

SOCIAL MEDIA

WEBINAR
MARCH 30TH, 2011

A collage of various social media icons in shades of blue and yellow, including Twitter, Facebook, YouTube, and others, set against a dark background with a grid pattern.

**THE POWER OF SOCIAL MEDIA:
SOCIAL MEDIA FOR SOCIAL CHANGE**

March 30th, 2011

Amelia Silbert-Geiger
California Youth Advocacy Network

A teal background with the CYAN logo and several project logos at the bottom, including 'CHAIN REACTION', 'Tobacco Free COUGH', 'Tobacco Retail Licensing MISSION: POSSIBLE', 'Project UNIFORM', and 'I ♥ SMOKE-FREE MOVIES'.

**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

What we Provide:
Statewide Trainings and Technical Assistance

CHAIN REACTION
Tobacco Free COUGH
Tobacco Retail Licensing MISSION: POSSIBLE
Project UNIFORM
I ♥ SMOKE-FREE MOVIES

For more information on Social Media or CYAN, contact:
Amelia Silbert-Geiger at:

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

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QUICK POLL

- Do you have a:
 - Facebook Profile
 - Facebook Fan Page
 - Twitter Account
 - A Blog
 - An RSS Feed



WAYS WE COMMUNICATE WITH ONE ANOTHER NOW



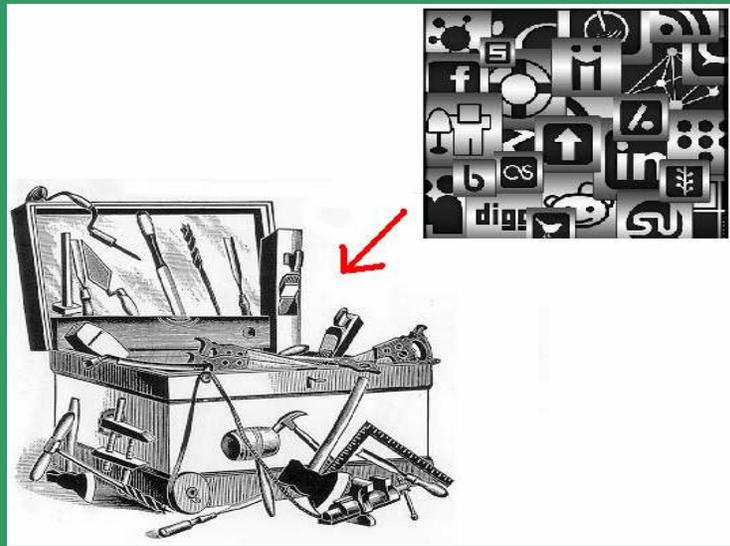
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NOW ANOTHER TOOL!



WHAT IS SOCIAL MEDIA?

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SOCIAL MEDIA

Websites and tools that integrate **TECHNOLOGY** and **SOCIAL INTERACTION**.

You can **CONTRIBUTE** and **INTERACT** with media in a meaningful way, using it as a **CREATIVE** tool for **ACTION** and **KNOWLEDGE!**



