“Yes, You CAN say that”

How to maximize your social media success by using your organization’s authentic voice
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Objectives
• Learn how to use your authentic social media voice to increase reach and impact of messages

• Identify six strategies to create engaging social media content
Social Media by the Numbers

73% of U.S. online adults use social networking sites
- 71% of online adults are on Facebook
- 18% of internet users are on Twitter
- 21% of internet users are on Pinterest (a digital scrapbook)

42% of online adults use multiple social networking platforms.

Source: Pew Internet: Social Networking
Why use visual content on social media?

90% of information transmitted to the brain is visual

Visuals are processed 60,000x faster in the brain than text.

Content with visuals receives 94% more total views on average than content without visuals.

37% increase in engagement is experienced when Facebook posts include photographs.

Source: Why use Visual Content in social media marketing? - infographicb2b.com
WithinReach
There may have been technical glitches on day one of open enrollment - but the message from our outreach staff is, “despite all the media attention this week about signing up for health insurance, consumers have time to consider their choices. They have months to enroll.”

HeraldNet.com - Health websites overwhelmed on first day
Uninsured Washington adults got their first chance to shop online for health insurance Tuesday, but after months of preparation, there were glitches....
WithinReach
One of our In Person Assistors helping to enroll people in health insurance at Ballard Food Bank this morning.
What Makes a Post Engaging?

WithinReach
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Top 7 reasons Americans use social media

1. Stay in touch with friends - 67%
2. Stay in touch with family – 64%
3. Reconnect with old friends – 50%
4. Connect with people who share similar interests – 14%
5. Make new friends – 9%
6. Read comments from celebrities, athletes or politicians – 5%
7. Find potential romantic partners – 3%

Source: http://www.onlinemba.com
Social Influence and Social Media

- Social influence is the power of people interacting authentically with other people.

- Successful social media involves social influence.

- Liking, re-tweeting and passing on your social media is only powerful when people authentically like or connect with something.

- Focus your attention on people who have the ability to quickly and effortlessly amplify your messages - The social influencers.
Create a Listening Strategy

- Create a list of keywords to listen for (based on your target audience and topic areas)
- Choose a social media monitoring tool (Google Alert, HootSuite, etc.)
- Create lists of organizations/people to follow on Twitter. (e.g. Immunization Community)
- Use blogs to track trends and conversation
Be in the Conversation

SOCIAL MEDIA IS A TWO WAY CONVERSATION
Be in the Conversation

• Listen to what people are saying

- The Everett Clinic @everettclinic
  7 Oct
  7 tips to prevent #flu - #3 Avoid touching your eyes, nose or mouth. Germs enter your body this way. Everettclinic.com/flu

- WendySueSwanson MD @SeattleMamaDoc
  7 Oct
  #3 Nearly impossible for kids! “@everettclinic: 7 tips to prevent #flu - #3 Avoid touching your eyes, nose or mouth. Everettclinic.com/flu”

- Melody Butler @MelodyButler
  4h
  @SeattleMamaDoc @everettclinic it's impossible 4 kids to stop touching OTHER peoples eyes nose & mouth esp. when they come home from school!
Be in the Conversation

- Think about how you can rework your message as a response or question
- Follow up with content and links
- Genuine and meaningful responses
Be in the Conversation

**Public Health Talks @PubHealthTalks**
23 Sep
T2: What are some #publichealth apps that you are aware of and what is their purpose? #pubht
Expand

**Raed Mansour @reedmonseur**
23 Sep
Million Hearts App is one that @ChiPublicHealth is working as a Pilot City: 1.usa.gov/1dF8rhG #PubHT
Expand

**Nina Jolani @NinaJTweets**
23 Sep
A2: This is a great list of #publichealth apps from @MobiHealthNews mben.com/24982/slidesho… #pubht
Expand

**Virginia Tech MPH @PublicHealthVT**
23 Sep
A2: Fast Food Calorie Counter: Use this app to help eat healthy when eating out #PubHT
Expand

