

# SOCIAL MEDIA STRATEGY WEBINAR

SEPTEMBER 7<sup>TH</sup>, 2011



**CALIFORNIA YOUTH ADVOCACY NETWORK (CYAN)**

Dedicated to supporting military, youth and young adults and those who work with these communities by advocating for a tobacco-free California.

[www.cyanonline.org](http://www.cyanonline.org)

**What we Provide:**  
Statewide Trainings and Technical Assistance

**CYAN SOCIAL MEDIA**

**CHAIN REACTION**

**Tobacco Free COUGH**  
Complex Diseases & Behavior Change Model

**Tobacco Retail Licensing MISSION: POSSIBLE**

**Project UNIFORM**

**I ♥ SMOKE-FREE MOVIES**

For more information on Social Media or CYAN, contact:

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## QUICK POLL

- How many people have:
  - Facebook Profile
  - Facebook Fan Page
  - MySpace Account
  - Twitter Account
  - A Blog
  - A Wiki
  - An RSS Feed
  - A YouTube Channel
  - Linked In
  - A Ning Community
  - Tumblr
  - StumbleUpon
  - Digg
  - Skype



## HOW BIG IS IT?

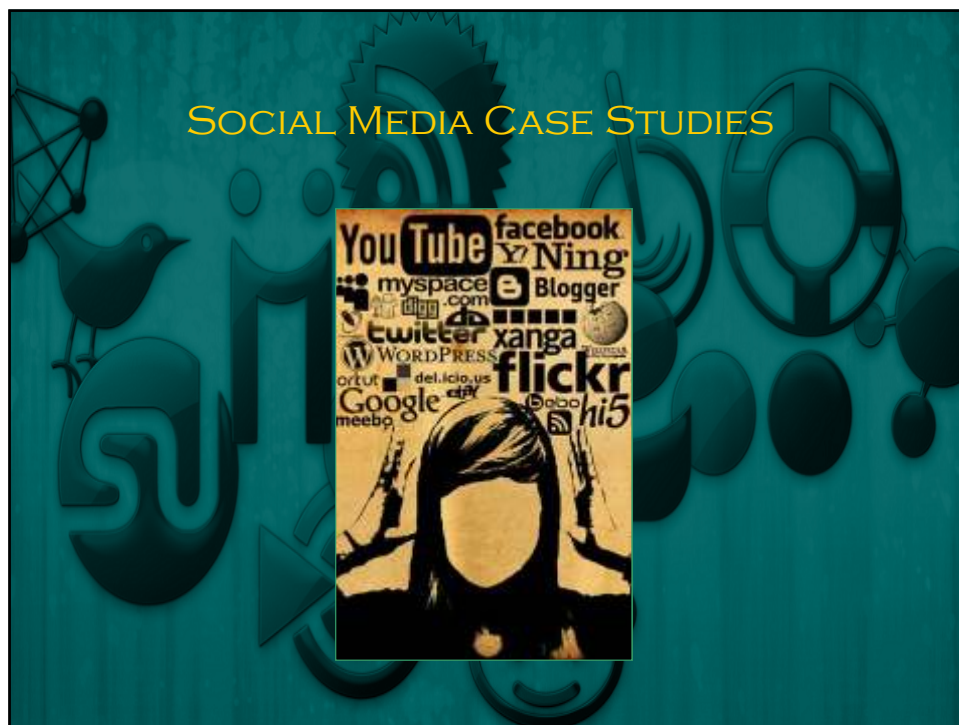
The Power of Social Media

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## POLL TIME!

Do you have a Facebook Fan Page  
(not a profile) specifically for your  
organization?

## CASE STUDIES IN SOCIAL MEDIA

- Customizable Tabs: Facebook
  - Can differentiate between fan and non-fan content
  - [www.Pagemodo.com](http://www.Pagemodo.com)



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### FACEBOOK CUSTOMIZABLE TABS

A screenshot of the Facebook page for CYAN (California Youth Advocacy Network). The page has a green header with the CYAN logo and the text "CYAN (California Youth Advocacy Network) - Welcome!". The main content area shows a post about "CALIFORNIA YOUTH ADVOCACY NETWORK (CYAN)". To the right of the main content area, there is a list of customizable tabs. The background of the slide is a dark green with a large, stylized gear graphic.

