Let's get cooking!

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Presenter Disclosure Information
Jodi Sperber, MSW, MPH

I have no relevant conflicts of interest to declare or relevant conflict with regards to:

- **Grant Research/Support**
- **Speaker's Bureau**
- **Major Stockholder**
- **Other Financial or Material Interest**

Shift your thinking

Social Networking Sites

% of internet users who use social networking sites

		Use Social Networking Sites
All internet users (n=1,802)		**67%**
a	Men (n=846)	62
b	Women (n=956)	71[a]
Race/ethnicity		
a	White, Non-Hispanic (n=1,332)	65
b	Black, Non-Hispanic (n=178)	68
c	Hispanic (n=154)	72
Age		
a	18-29 (n=318)	83[bcd]
b	30-49 (n=532)	77[cd]
c	50-64 (n=551)	52[d]
d	65+ (n=368)	32
Education attainment		
a	Less than high school/high school grad (n=549)	66
b	Some College (n=519)	69
c	College + (n=721)	65
Household income		
a	Less than $30,000/yr (n=409)	72
b	$30,000-$49,999 (n=330)	65
c	$50,000-$74,999 (n=283)	66
d	$75,000+ (n=504)	66
Urbanity		
a	Urban (n=561)	70[c]
b	Suburban (n=905)	67
c	Rural (n=336)	61

Source: Pew Research Center's Internet & American Life Project Post-Election Survey, November 14 – December 09, 2012. N=1,802 internet users. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error is +/- 2.6 percentage points for results based on internet users.

Note: Percentages marked with a superscript letter (e.g., [a]) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g. age).

The Landscape of Social Media Users

	% of internet users who....	The service is especially appealing to ...
Use Any Social Networking Site	67%	Adults ages 18-29, women
Use Facebook	67	Women, adults ages 18-29
Use Twitter	16	Adults ages 18-29, African-Americans, urban residents
Use Pinterest	15	Women, adults under 50, whites, those with some college education
Use Instagram	13	Adults ages 18-29, African-Americans, Latinos, women, urban residents
Use Tumblr	6	Adults ages 18-29

Source: Pew Research Center's Internet & American Life Project Post-Election Survey, November 14 – December 09, 2012. N=1,802 internet users. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error is +/- 2.6 percentage points for results based on internet users. Facebook figures are based on Pew Research Center's Internet & American Life Project Omnibus Survey, December 13-16, 2012. Margin of error for Facebook data is +/- 2.9 percentage points for results based on internet users (n=860).

Do you have a social media policy?

Why create one?

- Promote (proper) use of social media
- Minimize confusion
- Model transparency
- Set expectations

Recipe: SM Policy: Best practices

Ingredients:

✓ Specificity

Directions:

- ❑ What is your organizational culture?
- ❑ Do you need to…

…spell out everything staff should or should not do

…provide tactics and guidelines

…vision and strategy document so staff can make their own decisions

Recipe: SM Policy: Best practices

Ingredients:

- ✓ Specificity
- ✓ Visibility

Directions:

- ❑ Who will need to see it?
- ❑ Do you need to share it with…

…only key personnel?

…key staff (e.g., communications and outreach teams)

…everyone in the organization

Recipe: SM Policy: Best practices

Ingredients:

- ✓ Specificity
- ✓ Visibility
- ✓ Audience

Directions:

- ❑ Define your audience
- ❑ You likely have more than one

GENERAL INFORMATION

A. Scope: This policy applies to all employees, physicians accessing Sutter Health's Hosted Media Sites, volunteers, non-employee assistants/students, vendors, contract personnel and other associates of Sutter Health's network of care to the extent such non-employed individuals are contractually or otherwise obligated to follow Sutter Health policies ("Individuals"). It applies to the use of social media during work and non-work time, when the person's affiliation with the Sutter Health network of care is identified, known or presumed. It does not apply to content that is otherwise unrelated to Sutter Health.

