

# **Standard Marketing Materials**

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## Introduction

This package of marketing materials was created to help in the promotion of evidence-based self-management programs (EBSMP) in New York State; specifically, the Chronic Disease Self-Management Program (CDSMP), Diabetes Self-Management Program (DSMP), Diabetes Prevention Program (DPP), and EnhanceFitness (EF). The materials are standardized and include customizable features, such as the functional title of the program advertised, date and location of the program, host organization, and contact information.

Materials were developed at the New York State Department of Health with input from EBSMP delivery organizations and other stakeholders throughout the state and include:

- Customizable fact sheet;
- Customizable flyer;
- Social media messaging; and
- Promotion plan template.

These materials can be used by EBSMP delivery organizations statewide. This user guide contains brief descriptions of each marketing piece and guidance for their use.

All marketing package materials are available to download in both English and Spanish.

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## Fact Sheet

The fact sheet was created to use as a quick and convenient way to share key elements of each of the programs identified above. Customizable areas allow organizations to include specific information about the program being promoted. Features include the functional program name, if applicable (CDSMP and DSMP), class date, location, cost, name of organization, phone number, and link.

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## Flyer

The flyer serves as an attention-grabbing piece that can be used to publicize the availability of EBSMPs in communities. It can be customized to include the name and description of the program being promoted. Organizations can use one of the program description below or create their own. Other customizable features include partner name, functional program name, if applicable (CDSMP and DSMP), logistical information, program participant quote or testimonial, and registration.

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## Program Descriptions

The program descriptions below can be used on the flyer to describe the program being promoted. Program descriptions can be customized to include the functional title of the program, if needed.

### English

#### Chronic Disease Self-Management Program (CDSMP)

The Chronic Disease Self-Management Program (or insert functional title used by organization, like Living Healthy) is a 6-week program that helps you feel better.

#### Diabetes Self-Management Program (DSMP)

Learn how to manage your diabetes with the Diabetes Self-Management Program (or insert functional title used by organization, like Living Healthy with Diabetes). This 6-week program helps you with your type 2 diabetes health issues.

#### Diabetes Prevention Program (DPP)

Type 2 diabetes doesn't have to be your future. This Diabetes Prevention Program can help you lower the risk of getting type 2 diabetes.

#### EnhanceFitness (EF)

Get active and feel better with an EnhanceFitness teacher! Classes will help you meet new friends. You can also have better strength, balance, and energy.

## Spanish

### Programa de autogestión de enfermedades crónicas (CDSMP, por sus siglas en inglés)

El Programa de autogestión de enfermedades crónicas (o inserte la denominación utilizada por la organización, como Living Healthy) es un programa de 6 semanas que lo ayuda a sentirse mejor.

### Programa de autogestión de la diabetes (DSMP, por sus siglas en inglés)

Aprenda a gestionar su diabetes con el Programa de autogestión de la diabetes (o inserte la denominación utilizada por la organización, como Living Healthy with Diabetes). Este programa de 6 semanas lo ayuda con sus problemas de salud de la diabetes tipo 2.

### Programa de prevención de la diabetes (DPP, por sus siglas en inglés)

La diabetes tipo 2 no tiene que formar parte de su futuro. Este Programa de prevención de la diabetes puede ayudarlo a reducir el riesgo de contraer diabetes tipo 2.

### EnhanceFitness (EF)

¡Manténgase activo y siéntase mejor con un profesor de EnhanceFitness! Las clases lo ayudarán a conocer nuevos amigos. También puede mejorar la fuerza, el equilibrio y la energía.

## Sample Participant Quote

The participant quote below can be used to demonstrate participant satisfaction with the program. This area is customizable and organization-specific quotes or testimonials can be used, if available.

“After all those years, I didn’t think there was anything that could help. But there is!”

— Joe  
2017 Albany Area Participant

# Social Media

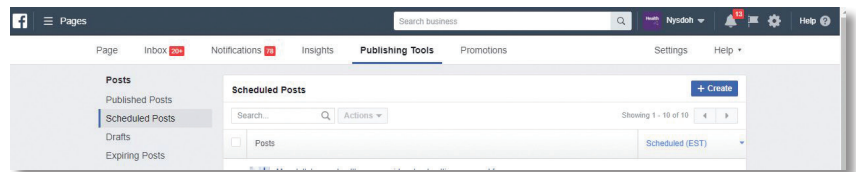
The social media content contains paid and unpaid Facebook and Twitter messaging for each of the programs listed above, as well as some general EBSMP messaging. Content can be customized with your organization’s informational links. It can be used as-is or as a starting point for creating your own messaging. Included below is detailed guidance and best-practices for using social media.