WEB 1.0

Example: **Britannica Online**

Defining feature: **They make it for you**



WEB 2.0

Example: **Wikipedia**

Defining feature: **You help make it**

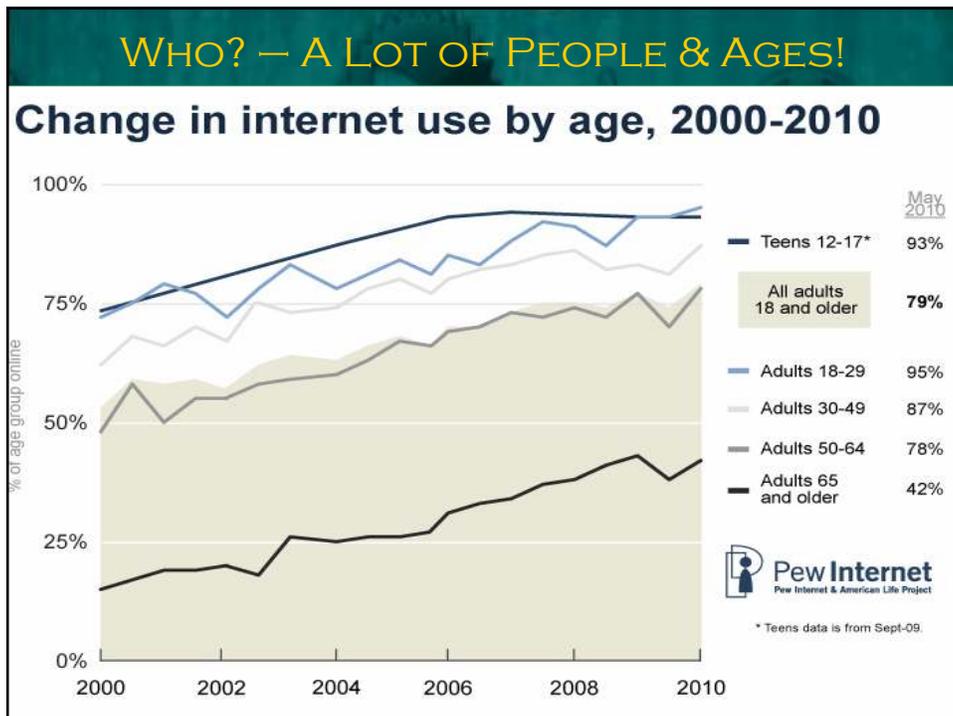


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Social media trends by age, 2009-2010

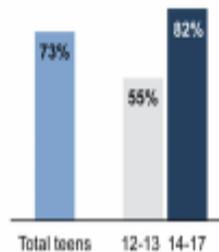
% of online adults who use SNS or Twitter, 2009-2010

	2009	2010	Percentage point change, 2009-2010	Percent change, 2009-2010
Social Networking Use				
All adults	46%	61%	15	33%
Age				
18-29	76	86	10	13%
30-49	48	61	13	27%
50-64	25	47	22	88%
65+	13	26	13	100%
Twitter/Status Update Use				
All adults	11%	17%	6	55%
Age				
18-29	20	27	7	35%
30-49	11	16	5	45%
50-64	5	11	6	120%
65+	3	5	2	*

Source: Pew Research Center's Internet & American Life Project, March 26 – April 19, 2009 Tracking Survey (N=2,253 adults 18 and older), and April 29 – May 30, 2010 Tracking Survey (N=2,252 adults 18 and older). The asterisk * indicates that change is not statistically significant.

WHO? – A LOT OF PEOPLE... OF ALL AGES... ALL USING SOCIAL MEDIA

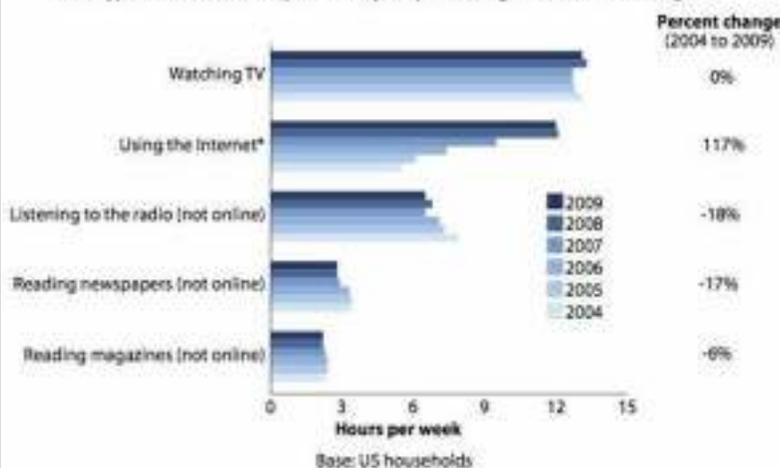
% of online teens on SNS



PewInternet
September 2009 data.

WHO? – A LOT OF PEOPLE... OF ALL AGES... ALL USING SOCIAL MEDIA... AND IT'S TAKING OVER!!!!

"In a typical week, how many hours do you spend doing each of the following?"



Source: North American Technographics® Benchmark Surveys, 2004 to 2009
*Since 2007, internet usage was split into "internet for personal purposes" and "internet for work purposes." The number shown here represents the sum. In prior years, we asked about internet usage in a single item.

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WHY? - UNBELIEVABLE STATS
(IT'S POPULAR)!