- Calls to Action
- Donate Links
- News Updates
- Coalition Meeting Announcements
- Event announcements
- Press Releases
- Promotions

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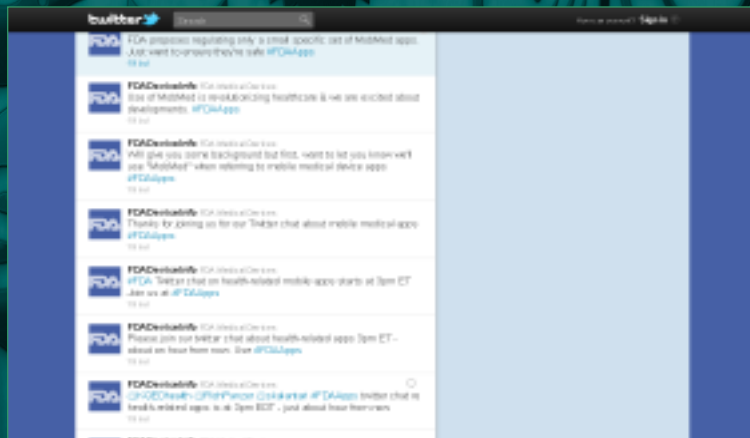
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## CASE STUDIES IN SOCIAL MEDIA

- Twitter Chat
  - Public Opinion
  - Discussion
  - Listening



## TWITTER SEARCH IN PLAIN ENGLISH

<http://youtu.be/iGbLWQYJ6iM>

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## CASE STUDIES IN SOCIAL MEDIA

- Online Communities/Ning
  - [www.Tudiabetes.org](http://www.Tudiabetes.org)
  - Members Discounts
  - Sponsorships
  - Events
  - Blogs
  - Instant Chat

A screenshot of the tudidiabetes.org website. The page features a header with the site name, a navigation bar, and a main content area with various articles, images, and a sidebar with additional links and information.

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### NING PRICING





PRICING PLANS

	MINI For Small Groups	PLUS Advanced Features	PRO Built for Scale
	The simplest and fastest way to set up a social network for your classroom, community group, small non-profit or family	The tools and features you need to customize your Ning Network with greater design flexibility and control over your members' experience	The ideal solution for building a custom social experience with premium add-ons, integration options, and more bandwidth and storage
	<a href="#">SIGN UP</a>	<a href="#">SIGN UP</a>	<a href="#">SIGN UP</a>
Price	\$2.95 Monthly or \$19.95/year* (save 44%)	\$24.95 Monthly or \$239.90/year* (save 20%)	\$59.95 Monthly or \$599.90/year* (save 17%)
Members	Up to 150	Up to 10,000	Unlimited
Storage	1 GB	10 GB	20 GB

### CASE STUDIES IN SOCIAL MEDIA

- YouTube Channel
  - Customizable Linkable Banner Options
- YouTube Channel
  - Boston Sex Ed



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## NONPROFIT PROGRAM

<http://www.youtube.com/nonprofits>

- Benefits
  - Branding capabilities and increased uploading capacity
  - Drive fundraising through a Google Checkout "Donate" button
  - Listing on the Nonprofit channels and the Nonprofit videos pages
  - Ability to add a Call-to-action overlay on your videos to drive campaigns

## BLOGGING WORDPRESS

<https://lgbthealthequity.wordpress.com/>

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## FACEBOOK IN DEPTH

Facebook Examples, Tips, and Best Practices



## FACEBOOK TIPS AND TRICKS

- **Status Updates**
  - Newsfeed!
  - These are everything!
- **Keep it Social!**
  - Post on Friends Walls
  - Post on Pages Walls
  - Send messages
- **Profile Picture**
  - 200 px by 600 px
  - Change it a lot!
  - Keep logo somewhere on profile image
  - Edit thumbnail: 200 px by 200 px
- **Need Update Ideas?!**
  - Google Alerts
  - CYAN fan page
  - RSS feeds!
  - Videos!
  - Blogs!
  - [www.facebook.com/CYANfan](http://www.facebook.com/CYANfan)



