

# SOCIAL MEDIA

WEBINAR  
MARCH 30<sup>TH</sup>, 2011

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

March 30<sup>th</sup>, 2011

**Amelia Silbert-Geiger**

**California Youth Advocacy Network**

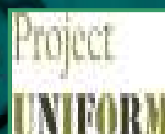
## CALIFORNIA YOUTH ADVOCACY NETWORK (CYAN)

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



For more information on Social Media or CYAN, contact:

Amelia Silbert-Geiger at:

916.339.3424 x.23 or [amelia@cyanonline.org](mailto: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



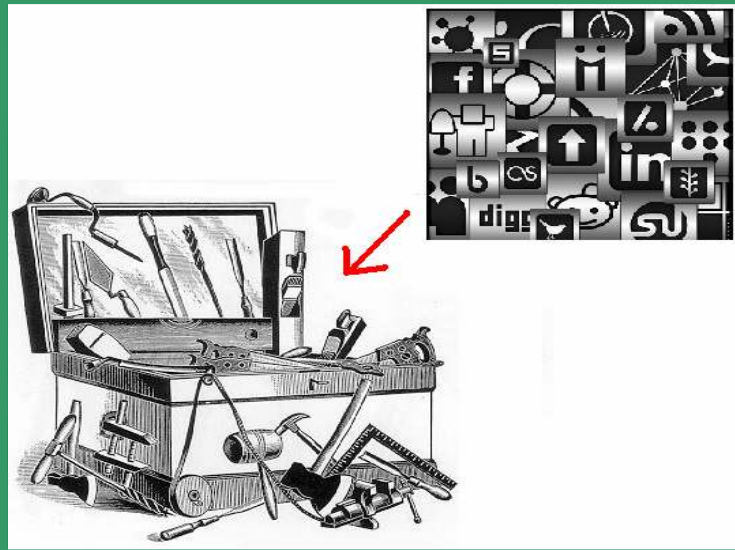
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## NOW ANOTHER TOOL!



## 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**

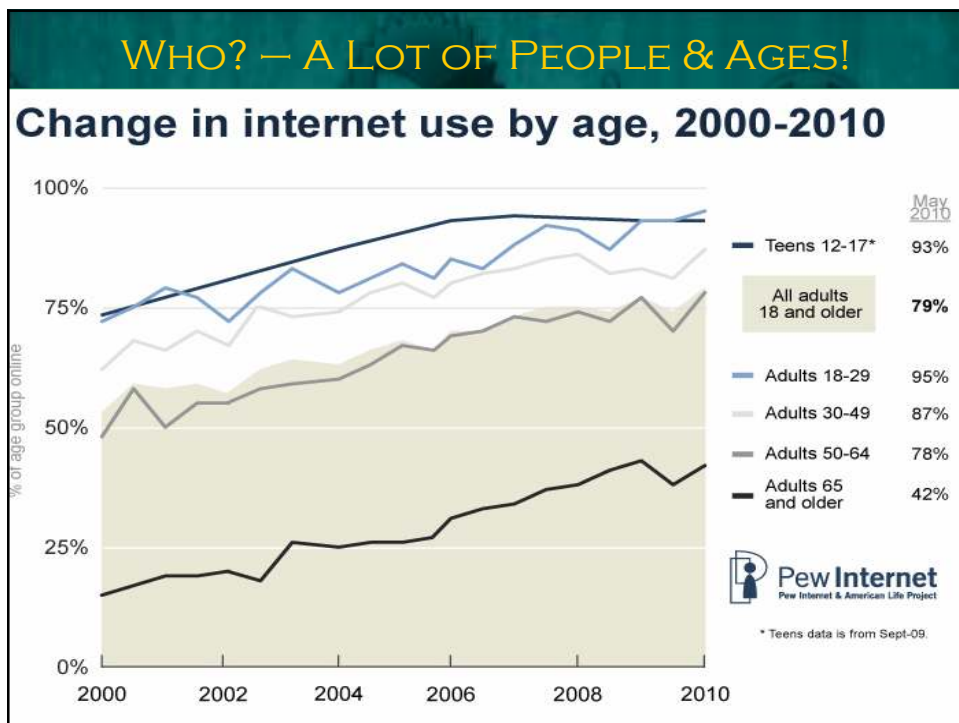


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## Social media trends by age, 2009-2010