Recipe: SM Policy: Best practices

Ingredients:

- ✓ Specificity
- ✓ Visibility
- ✓ Audience
- ✓ Expected conduct

Directions:

- ❑ Consider employees
- ❑ Consider others

How do I balance my personal and professional lives online?
You need to determine your own comfort level in discussing work in your personal communications.

If you choose to talk about your Red Cross work via your personal online accounts, please disclose your relationship with the Red Cross and be responsible.

Remember that the NHQ social media team will see all mentions of the Red Cross and may contact you to praise your discussion, invite you to contribute to our corporate online spaces, or to give you guidance about how to talk about your work responsibly. Always follow our Fundamental Principles.

Recipe: SM Policy: Best practices

Ingredients:

- ✓ Specificity
- ✓ Visibility
- ✓ Audience
- ✓ Expected conduct
- ✓ **Plan for engagement**

Directions:

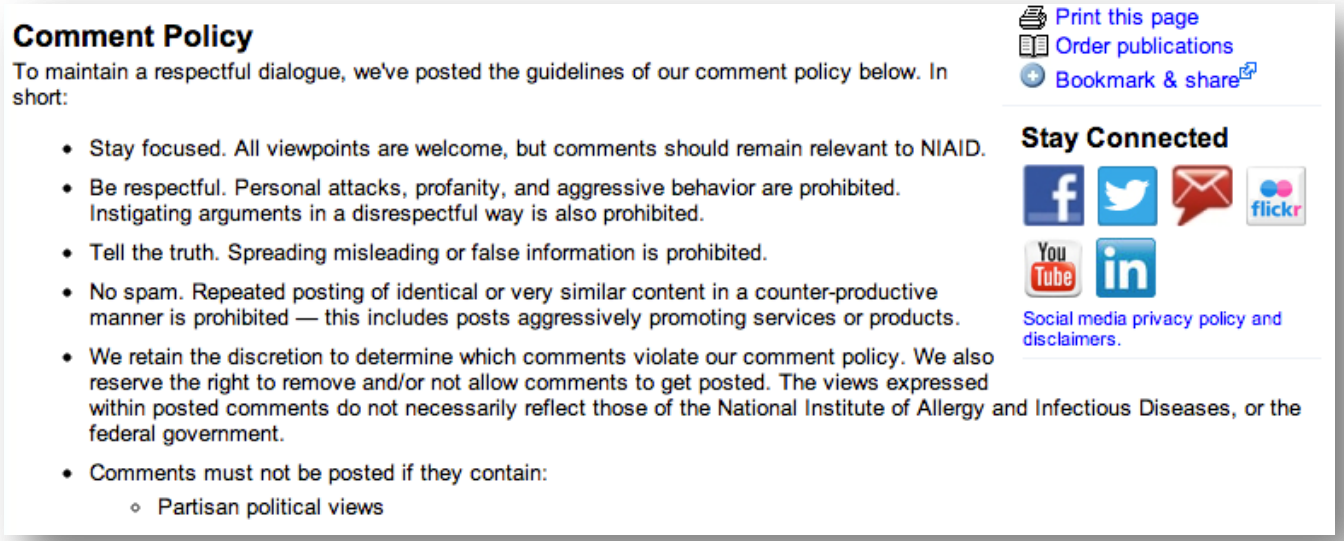
- ❑ Could you turn it into an opportunity?
- ❑ Does the post contain misinformation?
- ❑ Will it damage your community?
- ❑ Does it include vulgarity or inflammatory language?
- ❑ Do they keep posting objectionable things simply because you're responding?