The Power of Social Media

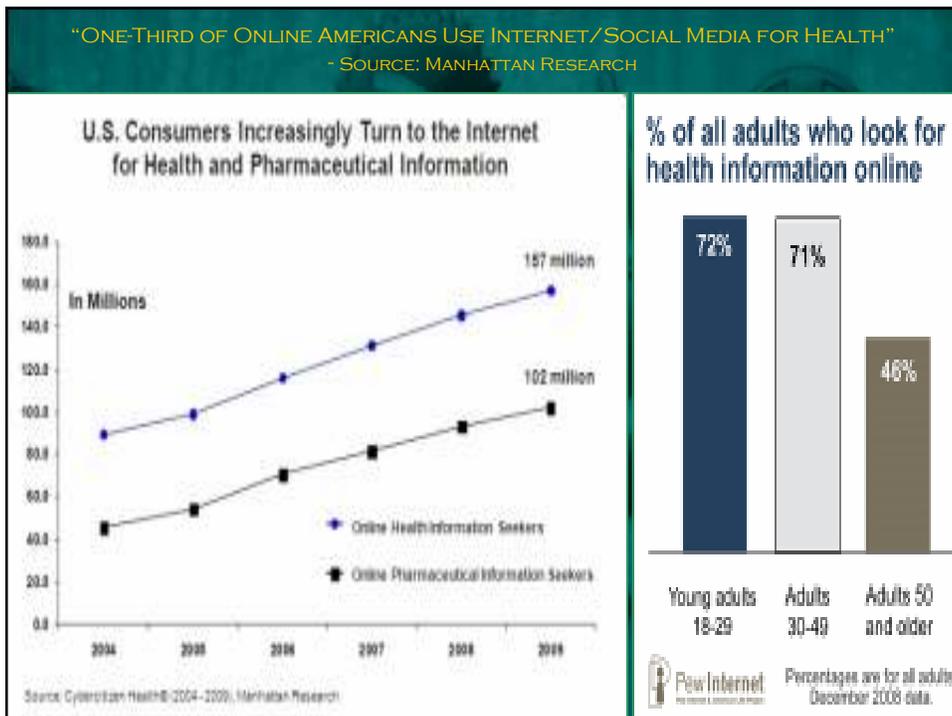
REALLY?

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POLL TIME!

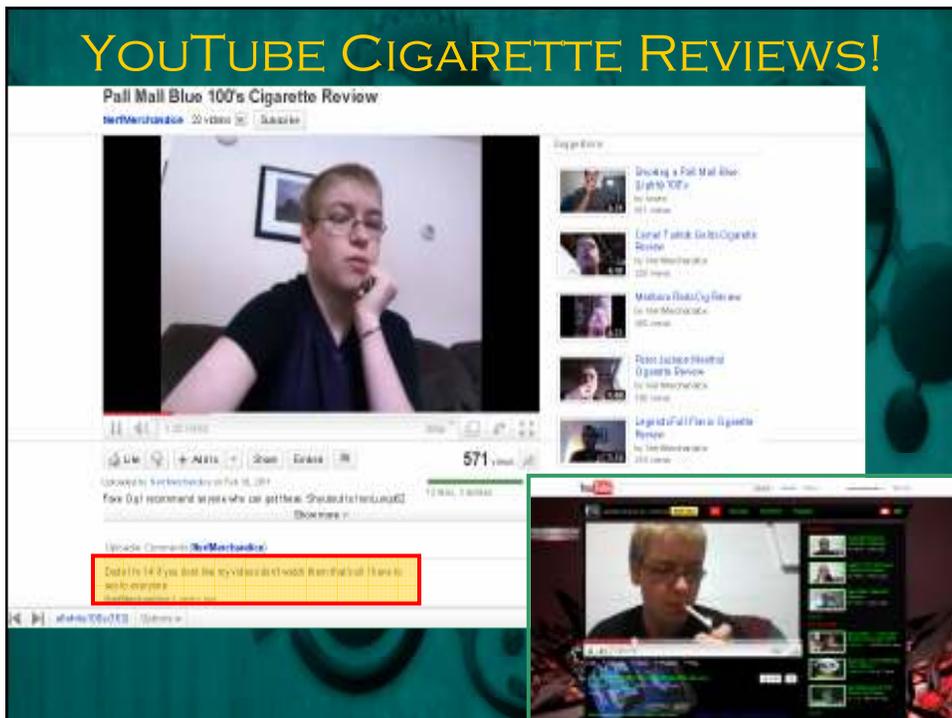
Have you been able to find the tobacco industry on Facebook, YouTube, or Twitter?