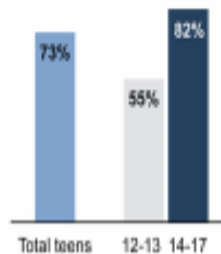
% of online adults who use SNS or Twitter, 2009-2010

	2009	2010	Percentage point change, 2009-2010	Percent change, 2009-2010
<b>Social Networking Use</b>				
All adults	46%	61%	15	33%
<b>Age</b>				
18-29	76	86	10	13%
30-49	48	61	13	27%
50-64	25	47	22	88%
65+	13	26	13	100%
<b>Twitter/Status Update Use</b>				
All adults	11%	17%	6	55%
<b>Age</b>				
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

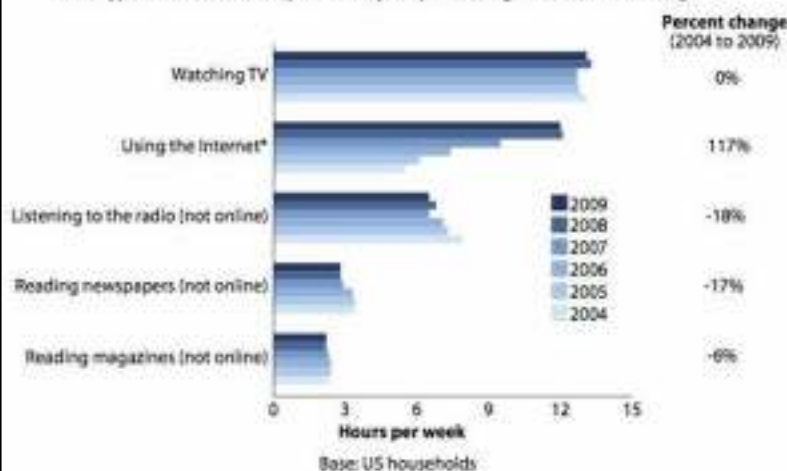


PewInternet

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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A teal-colored rectangular area with a background of various social media icons in a lighter shade of teal. The icons include a Twitter bird, a Facebook 'f', a YouTube play button, a LinkedIn 'in', a RSS feed symbol, a speech bubble, a smiley face, and a play button. The text 'WHY USE SOCIAL MEDIA TO GET YOUR MESSAGE OUT?' is centered in yellow, all-caps font.

WHY USE SOCIAL MEDIA TO  
GET YOUR MESSAGE OUT?

A teal-colored rectangular area with a background of various social media icons in a lighter shade of teal. The icons include a Twitter bird, a Facebook 'f', a YouTube play button, a LinkedIn 'in', a RSS feed symbol, a speech bubble, a smiley face, and a play button. The text 'WHY? - UNBELIEVABLE STATS (IT'S POPULAR)!' is centered in yellow, all-caps font.

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

The Power of Social Media

REALLY?

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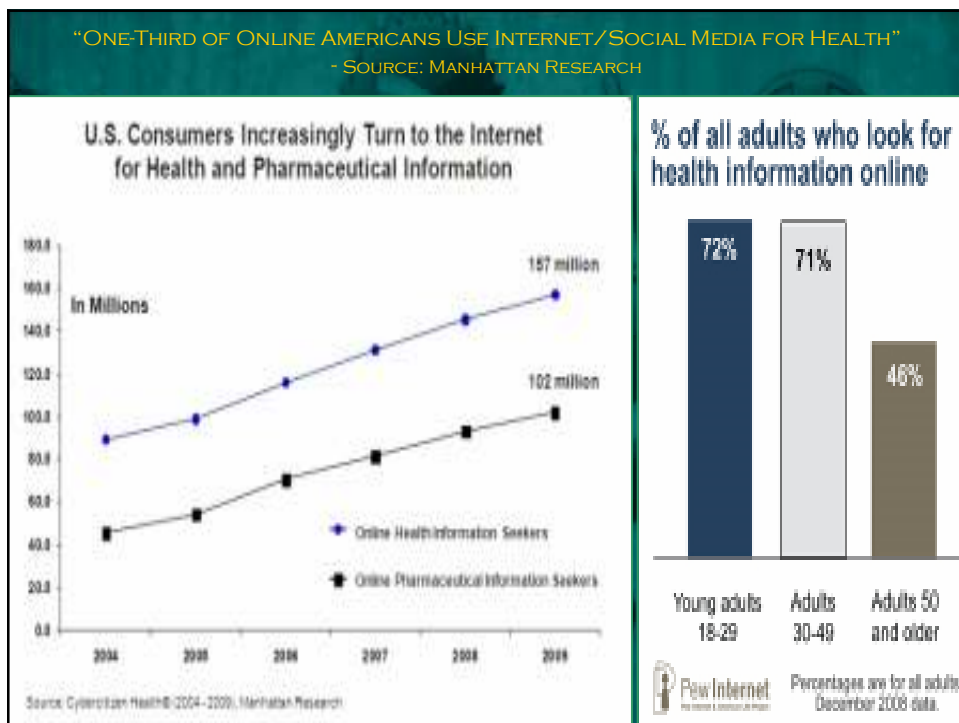
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## WHY? - THE REVOLUTION

