

# **SOCIAL MEDIA: From Novice to Natural**

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Presented by:

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Sarah DeBord, Colon Cancer Coalition

# Not a choice

JAN  
2018

## DIGITAL AROUND THE WORLD IN 2018

KEY STATISTICAL INDICATORS FOR THE WORLD'S INTERNET, MOBILE, AND SOCIAL MEDIA USERS

TOTAL  
POPULATION



**7.593**  
BILLION

URBANISATION:

**55%**

INTERNET  
USERS



**4.021**  
BILLION

PENETRATION:

**53%**

ACTIVE SOCIAL  
MEDIA USERS



**3.196**  
BILLION

PENETRATION:

**42%**

UNIQUE  
MOBILE USERS



**5.135**  
BILLION

PENETRATION:

**68%**

ACTIVE MOBILE  
SOCIAL USERS



**2.958**  
BILLION

PENETRATION:

**39%**

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; SOCIAL MEDIA AND MOBILE SOCIAL MEDIA: FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS; MOBILE: GSMA INTELLIGENCE; GOOGLE; ERICSSON; KEPIOS ANALYSIS. NOTE: PENETRATION FIGURES ARE FOR TOTAL POPULATION (ALL AGES).

 **Hootsuite™** 

# Why?

The purpose of social media is to:

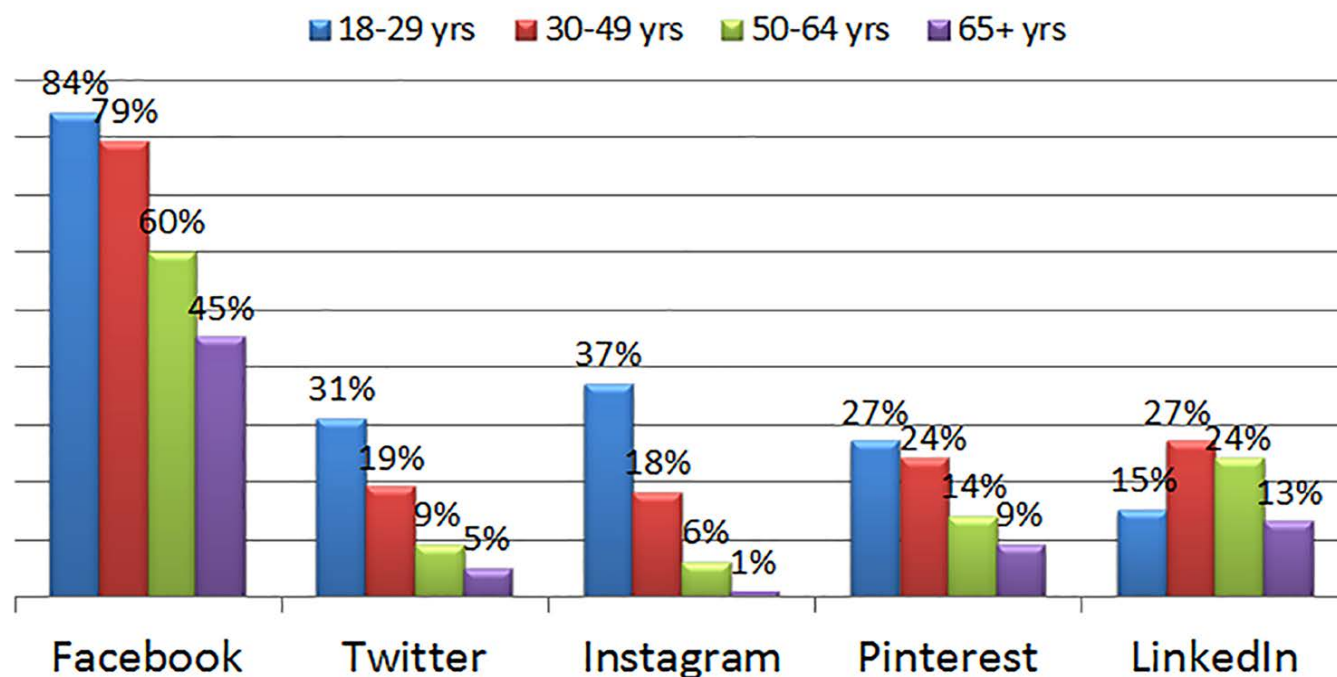
- **Connect:** find people and organizations that share a common interest in what you do
- **Build your brand:** having a social media account is like hanging out your shingle on main street
- **Create community:** build trust in your brand, create relationships, and communicate your mission and purpose to potential users, patients, donors, or clients

