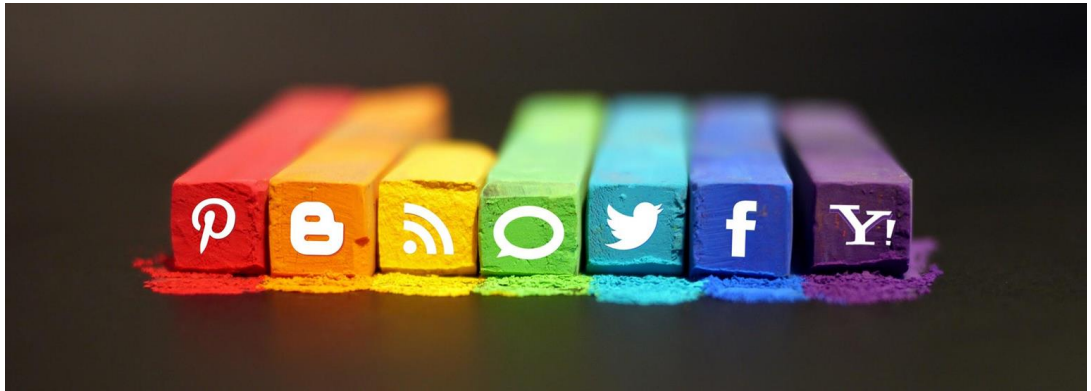
Social Media 101

Social Media Revolution

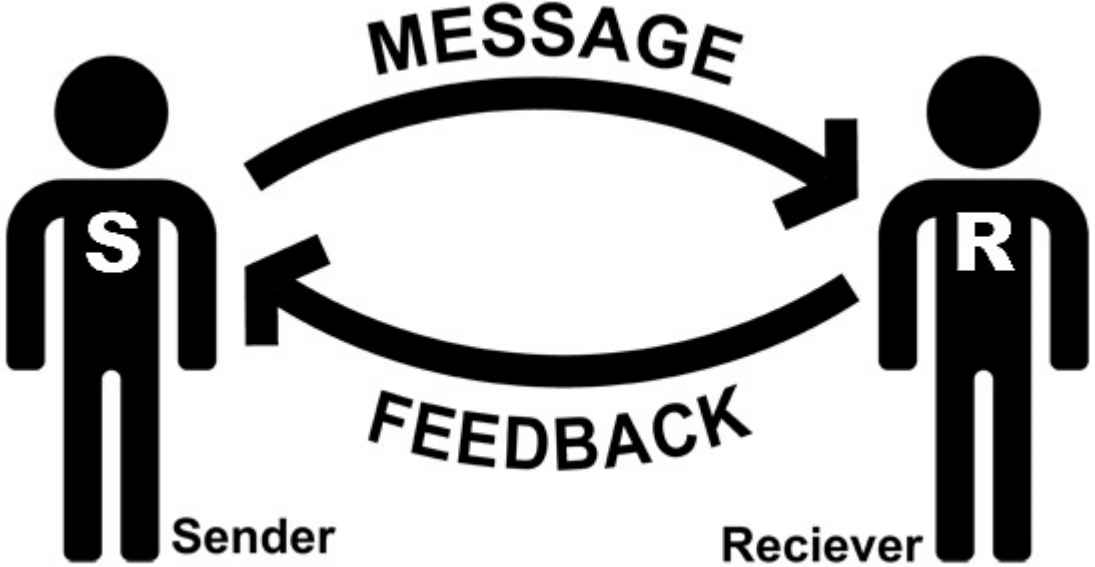
What is social media?

“Social media is a fancy way to describe the zillions of conversations people are having online every day, 24/7.”

- The Espresso Group



What is social media?



FACEBOOK

Facebook is a social networking site that makes it easy to connect and share with family and friends online.

It was originally designed for college students, but in 2006 anyone over 13 with a valid email could join.

Now, there are more than 1 billion users worldwide!

FACEBOOK

Create a business page

1. Choose a Classification
    a. Most will be considered a “Company, Organization, Institution”
    b. Type in your official organization name
2. Complete your basic information
    a. This is your chance to put your mission, vision, values, and services out to the public
    b. Choose a profile and cover photo
3. Decide who is in charge
    a. Pick a couple people to have access to the business page
4. Load up with content

FACEBOOK

Terminology:

- **Post**
  - The message you're sending out into the world
- **Like**
  - The way your consumers give you positive feedback and connect with your organization and the things you post
- **Comment**
  - The way your consumers engage with and tell you their thoughts about what you post
- **News Feed**
  - A constantly updating list of stories from other pages that you follow

FACEBOOK

Take away tip:

- Respond to people’s comments! Social media is all about two way communication, your consumers need to know that you’ve heard them.
  - Respond whenever possible, mediate upset comments as you need to, but most of all - engage with people!