<http://youtu.be/hmbm-BMkmNI>



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WHY? — THEY'RE HERE....



POLL TIME!

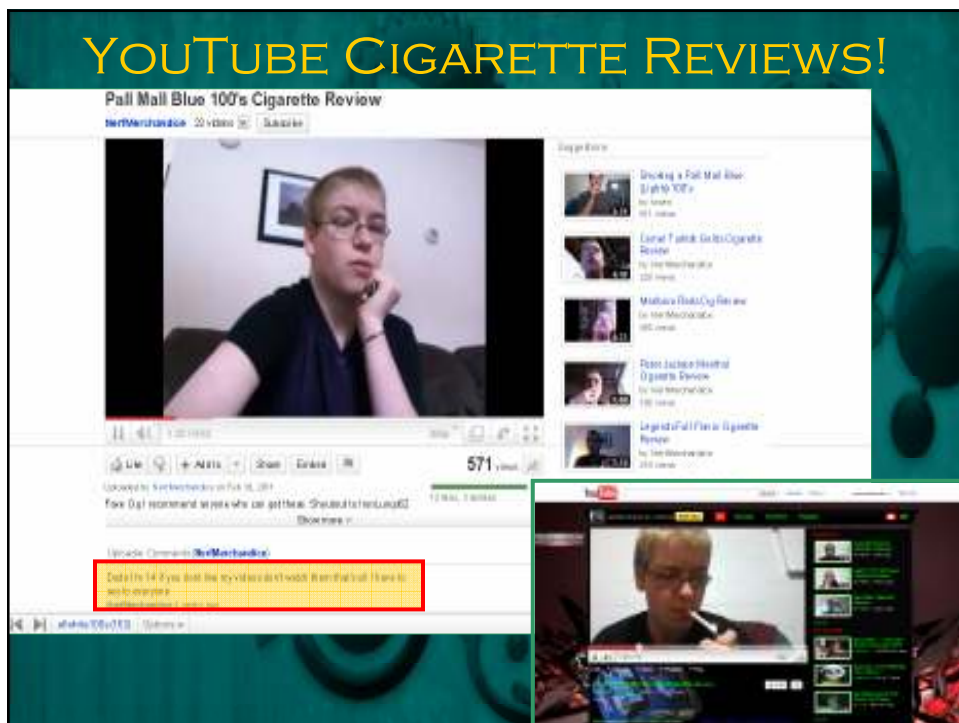
Have you been able to find the tobacco industry  
on Facebook, YouTube, or Twitter?

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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