## Social Media Unpaid Guidelines and Best Practices

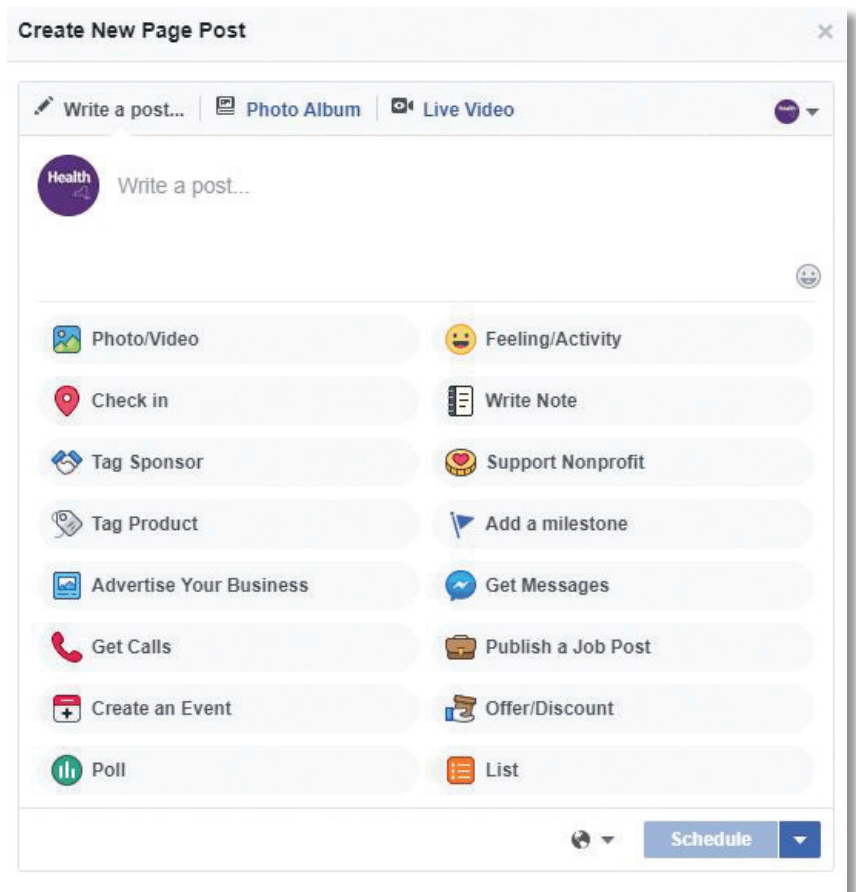
### FACEBOOK:

- Avoid using “you” and “your” in posts. Facebook, when it comes to health care, serves fewer ads to audiences when using these words.
- Avoid naming a disease in a post. Facebook serves fewer ads to people when a disease is mentioned, especially when a disease is in the copy. They don’t want people to think they know what their diseases are.
- Use only one link in the post. Using more than one link will prevent the post from doing well and users find it confusing. Plus, users typically won’t/don’t spend the time trying to click on multiple links.
- Avoid using acronyms.
- Customize preview links whenever you can. Steps to do this:
  - Click “+Create” post in Facebook