# Where do I start?

- Determine your goals: What do you want to get out of your social media presence?
  - Followers, donors, participants, volunteers, patients, business, sponsors, education, awareness
- Evaluate your resources: How much time or staff do you have to set aside to manage and engage on social media?
  - With social media management platforms and organic scheduling, social media doesn't have to be all consuming.
- Know your audience: Do you know the typical user on each platform
- Create amazing content: diversity=interest, monotony=boredom
- Adopt an 80-20 rule: 80% about others 20% about you
- Focus on quality, not quantity
  - Understand each social media platform's "posting pace"

# Who is your audience?

## Online Social Networking Platform Users, by Age



# Types of Content

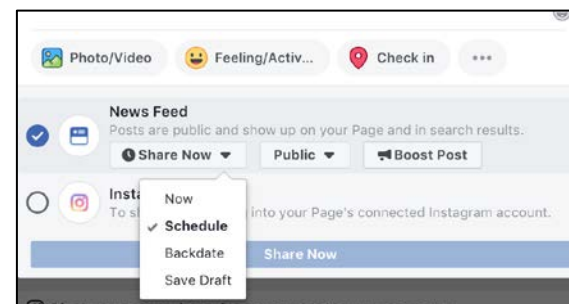
- Mission-related topics, events, program updates, human interest stories, educational graphics
- Blogs (written by your staff or by guest bloggers)
  - A great way to build your reputation, tell your story, and educate your audience
  - Increase your visibility in search engine results, especially when key search terms are used
  - Drive traffic to your website
- Promotion of partner organizations, including their events, blogs, and social media content
- Shared content from relevant and trusted sources and organizations

# Content Strategy

- Consider platform requirements (character limits, photos, # hashtags).
- Use keywords that will match your audience's internet searches.
- Consider when and how often to post (and when not to post).
  - Built-in analytic tools can indicate your best times to engage.
  - Day and time of day matters.
  - High competition for your audience's attention (holidays, long weekends, election days, disasters/tragedies).
- Use of photos and videos tends to drive increased engagement.
  - Complete media waivers if using photos of participants.
  - Don't be afraid to live stream – it may not go perfectly but it can drive engagement.
  - Respect copyright laws for images (e.g., Google images has a Tools menu to filter by Usage Rights).
- Keep a list of content ideas for future social media posts and blogs.
- Short on time or content? Keep it simple and don't recreate the wheel!
  - Ask your followers an interesting or relevant question.
  - Share or repost content from a trusted source (including your own blog history).
  - Post a meaningful photo or an inspirational quote.

# Planning and Calendering

NOTES	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
- Engagement Question: State ranked?	JULY 2017 S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	SEPTEMBER 2017 S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	1 Blog: Breast Fest/ Jody Skolak	2 FB: (Amy) IG/T in Sept.	3 FB: (Amy) what's your fav B.C. event in October? Drawing for win on Monday Aug 14th	4 #FanFriday5 FB: (Amy) Lynx in playoffs, you support us	5	
- Time table	6 - Angel Found. Fall Programming - TED talk	7 FB: (Amy) Mentoring Monday	8 Blog: 3 Day	9 FB: (Elizabeth) Welcome Elizabeth	10 FB: (Amy) 3 Day cheering	11 FB: Good luck to chainbreaker riders	12	
	13	14 FB: (Jenny) Drawing for Meg	15 Blog: (Amy) Repost	16 Kris FB: (Amy) Need a speaker	17 FB: (Jenny) Photo of buttons	18 FB Live: (Jenny) 3-Day	19	
	20	21 FB: (Jenny) 3 Day Recap of photos	22 Blog: BEEA	23 FB: (Amy) Newsletter	24 FB: (Amy) FFS Dialoges	25 FB: (Amy) Breastfest	26	
	27	28 FB: (Amy) IG/T	29 Blog: State	30 FB: (Jenny) Purpose	31 FB: (Amy) Marathon			



**Social media management tools can help you schedule social media and ensure your don't miss posts from selected users, hashtags, and key words**