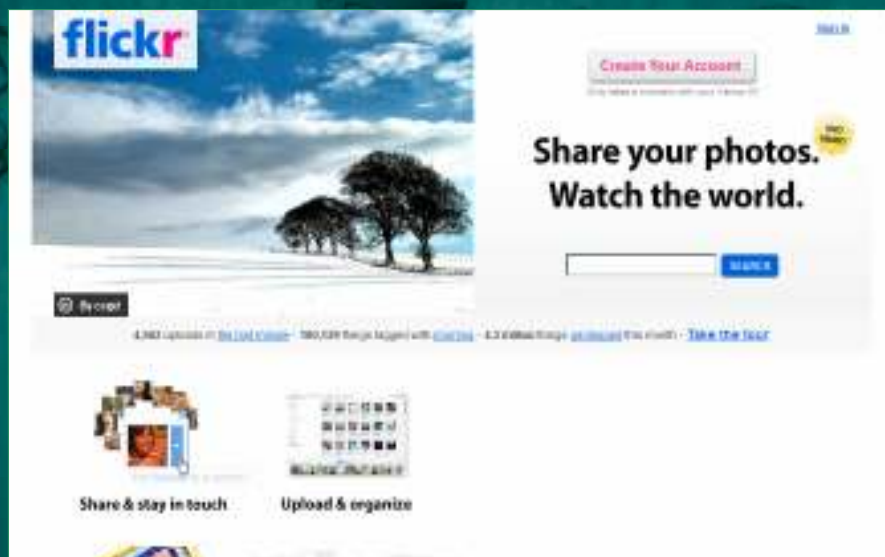
**Video Sharing** — websites or software that allow users to easily upload and share their own video content online. YouTube is probably the most popular video sharing site and allows people to easily upload and share video clips through websites, mobile devices, blogs, and email.

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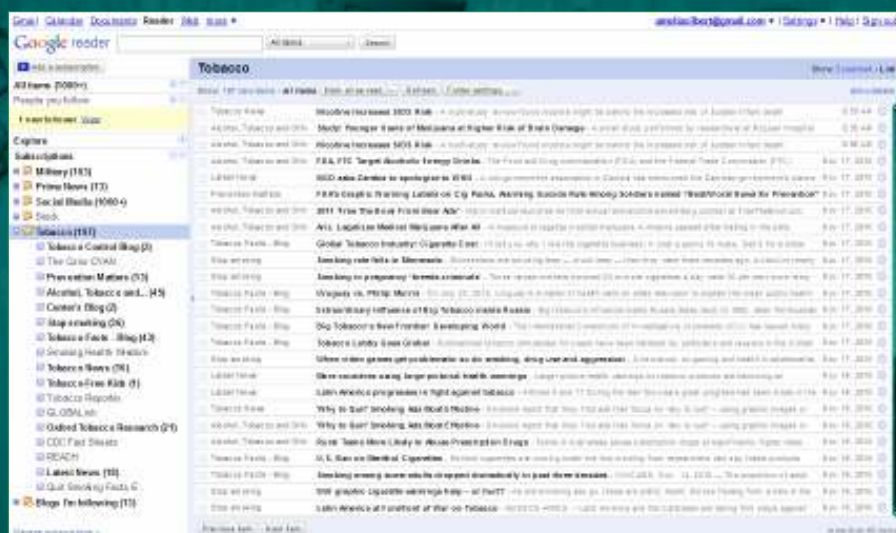
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## SOME OF THE SOCIAL MEDIA TOOLS – IN BRIEF



**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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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%
<b>Total US</b>	<b>42,089,200</b>	<b>100.0%</b>	<b>103,085,520</b>	<b>100.0%</b>	<b>144.9%</b>
Age	As of 1/04/09		As of 1/04/2010		Growth
	Users	Percentage	Users	Percentage	
13-17	5,674,780	13.5%	10,680,140	10.4%	88.2%
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	<b>29.0%</b>	328.1%
55+	954,680	2.3%	9,763,900	9.5%	<b>922.7%</b>
Unknown	23,480	0.1%	1,067,780	1.0%	4447.6%
Geography	As of 1/04/09		As of 1/04/2010		Growth
	Users	Percentage	Users	Percentage	
New York	1,622,560	3.9%	2,934,580	2.8%	80.9%
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%	<b>267.6%</b>
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	As of 1/04/09		As of 1/04/2010		Growth
	Users	Percentage	Users	Percentage	
High School	5,627,740	13.4%	7,989,620	7.8%	42.0%
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	As of 1/04/09		As of 1/04/2010		Growth
	Users	Percentage	Users	Percentage	
Sex	72,100	0.2%	844,600	0.8%	1071.4%
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

## FACEBOOK STATS

## 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 EXAMPLES, TIPS, AND BEST PRACTICES

## FACEBOOK'S NEW LAYOUT!



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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](http://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](http://facebook.com/BreakFreeFromOurCities)