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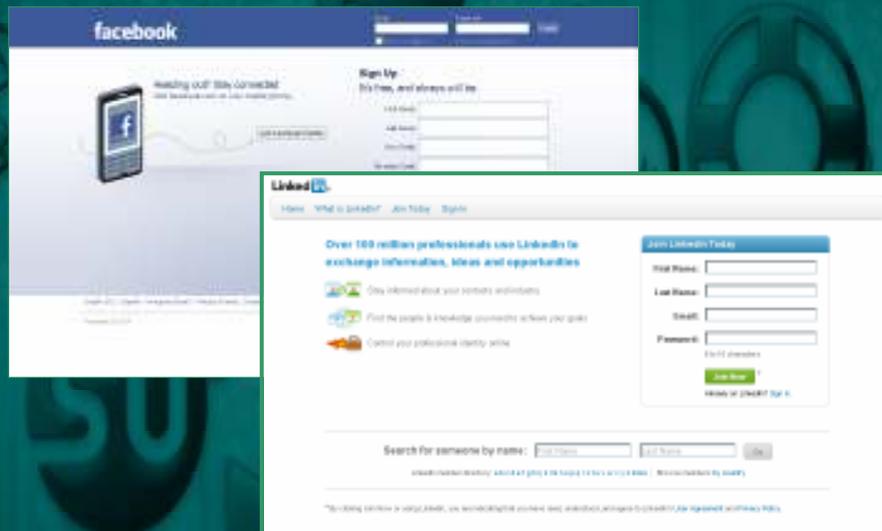
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SOME OF THE SOCIAL MEDIA TOOLS — IN BRIEF



Blog – short for web log. Blogs may function as online diaries, provide information or provide commentary.

SOME OF THE SOCIAL MEDIA TOOLS — IN BRIEF



Social Networking – a website that provides an online community for people with similar interests or social groups (or neither).

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SOME OF THE SOCIAL MEDIA TOOLS – IN BRIEF



Micro-blogging – form of blogging that allows users to send brief text or multi-media updates such as photos or audio clips.

SOME OF THE SOCIAL MEDIA TOOLS – IN BRIEF



Video Sharing – websites or software that allow users to easily upload and share their own video content online. YouTube is probably the most popular video sharing site and allows people to easily upload and share video clips through websites, mobile devices, blogs, and email.

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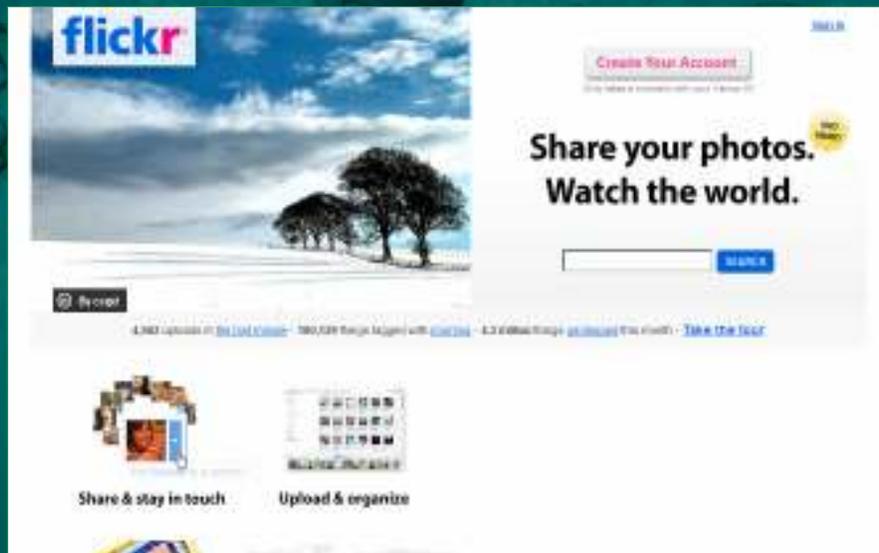
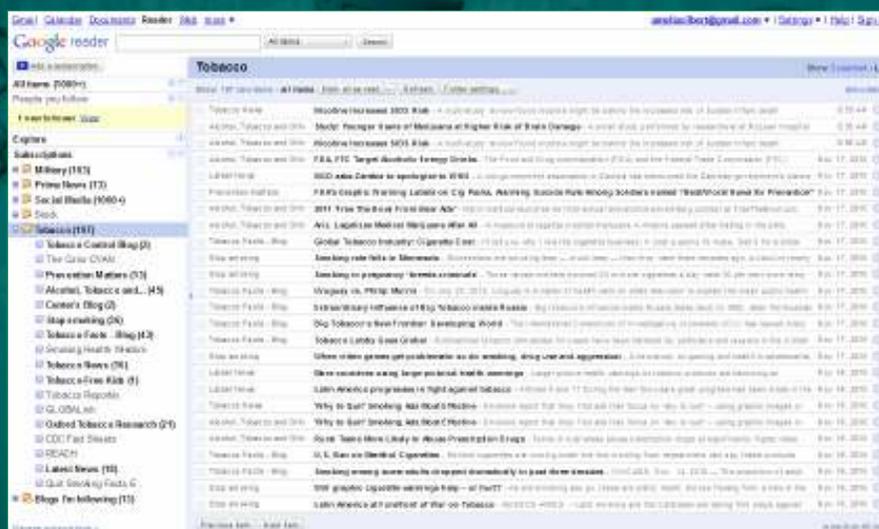


Photo Sharing – online photo sharing tools provide users with storage space for their digital photos, as well as allow for collaborative organization of photos and publishing of images to individuals, groups, or all the internet.

