

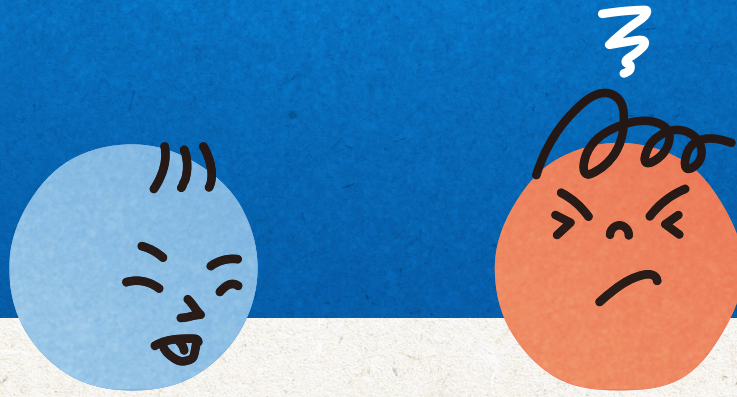
More clicks, more likes.

Executive Summary

The Centers for Disease Control and Prevention’s National Center for Injury Prevention and Control (Injury Center) aims ensure the safety and health of individuals, families, and communities by protecting Americans from injury and violence. Like most organizations, the Injury Center uses social media to raise awareness of its goals.

“ This past year, the social media team called in Creative Studio to team up on the CDC Injury Center account to redefine its online presence. By infusing our collaborative efforts with tailor-made creative assets, Creative Studio not only supported the Injury Center’s social media efforts but also set them apart from other divisions. ”

Liz Loizou-Smith
Senior Communications Manager, Social Media



Challenge

ICF Next maintains a regular social media calendar for the Injury Center, strategically aligning important topics with posts that recognize awareness months, appreciation weeks, and national days. In July 2024, the Injury Center’s posts on Facebook, Instagram and X aimed to use World Emoji Day as a way to draw attention to the CDC’s Essentials for Parenting Teens website.

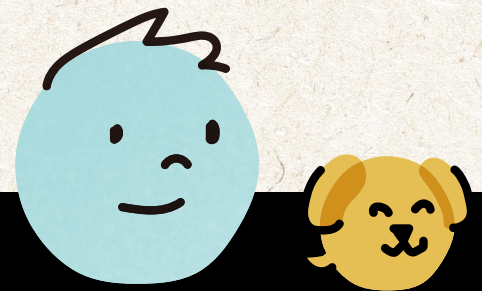
The general challenge with Injury Center is placing potentially sensitive topics in a positive light, with the aim of empowering instead of discouraging the audience. At the same time, Creative Studio must meet the Injury Center’s primary goals for its social media communications: education, engagement, and behavior change.

When creating content specifically for social media, Creative Studio looks to develop visuals that grab the user’s attention in a millisecond as they’re scrolling. The post’s messaging must fit within the character limits of each platform, which means the copy needs to be short and to the point while remaining impactful.

Solution

Creative Studio accomplished eye-catching positivity in these posts by adapting characters from a previous CDC social campaign about mental health. These adorable emoji-style characters represent caregivers and teens—plus the family dog! An approachable and nostalgic combination of Peanuts and Pixar’s Inside Out, this design aesthetic fits very well with the audience.

With a nod to the CDC’s “formula for basic social media writing” (see sidebar), the social media and creative team work together and created empathic, trustworthy copy that is also short and relatable. The posts offer quick tips for caregivers looking to engage with their teens in healthy ways.



How to write social media content

Problem

Teens may struggle to manage their emotions.



Context

Rapid brain development and hormonal changes can cause a range of emotions.



Solution

Parents can help teens understand and express their emotions.

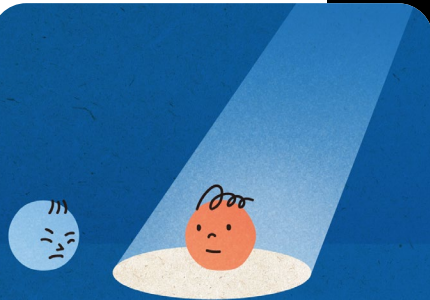
Parents, don't let **negative emotions** get the best of you.



It's normal for your teen to feel angry or stressed,



and it's normal for you to get upset in response.



Work through your emotions together, and you can take the lead.

Before responding to your teen, press pause:



Take deep breaths.

Get a drink of water.

Go for a walk.



Results

The engagement numbers prove that ICF Next has developed a creative strategy that truly resonates with the public. The Injury Center's World Emoji Day posts on Facebook, Instagram, and X/Twitter generated:

Facebook Engagement

55,247
impressions

1,800
engagements

405
reactions

168
shares

67
comments

Instagram Engagement

99,334
impressions

2,262
engagements

2,006
reactions

224
saves

32
comments

X/Twitter Engagement

14.40%
engagement rate
(organic)

85,221
total impressions
(paid/organic)