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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**

Groups  
200 Results

**British American Tobacco Worldwide**  
Business  
1,362 members  
Request to Join  
View All Group Results ▶

**NICE TO SEE YOU AGAIN**  
FIRST TIME

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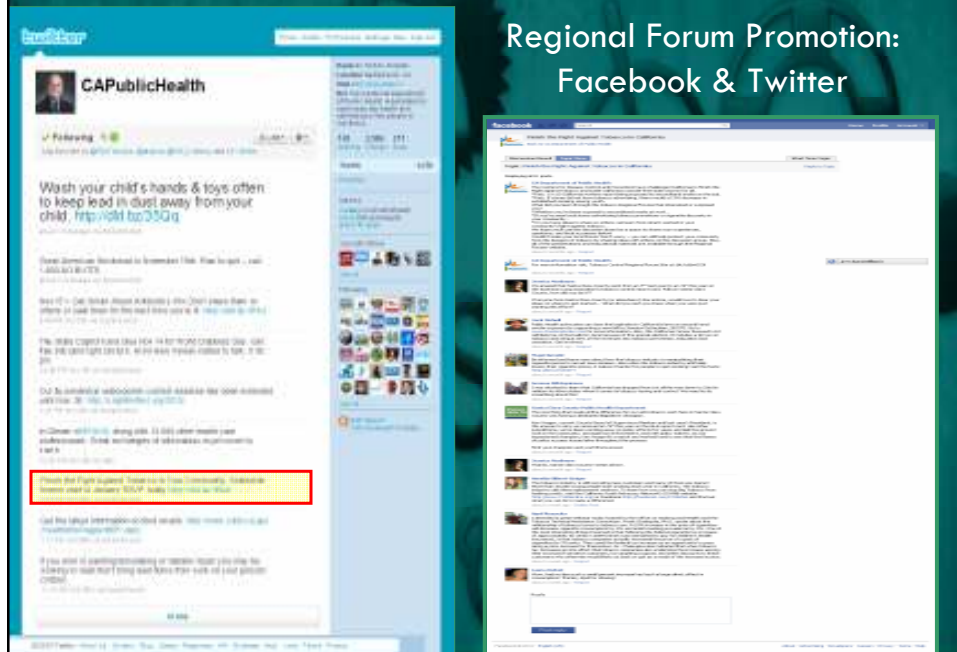
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## CALIFORNIA TOBACCO CONTROL PROGRAM

Regional Forum Promotion:  
Facebook & Twitter



## CASE STUDIES CONT. — FACEBOOK TABS



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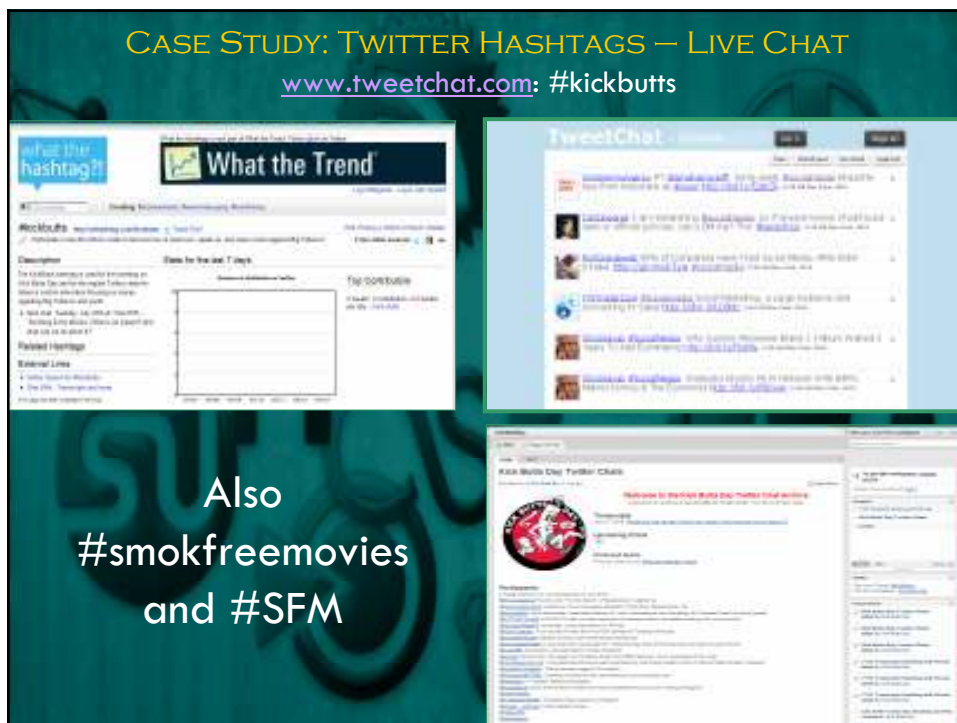
## CASE STUDY: INSTANT ACCESS ON FACEBOOK