**Tweetdeck** - free for Twitter management

**Hootsuite** - paid management tool for Twitter, Facebook, and Instagram

**SproutSocial** - paid management tool for Twitter, Facebook, and Instagram

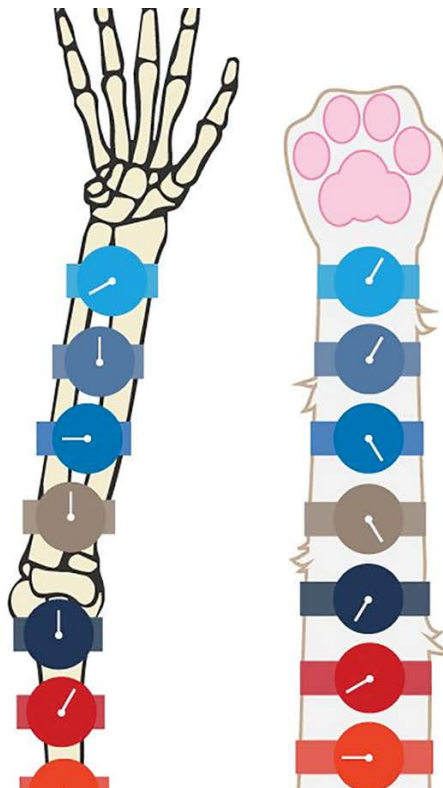
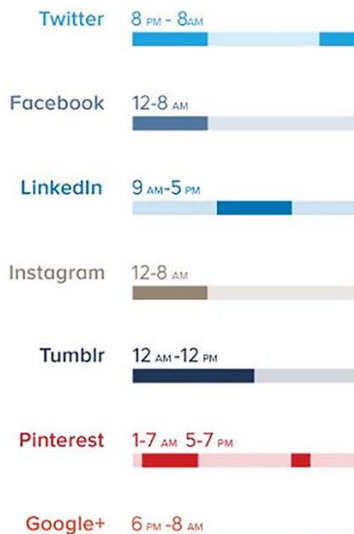


# When to post

Social media analytics can tell you the ideal times to post to get the most engagement, but doing your own “social media listening” can tell you when the best time *your* followers are likely to respond and engage.

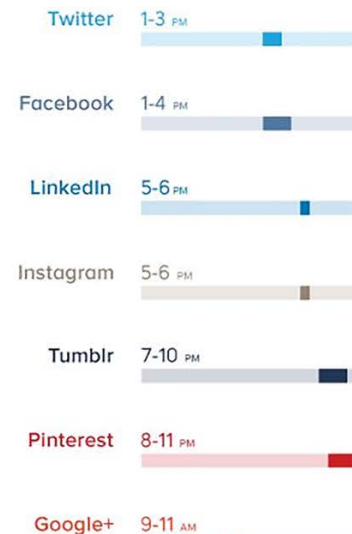
## Posting Dead Zones

Literally the worst times to post on social media.



## Timing Is Everything

Post smarter right meow.