TWITTER

Create an account

1. Sign up for a Twitter account
    a. You'll need a valid email and a user name you want associated with your organization
2. Complete your bio
    a. This is your chance to put your mission, vision, values, and services out to the public - but you only have 160 characters!
    b. Choose a profile and cover photo
3. Decide who you want to have access
    a. Pick a couple people to have access to the Twitter account and password
4. Load up with content

TWITTER

Terminology:

- **Tweet**
  - The message you're sending out into the world in 140 characters or less
- **Favorite**
  - The way your consumers give you positive feedback and connect with your organization and the things you post
- **ReTweet**
  - The way your consumers give you positive feedback and connect with your organization and the things you post - they send it out to their followers
- **Mention**
  - The way your consumers directly contact you

What's the difference?

VS.

What’s the difference?

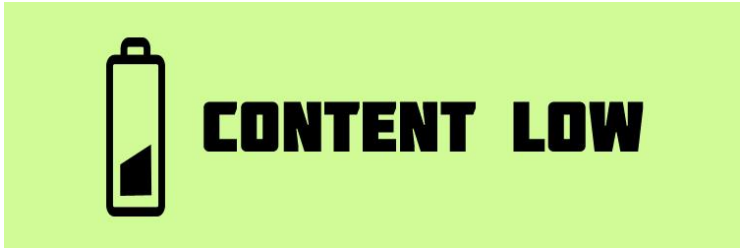
They don’t have to compete! They are both useful in reaching a variety of audiences! Pick what works best for you!

Content? Huh?

Now that you've got your social media platforms up and running, it's time to put something meaningful out there!

Let's talk about content!

Content



Rule #1:

- You don’t have to start from scratch every time.
  - There are plenty of great resources online with content you can use.
    - Example: CDC, other agency pages, local media outlets, national days/weeks/months

Content

Rule #2:

- Use social media to get the word out about what your organization does.
  - Promote your programs and services.
  - Answer commonly asked questions.
  - Celebrate your employees.

The biggest take away is...

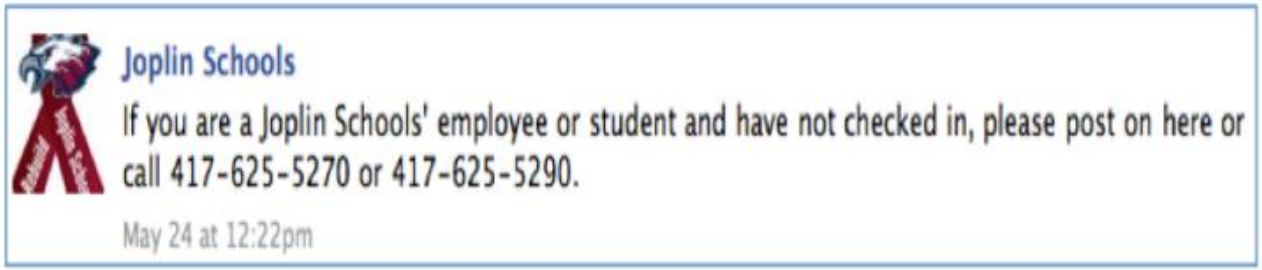
Build your online community now because in the event of an emergency, people will need to know where they can get trusted information - and **you want to be that trusted source!**