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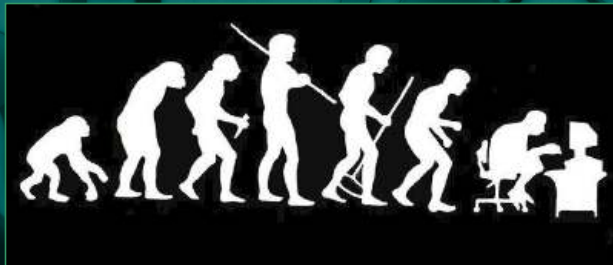
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## FACEBOOK TIPS AND TRICKS CONT.

- **Custom URL**
  - After 25 “Likes”
  - <http://www.facebook.com/usernames>
- **Posting**
  - Once or twice a day
  - Post during a time that your target audience will see it
- **Responding**
  - Respond as quickly as you can to every post! Monitor it or your fans will not care.
- **Insights**
  - Check them out!!
  - Export the data to show
  - Look at when comments peak and what you posted at that time to see what you were talking about and keep posting about that.

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## POLL TIME!

Have you incorporated Social Media into your scope of work in some way?

## STRATEGY — FUN THEORY

<http://youtu.be/2lXh2n0aPyw>

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## ACTIVITY

### Getting Ready for the Strategy

What do we want to accomplish using Social Media?

## THE BASICS IN SOCIAL MEDIA STRATEGY

- Social Media is a Communication and Marketing and/or Advertising tactic
- Empower the conversation and involve the user
  - Respond to users
  - Ask Questions
  - Community Building
- Transparency (otherwise a culture shift is necessary first)
- Social Media supports your goals/objectives – it isn't the objective itself!
- The strategy will always be changing! (especially using this quick evolving technology)

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## STRATEGY CREATION: BEFORE THE STRATEGY

What is the issue, great idea you want to address with Social Media?

(is this strategy about your organization, your clients, or an action?)

Know EXACTLY what you want to accomplish with Social Media

## STEP 1: AUDIENCE

- Identify SPECIFIC target audience
  - Note: different target audiences require completely different strategies

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## STEP 2: AUDIENCE ONLINE ACTIVITIES

- What is your target audience doing online and what do they care about?
  - Activities: shopping, music, meeting people, dating sites, etc.
  - Tools they use
  - This step takes listening, research, time, and maybe a needs assessment.
  - To help with this step...

## STEP 2: AUDIENCE ACTIVITIES - SOCIAL MEDIA DEMOGRAPHIC CHARTS

<http://www.google.com/adplanner/static/top100countries/us.html>

<https://sites.google.com/site/smdemographiccharts/>

And....