Recipe: SM Policy: Best practices

Ingredients:

- ✓ Specificity
- ✓ Visibility
- ✓ Audience
- ✓ Expected conduct
- ✓ **Plan for engagement**

Directions:



Comment Policy

To maintain a respectful dialogue, we've posted the guidelines of our comment policy below. In short:

- Stay focused. All viewpoints are welcome, but comments should remain relevant to NIAID.
- Be respectful. Personal attacks, profanity, and aggressive behavior are prohibited. Instigating arguments in a disrespectful way is also prohibited.
- Tell the truth. Spreading misleading or false information is prohibited.
- No spam. Repeated posting of identical or very similar content in a counter-productive manner is prohibited — this includes posts aggressively promoting services or products.
- We retain the discretion to determine which comments violate our comment policy. We also reserve the right to remove and/or not allow comments to get posted. The views expressed within posted comments do not necessarily reflect those of the National Institute of Allergy and Infectious Diseases, or the federal government.
- Comments must not be posted if they contain:
  - Partisan political views

Recipe: SM Policy: Best practices

Ingredients:

- ✓ Specificity
- ✓ Visibility
- ✓ Audience
- ✓ Expected conduct
- ✓ Plan for engagement
- ✓ **Consider HIPAA**

Directions:

- ❑ HIPAA and social media can play well together
- ❑ You can share PHI, if it's about *you*

Recipe: SM Policy: Best practices

Ingredients:

- ✓ Specificity
- ✓ Visibility
- ✓ Audience
- ✓ Expected conduct
- ✓ Plan for engagement
- ✓ Consider HIPAA
- ✓ **Monitor and revise**

Directions:

- ❑ Review every 6-12 months
- ❑ Tools evolve – is your policy still relevant?

Recipe: SM Policy: Best practices

Ingredients:

- ✓ Specificity
- ✓ Visibility
- ✓ Audience
- ✓ Expected conduct
- ✓ Plan for engagement
- ✓ Consider HIPAA
- ✓ Monitor and revise
- ✓ **Tell others!**

Directions:

- ❑ Share it!
  - ❑ Employee handbook
  - ❑ Intranet
  - ❑ Train staff
  - ❑ Post on website

LET'S GIVE IT A TRY…

http://socialmedia.policytool.net/

To recap…

- Provides expectation of online behavior
- More than one policy = ok
- Can range from very broad to highly specific
- Make sure people know about it and can find it!
- Routinely revisit policies to reflect changes in tools or expectations

Why is strategy important?

Time

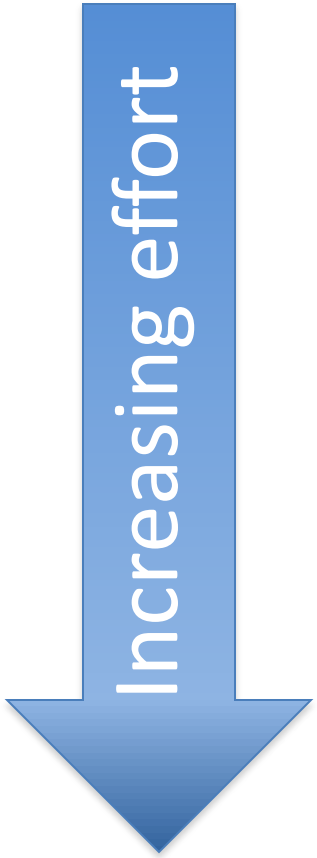
Resources

Tools

Measurement

Not all goals are the same

- Listen and learn
- Build awareness
- Improve reputation of organization
- Drive traffic
- Build relationships
- Take action
- Motivate others to create content



People

Objectives

Strategy

Technology

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People

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Strategy

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Case Study: I Have Immunity

- Part of ImmunizeBC
- Goal: Create a network of immunization lay and HCW advocates – "Boosters"
- Approach: Gathering and sharing stories

Collect + share

Me

Search

I Have Immunity

@ihaveimmunity

A grassroots advocacy campaign to promote immunizations in BC!
Share your stories with us at IHaveImmunity.com!