Examples

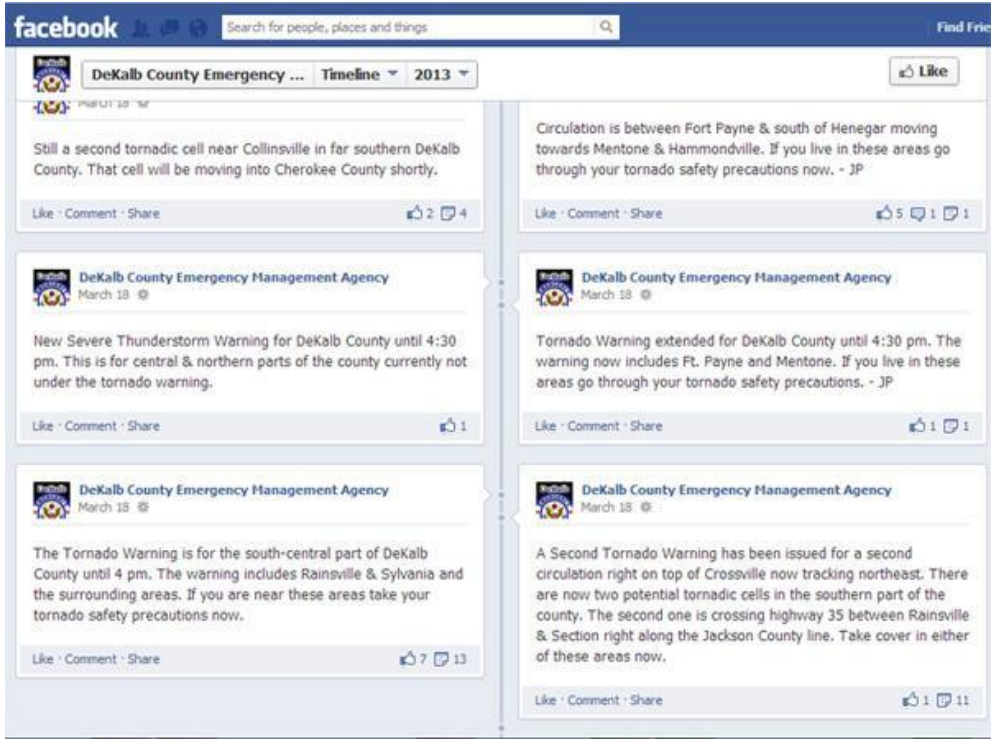
- During Hurricane Sandy, FEMA tweeted:
  - “Phone lines may be congested during/after #Sandy. Let loved ones know you’re okay by send a text or updating your social networks.”

Examples

- After the Joplin tornado, Joplin Public Schools:
  - “Our Facebook page became our primary and only reliable means of communication. Our website and email were down for a week.”



Examples


facebook
Search for people, places and things
DeKalb County Emergency ...
Timeline
2013
Like
Still a second tornadic cell near Collinsville in far southern DeKalb County. That cell will be moving into Cherokee County shortly.
Like · Comment · Share
Circulation is between Fort Payne & south of Henegar moving towards Mentone & Hammondville. If you live in these areas go through your tornado safety precautions now. - JP
Like · Comment · Share
DeKalb County Emergency Management Agency
March 18
New Severe Thunderstorm Warning for DeKalb County until 4:30 pm. This is for central & northern parts of the county currently not under the tornado warning.
Like · Comment · Share
DeKalb County Emergency Management Agency
March 18
Tornado Warning extended for DeKalb County until 4:30 pm. The warning now includes Ft. Payne and Mentone. If you live in these areas go through your tornado safety precautions. - JP
Like · Comment · Share
DeKalb County Emergency Management Agency
March 18
The Tornado Warning is for the south-central part of DeKalb County until 4 pm. The warning includes Rainsville & Sylvania and the surrounding areas. If you are near these areas take your tornado safety precautions now.
Like · Comment · Share
DeKalb County Emergency Management Agency
March 18
A Second Tornado Warning has been issued for a second circulation right on top of Crossville now tracking northeast. There are now two potential tornadic cells in the southern part of the county. The second one is crossing highway 35 between Rainsville & Section right along the Jackson County line. Take cover in either of these areas now.
Like · Comment · Share

Examples

Entergy Arkansas
10 hours ago

As of 9 p.m. our hardworking crews have restored power to just over 180,000 of the 194,000 customers who lost electric service during the storm. Just under 14,000 remain out of service. Our crews are working hard to restore power to everyone as quickly and safely as possible.

Like · Comment · Share 14

329 people like this.

View all 48 comments

Tanya N. Estrada 4023 S. Shackleford please...My neighbor with three small kids is using a gas oven to heat her home
about an hour ago · Like

Melinda Singleterry Brody creek area?
about an hour ago via mobile · Like

Write a comment...

Examples

Mike Bloomberg
@MikeBloomberg
NYC Tap Water is absolutely safe to drink #SandyNYC #Recovery
11:40 AM - 1 Nov 12
American Red Cross
@RedCross
In Hoboken, we have 20 vehicles and 6 box trucks w boxed lunches, ready-to-eat meals, water, 7 mental health workers (11.1.12) #Sandy
11:35 AM - 1 Nov 12

Examples

Shellie
Red Cross DFW
23 hrs
Hello I am here in news of help
Like · Comment · Share
Top Comments
Write a comment...
Red Cross DFW Hi Shellie! My name is Taelor. So we can better determine what help you need, would you mind direct messaging our page? We would like to talk with you about your needs in a private space, so we can work to help you as quickly as possible. Just go to our page, and click the message button and I will respond. Thank you!
Like · Reply · 1 · Commented on by Arc Dfw [?] · 23 hrs

Getting Started with Social Media

an Administrator's Perspective

Deborah Haller

Johnson County Community Health Services Warrensburg, MO

Time to Manage Social Media ?

