



“Yes, You CAN say that”

How to maximize your social media success by
using your organization’s authentic voice



Presenter

Tracy O. Anderson

Senior Manager of Community Engagement
WithinReach

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.

25
YEARS
OF SERVICE



Scott Stoddard @scottstoddard

3h

The Boston Globe knocked one out of the park today.
pic.twitter.com/YqGmu0IQTW
Retweeted by Melissa Santos
[View photo](#)



Q13 FOX News @Q13FOX

11s

VIRAL: Bob Costas calls 'Redskins' name offensive bit.ly/19N74HK
pic.twitter.com/0iHNqpXERM
[View photo](#)



GNC @GNCLiveWell

24s

Deal of the Day: @SwoleSports PreWrek, only \$24.99 today!
Shop now: bddy.me/165bloE
Expand



LIFT America @LIFTAmerica

1h

.@lillypad: America must embrace reforms that encourage co's to return profits to the domestic marketplace bit.ly/17peH0I #taxreform
Retweeted by LillyPad
Expand



Northwest Hospital @NWHospSeattle

33s

RT @American_Heart: Your heart-health is even more important after menopause. Take these precautions: bit.ly/19YPDQJ #GoRed
Expand



Simply Real Moms @SimplyRealMoms

35s

Balancing it all - Work, Home and the Single Mom tinyurl.com/kx7zzv6 #DIY, #crafts, #tips, #baby, #moms, #breastfeeding, #recipes
Expand



RWJF PublicHealth @RWJF_PubHealth

8 Oct

How is your state tackling the prescription drug overdose epidemic? Our new app will tell you: bit.ly/GDKMLI
[Promoted by RWJF PublicHealth](#)

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.



Health Insurance Open Enrollment Post #1

**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....
HERALDNET.COM

on Wednesday · Seattle

Like

Comment

Share

5 Likes

82 people saw this post

82 People Reached

5 Likes, Comments & Shares

FROM YOUR PAGE AND POSTS

5
Likes

0
Comments

0
Shares

FROM LIKES, COMMENTS & SHARES

0
Likes

0
Comments

0
Shares

TOTAL

5
Likes

0
Comments

0
Shares

0 Post Clicks

0
Photo Views

0
Link Clicks

0
Other Clicks

NEGATIVE FEEDBACK

0 Hide Post

0 Hide All Posts

0 Report as Spam

0 Unlike Page

Health Insurance Open Enrollment Post #2

Post Details

WithinReach
One of our In Person Assistors helping to enroll people in health insurance at **Ballard Food Bank** this morning.



on Tuesday

[Like](#) [Comment](#) [Share](#)

10 Likes 1 Share

637 people saw this post

[Boost Post](#)

637 People Reached

23 Likes, Comments & Shares

FROM YOUR PAGE AND POSTS

10 Likes	0 Comments	1 Shares
--------------------	----------------------	--------------------

FROM LIKES, COMMENTS & SHARES

9 Likes	2 Comments	1 Shares
-------------------	----------------------	--------------------

TOTAL

19 Likes	2 Comments	2 Shares
--------------------	----------------------	--------------------

75 Post Clicks

34 Photo Views	0 Link Clicks	41 Other Clicks
--------------------------	-------------------------	---------------------------

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

What Makes a Post Engaging?

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....

HERALDNET.COM

on Wednesday · Seattle 🌐

👍 Like 💬 Comment ➦ Share

5 Likes

82 people saw this post

🚀 Boost Post ▼

WithinReach

One of our In Person Assistors helping to enroll people in health insurance at **Ballard Food Bank** this morning.



on Tuesday 🌐

👍 Like 💬 Comment ➦ Share

10 Likes 1 Share

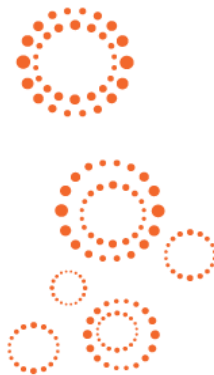
637 people saw this post

🚀 Boost Post ▼

Top 7 reasons Americans use social media

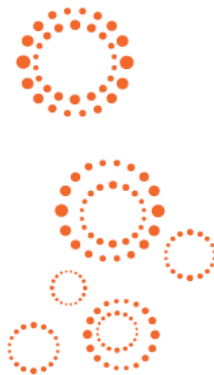
1. Stay in touch with friends- 67%
2. Stay in touch with family – 64%
3. Reconnect with old friends – 50%
4. Connect with people who share similar interests – 14%
5. Make new friends – 9%
6. Read comments from celebrities, athletes or politicians – 5%
7. Find potential romantic partners – 3%

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)

Create lists of organizations/people to follow on Twitter. (e.g. Immunization Community)

Choose a social media monitoring tool (Google Alert, HootSuite, etc.)