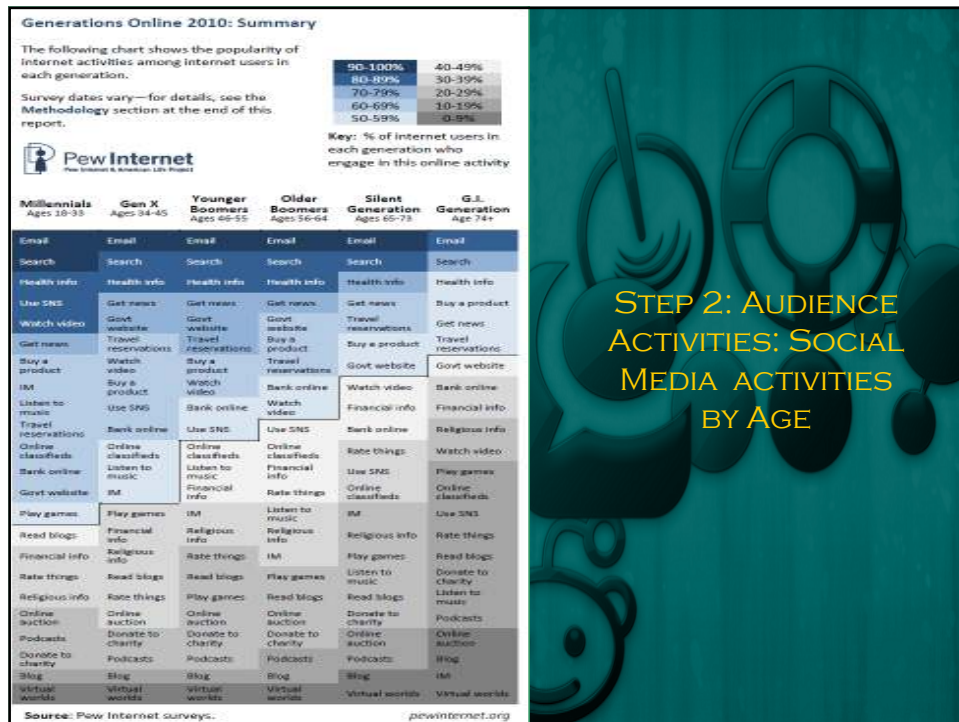
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## STEP 3: PURPOSE

- Develop Your Purpose/Goal
  - What are you providing your target audience and what do you want that target audience to do? (are you providing them with a service, solving a problem, giving information, etc.)

Keep in Mind:

- How will this be evaluated? (what does success look like?)
- Social Media is NOT the objective itself

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## STEP 3: POSSIBLE PURPOSES

1. **Listening Campaign**
  - Listen to what people are saying about our organization/field
  - Find out what your target audience is doing online
2. **Awareness/Marketing Campaign**
  - Market your organization
  - Promote your services
3. **Recruiting Campaign**
  - Find members/volunteers for the organization
4. **Connecting Campaign**
  - Engage in conversation with other nonprofits, share experiences and give each other valuable advice
5. **Fundraising Campaign**
  - Get donations from online users and organizations who care
6. **Educational Campaign**
  - Communicate message, event, or campaign to audience using our social media tools

## STEP 4: ORGANIZATIONAL CONSIDERATIONS

- Organizational Considerations
  - Funding
  - Challenges/Obstacles to overcome
    - Who is our competition?
  - Strengths
    - Who are our allies/partners?
  - Staff Time: Social Media Team/Committee
    - Keep in mind...

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**STEP 4: ORGANIZATION CONSIDERATIONS — STAFF TIME EXAMPLE**

- Community Building and Social Networking Schedule Example
  - **9:00-10:00 AM : Gathering Content**
    - Check on what's happening with you, your brand, and your field
    - Find feeds you would like to add to your reader
    - Research
    - Google Alerts
  - **10:00-10:30 AM : Twitter**
    - Update your tweets
    - Respond to DM's, @ replies, and Re-Tweets - [Example](#)
    - Schedule tweets
  - **10:30-11:30 AM : Content Creation**
    - Blog website update/responding
    - Videos/Podcasts creation
  - **11:30 AM-1:00 PM : Sharing & Social Networking**
    - Facebook, MySpace,
      - Posting, responding, conversing, etc.
    - Digg your content and put links on other networking sites

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## STEP 5: TACTICS/PLAN

–Which Tools (pick 1-2)? (now we can choose our tool)

- Facebook?
- Twitter?
- MySpace?
- YouTube?
- RSS Feeds?
- Wiki?
- Blog?
- Online Community?
- Linked In?
- Mobile Phone Application?
  - QR Generator?
- More?

–Remember.... More tools = more time and training. Try using one or two and see how it works.

## POLL TIME

Does your organization have a Social Media policy?