SOME OF THE SOCIAL MEDIA TOOLS — IN BRIEF



RSS – really simple syndication or rich site summary, is a feed which contains a summary of content. RSS allows people to automatically keep track of updates on preferred websites without having to regularly check them manually.

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SOME OF THE SOCIAL MEDIA TOOLS – IN BRIEF



Widget/Gadget/Blidget – a live update on a website, webpage, or desktop. Widgets contain personalized and neatly organized content or applications selected by its user.

SOME OF THE SOCIAL MEDIA TOOLS – IN BRIEF



Wiki – a webpage or set of web pages that allows any user given access (or not), to easily create, edit and link content.

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SOME OF THE SOCIAL MEDIA TOOLS – IN BRIEF



Social Bookmarking – a method for users to store, organize, search, and share bookmarks of web pages on the Internet, as opposed to on their browser. These bookmarks are usually public but can be kept private or shared only with specific individuals.

SOME OF THE SOCIAL MEDIA TOOLS – IN BRIEF



Podcast – stems from the term "broadcast." A podcast is a digital media file that is distributed over the internet and listened to on a portable media player (like an iPod, laptop, iPhone) or on a desktop computer.

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SOME OF THE SOCIAL MEDIA TOOLS — IN BRIEF



Mobile Web - The use of Internet-connected applications, or browser-based access to the Internet from a mobile device - such as a smartphone or tablet PC - connected to a wireless network.

DRAW BACKS?!

So Social Media is pretty amazing... except for a few things...

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SOME DRAWBACKS

- Orgs still transitioning
- Tool overload
- Privacy
- Time
- Generation and/or economic gap with new technology (though this is closing)
- Lack of Access – blocked county access
- Addicting
- Lack of face-to-face contact

LACK OF ACCESS?

Are you blocked from accessing Social Media sites at work?

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LACK OF ACCESS ISSUES?

Create a plan/policy!!!

Youth Coalition

Smart Phone

Wifi

FACEBOOK



FACEBOOK

You're doing it wrong.

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Facebook Stats

istrategylabs					
Gender	As of 1/04/09		As of 1/04/2010		Growth
	Users	Percentage	Users	Percentage	
US Males	17,747,880	42.2%	43,932,140	42.6%	147.5%
US Females	23,429,960	55.7%	56,026,560	54.3%	139.1%
Unknown	911,360	2.2%	3,126,820	3.03%	243.1%
Total US	42,089,200	100.0%	103,085,520	100.0%	144.9%
Age	Users	Percentage	Users	Percentage	Growth
	13-17	5,674,780	13.5%	10,680,140	10.4%
18-24	17,192,360	40.8%	26,075,960	25.3%	51.7%
25-34	11,254,700	26.7%	25,580,100	24.8%	127.3%
35-54	6,989,200	16.6%	29,917,640	29.0%	328.1%
55+	954,680	2.3%	9,763,900	9.5%	922.7%
Unknown	23,480	0.1%	1,067,780	1.0%	4447.6%
Geography	Users	Percentage	Users	Percentage	Growth
	New York	1,622,560	3.9%	2,934,580	2.8%
Chicago	797,040	1.9%	1,803,620	1.7%	126.3%
Los Angeles	636,160	1.5%	2,166,840	2.1%	240.6%
Miami	627,840	1.5%	1,113,540	1.1%	77.4%
Houston	560,520	1.3%	1,361,820	1.3%	143.0%
Atlanta	535,300	1.3%	1,967,720	1.9%	267.6%
Washington DC	526,460	1.3%	1,429,760	1.4%	171.6%
Philadelphia	498,220	1.2%	1,181,760	1.1%	137.2%
Boston	440,500	1.0%	872,460	0.8%	98.1%
San Francisco	264,460	0.6%	583,460	0.6%	120.6%
Current Enrollment	Users	Percentage	Users	Percentage	Growth
	High School	5,627,740	13.4%	7,989,620	7.8%
College	7,833,280	18.6%	3,521,900	3.4%	-55.0%
Alumni	4,756,480	11.3%	32,350,260	31.4%	580.1%
Unknown	23,871,700	56.7%	59,223,740	57.5%	148.1%
Interests	Users	Percentage	Users	Percentage	Growth
	Sex	72,100	0.2%	844,600	0.8%
Drugs	25,440	0.1%	28,800	0.0%	13.2%
Rock and Roll (Music)	3,901,600	9.3%	1,375,080	1.3%	-64.8%

Contact: Peter Corbett, Peter@iStrategyLabs.com
Source: Facebook's Social Ads Platform

WHY USE FACEBOOK?!