**+ Create**

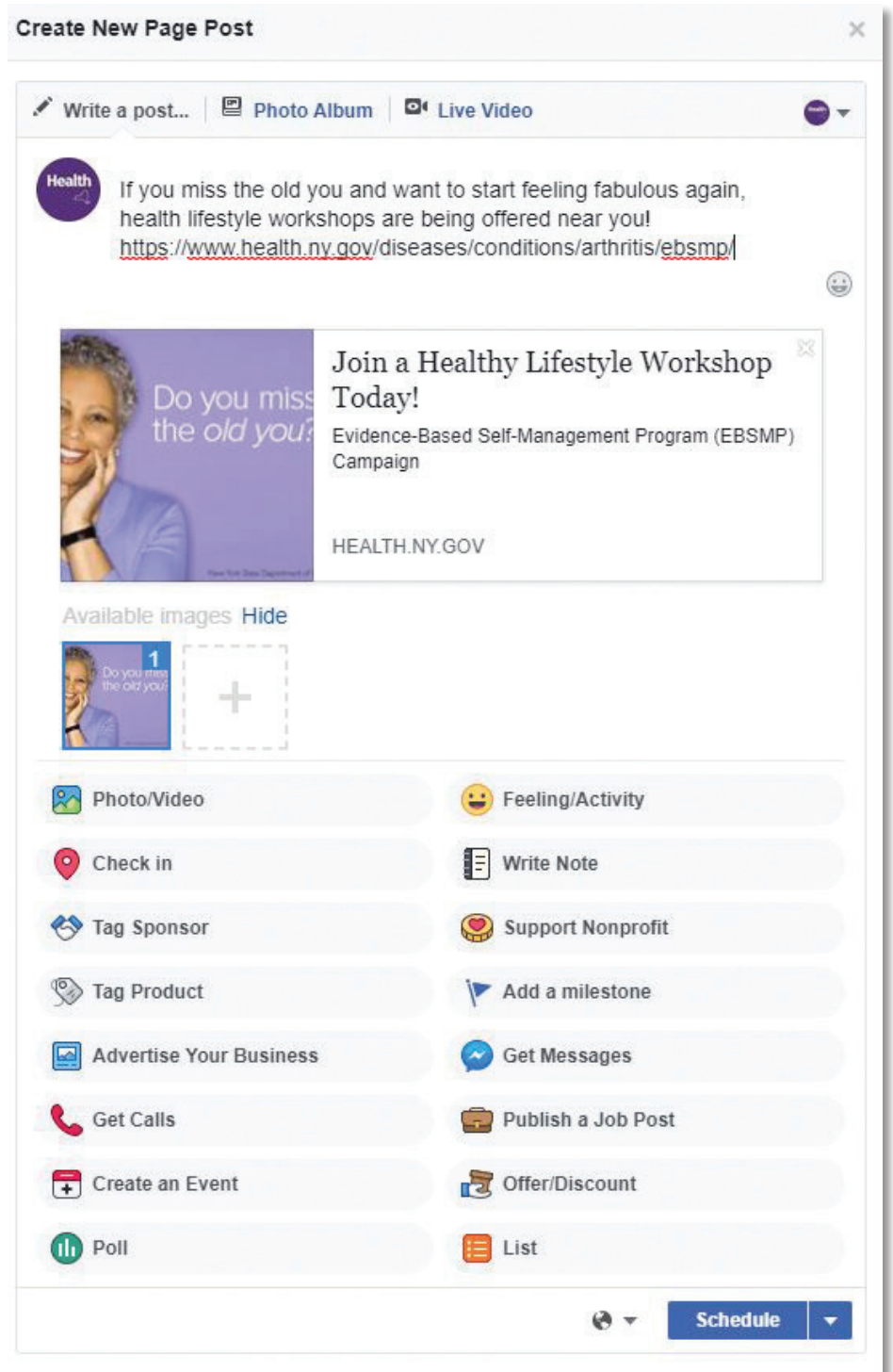


- Paste pre-written post and link into pop-up box



- When you paste the post and link you would like to use, Facebook will generate a pop-up box, with preview text. Content in the preview text is based on the content on the actual web page. You can use the preview language generated by Facebook, as shown in the example below (Illustration 1) or it can be edited (as seen in Illustration 2).

Illustration 1





Since the preview link is what you want users to click on, using the actual link next to the post is not needed. Remove the link next to the post.