<http://bit.ly/eLD0wk>



## CASE STUDY: TWITTER HASHTAGS — LIVE CHAT

[www.tweetchat.com](http://www.tweetchat.com): #kickbutts



Also  
#smokfreemovies  
and #SFM

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CASE STUDY: TWITTER HASHTAG  
[#losethecig Campaign](#)



The image shows a screenshot of the Supercool Creative website and a Twitter post. The website has a navigation bar with links: Home, About, Video, Social Media, and a partially visible link. The main heading on the website is "Your Superhero is Smoking?". Below this, there is a graphic of a superhero with a red 'S' on his chest, labeled "SUPERCool CREATIVE". The text on the website reads: "It's my first day doing social media for Supercool ad and I get this tweet regarding our logo from @garyp theater/film actor from Prospect, CT: 'Your superhero... is smoking? That's not real cool.'" and "So, I'm new, but I said screw it and I took Gary's con with management and here's the deal." Below this, it says: "If Supercool Creative gets 500 tweets telling us the logo is no good we'll change it, business cards, letterhead, websites, social networking sites... everything." and "So support Gary Ploski from Prospect, CT and send a tweet to @SupercoolAgency Change your Logo! #LoseTheCig. Stay tuned and I'll let you know when we get cl". The Twitter post is from "Supercool Creative" and features a photo of a man with glasses and a blue shirt.

CASE STUDY - YOUTUBE



The image shows a screenshot of a YouTube video player and a YouTube channel page. The video player on the left shows a man with glasses and a blue shirt, with the video title "1:30:21-07-11". The channel page on the right shows the channel name "THE ACET" and a list of videos.

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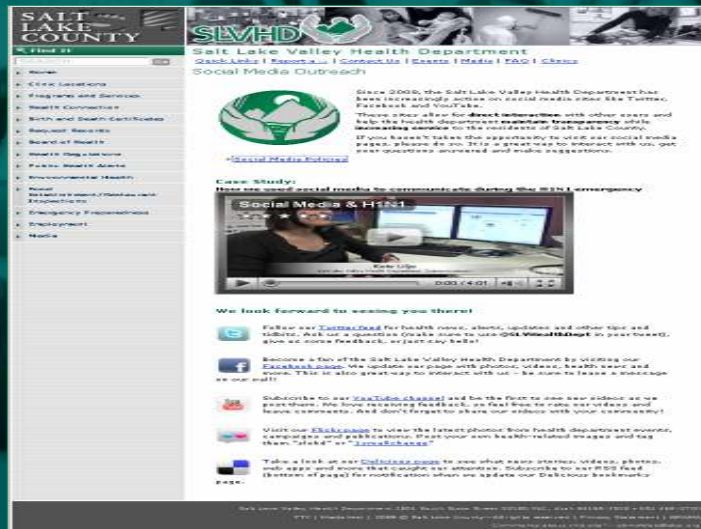
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## CASE STUDIES CONT – MULTIPLE CHANNELS

- 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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## 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/cjsKAj>
    - 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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## 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.

## 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](http://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...



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## 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) – schedule updates and view multiple social media platforms at once
- [www.google.com/alerts](http://www.google.com/alerts) – find amazing, relevant content

A screenshot of the Google Alerts interface. It shows a table of alerts with columns for the alert name, frequency, delivery method, and source. The table lists several alerts related to various topics, with the first one being 'Google Alerts'.

## SOME SOCIAL MEDIA TIPS/RESOURCES: GOOGLE REAL-TIME

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



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**ME AND CYAN**

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