- Your community is there – guaranteed!!
- IT'S HUGE
 - Over 500 million people ACTIVELY using it!
 - Average user has over 130 friends... that means OVER 130 MORE interactions you have to get your message out PER PERSON!!!!
 - People spend over 700 billion minutes per month on Facebook!
- INSTANT ACCESS
 - Mobile phone updates/application allows users to update anywhere, anytime WITH text, videos, pictures, and other content from Facebook!!
 - There are more than 200 million active users currently accessing Facebook through their mobile devices.
 - People that use Facebook on their mobile devices are twice as active on Facebook than non-mobile users.
 - There are more than 200 mobile operators in 60 countries working to deploy and promote Facebook mobile products
- GLOBAL ACCESS
 - More than 70 translations available on the site!
 - About 70% of Facebook users are outside the United States
 - Over 300,000 users helped translate the site through the translations application
- IT'S TAKING OVER THE WEB
 - More than 2.5 million developers and partners from more than 190 countries build with Facebook Platform – this ranges from phone applications, to websites, to games, and many others
 - More than 2.5 million developers and partners from more than 190 countries build with Facebook Platform - have you seen the "login with facebook" button yet?!
- TOBACCO IS THERE!

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FACEBOOK TIPS

- **Status Updates**
 - Newsfeed!
 - These are everything!
- **Keep it Social!**
 - Post on Friends Walls
 - Post on Pages Walls
 - Send messages
- **Need Ideas?!**
 - Google Alerts
 - CYAN fan page
 - RSS feeds!
 - Videos!
 - Blogs!
 - www.facebook.com/CYANfan
- **Custom URL**
 - After 25 “Likes”
 - <http://www.facebook.com/usernames>



FACEBOOK CUSTOMIZABLE TABS



- Calls to Action
- Donate Links
- News Updates
- Coalition Meeting Announcements
- Cessation Services

facebook.com/BreakFreeFromOurCities

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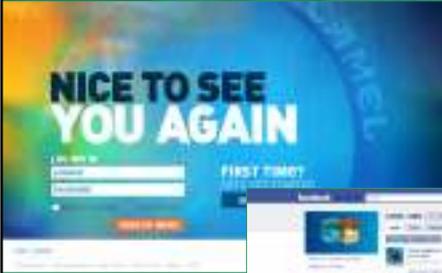
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RULE OF THUMB



Amelia Silbert-Geiger
Is going on vacation for the next 2 weeks! So excited to be going to Hawaii! Poor kitty will be lonely since I can't find a house sitter!
👍 Alex Attack-Toolkit, Erin Curlee like this.
💬 View all 5 comments

CASE STUDIES: SOCIAL MEDIA IN TOBACCO PREVENTION



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CALIFORNIA TOBACCO CONTROL PROGRAM