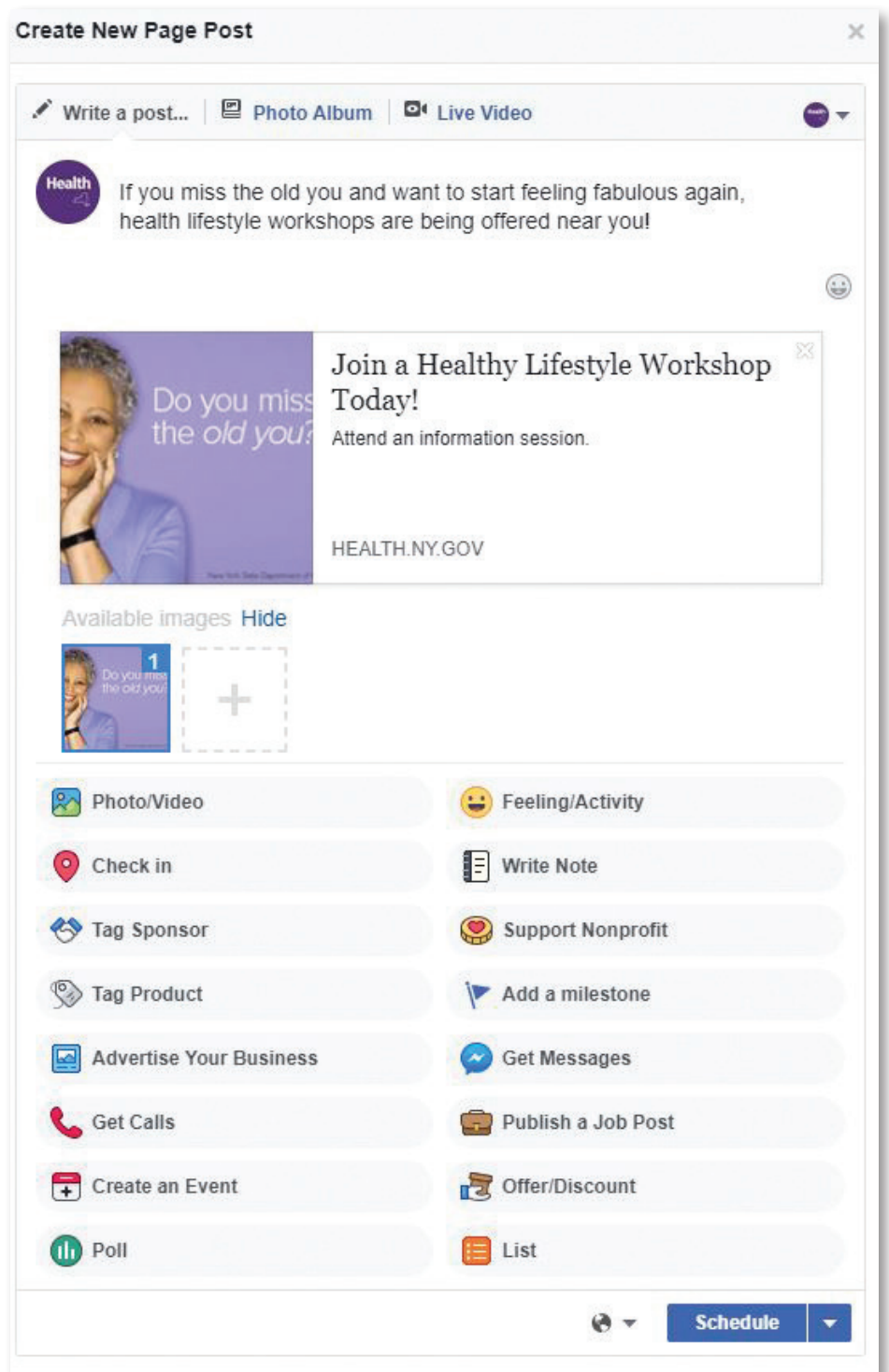
To customize the information within the preview link, click on the two areas to the right of the image in the example can be customized:

**“Join a Healthy Lifestyle Workshop Today!”**

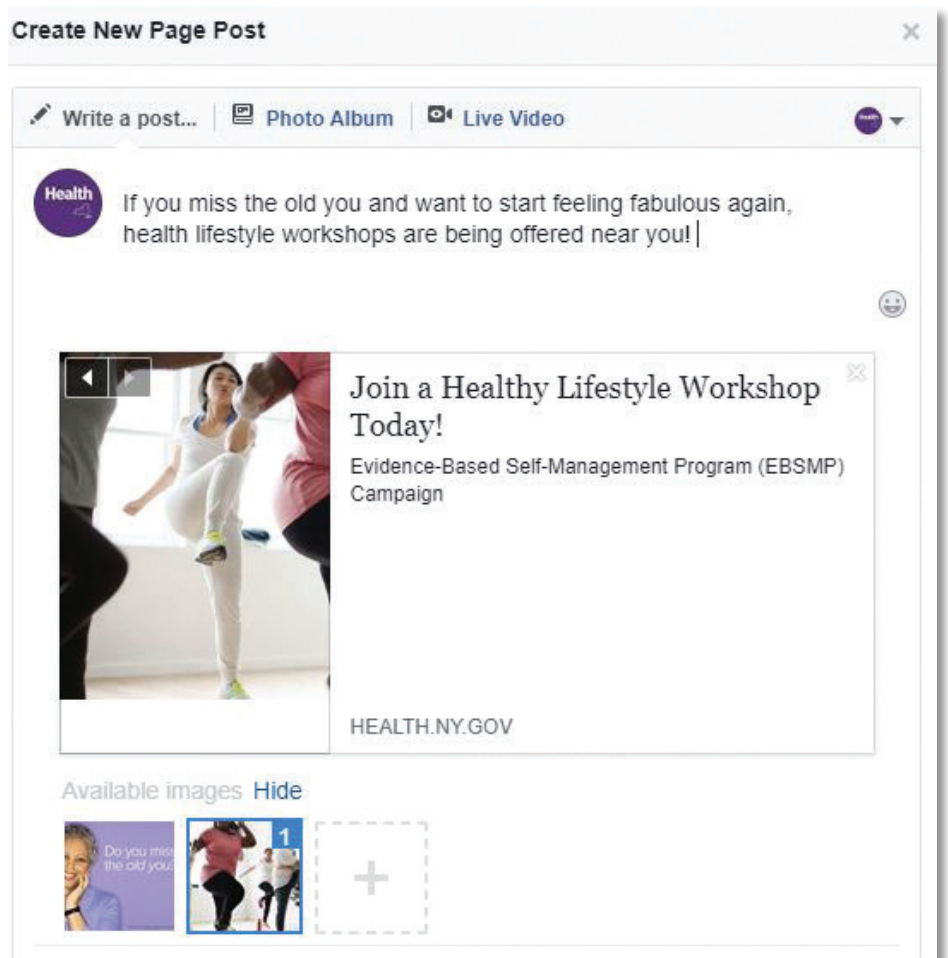
**Evidence-Based Self-Management Program (EBSMP) Campaign**

By clicking on either of these two areas, a box will appear that will allow users to customize/write their own copy in the box. You’ll notice in the example below (Illustration 2) that the copy has been changed in the sub-head.

