



Let's get cooking!

Jodi Sperber

Michelle Samplin-Salgado



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

-  [Print this page](#)
-  [Order publications](#)
-  [Bookmark & share](#)

Stay Connected



[Social media privacy policy and disclaimers.](#)

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...

PolicyTool[™]
for Social Media

Policy for the People

Need a policy?

Need it quick?

Get started today.

*PolicyTool is a policy generator that simplifies the process of creating guidelines that respect the rights of your employees while protecting your brand online.**

It's easy. The streamlined process simply requires you to answer a brief questionnaire and provides you with a complete Social Media Policy customized to your company.

*PolicyTool has been developed by **rtraction** in collaboration with Harrison Pensa lawyer **David R. Canton**, one of Canada's leading authorities in internet and technology related legal issues.*

*Just released! Check out the new **Privacy Policy Generator**.*

Start Now

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

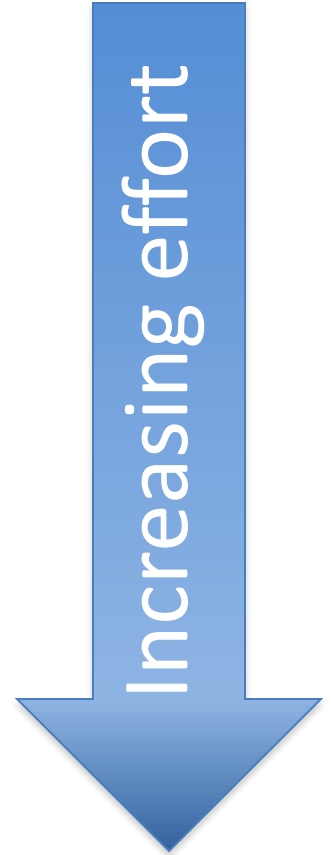
Resources

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



People
Objectives
Strategy
Technology

Who are
you
trying to
reach?



People
Objectives
Strategy
Technology

A close-up photograph of a pizza with a metal pizza cutter resting on it. The pizza has a thick crust and is topped with melted cheese and pepperoni. The pizza cutter is positioned diagonally across the top of the pizza.

What do you
want to
accomplish?

People
Objectives
Strategy
Technology

What
does
success
look like?



People
Objectives
Strategy
Technology



What is an
appropriate
channel(s)?

Case Study: I Have Immunity

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

The screenshot displays the website for 'I Have Immunity'. At the top, there is a navigation bar with links for 'ConferenceCall - ...', 'CDC PWP', 'NotifyLink On Deman...', 'Pin It', 'NYT', 'Food Trucks', and 'Weather'. Below this is the website's header, featuring the 'I HAVE immunity.com' logo on the left, a series of blue silhouettes of people in various poses in the center, and a 'Follow us:' section on the right with icons for Facebook, Twitter, YouTube, and RSS. A yellow navigation bar contains links for 'Blog', 'About', 'Become a Booster!', 'Toolkit', 'Share a Story', 'ImmunizeBC', and 'Contact Us'. The main content area features a blog post titled 'Social Media: Why It Matters for Health!' with a sub-header 'Posted: Thursday, March 8, 2012' and a 'Comments' link. The post text describes an event at 'Social Media Camp' organized by the 'BC Patient Safety & Quality Council' and mentions the hashtag #SocialMediaCamp. A 'QF 2012 Health Care 2.0 Social Media Camp' logo is positioned to the left of the text. On the right side of the page, there is a sidebar with a 'Get immunity!' section containing two call-to-action buttons: 'Find a public health unit and book your vaccination now!' with a search input field and a 'Go' button, and 'Create your child's personalized vaccination calendar!' with a link to the 'Adult immunization schedule'.



don't let **THE FLU** get to you



A family from Skeetchestn Indian Band
get the flu shot to protect themselves and each other.

[Watch their story.](#)

Welcome to I Have Immunity!

I Have Immunity is an advocacy campaign, based on the experiences of real families and individuals around BC who support immunization.

We launched in April 2011 to raise awareness about the value of immunization through sharing stories, information, and resources. The campaign uses the power of social media to reach large audiences.

Together we are making prevention contagious to keep our communities healthy.

Get immunity!



Find a public health unit and book your vaccination now!

Enter your city or postal code




Create your child's personalized vaccination calendar!

[Adult immunization schedule](#)

Read it!

[Share your story during Immunization Awareness Week!](#)

 *Posted: April 23, 2013*

[Read more](#)

[HPV vaccine: Separating the myths from the facts](#)

 *Posted: April 19, 2013*

[Read more](#)

Collect + share



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

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



I Have Immunity

186 likes · 23 talking about this

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](#)

Highlights

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



CDC SocialMediaWorks

DEVELOPING A STRATEGY FOR USING SOCIAL MEDIA

HOME

MY INITIATIVES (2)

MASTER SCHEDULE

COMMUNITY

LEARNING

GET YOUR MESSAGE OUT THERE

Develop a Strategy for Using Social Media

CDC SocialMediaWorks helps health communicators integrate social media strategies and technologies into their communication plan.



CREATE
NEW INITIATIVE



MANAGE
EXISTING INITIATIVE



VIEW
ARCHIVED INITIATIVES



WANT TO
LEARN MORE?



U.S. Department of Health and Human Services
Centers for Disease Control and Prevention



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Create New Initiative



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) .



Adult Immunization Initiative



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).



Adult Immunization Initiative



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.



STRATEGY

SETUP

STEP 1
GOALS

STEP 2
AUDIENCE

STEP 3
CONTENT

STEP 4
RESOURCES

STEP 5
TIMING

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	MEMBERS
All ▼	All ▼

◀▶ today ▼		May, 2013					Day	Week	Month	Timeline
Sun	Mon	Tue	Wed	Thu	Fri	Sat				
28	29	30	01 May	02	03	04				
				YouTube - Adult	Facebook - Twitter - Adult					
05	06	07	08	09	10	11				
	Facebook - Twitter - Adult	Twitter - Adult	Facebook - Twitter - Adult	Twitter - Adult	Facebook - Twitter - Adult					
12	13	14	15	16	17	18				
	Facebook - Twitter - Adult	Twitter - Adult	Facebook - Twitter - Adult	Twitter - Adult	Facebook - Twitter - Adult					
19	20	21	22	23	24	25				
	Facebook - Twitter - Adult	Twitter - Adult	Facebook - Twitter - Adult	Twitter - Adult	Facebook - Twitter - Adult					
26	27	28	29	30	31	01 Jun				
	Facebook - Twitter - Adult	Twitter - Adult	Facebook - Twitter - Adult	Twitter - Adult	Facebook - Twitter - Adult					

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?

Contact info:

Jodi Sperber

jsperber@jsi.com

617-482-9485

www.jsi.com