Regional Forum Promotion: Facebook & Twitter



CASE STUDIES CONT. — FACEBOOK TABS



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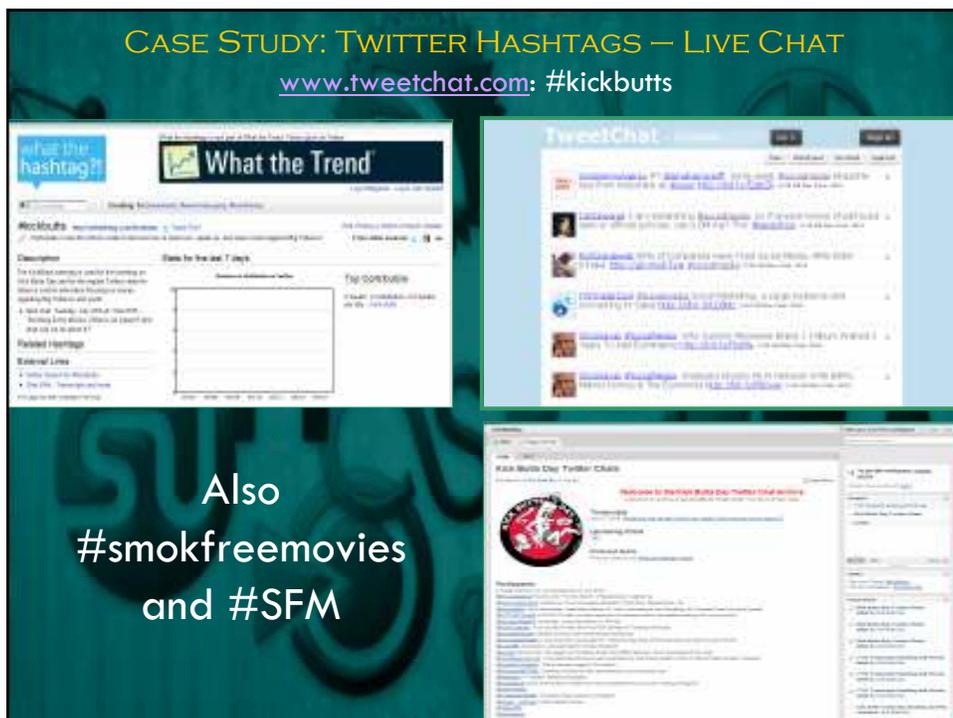
CASE STUDY: INSTANT ACCESS ON FACEBOOK

<http://bit.ly/eLD0wk>



CASE STUDY: TWITTER HASHTAGS – LIVE CHAT

www.tweetchat.com: #kickbutts



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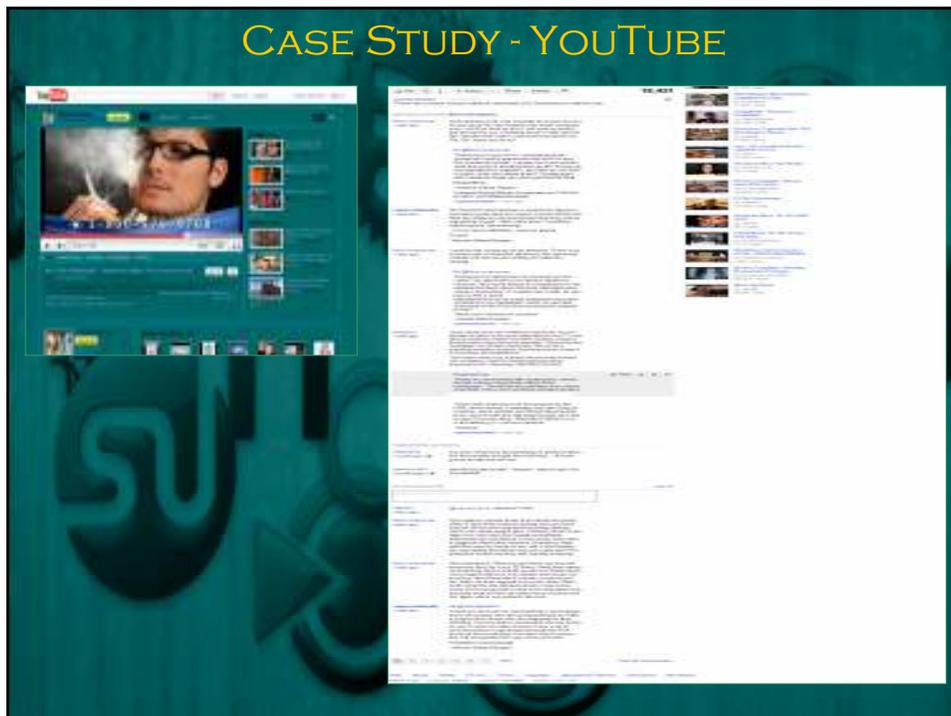
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CASE STUDY: TWITTER HASHTAG
#losethecig Campaign



The screenshot shows the Supercool Creative website. At the top, the navigation menu includes Home, About, Video, and Social Media. The main content area features a tweet from @garyploki that reads: "Your superhero... is smoking? That's not real cool." Below the tweet, the website text explains that the tweet was the first social media interaction for Supercool Creative and that they have decided to change their logo to support Gary Ploki. A video player on the right side of the page shows a man in a blue superhero costume with glasses, looking thoughtful.

CASE STUDY - YOUTUBE



The screenshot displays a YouTube video player on the left, showing a man in a blue superhero costume with glasses. To the right, a list of search results is visible, including video thumbnails and titles. The background of the slide features a large, stylized 'S' logo.