## Illustration 2



If you would like to embed a new photo into the preview link, click on the “dotted line box” that has a plus sign in the middle. Embedded images should be 484 pixels x 252 pixels. When uploading a new image, deselect the image in the first box.



## TWITTER

- A tweet’s character length is 280 characters.
  - When using a link, the characters in the tweet (not including the link) can be up to 256 characters.
- There is no need to use a URL shortening service. Twitter automatically shortens links.
- Spell all words out whenever possible. Avoid using texting language that shortens words such as:
  - U for you
  - UR for you’re
  - B for be
  - Thru for through
  - Tho for though
- Use only one link in the tweet. Using more than one link will prevent the tweet from doing well and users find it confusing. Plus, users typically won’t/don’t spend the time trying to click on multiple links.

## SOCIAL MEDIA PAID GUIDELINES AND SPECS

### FACEBOOK SPECS

- Traffic Ads:
  - <https://www.facebook.com/business/ads-guide/traffic/links/?toggle0=Photo>
  - Headline length: 25 characters
  - Text: 90 characters (can be slightly longer, but the copy is truncated)
  - Image size: 1200 pixels x 628 pixels

Please see the above best practices. The same best practices for unpaid posts apply for paid as well.

Example:



## TWITTER SPECS

- Promoted Tweets  
(same rules apply for straight unpaid and paid tweets)
  - Tweet length: 280 characters (inclusive of hashtag) (note: each link used reduces character count by 24 characters, leaving 256 characters for Tweet copy.)
  - URL length: It can be up to 70 characters but Twitter's best practice is 50 characters maximum to avoid truncation.

### Example



- Website Card
  - Headline length: 70 characters. Please note — depending on device and app settings this description may truncate. Although not guaranteed, limiting the description to 50 characters should ensure that truncation won't occur across most devices.
  - Tweet text: 256 characters are available (24 characters are used for images).
  - Image size: 800 pixels x 418 pixels for 1.91:1 aspect ratio, 800 pixels x 800 pixels for 1:1 aspect ratio (max 3mb)

Example



HASHTAGS

Feel free to use hashtags to highlight parts of your messaging, as character limits allow. Use hashtags that are commonly used to maximize visibility.

# EBSMP Sample Partner Social Media

## GENERAL UNPAID

### GENERAL

**POST:** Learn how to get active and stay active safely AND feel better again.

[LINK TO YOUR CLASS INFO](#)

**TWEET:** Learn how to get active and stay active AND feel better again.

[LINK TO YOUR CLASS INFO](#)

### BENEFITS

**POST:** Reduce pain, fatigue and physical limitations with a variety of free and low-cost workshops near home.

[LINK TO YOUR CLASS INFO](#)

**TWEET:** Reduce pain, fatigue & physical limitations w/ a variety of free & low-cost workshops near home.

[LINK TO YOUR CLASS INFO](#)

### AVAILABILITY

**POST:** Discover why NYers in <enter your community name here> are feeling better with free and low-cost wellness programs available near home.

[LINK TO YOUR CLASS INFO](#)

**TWEET:** Discover why NYers in <enter your community name here> are feeling better with free and low-cost wellness programs available near home.

[LINK TO YOUR CLASS INFO](#)

## GENERAL PAID

### GENERAL

**POST ENGAGEMENT AD HEADLINE:** Feel Better Again

**TEXT:** You can be active AND feel better. It's time to take control of your health.

[LINK TO YOUR CLASS INFO](#)

**POST ENGAGEMENT AD HEADLINE:** Free & Low-Cost Programs

**TEXT:** Choose a program close to home to help reduce pain and increase energy. Start feeling better.

[LINK TO YOUR CLASS INFO](#)

**PROMOTED TWEET:** You can be active AND feel better. It's time to take control of your health with low-cost wellness programs near home.

[LINK TO YOUR CLASS INFO](#)

### TWITTER WEBSITE CARD

**HEADLINE:** Reduce pain with a low-cost program near home

**TWEET:** You can be active AND feel better. It's time to take control of your health.

[LINK TO YOUR CLASS INFO](#)

## CDSMP UNPAID

### GENERAL

**POST:** Get more out of life and spend more time doing what you enjoy in as little as 6 weeks. Don't miss this low-cost wellness program.