Finding time to research subject matter, create the posts, and posting them is an ongoing problem.

Other job responsibilities crowd in and this gets pushed to the back burner by more pressing things and deadlines.

What to do?

Managing the Time Crunch

Solutions:

1. Ask others to forward ideas for content.
2. Create a schedule (daily or weekly) and assign an individual, or a department, to be responsible for providing content related to their area.
3. Create folders for each subject area and put pictures and content in them to be used for posts in the future.

4. Set aside a block of time to create posts to be used in the future.

Recruit Help

Find someone in your organization who;

1. Uses social media
2. Understands your business
3. Has Creativity
4. Understands what is professional &

Training in Social Media

Provide them resources;

1. Encourage them to research other LPHA's sites
2. Ask other organization to share what they do
   (Chamber of Commerce or Businesses with active social media)
3. Send them to courses &/or research tips online
4. Allow them time to work this into their other duties

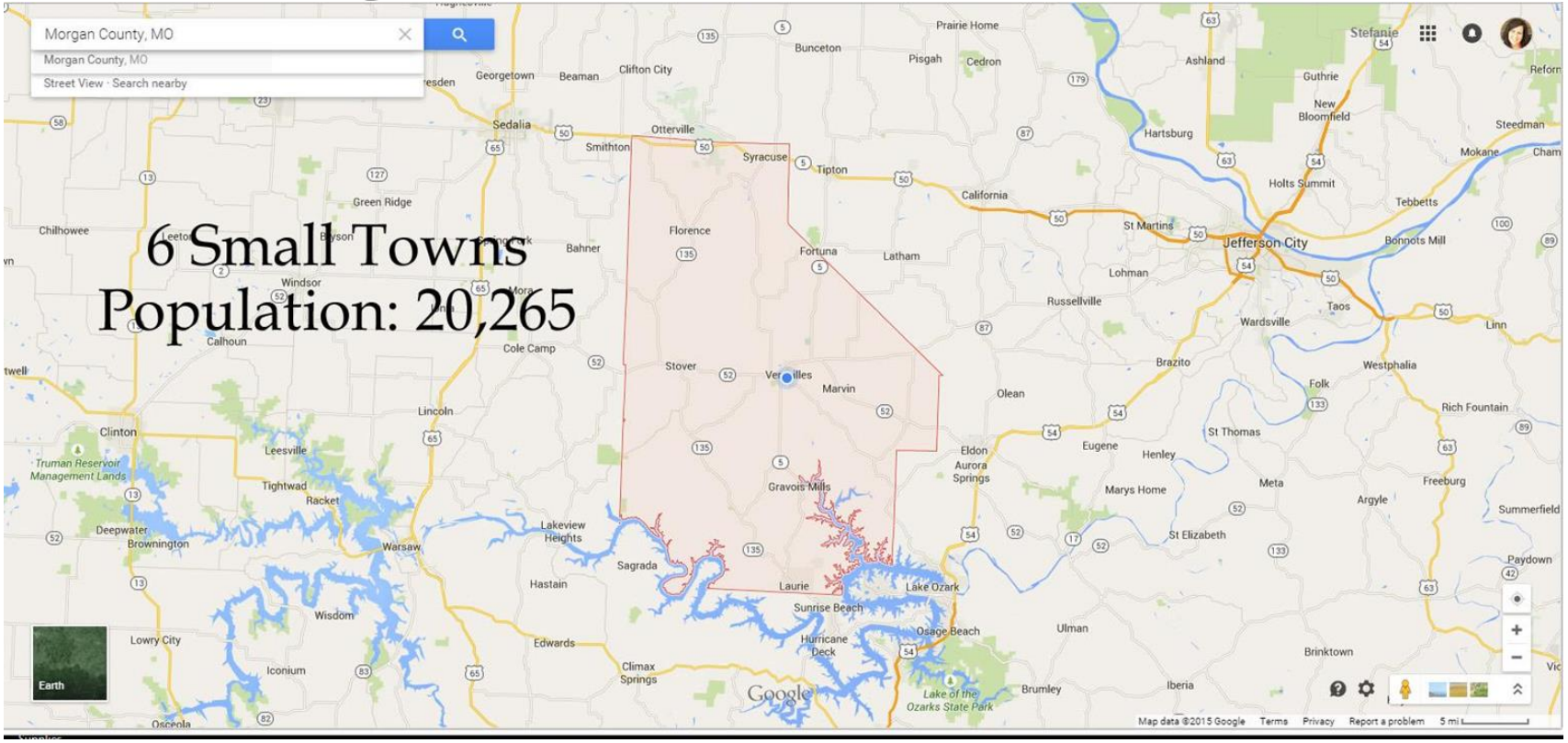
Social Media Tips

1. RELEVANT to your organization & viewers
2. SIMPLE & SHORT
3. TIMELY & CURRENT

Morgan County Health Center

Stefanie Pryor

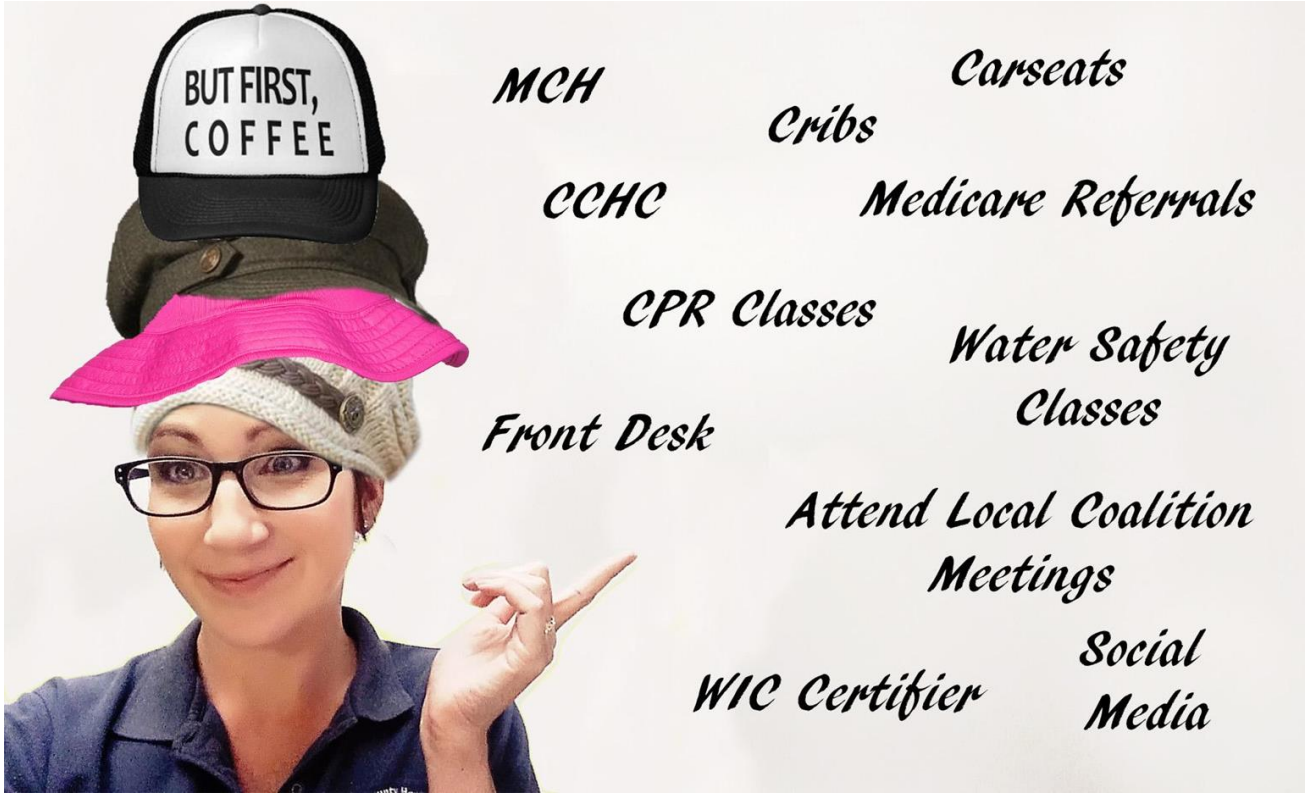
Morgan County



Number of people we serve

-An average of 886 a month

-Outreach Coordinator



Why
Me?

How often do I post?

What times of day?

the less people want to be at work, the more they are on Facebook!
– Buddy Media

How much time does it take?

Tips!

Don’t Be Afraid

Be Visual

Keep it short and sweet

Be Passionate