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## STEP 5: TACTICS/PLAN CONTINUED

- **Guidelines/Page/Privacy Settings?**
  - Who will monitor the pages?
  - Is there a current policy for Social Media?
  - Do we need to create a policy?
  - What do we do if someone posts something against our policy/guidelines?
- What privacy settings and guidelines do we set for each tool we use?
  - Example
    - **CDC Social Media Tools Guidelines & Best Practices:**  
<http://www.cdc.gov/SocialMedia/Tools/guidelines/>
    - **Database of Social Media Policies:**  
<http://socialmediagovernance.com/policies.php>
    - **Responding Flowchart from Dell:**  
<http://bit.ly/DellBlogFlowChart>
- How do we respond on our pages?
  - Flow chart – Air Force Blog Assessment
    - <http://www.wired.com/dangerroom/2009/01/usaf-blog-respo/>

## STEP 5: TACTICS/PLAN CONTINUED

- What are your **key messages**
  - What is the voice/writing style of the content?
  - How are we/our idea branded online?
  - Do these messages follow the online branding?
  - Is the voice consistent between all tools and messages?
  - What will we and won't we write about on our pages – anything controversial?

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## STEP 5: TACTICS/PLAN CONTINUED

### –Implementation

- Where is it going to be launched/promoted?
- What is our online home base?
- How do we engage our target audience effectively online? (Needs assessment?)
  - Remember: Think outside the box!
- How do we reach out to our allies?
- How do we avoid/counter our adversaries?

## STEP 5: TACTICS/PLAN CONTINUED

### –Staff Roles

- Consider a Social Media team/committee – very hard to do it alone
- Who NEEDS to be involved? (IT, policy folks, communication department, marketing?)
- Who will lead on each tools?
- How will lead get other staff involved?
- When will leads update tools? – do you need a scheduling calendar?

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## STEP 5: TACTICS/PLAN CONTINUED

### –Deadlines/Timeline Creation

- Is there a specific time this campaign needs to be launched (to coincide with something offline?)

## STEP 6: EXPERIMENT

The

**facebook**

Experiment

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## THROUGHOUT: EVALUATION/MEASUREMENT

- Use Google analytics on pages to see how much reach/buzz you are creating.
  - [www.google.com/analytics](http://www.google.com/analytics) – track who, where, when, and how users are accessing your social media
  - Look at these stats in 3 weeks to see which tools are working, which aren't and re-evaluate
- Insights
  - Facebook
  - Youtube
- [www.socialmention.com](http://www.socialmention.com) – evaluate your efforts.
- Remember: Social Media is NOT the objective, it's the means/tool to achieve your organizational objectives!!

## DISCUSS FOR PAST, PRESENT, AND FUTURE

- **Discuss:**
  - What went wrong with the strategy?
  - What went well?
  - What needs to change?
  - What should be kept?
  - What did we learn?
  - What do we need to learn more about?
  - Which tools are working?
  - Which tools are not working?
  - What are the strengths of our organization?
  - What are the challenges/weaknesses?
  - What are the successes?
  - Do we need training/help?
  - What has changed since we started this campaign?
    - Baseline
  - Etc.

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## SOME FINAL WORDS

- People are talking about your brand/ organization/issue , it's up to you whether you want a say.
- Social Media is about the conversation and transparency.
- Different people prefer different means of communication.
- Social Media is not the objective itself!
- Brand your organization and keep it consistent across Social Media channels – [www.checkusernames.com](http://www.checkusernames.com)
- This is new, uncharted territory – provide media releases ESPECIALLY if working with youth and get proper training (online safety).
- THINK OUTSIDE THE BOX!

## WHAT CYAN OFFERS

- **Social Media 101:** Basics of Social Media
- **Social Media 102:** In depth look at tools and uses
- **Social Media 103:** Strategy session to create a social media plan or campaign
- **Specific Tool Training:** How to effectively use specific tools (e.g. YouTube, Twitter, Facebook, Widgets) for outreach, advocacy, education, training, and more
- **Social Media Policy:** Strategizing session to create policy regarding social media in the workplace/ organization/ community
- **Social Media Evaluation:** Tools and methods on how to evaluate your Social Media endeavors
- **Social Media Time Management:** Ways to effectively utilize Social Media on a busy schedule
- **Military Trainings:** Culture, prevention and cessation
- **College Trainings:** Prevention, policy and cessation
- **Youth Trainings:** Prevention and advocacy
- **Mixed and Matched versions of the above trainings**
- **More...**

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## RESOURCES...



