

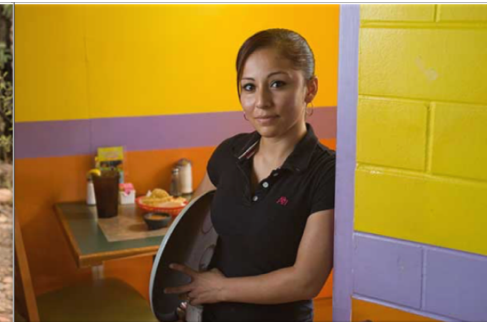


CENTRAL HEALTH

# Social Media 101

Community Health Champions  
Feb. 15, 2018

Ted Burton, Vice President of Communications  
Content Provided by Influence Opinions



# "Social" Media



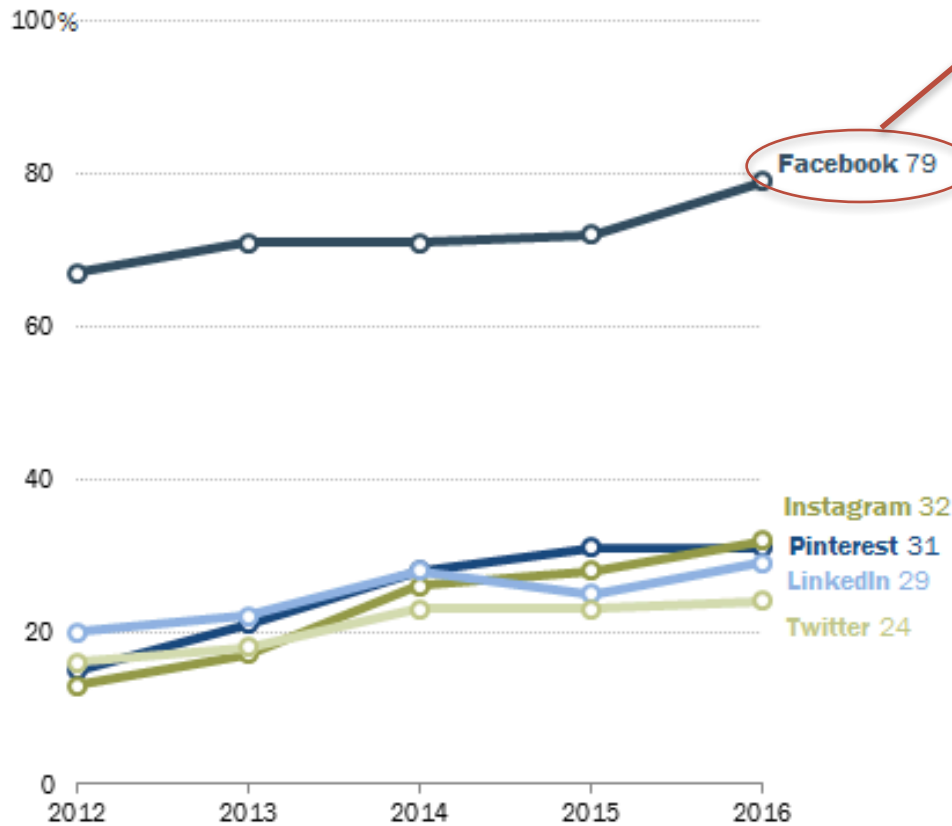


# Social Media Growth

Facts:

- 8 of 10 *online* Americans (79%) use Facebook
- More than double Twitter (24%), Pinterest (31%), Instagram (32%) and LinkedIn (29%)

% of *online* adults who use ...



