Social Media 101: Social Media for Non-profits

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Outline

- Introduction to Social Media
- Social Media Basics
    - Facebook
    - Twitter
- Best Practices
- Answering your Survey Questions
- Q & A

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Social Media Landscape 2012

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Understanding Social Media Networks

- **Facebook**
  - Advantages:
    - Private thread conversations – can be useful for engaging support groups
    - Generally less of a professional audience than Twitter
    - Expectations for frequent updates less than Twitter
  - Disadvantages:
    - Concerns over privacy issues. There is a need to be mindful that it is the internet, be wary of what is posted openly, especially when dealing with clients
    - Less professional audience, maybe not the best if goal is advocacy/influencing decision makers
    - Increasingly fewer young people on Facebook (the mom effect)

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- **Twitter**
  - Advantages
    - Short, concise messaging.
    - Possibility of reaching a wide audience
    - Potential to connect with professionals and key decision makers
    - Ability to gain local/national/international momentum through the use of hashtags (#) – trending
    - Quick access to a breadth of knowledge
  - Disadvantages
    - Fitting key messages in 140 characters
    - Finding the right people to connect with in a sea of Twitter clients
    - Hard to target a specific segment
    - For palliative care specifically, it's more professionals than anything else

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Social Media Basics

- Before you begin social media ask yourself if you have the time. The difference between using social media and using social media *effectively* is time.

- Don't need to update daily, but if you want to develop an online presence you need to be active, involved and at least minimally committed. Aim to update once a week.

- Remember, it's better to update less frequently than to post mediocre content.

- When in doubt "retweet" or "share." This can be a great way to get new "followers" and "likes!"

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Twitter

- Create a Twitter account for your organization.

- Pick a username that isn't too long and won't infringe too much on 140 character limit – this is important for retweets.

- Write a short blurb on the purpose of your organization. Be sure to include relevant links to your website to drive traffic.

- We also chose to personalize it, by writing that our Tweet are from Julia and Vanessa

How to Get Started: Courtesy of ehospice

- Find your channel, be it Facebook, Twitter, Linked-in, Pinterest, email, or Google+.

- Make the jump, sign up and observe ('lurk') for a bit.

- Follow a few people, organizations, or themes to start.

- To start with, dedicate a few minutes either once, twice or three times a day to check your channel(s). Don't start by being "on" all the time.

- Think about joining a tweetchat (usually a dedicated hour) where people from all over the globe get together on Twitter to interact and discuss a shared interest.

- Start following and then tweeting from conferences. This can be almost as good as being there!

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Twitter: Privacy and who Controls Messaging

- Twitter is *not* private. Less so than Facebook. Your entire profile and Tweet history can be viewed by everyone.

- Recommend that you assign 1 or 2 people responsible for Tweeting.

  - Keeps consistency of voice

  - Communicating key message

  - If others in organization want to have a message posted, have them send it to the Twitter-ers

  - Make sure people responsible agree to a social media policy and understand that once they Tweet, it is made public forever

    - **@ChryslerAutos: "I find it ironic that Detroit is known as the #motorcity and yet no one can $%^&ing drive"**

- Handling personal accounts

  - If staff have personal Twitter accounts that they use for work purposes, like to participate in Tweet chats their profile should include a disclaimer.

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Julia's Twitter Page - Disclaimer

Staff can associate themselves with organization's Twitter, but include a disclaimer

What is a hashtag?