## SOCIAL MEDIA GLOSSARY

<http://mcfadyen.com/glossary/#>

&

<http://thesocialmediaguide.com>



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## POLICY RESOURCES!

**Database of Social Media Policies:** <http://socialmediagovernance.com/policies.php>  
**Responding Flowchart from Dell:** <http://bit.ly/DellBlogFlowChart>  
**Policy for the People:** <http://socialmedia.policytool.net/>  
**Social Media for Nonprofits – from strategy to policy:** [www.wearemedia.org](http://www.wearemedia.org)  
**Social Media Policies for Government:** <http://www.ca-ilg.org/socialmediapolicies>



The screenshot shows the ILG website with a sidebar on the left containing links like 'Join Our Web', 'Manage Changes', and 'Manage Links'. The main content area is titled 'Sample Social Media Policies' and lists resources from public agencies and WebContent.gov. A right sidebar includes a search bar, 'DOCUMENTS & RESOURCES' (listing Palo Alto and West Hollywood policies), and 'RELATED TOPICS' (Resources, ShareThis, Print, Email).

Home | Categories A-Z | Event Calendar | Forums | Popular Content | Site Map | Create Account

**INSTITUTE FOR LOCAL GOVERNMENT**  
*Promoting Good Government at the Local Level*

Resources | Issue Areas | Publications | About ILG

### Sample Social Media Policies

Collected below are some interesting resources on social media and public agencies, including sample policies.

**From Public Agencies**

- City of Palo Alto Social Media Policy (see box at right)
- City of West Hollywood Social Media Policy (see box at right)
- State of Utah Social Media Policy
- City of Seattle Social Media Policies (includes links to a variety of sub-policies, including use of Facebook, Twitter and the city's inclusive engagement policy)
- State of California Social Media Standard (February 2010)

**From WebContent.gov**

- Overview: Government and Social Media Presentation
- Barriers and Solutions to Implementing Social Media and Web 2.0 in Government Recommendations from Leaders of the Federal Web Managers Council, December 2008

ILG is the research and education affiliate of the California State Association of Counties and the League of California Cities.

**SITE SEARCH**

**DOCUMENTS & RESOURCES**

- City of Palo Alto Social Media Policy
- City of West Hollywood Social Media Policy

**RELATED TOPICS**

Resources

ShareThis | Print | Email

## ACADEMIC RESEARCH ON SOCIAL MEDIA



The screenshot shows the Pew Internet website with a header for 'Pew Internet' and 'Pew Research Center'. The main content area features a section titled 'Teens and Mobile Phones' with a photo of a teen. A sidebar on the right highlights 'MILLENNIALS' and lists various research topics. The URL <http://www.pewinternet.org/default.aspx> is displayed at the bottom.

<http://www.pewinternet.org/default.aspx>

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916.339.3424 x.23 or [amelia@cyanonline.org](mailto:amelia@cyanonline.org) or [facebook.com/AmeliaSilbert](https://www.facebook.com/AmeliaSilbert)