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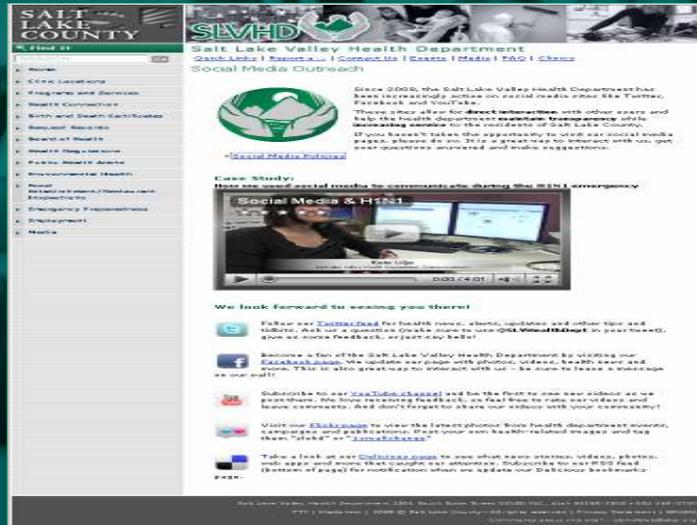
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CASE STUDIES CONT – MULTIPLE CHANNELS

- Salt Lake Valley Health Department
 - Twitter and YouTube Campaigns



CASE STUDY: ONLINE COMMUNITY

- Online Communities: Create your own and have specific conversations about your interests (similar to Facebook and MySpace)
 - <http://the84.org> - A youth-led movement fighting for a tobacco-free generation in Massachusetts



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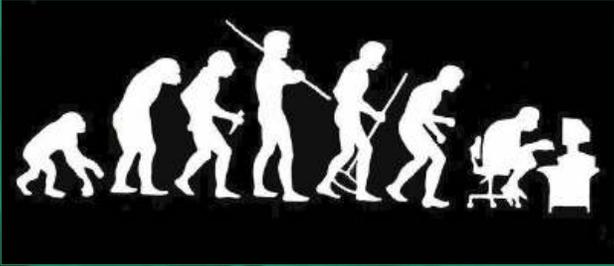
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CASE
STUDY:
ONLINE
COMMUNITY

SOCIAL MEDIA STRATEGY



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THE BASICS IN SOCIAL MEDIA STRATEGY

- Empower the conversation and involve the user
 - Respond to users
 - Ask Questions
 - Community Building
- Transparency
- Social Media supports your goals/objectives – it isn't the objective itself!

SOCIAL MEDIA STRATEGY

**It begins with your great idea or a need/issue you see
in your community/organization...**

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4 STEPS TO SOCIAL MEDIA STRATEGY

1. Identify Audience and what they're doing online (who)
 - Take a look at: <http://bit.ly/epKP08>, <http://bit.ly/b3wgKW>, <http://bit.ly/cjsKAi>
 - Listen to your community online
 2. Goals (what)
 - Short Term
 - Intermediate Term
 - Long Term
 3. Organizational Considerations (where is org at?)
 - Funding
 - Challenges/Weaknesses
 - Strengths
 - Staff Time
 4. Tactics/Plan (how)
 - Which Tools?
 - Guidelines/Page Settings?
 - Message?
 - Implementation?
 - Staff Roles – Who will lead on each tool?
 - Deadlines/Timeline Creation
- Throughout Steps 1-4: Evaluation & Discussion

STEP 3: 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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WEBINAR
MARCH 30TH, 2011

EVALUATION/MEASUREMENT

- Use Google analytics on pages to see how much reach/buzz you are creating.
 - 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 – evaluate your efforts.

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.
- Traditional marketing still works: PSAs, e-blasts, announcements, direct mail
- Social Media is not the objective itself!
- Brand your organization and keep it consistent across Social Media channels – www.checkusernames.com
- This is new, uncharted, and scary territory – provide media releases ESPECIALLY if working with youth and get proper training (online safety).

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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:** (pre-requisite – Social Media Strategy Session) 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...**

RESOURCES...



HELP

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SOME SOCIAL MEDIA TIPS/RESOURCES

- www.bit.ly – track the websites you post to your social media channels
- www.hootsuite.com – schedule updates and view multiple social media platforms at once
- www.google.com/alerts – find amazing, relevant content

A screenshot of the Google Alerts interface. It displays a table with columns for 'Alert name', 'Frequency', 'Delivery method', and 'Status'. The table lists several alerts for various topics like 'Google Analytics' and 'Social Media'.

SOME SOCIAL MEDIA TIPS/RESOURCES: GOOGLE REAL-TIME

<http://www.google.com/realtime>



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