# Which Platform?



PINTEREST

**SOCIAL SITE THAT IS ALL ABOUT DISCOVERY**

**LARGEST OPPORTUNITIES**



**USERS ARE:**



TWITTER

**MICRO BLOGGING SOCIAL SITE THAT LIMITS EACH POST TO 140 CHARACTERS**

**LARGEST PENETRATION**



**BUT SPREADING SLOWLY AND STEADILY**



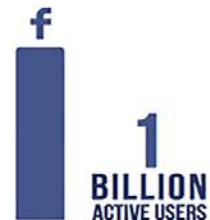
FACEBOOK

**SOCIAL SHARING SITE THAT HAS 1 BILLION USERS WORLDWIDE**

**LARGEST OPPORTUNITIES**



**COMMUNICATING WITH CONSUMERS IN A NON-OBTRUSIVE WAY**



INSTAGRAM

**SOCIAL SHARING SITE ALL AROUND PICTURES AND NOW 15 SECOND VIDEOS**

**MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF # HASHTAGS**

**AND POSTING PICTURES CONSUMERS CAN RELATE TO**

**MOST FOLLOWED BRAND IS**



GOOGLE+

**SOCIAL NETWORK BUILT BY GOOGLE THAT ALLOWS FOR BRANDS AND USERS TO BUILD CIRCLES**

**NOT AS MANY BRANDS ACTIVE, BUT THE ONES THAT ARE TEND TO BE A GOOD FIT WITH A GREAT FOLLOWING**



LINKEDIN

**BUSINESS ORIENTED**

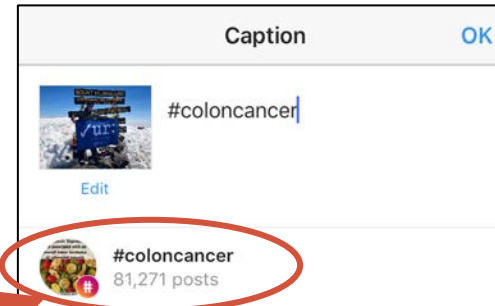
**BRANDS THAT ARE PARTICIPATING ARE CORPORATE BRANDS GIVING POTENTIAL AND CURRENT ASSOCIATES A PLACE TO NETWORK & CONNECT**



Designed by: Leverage - leveragenewagemedia.com

# Hashtags

- Most commonly used on Twitter and IG
- Look for the most frequently used hashtags
- Use, don't abuse, hashtags
- Be simple and keep it short
- Use commonly searched terms
- Check for typos
- Look for what's trending
- Use it in a sentence - especially on Twitter where every character counts
- Contain a message - be informative
- Be consistent
- **Symlur** - health care hashtag project



#checkyourcolon

# Keep it interesting

## Illustrate your mission through social media

Without looking at your name, can people tell what you're about through your post?

## Planned vs. spontaneous

Planning is great, but leave room for the unexpected (news stories, calls to action from other organizations)

## Diversify your post

Blogs, fun graphics (GIFs, memes), infographics, articles, stats, guest blogs, survivor/caregiver stories, special calendar days/holidays

## Share the love

Give love to other local/national orgs that you partner with, like/comment/share social media message

## A picture is worth a thousand words

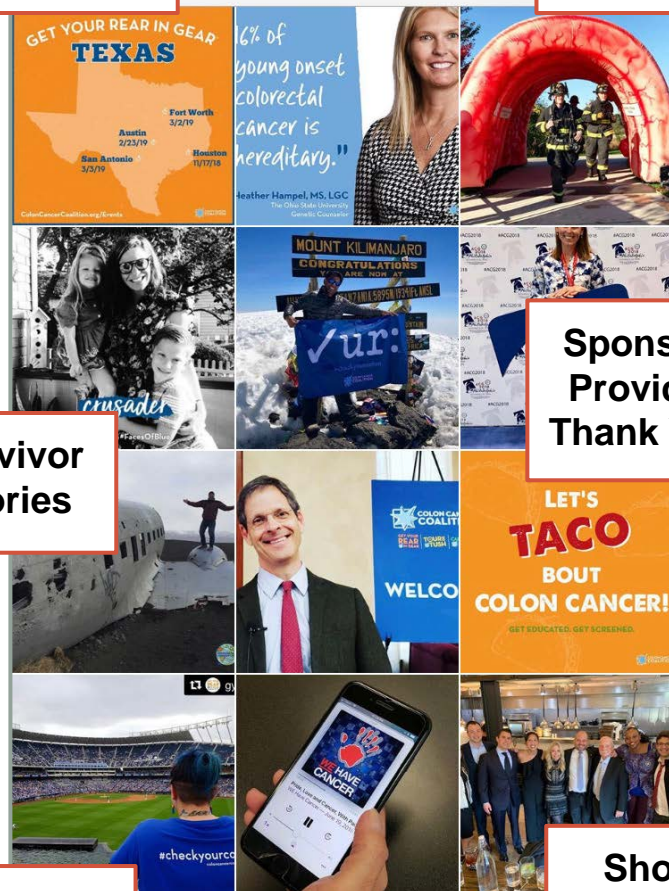
Try to attach an image, a link (if applicable), and a call to action

