

TPP Program Digital Channel Assessment



The Teen Pregnancy Prevention (TPP) Program expects grantees to have a dedicated goal or objective in their work plan with corresponding activities that reflect a strategic communication plan.* TPP programs typically have many communication goals—such as to promote health, provide education on teen pregnancy prevention and sexually transmitted infections, gain buy-in, describe project plans and outcomes, share services and resources, and participate in community engagement—which makes taking a strategic approach important.

This tool is designed to help TPP program directors, program managers, and communications staff assess the extent to which the digital channels they use are the right fit for the content they want to share, the audiences they want to reach, and the goals they want to achieve. Popular digital channels include, but are not limited to, online newsletter, website, Twitter, Facebook, Instagram, Snapchat, LinkedIn, TikTok, YouTube, and texting (SMS).

Instructions: Complete this assessment for each digital channel your TPP program currently uses. For each channel, reflect on and document responses to the questions below to determine if the channel is helping you meet your communication goals. Then review the [Digital Channels at a Glance: Best Practices for TPP Programs](#) resource to identify best practices and considerations that you can leverage to improve your digital communication strategy.

Which digital channel are you assessing?	
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What is the goal of sharing information using this channel?

E.g., Increase the number of partners who help recruit youth for the program

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Which TPP program audience do you want to reach with this channel?

E.g., Program participants, implementation partners, parents/caregivers, community stakeholders, supportive services organizations

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What is the potential reach for this channel?

E.g., 400 subscribers, 250 followers, 125 unique visitors

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In the last 90 days, how often did you use this channel to communicate?

E.g., Daily, weekly, twice a month, monthly, quarterly

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How did you use this channel and what type of content did you share?

E.g., Shared 500+ word testimonials from program participants every month, posted detailed explanations of our services, tweeted notifications of upcoming events

How did you measure success?

E.g., Open rate, click rate, number of new partners

Are you meeting your measures of success and your goals?

*Office of Population Affairs. (2020, March 20). *Funding Opportunity: Optimally Changing the Map for Teen Pregnancy Prevention (Tier 1)*. Opportunity Number: AH-TP1-20-001. https://opa.hhs.gov/grant-programs/funding/previous-funding-opportunities#_Teen_Pregnancy_Prevention_1

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