**79% of online adults (68% of all Americans) use Facebook**

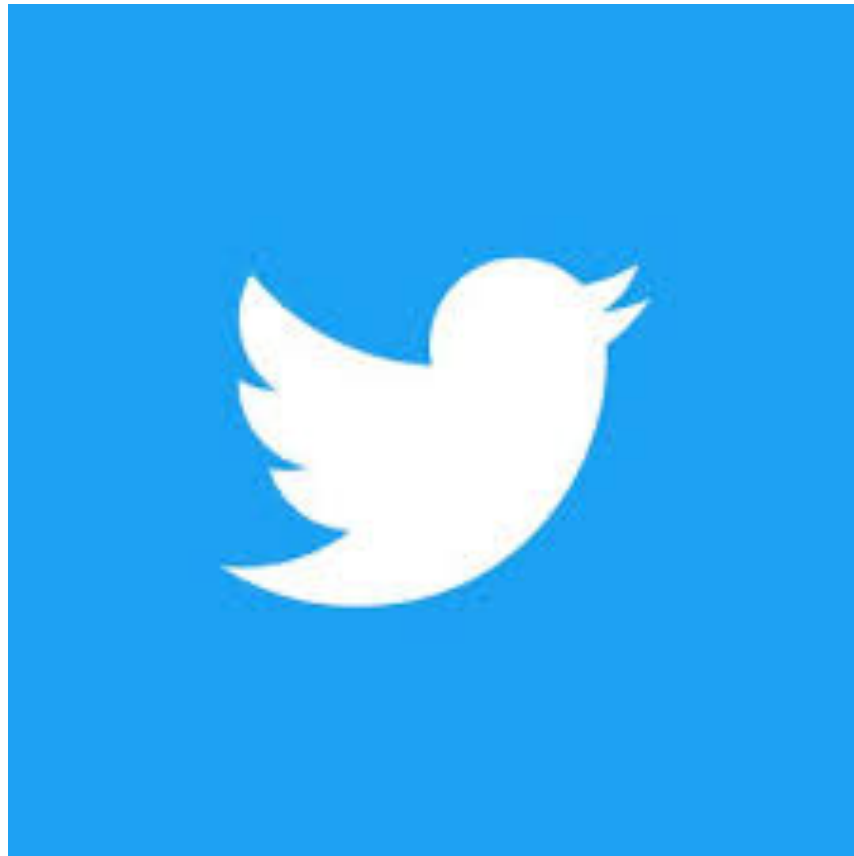
% of *online* adults who use Facebook

All online adults	79%
Men	75
Women	83
18-29	88
30-49	84
50-64	72
65+	62
High school degree or less	77
Some college	82
College+	79
Less than \$30K/year	84
\$30K-\$49,999	80
\$50K-\$74,999	75
\$75,000+	77
Urban	81
Suburban	77
Rural	81



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Source: Pew Research





**Aidan Minoff**

@TheCaptainAidan

Follow



My school is being shot up and I am locked inside. I'm fucking scared right now.



2:01 PM - 14 Feb 2018

20,780 Retweets 35,353 Likes



1.6K 21K 35K



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# Twitter



- Breaking news: Protests, sporting events, entertainment
- Twitter feed is “real time”
- Content: Pithy, brief, direct
- Best channel to reach stakeholders and community influencers
  - City Council
  - County Commissioners
  - Staffers
  - Media
- Real-time updates
- Source of news
- Followed regularly and monitored by elected officials, staffers and reporters



# Twitter



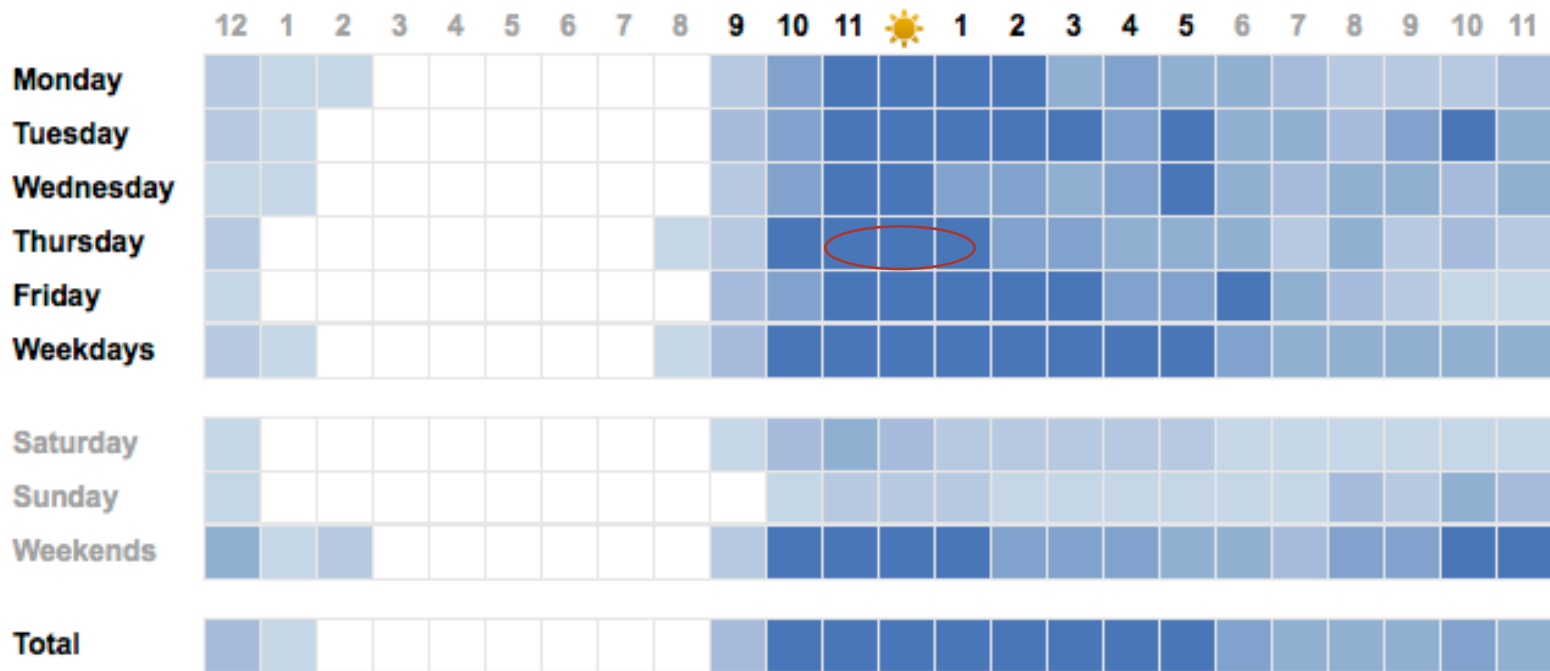
- 280 characters (up from 140)
- Hashtags (#) add to larger conversation
- Not about friending, it's about following
  - The more you follow, the more that follow you
  - Use “Twriends” to find new Twitter users (Twriends.com)
  - Optimize your bio
  - Retweet, like
- Add photo, video, gif