Event  
Promotion

Educational  
Message

gyrig04 ▾

Fun  
Photo



Survivor  
Stories

Sponsor/  
Provider  
Thank You

Mixing  
Messages

Show  
Love to  
Partners

# Keep it engaging

Call to action

Ask a question

Play a game

Use video

**Minnesota Department of Health**  
January 25 at 8:25 AM · 🌐

Do you know a middle school or high school student interested in filmmaking? Tell them about our Lights, Camera, Action for Antibiotics Student Video Contest! Students create a 30-second video to increase awareness about antibiotic resistance and proper antibiotic use. Submissions are due by Feb. 1. Learn more on our website: [www.health.state.mn.us/onehealthabx/video/index.html](http://www.health.state.mn.us/onehealthabx/video/index.html)

Minnesota Department of Education Minnesota Pollution Control Agency Minnesota Department of Agriculture Minnesota Board of Animal Health Minnesota FFA Association Minnesota 4-H #OneHealth



**Colon Cancer Coalition**  
Friday at 10:43 AM · 🌐

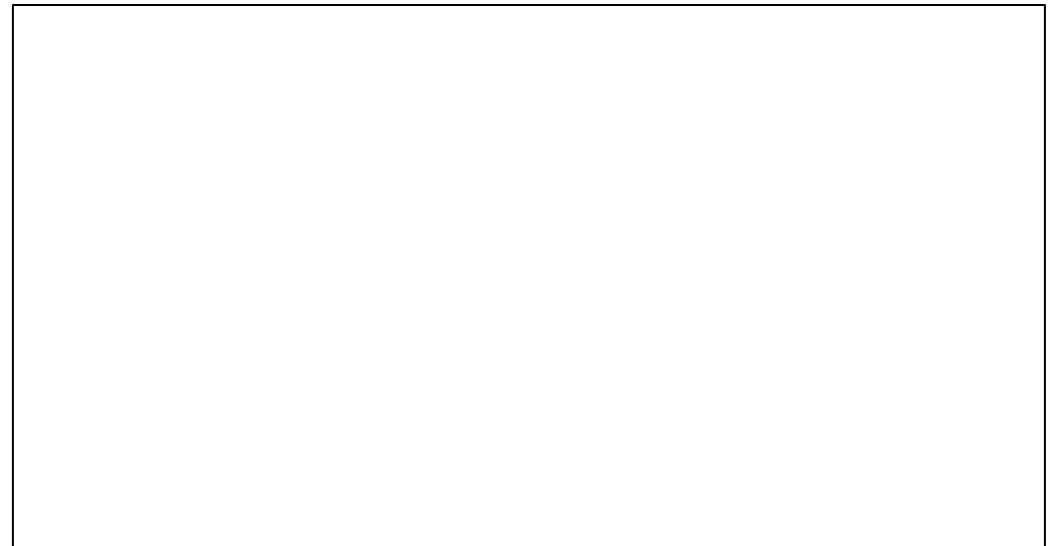
Using a GIF, let us know how excited you get when someone tells you they've been screened for colorectal cancer!



**American Cancer Society Cancer Action Network**  
Minnesota - ACS CAN  
January 16 at 3:06 PM · 🌐

You're fighting cancer. Your doctor says you need a drug that could save your life. But, because of a proposed regulation, Medicare prescription drug plans could deny coverage.

That could happen to 43 million seniors if this new regulation proposed by the Administration becomes a reality. Tell Secretary Azar to protect cancer patients and stop the proposed rule. #CoverCancerRX  
<https://goo.gl/QtSyuo>



# Keep it in the right spot

**Know your social media platforms.**

**If you don't know them, be an outside observer for a while. Take the temperature of the room.**

**Use social media listening to get the feel for each space, and the voice, and tone used.**

**Understand the pace of posting in each platform. Oversharing can turn people off.**

**Know your audience.**

**Know the language for each platform.**

Hashtags are most commonly used on Twitter and Instagram

Keep LinkedIn for business

Instagram is all about hero image

Providers/researchers are on Twitter, connecting by speciality and commonality



**Mark Lewis** @marklewismd · Feb 1

Wearing purple today in honor of yet another life lost far too soon to the scourge of [#pancreaticcancer](#)

[#pancsm](#)

# Keep it realistic

- Rome wasn't built in a day and growing your social media account is going to take time and work
- Algorithms are always changing, so don't get frustrated
- Do your social media listening and know what people are going to respond to
- The more you put into it the more you're going to get out of it
- Social media is not going to solve all your problems, but when used consistently it can increase your visibility within the community and the space of what you do

