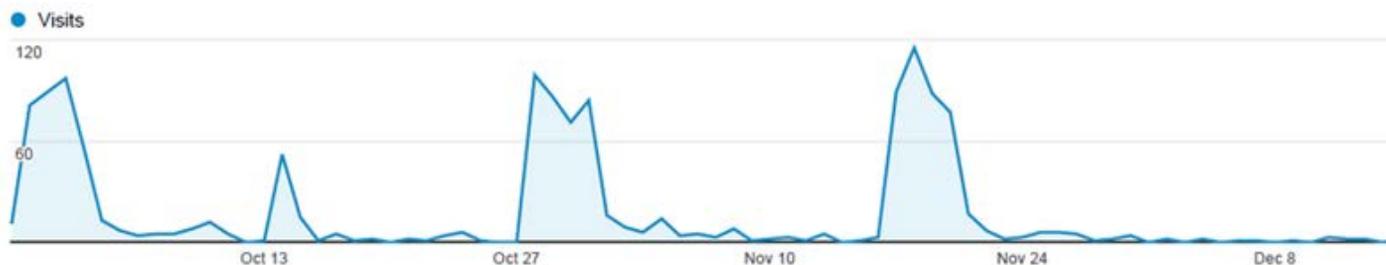
Take Control Campaign

Audience Overview

Sep 29, 2013 - Dec 15, 2013



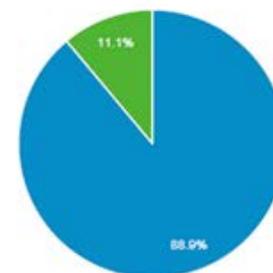
Overview



1,198 people visited this site



■ New Visitor ■ Returning Visitor



T2X MORE INFO

To download a copy of this presentation
and other supporting resources:

www.t2x.me/iclac

Contact Info:

www.t2x.me | michael@t2x.me