**Jennifer Brown @junebrown**
23 Sep
A1 Apps can help people recognize conditions like heart attack and stroke #PubHT everydayhealth.com/heart-health/n…
Expand
Be in the Conversation:

Toronto Public Health
@TOPublicHealth

.@JennyMcCarthy anti-vaccine views = misinformation. Please ask @theviewtv to change their mind ow.ly/nca3Y

Reply to @TOPublicHealth @JennyMcCarthy @theviewtv

61 Cristina Tenaglia @cristina_CP24
@theviewtv tells our @renaheer_CP24 they have no comment re @JennyMcCarthy vaccine beliefs (@TOPublicHealth)
Details
Be Simple/Informal

Social media is all about conversation

Writing should be more informal and conversational

Read your writing before posting. If it sounds too stuffy or long – re-write!
Bacteria in undercooked or raw shellfish have caused more than twice as many illnesses as usual this summer. Cook shellfish thoroughly, especially if you’re serving it to someone with an existing medical condition.

More tips: http://1.usa.gov/19qEpbA
Be Creative

• Bring a new perspective to an old idea or message.

• People predominately go on social media to be entertained. Blend wellness and health topics with other topics of interest like family and entertainment.
Be Creative: Put a New Spin on an Old Message

RWJF PublicHealth @RWJF_PubHealth

Saying you don't need flu shot bc you never had flu is like saying you don't need a seatbelt bc you never had a crash bit.ly/19Ezazf

28 RETWEETS  6 FAVORITES

5.49 AM - 2 Oct 13 - Details  Flag media

Reply to @RWJF_PubHealth

Public Health News Roundup: September 25

State AGs Urge FDA to Adopt New Regulations Covering E-cigarettes
- Expert: People Should Get Now-available Flu Vaccine As Soon As Possible - Study: Losing 10 Percent of Weight Can Greatly Reduce...
Be Shareable

- Create content that has value and people want to share
- Make it easy to share your content
- Don’t forget to ask people to share your content
- Be timely and relevant with your message
WithinReach
Scare off the flu by getting the flu vaccine to protect you and your family against this ghastly virus! Like this image if you've had (or plan on getting) your flu shot and share with your friends to encourage them to get protected too!

Say BOO to the Flu
WASH YOUR HANDS.
COVER YOUR COUGH.
GET THE FLU VACCINE.

SHARE TO JOIN
THE IMMUNITY COMMUNITY

17 hours ago

797 people saw this post

Boost Post
What Happens When You Promote Sharable Content?
Be Inclusive

• Actively include your social media community in your work
• Enable people to show their involvement in a visible way
• People are more connected to your cause and campaign when they can join or participate
• Talking about their health can empower people to change their behavior for the better
Be Inclusive: Michigan Department of Community Health Campaign

Michigan Department of Community Health (MDCH)
shared a link.
September 19

Have you submitted your MI Prepares preparedness kit recipe yet? No? What are you waiting for! People just like you have great ideas on how they would cook (or not cook) using the food in their preparedness kit. Who said the items in your preparedness kit couldn’t be gourmet with a little creativity? Submit your recipe today at www.michigan.gov/prepares!

Emergency Food Supplies During National Preparedness Month
www.youtube.com

The Michigan Department of Community Health, Office of Public Health
Preparedness has teamed up with local
Be Inclusive: Michigan Department of Community Health Campaign

Winners selected for both no-cook and grill style recipe categories. Winners received an Amazon gift card or portable cooking equipment for emergencies.

- $100 gift card for 1st place
- $75 gift card for 2nd place
- $50 gift card for 3rd place
Be Inclusive: ParentHelp123 Baby Video
Build Partnerships to Maximize Messages

Collaborate with influencers online.

- Organizations or key opinion leaders with similar or aligned goals, influential bloggers

Team up with partners to promote campaigns.

- Ask people to share your content, give examples

Create opportunities for conversations online.

- Twitter Chats
Connect with WithinReach

– www.withinreach.org
– www.facebook.com/WithinReachWA
– www.twitter.com/WithinReachWA
– www.youtube.com/WithinReachWA

Questions??
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