BC · http://www.ihaveimmunity.com

1,004 TWEETS	468 FOLLOWING	349 FOLLOWERS	Follow

Tweets

I Have Immunity @ihaveimmunity 1h
New Canadian study suggests 2 doses of #HPV vaccine may work as well as 3. ow.ly/kDX8B
View summary

I Have Immunity @ihaveimmunity 20h
Delayed your child's #vaccines? Speak with your public health nurse or doctor about your concerns ow.ly/kBAj9
Expand

I Have Immunity @ihaveimmunity 1 May
What #vaccines do you need as an adult? Check out this handy list to find out - ow.ly/kBA6s
Expand

I Have Immunity @ihaveimmunity 1 May
RT @interior_health: Follow BC's routine #immunization schedule to get the best protection. goo.gl/a6EiU...
Expand

I Have Immunity @ihaveimmunity 30 Apr
RT @immunizedotca: Video: 'How Vaccines Work' (Health Canada, First Nations & Inuit Health): facebook.com/photo.php?v=57...
Expand

I Have Immunity @ihaveimmunity 30 Apr

facebook

Search for people, places and things

Jodi Sperber | Home

Make Prevention Contagious

Create Page

Now
2012
Launched

I Have Immunity

186 likes · 23 talking about this

Like | Message

Community
Welcome to the I Have Immunity page! We are a campaign to raise awareness about the value of immunization through sharing evidence-based information, stories, and resources. I Have Immunity is a project of ImmunizeBC.

About – Suggest an Edit

Photos | 186 Likes | Invite Your Friends!

Highlights

Post | Photo / Video

Write something...

I Have Immunity shared a link via Vaccinate Your Baby.
22 hours ago

The UK is in the midst of a major measles outbreak and now measles is back in the US. As of today, there have been 19 confirmed cases of measles in North Carolina. The first person to fall ill had just returned from a trip to India. This is... See More

Measles Cases In North Carolina Lead To Free Vaccines
www.itechpost.com
Measles are back in the U.S., causing North Carolina to offer free vaccines for

Recent Posts by Others on I Have Immunity — See All

Kat Dodds
Check out Hello Cool World's VLOG featuring Ian Roe at th...
1 · April 23 at 9:27pm

Vancouver Coastal Health Travel Clinic
Some Interesting Travel Medicine Facts to share: http://o...
1 · January 22 at 10:56pm

VacciNews Net
VacciNewsNet wants to reach more people. Please "like" o...
1 · June 10, 2012 at 1:17pm

More Posts

Likes — See All

ext | Previous | Highlight all | Match case

https://cdc.orau.gov/healthcommworks/SocialMediaWorks/SW

CDC SocialMediaWorks
DEVELOPING A STRATEGY FOR USING SOCIAL MEDIA
HOME
MY INITIATIVES (2)
MASTER SCHEDULE
COMMUNITY
LEARNING
Create New Initiative
STRATEGY
SETUP
STEP 1 GOALS
STEP 2 AUDIENCE
STEP 3 CONTENT
STRATEGY
STEP 4 RESOURCES
STEP 5 TIMING
STRATEGY
STEP 6 CHANNELS
STEP 7 BUILD
STEP 8 SCHEDULE
STRATEGY DASHBOARD
My Strategy - Starting Framework
It is important for social media initiatives to be grounded in a well-defined strategy – a statement that guides your actions designed to achieve your specific goal.
SocialMediaWorks will be using the following template to step you through the construction of a strategy statement specific to your initiative.
I need [the] (Initiative Name) initiative to engage (Audience) with (Content) to get them to (Objective).
I will achieve my overall goal with (Weekly Staff Hours) staff hours, (Monthly Budget), and be ready to begin in (Lead Time). The duration of the initiative will be (Initiative Duration).