# SOCIAL MEDIA STRATEGY WEBINAR

SEPTEMBER 7<sup>TH</sup>, 2011

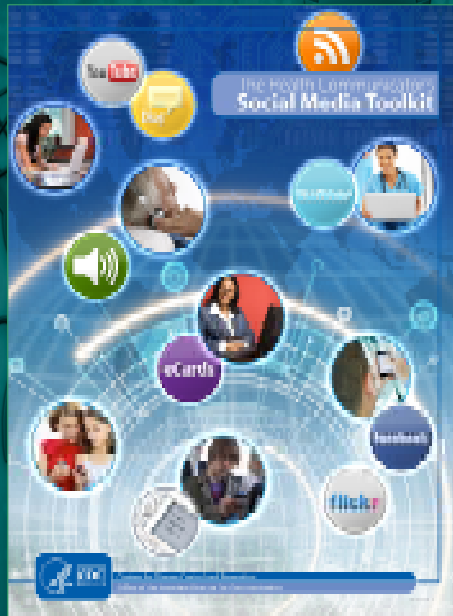
## SOCIAL MEDIA FOR THE MILITARY

- <http://socialmedia.defense.gov/>
  - Branch guides to social media



## SOCIAL MEDIA FOR PUBLIC HEALTH

CDC's Guide to Social Media



<http://bit.ly/CDCsmGuide>

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## RESOURCES — SOCIAL MEDIA ONLINE

- Online News

- Mashable:

- <http://mashable.com>



- Social Media Examiner:

- <http://www.socialmediaexaminer.com>



- Smartbrief:

- <http://www.smartbrief.com/socialmedia>



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## FACEBOOK PEEPS AND PAGES

**CA Dept. of Public Health:**  
<http://www.facebook.com/CAPublicHealth>

**Attack Toolkit – Breathe:**  
<http://www.facebook.com/attacktobacco>

**Quit B Cause:**  
<http://www.facebook.com/quitbecause>

The image shows three screenshots of Facebook pages. The top one is for the 'CA Department of Public Health', the middle one is for 'Attack Toolkit - Breathe', and the bottom one is for 'Quit B Cause'. Each screenshot displays the page's cover photo, profile picture, and some posts.

## MORE FACEBOOK PEEPS AND PAGES

**Tobacco-Free Kids:**  
[facebook.com/tobaccofreekids](http://facebook.com/tobaccofreekids)

**Hooked by Hollywood:**  
[facebook.com/hookedbyhollywood](http://facebook.com/hookedbyhollywood)

**Ciggy Buttz:**  
<http://on.fb.me/CiggyButtzFB>

The image shows three screenshots of Facebook pages. The top one is for 'Tobacco-Free Kids', the middle one is for 'Hooked by Hollywood', and the bottom one is for 'Ciggy Buttz'. Each screenshot displays the page's cover photo, profile picture, and some posts.

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## MORE FACEBOOK PEEPS AND PAGES

CDC Tobacco Free:

<http://www.facebook.com/cdctobaccofree>

CTCP Fight Tobacco:

<http://www.facebook.com/FightTobacco>

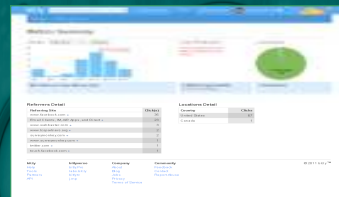
Shasta County Tobacco Education Coalition:

<http://www.facebook.com/FightTobacco>



## SOME SOCIAL MEDIA TIPS/RESOURCES

- [www.bit.ly](http://www.bit.ly) – track the websites you post to your social media channels
- [www.hootsuite.com](http://www.hootsuite.com) or [www.tweetdeck.com](http://www.tweetdeck.com) – update multiple channels at once, schedule updates and view multiple social media platforms
- [www.google.com/alerts](http://www.google.com/alerts) – find amazing, relevant content

A screenshot of a Google Alerts dashboard. It shows a list of alerts with columns for 'Alert', 'Frequency', 'Sources', and 'Language'. The alerts are listed in a table format, and the interface is clean and professional.

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SOME SOCIAL MEDIA TIPS/RESOURCES: GOOGLE REAL-TIME

<http://www.bing.com/social>



**ME AND CYAN**

[www.cyanonline.org](http://www.cyanonline.org)

[www.facebook.com/AmeliaSilbert](https://www.facebook.com/AmeliaSilbert)

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A screenshot of the CYAN website, which appears to be a directory or database. It has a header with the CYAN logo and a navigation menu. The main content area contains a table with multiple columns and rows of data. The background of the slide is a teal color with faint, stylized social media icons like a globe, a smiley face, and a speech bubble.

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