[LINK TO YOUR CLASS INFO](#)

**TWEET:** Get more out of life in as little as 6 weeks. Don't miss this low-cost wellness program.

[LINK TO YOUR CLASS INFO](#)

### BENEFITS

**POST:** Learn how to communicate effectively with your health care team. Sign up for a low-cost 6-week wellness program today.

[LINK TO YOUR CLASS INFO](#)

**TWEET:** Spend less time at the doctor's and more time with new friends. Sign up for a low-cost 6-week wellness program today.

[LINK TO YOUR CLASS INFO](#)

### AVAILABILITY

**POST:** Many in your community have signed up for healthy lifestyle programs near home. They've decreased pain and increased energy. Reserve your spot today.

[LINK TO YOUR CLASS INFO](#)

**TWEET:** Many in your community have signed up for healthy lifestyle workshops and made small changes to improve their health.

[LINK TO YOUR CLASS INFO](#)

## CDSMP PAID

### GENERAL

**POST ENGAGEMENT AD HEADLINE:** Feel better in 6 weeks

**TEXT:** Feeling better is possible in as little as 6 weeks. Don't miss this low-cost wellness program.

[LINK TO YOUR CLASS INFO](#)

**POST ENGAGEMENT AD HEADLINE:** A workshop not to miss

**TEXT:** Spend less time at the doctor's and more time feeling better. Sign up for a low-cost 6-week wellness program.

[LINK TO YOUR CLASS INFO](#)

**PROMOTED TWEET:** Many in your community have signed up for healthy lifestyle programs near home. Reserve your spot today.

[LINK TO YOUR CLASS INFO](#)

### TWITTER WEBSITE CARD

**HEADLINE:** Spend less time at doctor's appointments

**TWEET:** Take charge of your health and feel better. Sign up for a low-cost 6-week wellness program today.

[LINK TO YOUR CLASS INFO](#)



## DSMP UNPAID

### GENERAL

**POST:** Is living with diabetes overwhelming you? Let this 6-week, low-cost program change all that.  
[LINK TO YOUR CLASS INFO](#)

**TWEET:** Is living with diabetes overwhelming you? Let this 6-week, low-cost program change all that.  
[LINK TO YOUR CLASS INFO](#)

### BENEFITS

**POST:** Better diabetes control can improve depression and quality of life. Don't miss the next program.  
[LINK TO YOUR CLASS INFO](#)

**TWEET:** Better diabetes control = better quality of life. Don't miss the next program.  
[LINK TO YOUR CLASS INFO](#)

### AVAILABILITY

**POST:** Join a small group program to better manage diabetes and stress. Reserve your spot today.  
[LINK TO YOUR CLASS INFO](#)

**TWEET:** Join a small group program to better manage diabetes and stress. Reserve your spot today.  
[LINK TO YOUR CLASS INFO](#)

## DSMP PAID

### GENERAL

**POST ENGAGEMENT AD HEADLINE:** Feel better in 6 weeks

**TEXT:** Are your health problems overwhelming you? Let this low-cost program change all that.  
[LINK TO YOUR CLASS INFO](#)

**POST ENGAGEMENT AD HEADLINE:** Reserve a spot today

**TEXT:** Improve depression, blood sugar control, and more. Don't miss the next program.  
[LINK TO YOUR CLASS INFO](#)

**PROMOTED TWEET:** Small group programs to better manage diabetes and stress are filling up. Reserve your spot today.  
[LINK TO YOUR CLASS INFO](#)

### TWITTER WEBSITE CARD

**HEADLINE:** Say goodbye to the stress of managing diabetes.

**TWEET:** Stress from managing diabetes doesn't have to be a way of life. Let this 6-week, low-cost program change all that.  
[LINK TO YOUR CLASS INFO](#)

## DPP UNPAID

### GENERAL

**POST:** Reduce your risk of type 2 diabetes and increase your overall health. Join this popular program.  
[LINK TO YOUR CLASS INFO](#)

**TWEET:** Reduce type 2 diabetes risk and improve health. Join this popular program.  
[LINK TO YOUR CLASS INFO](#)

**POST:** Diabetes Prevention Programs can reduce risk of developing type 2 diabetes by 70% for some people. Get active and lose some weight with this program.  
[LINK TO YOUR CLASS INFO](#)

**TWEET:** Reduce risk of type 2 diabetes by up to 70% by participating in a Diabetes Prevention Program.  
[LINK TO YOUR CLASS INFO](#)

### AVAILABILITY

**POST:** Reduce type 2 diabetes risk by up to 70% and start feeling better. Sign up for this FREE program today.  
[LINK TO YOUR CLASS INFO](#)