- A hashtag is a fully searchable link that is used on Twitter
- By inserting it in a Tweet it can create a sense of community, allow multiple users to contribute to a single conversation and/or create momentum around a certain event
- Unsure of which hashtags to use? Follow organizations/individuals with like-minded interests
- Here are a few that the CHPCA uses often
  - #eol (end-of-life)
  - #hpc (hospice palliative care)
  - #hpm (hospice palliative medicine)
  - #caregiving
  - #hcsmca (health care social media Canada)
  - #eldercarechat

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Social Media Policy for the Workplace

- Consider the following elements when developing a social media policy for your organization:
  - Usage
  - Disclaimer
  - Confidential Information
  - Respectful Tone
  - Copyrights and Trademarks
  - Personal
  - Authenticity
  - Personality
- If you would like to see the CHPCA's Social Media policy or adapt it for your own, please <u>follow the link.</u>

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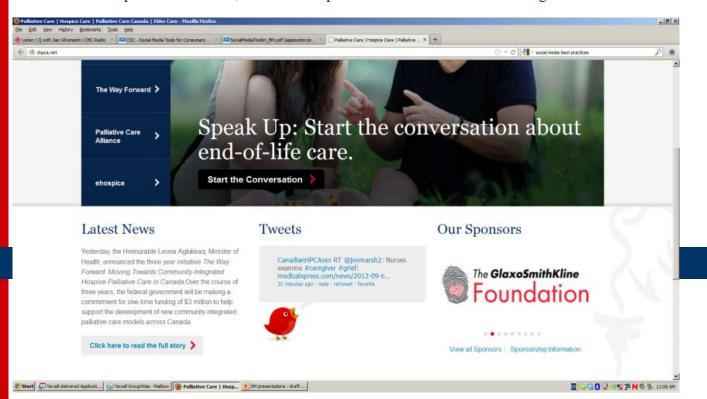Association canadienne de soins palliatifs

Your Survey Questions

- How do you bridge the gap between being cautious and communicating with your followers? (especially in the case of RNs and others)
    - Stay away from offering medical advice
    - Use it a tool to disseminate changes/updates in policy
    - Promote organizational resources, events
    - Stimulate discussions amongst fellow health care professionals while keeping it "high level" away from individual case studies
- Is there a cost associated with using social media?
    - No cost other than time.
    - At the CHPCA it takes approximately 15-20 minutes per day to update Facebook and Twitter. But more time can be invested to regularly monitor feeds of both.
- Can you use social media as a fundraising tool?
    - Haven't seen this done successfully as an organization, at least not for solicitation
    - Can be a useful to leverage sponsorship – eg. If you're company sponsors our event we will share the information on Facebook and Twitter 6 times during the week of the event to our 600 followers

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Survey Questions Continued…

- How do you navigate privacy on Twitter?
  - Celebrities misuse of Twitter
    - @KennethCole: *"Millions are in uproar in #Cairo. Rumor is they heard our new spring collection is now available online at http://bit. ly/KCairo*
      - Kenneth sent this Tweet out following the uprisings in Egypt. He received immediate backlash from his Twitter followers. He apologized and deleted it, but once something is posted on the internet it can't ever really be deleted.
    - @justinbieber: *"Call me right now."*
      - Justin sent this Tweet to Scott Baio along with a phone number missing one digit. It was read by his 1.5 million followers, 1,000 of whom added a number at random and got a hold of an older Texas couple

- How do you respond to negative comments on a Facebook post?
  - A response is needed unless it's straight up bullying, then delete the post
  - A response is also good practice if it's a positive post or if you see that someone has shared your information

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Survey Questions Continued...

- How do I get more followers and likes?
  - Be sure to imbed "Follow us on Twitter" "Like us on Facebook" icons in your email signatures, through your newsletter system (Constant Contact/Mailchimp), post these links on your webpage as well.
  - Finances permitting, imbed your organization's Twitter feed on your website.
  - Respond to mentions, share other updates and follow like-minded organizations

Helpful Links and Resources

- *About that First Tweet: A Practical Guide to Social Media for Charities and Social Enterprises*

- "Defining Social Media: Mass Collaboration is Its Unique Value"

- "How Charities Can Use Social Media for Digital Campaigns"

- Hootsuite.com -> shortening links, some analytics, managing multiple platforms

- Bitly.com -> shortening links, pictures and some analytics

- "Palliative Care and Social Media"

- Mashable.com -> have an extensive "how to" section

- "Beginners Guide to Social Media"

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Questions & Answers

- Please press *7 to unmute and pose your questions or type them in the chat pod

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