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
Expand



Wendy Sue Swanson 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”
Expand



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!
Expand



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



The Everett Clinic @everettclinic 3h

@MelodyButler @SeattleMamaDoc OK, let's go directly to flu prevention tip #7: Get a yearly [#flu](#) vaccine! [everettclinic.com/flu](#)

Followed by SeattleCityClub and 7 others

Hide conversation Reply Retweet Favorite More

2
FAVORITES



9:59 AM - 11 Oct 13 - Details



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/1dF6rhG **#PubHT**
Expand
-
-  **Nina Jolani** @NinaJTweets 23 Sep
A2: This is a great list of **#publichealth** apps from **@MobiHealthNews** mobihealthnews.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** @jjunebrown 23 Sep
A1 Apps can help people recognize conditions like heart attack and stroke **#PubHT** everydayhealth.com/heart-health/h...
Expand
-



Be in the Conversation:

Toronto PublicHealth @TOPublicHealth

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

285 RETWEETS 41 FAVORITES

11:35 AM - 22 Jul 13

Reply to @TOPublicHealth @JennyMcCarthy @theviewtv

61 Cristina Tenaglia @cristina_CP24 22 Jul
@theviewtv tells our @renaheer_CP24 they have no comment re @JennyMcCarthy vaccine beliefs (@TOPublicHealth)
Details



Be Simple/Informal

Read your writing before posting.
If it sounds too stuffy or long – re-write!

Writing should be more informal and conversational

Social media is all about conversation



Be Simple/Informal



Public Health - Seattle & King County
August 13

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>



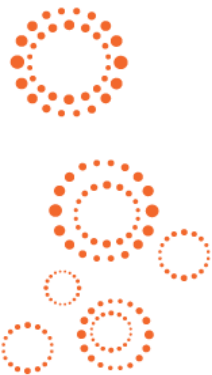
Like · Comment · Share

12



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 2 Oct

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

[Hide summary](#) ↩ Reply ↻ Retweet ★ Favorite ⋮ More

**RWJF News**

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...

[View on web](#)

28
RETWEETS

6
FAVORITES



5:49 AM - 2 Oct 13 - Details [Flag media](#)

Reply to [@RWJF_PubHealth](#)



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



Be Shareable: Vax NW Image

Post Details



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!



17 hours ago

Like Comment Share

15 Likes 2 Comments 16 Shares

797 people saw this post

Boost Post

732 People Reached

51 Likes, Comments & Shares

FROM YOUR PAGE AND POSTS

15 Likes	2 Comments	16 Shares
--------------------	----------------------	---------------------

FROM LIKES, COMMENTS & SHARES

14 Likes	3 Comments	1 Shares
--------------------	----------------------	--------------------

TOTAL

29 Likes	5 Comments	17 Shares
--------------------	----------------------	---------------------

11 Post Clicks

11 Photo Views	0 Link Clicks	0 Other Clicks
--------------------------	-------------------------	--------------------------

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page



What Happens When You Promote Sharable Content?

Post Details

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!



last Thursday

Like Comment Share

41,056 people saw this post

Boosted

41,056 People Reached

179 Likes, Comments & Shares

FROM YOUR PAGE AND POSTS		
65	5	45
Likes	Comments	Shares

FROM LIKES, COMMENTS & SHARES		
56	8	0
Likes	Comments	Shares

TOTAL		
121	13	45
Likes	Comments	Shares

197 Post Clicks

153	0	44
Photo Views	Link Clicks	Other Clicks

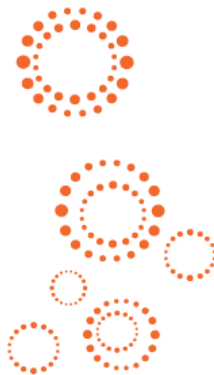
NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page



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

Like · Comment · Share

4 people like this.



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.