**TWEET:** Reduce type 2 diabetes risk by up to 70% and start feeling better. Sign up for this FREE program today.  
[LINK TO YOUR CLASS INFO](#)

## DPP PAID

### GENERAL

**POST ENGAGEMENT AD HEADLINE:** Reduce Type 2 Diabetes Risk

**TEXT:** Program participants got active, lost weight, and reduced diabetes risk. Join today!  
[LINK TO YOUR CLASS INFO](#)

**POST ENGAGEMENT AD HEADLINE:** Reduce Type 2 Diabetes Risk by Up To 70%

**TEXT:** Diabetes Prevention Programs help people feel better and lose weight. Sign up today!  
[LINK TO YOUR CLASS INFO](#)

**PROMOTED TWEET:** Reduce type 2 diabetes risk by up to 70% and start feeling better. Sign up for this FREE program today.  
[LINK TO YOUR CLASS INFO](#)

### TWITTER WEBSITE CARD

**HEADLINE:** Reduce type 2 diabetes risk by up to 70%

**TWEET:** Diabetes Prevention Programs can reduce risk. Feel better, lose weight w/ this free program.  
[LINK TO YOUR CLASS INFO](#)

## EF UNPAID

### GENERAL

**POST:** An exercise program that lets people go at their own pace and get stronger.

[LINK TO YOUR CLASS INFO](#)

**TWEET:** An exercise program lets people go at their own pace and get stronger.

[LINK TO YOUR CLASS INFO](#)

### BENEFITS

**POST:** Described as “fun” by class participants, this low-cost program can expand your circle of friends while improving your strength, mood, and energy.

[LINK TO YOUR CLASS INFO](#)

**TWEET:** Described as “fun” by class participants, this low-cost program can expand your circle of friends while improving your strength, mood, and energy.

[LINK TO YOUR CLASS INFO](#)

### AVAILABILITY

**POST:** Improve flexibility, strength, balance and movement with a fun and low-cost exercise program.

[LINK TO YOUR CLASS INFO](#)

**TWEET:** Improve flexibility, strength, balance and movement with a fun and low-cost exercise program.

[LINK TO YOUR CLASS INFO](#)

## EF PAID

### GENERAL

**POST ENGAGEMENT AD HEADLINE:** Feel Happier & Stronger

**TEXT:** Socialize, exercise and feel better with classes designed for all abilities.

[LINK TO YOUR CLASS INFO](#)

**POST ENGAGEMENT AD HEADLINE:** EnhanceFitness Near You

**TEXT:** Be inspired to come back week after week with new friends and instructors who make exercise fun.

[LINK TO YOUR CLASS INFO](#)

**PROMOTED TWEET:** Join a fun fitness class that lets you go at your own pace and feel energized.

[LINK TO YOUR CLASS INFO](#)

### TWITTER WEBSITE CARD

**HEADLINE:** Modified Moves. Maximum Results.

**TWEET:** Be inspired to come back week after week with new friends and instructors who make exercise fun.

[LINK TO YOUR CLASS INFO](#)

# Promotion Plan Template

The promotion plan template was created to support EBSMP marketing efforts and guide organizations through the promotion process. This document is supplemental and includes a suggested timeframe for marketing, corresponding recommended steps with brief descriptions, and tips for promotion. The promotion plan template can be used as-is or customized to meet the individual needs of an organization.

## EBSMP Standard Marketing Package Promotion Plan Template

Whether you do all the legwork yourself, or you have a team or intern to support you, this promotion template is intended to help guide users on some key steps throughout the promotion process. This is by no means a plan that needs to be or should be followed to a “T.” Based on your organizational structure, it’s natural that there may be some steps you find unnecessary while there are other steps and details you wish to add.

Timeframe	Recommended Step	Brief Description	Planning Details
As soon as Peer Leaders are trained in your Evidence-Based Self-Management Program (EBSMP)	Work with marketing staff, if you have them, to create or tailor this promotion plan.	<p>A promotion plan will provide a framework for your organization’s promotion of your EBSMP, and help you stay on task and utilize a multipronged approach to reach your intended audience. If your organization has marketing/promotion staff, share these materials with them and collaboratively strategize ways to promote - the more ways, the better.</p> <p>If you do not have marketing/promotional staff, think of new and innovative ways to promote the program. Utilize what your organization currently offers while thinking of new ways, diversifying your efforts.</p> <p>Tips:</p> <ul style="list-style-type: none"> <li>• Having workshops that are thoroughly promoted helps to ensure a full roster.</li> <li>• Organization-wide support helps to strengthen your EBSMP.</li> <li>• Consider talking to other partners to find out what works for them.</li> </ul>	<p>Workshop date:</p> <p>Time frame of promotion: x/x/xx – x/x/xx</p> <p>Staff involved (with role):</p> <ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> </ol> <p>Internal promotional staff/volunteers:</p> <ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> </ol> <p>Types of internal promotion:</p> <ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> <li>4.</li> </ol>