CDC SocialMediaWorks
DEVELOPING A STRATEGY FOR USING SOCIAL MEDIA

Adult Immunization Initiative

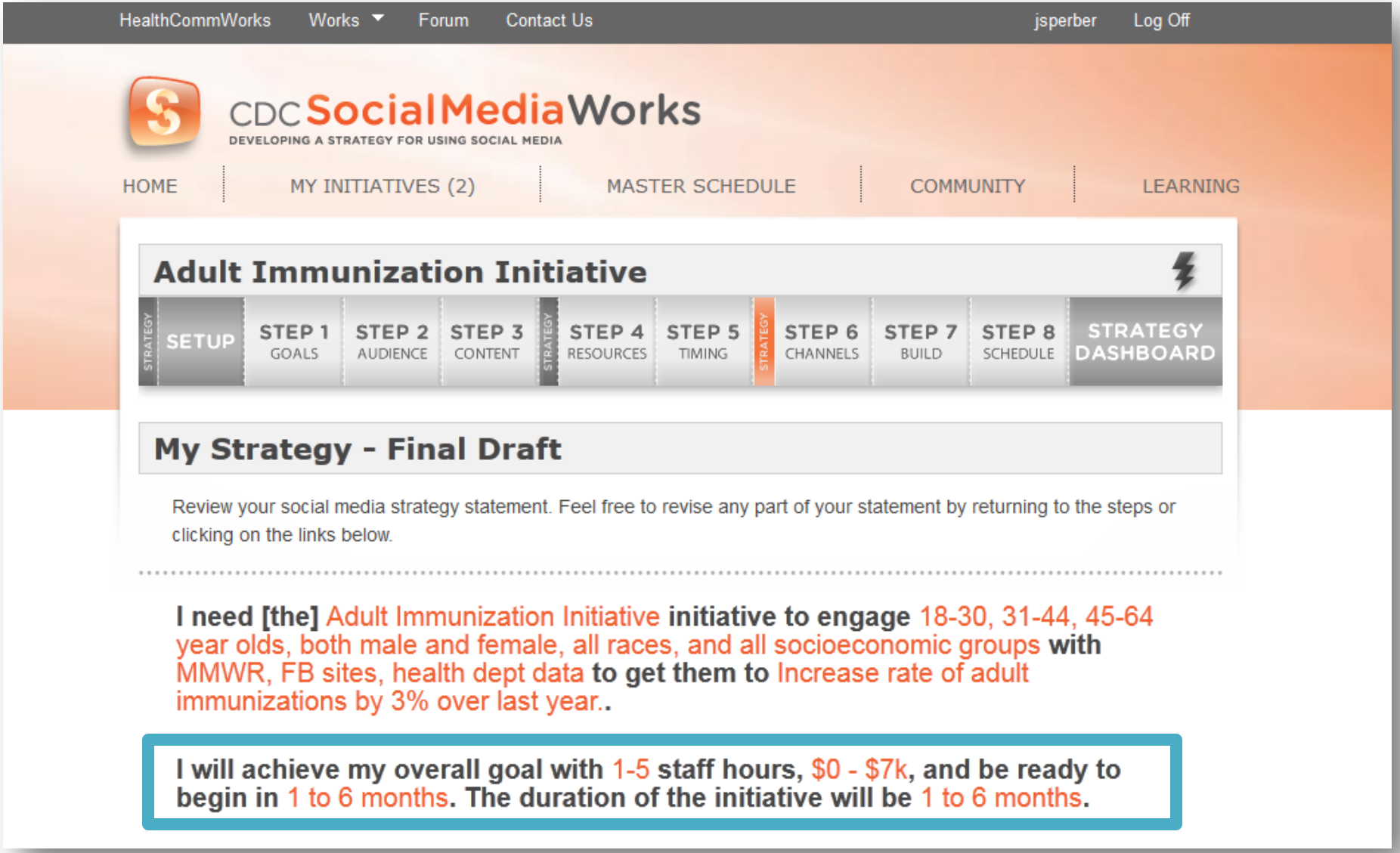
STRATEGY SETUP | STEP 1 GOALS | STEP 2 AUDIENCE | STEP 3 CONTENT | STRATEGY STEP 4 RESOURCES | STEP 5 TIMING | STRATEGY STEP 6 CHANNELS | STEP 7 BUILD | STEP 8 SCHEDULE | STRATEGY DASHBOARD

My Strategy - Interim Summary

Your social media strategy statement is starting to come together. Feel free to revise any part of your strategy statement by returning to Steps 1-3 or Setup, or by clicking on the links below.