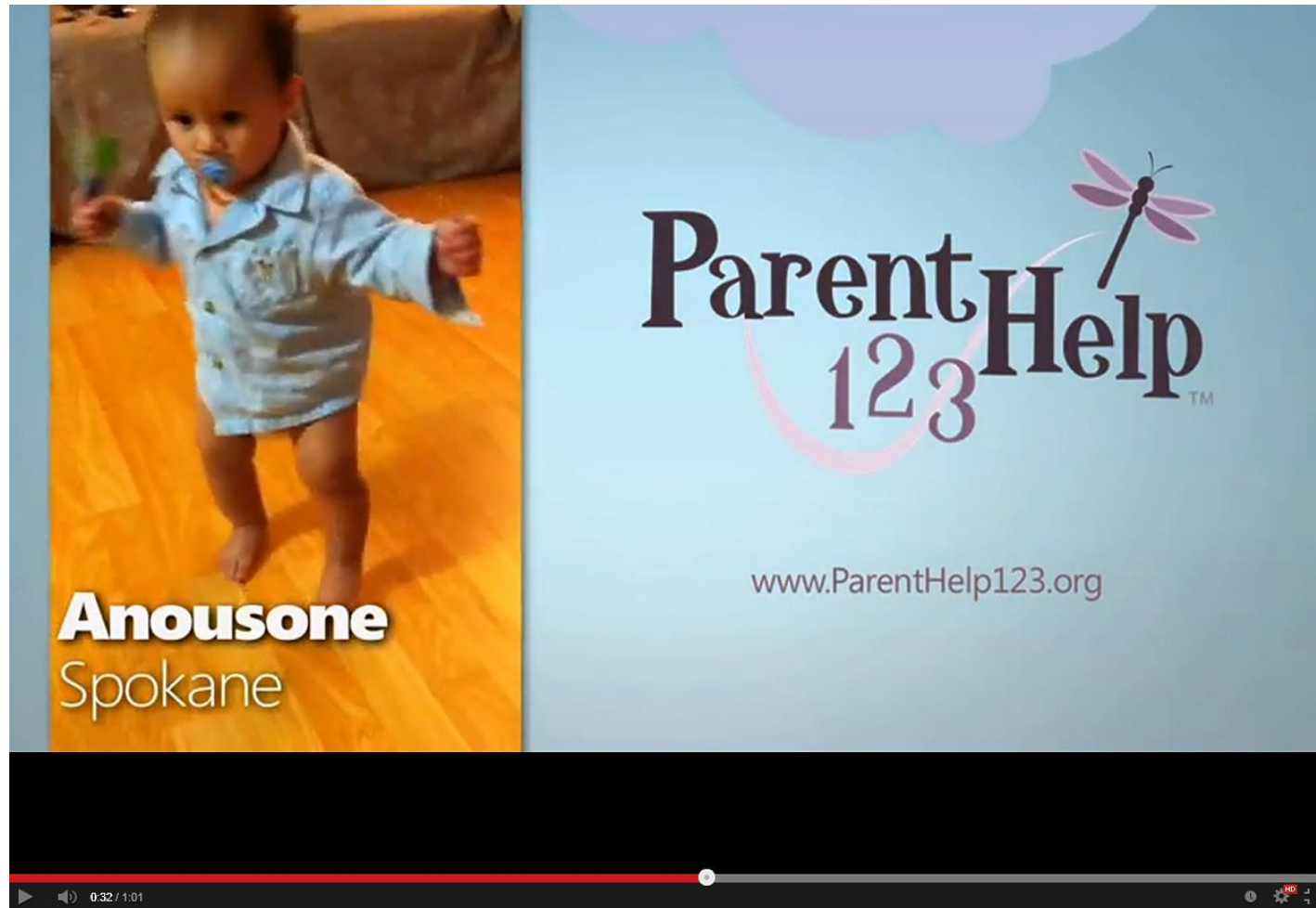
\$100 gift card for 1st place

\$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.

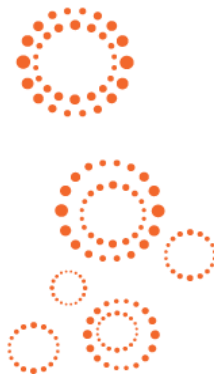
- Organizations or key opinion leaders with similar or aligned goals, influential bloggers

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??

Email: tracya@withinreachwa.org