Timeframe	Recommended Step	Brief Description	Planning Details
3-4 months before your workshop	Customize marketing materials to include your program's specific information.	<p>With this marketing package, most of the work is already done! Customizing the materials to reflect your program's specific name and the details about your workshop is easy.</p> <p>Tip:</p> <ul style="list-style-type: none"> <li>• Use the templates found in this package to create flyers, fact sheets, and social media content for each program you offer.</li> </ul>	<p>Printing quantities needed:</p> <ul style="list-style-type: none"> <li>• Flyers</li> <li>• Fact sheets</li> </ul>
	Identify other community based organizations in your region to help promote.	<p>Working with other organizations in your area is a great way to promote your EBSMP workshop(s). This helps to increase the number of people that hear about your program while building or strengthening relationships with other organizations in your community.</p> <p>The flyer, fact sheet, and social medial content provided in this package can be shared with these partners.</p> <p>Tip:</p> <ul style="list-style-type: none"> <li>• Ask partner organizations if they are willing to include information about your workshop in their existing communication channels, such as newsletters, social media, website content, and if they can distribute flyers and fact sheets.</li> </ul>	<p>Organizations:</p> <ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> <li>4.</li> </ol>

Timeframe	Recommended Step	Brief Description	Planning Details
3 - 4 months before your workshop	Choose locations to post/share materials.	<p>A variety of locations will ensure that a large number of individuals will see the information about your EBSMP workshop(s).</p> <p>Tip:</p> <p>Do an area-wide scan of places people frequent, keeping in mind your client base or population you would like to reach:</p> <ul style="list-style-type: none"> <li>• Older adults: pharmacies, grocery stores, doctors’ offices, health centers, senior centers/area agencies on aging, libraries, places of worship, assisted living facilities, rehabilitation/PT/OT offices, and public housing bulletin boards.</li> <li>• Populations with multiple chronic diseases: doctor’s offices, walk-in health clinics, hospitals, local/county health departments, social service offices, sheltered bus stops etc.</li> <li>• General community: places of worship, such as temple or church community bulletin boards, town/village halls, local recreations centers/gyms, Ys, grocery stores, or other local businesses and community based organizations.</li> </ul>	<p>Locations:</p> <ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> <li>4.</li> <li>5.</li> <li>6.</li> <li>7.</li> <li>8.</li> <li>9.</li> <li>10.</li> </ol>
	Promote on your organization’s website/ newsletter.	<p>Work with IT/web staff to post information about your workshop on your organization’s website and include a description of the program in your next newsletter (if you have one).</p> <p>Language and information used in these materials can be used for this purpose. Flyers and fact sheets can be posted, as well.</p> <p>Customize social media content with your program information and registration link, if using one, and arrange for the messaging to be released on your social media platforms.</p> <p>Tip:</p> <ul style="list-style-type: none"> <li>• Include information about when and where your workshop will be held, with appropriate links for registration, if using them.</li> </ul>	Posting timeline: x/x/xx – x/x/xx

Timeframe	Recommended Step	Brief Description	Planning Details
2- 3 months before your workshop	Post around your community.	<p>Using the template provided, begin to post your flyers throughout the area using the list of locations you identified above.</p> <p>Tip:</p> <ul style="list-style-type: none"> <li>Recruit staff, community partners, and volunteers to help post.</li> </ul>	<p>Dates for posting: x/x/xx – x/x/xx</p> <p>Locations:</p> <ol style="list-style-type: none"> <li></li> <li></li> <li></li> <li></li> <li></li> </ol>
	Have other organizations in your area promote your workshop.	<p>Call on the organizations you identified earlier to help you with your promotion.</p> <p>Provide your partners with customized versions of the flyer, fact sheet and social media content from this package to help them easily promote your offerings.</p> <p>Tips:</p> <ul style="list-style-type: none"> <li>Promotion could be through social media, a newsletter, online, or e-blasts for example. Have your organization use the template social media posts provided.</li> <li>Keep the list of organizations that help to promote your workshop for future use.</li> </ul>	<p>Organization(s):</p> <ol style="list-style-type: none"> <li></li> <li></li> <li></li> </ol>
Post-workshop	Evaluate your promotion strategies.	Update your promotion plan using techniques that work, and making note of what didn't work.	<p>Successes:</p> <ol style="list-style-type: none"> <li></li> <li></li> <li></li> </ol> <p>Changes needed:</p> <ol style="list-style-type: none"> <li></li> <li></li> <li></li> </ol>