I need [the] Adult Immunization Initiative **initiative to engage** 18-30, 31-44, 45-64 year olds, both male and female, all races, and all socioeconomic groups **with** MMWR, FB sites, health dept data **to get them to** Increase rate of adult immunizations by 3% over last year..

I will achieve my overall goal with _____(Weekly Staff Hours)_____ **staff hours,** _____(Monthly Budget)_____**, and be ready to begin in** _____(Lead Time)_____**. The duration of the initiative will be** _____(Initiative Duration)_____**.**


HealthCommWorks
Works
Forum
Contact Us
jsperber
Log Off
CDC SocialMediaWorks
DEVELOPING A STRATEGY FOR USING SOCIAL MEDIA
HOME
MY INITIATIVES (2)
MASTER SCHEDULE
COMMUNITY
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STRATEGY
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STEP 4 RESOURCES
STEP 5 TIMING
STRATEGY
STEP 6 CHANNELS
STEP 7 BUILD
STEP 8 SCHEDULE
STRATEGY DASHBOARD
My Strategy - Final Draft
Review your social media strategy statement. Feel free to revise any part of your statement by returning to the steps or clicking on the links below.
I need [the] Adult Immunization Initiative initiative to engage 18-30, 31-44, 45-64 year olds, both male and female, all races, and all socioeconomic groups with MMWR, FB sites, health dept data to get them to Increase rate of adult immunizations by 3% over last year..
I will achieve my overall goal with 1-5 staff hours, $0 - $7k, and be ready to begin in 1 to 6 months. The duration of the initiative will be 1 to 6 months.

Adult Immunization Initiative

STRATEGY | SETUP | STEP 1 GOALS | STEP 2 AUDIENCE | STEP 3 CONTENT | STRATEGY | STEP 4 RESOURCES | STEP 5 TIMING | STRATEGY | STEP 6 CHANNELS | STEP 7 BUILD | STEP 8 SCHEDULE | STRATEGY DASHBOARD

Step 8: Schedule

SocialMediaWorks has built an activity schedule based off of the channels you selected in Step 6 and reviewed in Step 7.
In this step, you can do the following:

- Modify Your Schedule
- Assign Workgroup Members to Your Activities
- Filter Your Schedule

Schedule Key/Engagement Tips

CHANNELS: All

MEMBERS: All

today | May, 2013 | Day | Week | Month | Timeline

Sun	Mon	Tue	Wed	Thu	Fri	Sat
28	29	30	01 May	02 YouTube - Adult	03 Facebook - Twitter - Adult	04
05	06 Facebook - Twitter - Adult	07 Twitter - Adult	08 Facebook - Twitter - Adult	09 Twitter - Adult	10 Facebook - Twitter - Adult	11
12	13 Facebook - Twitter - Adult	14 Twitter - Adult	15 Facebook - Twitter - Adult	16 Twitter - Adult	17 Facebook - Twitter - Adult	18
19	20 Facebook - Twitter - Adult	21 Twitter - Adult	22 Facebook - Twitter - Adult	23 Twitter - Adult	24 Facebook - Twitter - Adult	25
26	27 Facebook - Twitter - Adult	28 Twitter - Adult	29 Facebook - Twitter - Adult	30 Twitter - Adult	31 Facebook - Twitter - Adult	01 Jun

Your turn!

Failure is an option

“The only real stumbling block is fear of failure. In cooking you've got to have a what-the-hell attitude.”

~~Homework~~ Resources

- CDC's SocialMediaWorks Strategy Tool (in beta)
- Creating Your Organization's Social Media Strategy Map
- Metrics Tracking Template
- Idealware: The Nonprofit Social Media Policy Workbook
- NMAC: HIV Prevention Goes Social
- Sutter Health Policy Overview

Questions?

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