# Twitter



- Peak hours
- Follow key stakeholders/influencers and media



Best day to tweet:

**Tuesday  
Afternoon**

Best time to tweet:

Showing local timezone (CST)



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# Twitter



- Cross post with allies and acknowledge supporters tweets
- Mention specific @handles when applicable
- Retweet influencer's content to create more visibility



# Twitter



- Keep tweets concise
- Include links to longer-form content (like news posts or links to the website)
- Use issue- and industry-related hashtags to support communications goals and attain new followers
- Tweet three to five times a day



# Twitter Lists



- A list is curated group of Twitter users
- Create your own lists or subscribe to lists created by others

How To:

<https://support.twitter.com/articles/76460-how-to-use-twitter-lists>

Example:

<https://twitter.com/TexasTribune/lists>

# Twitter Lists



List members	
	<b>Alison Alter for ATX</b> @ALTERforATX ALISON - the best ALTERnative for Austin City Council District 10. Putting Community First! <a href="#">#ATXCouncil</a> , <a href="#">@Alison_Alter</a>
	<b>Pio Renteria</b> @d3forpio City Council representative. Twitter account managed by campaign volunteers, not city staff. Contact Pio directly: <a href="mailto:sabino.renteria@austintexas.gov">sabino.renteria@austintexas.gov</a> <a href="#">@CM_Renteria</a>
	<b>Leslie Pool</b> @LesliePoolATX Austin City Council Member, District 7 Longtime Democrat, advocate for neighborhoods & local business, our environment, parks, pools, libraries. Reelected 2016.
	<b>Ellen Troxclair</b> @EllenforAustin Austin City Council Member, District 8. Common sense leadership for Southwest Austin.
	<b>Ora Houston</b> @Oraatx1 Austin is growing and changing. Help me make sure the changes are for the better for everyone. Join us!
	<b>Delia Garza D2</b> @DGarzaforD2
	<b>Ann Kitchen</b> @AnnKitchenATX A uniquely qualified voice for South Austin, Ann Kitchen is running for Austin City Council Place 5.
	<b>Gregorio Casar</b>  @GregCasar major league dominos wannabe. honored to serve as Council Member for <a href="#">#atxD4</a>
	<b>Kathie Tovo</b> @kathietovo Mayor Pro Tem, Austin City Council, District 9 - personal account
	<b>Jimmy Flannigan</b> @JimmyFlannigan <a href="#">#atxcouncil</a> <a href="#">#atxd6</a> . Small business owner ( <a href="#">@SiteStreet</a> ) and organizer of <a href="#">@nwatx</a>





# Local Decision Makers



## Austin City Council



Steve Adler  
[@MayorAdler](#)



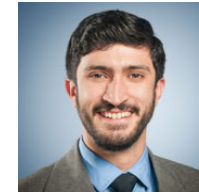
Ora Houston  
[@Oraatx1](#)



Delia Garza  
[@DGarzaforD2](#)



Pio Renteria  
[@CM\\_Renteria](#)



Greg Casar  
[@GregCasar](#)



Ann Kitchen  
[@D5Kitchen](#)



Jimmy Flannigan  
[@JimmyFlannigan](#)



Leslie Pool  
[@LesliePoolATX](#)



Ellen Troxclair  
[@EllenforAustin](#)



Kathie Tovo  
[@kathietovo](#)



Alison Alter  
[@ALTERforATX](#)

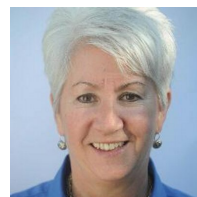
## Travis County Commissioners



Sarah Eckhardt  
[@JudgeEckhardt](#)



Jeff Travillion  
[@jefftravillion](#)



Brigid Shea  
[@VoteForBrigid](#)



Gerald Daugherty  
[@TeamDaugherty](#)

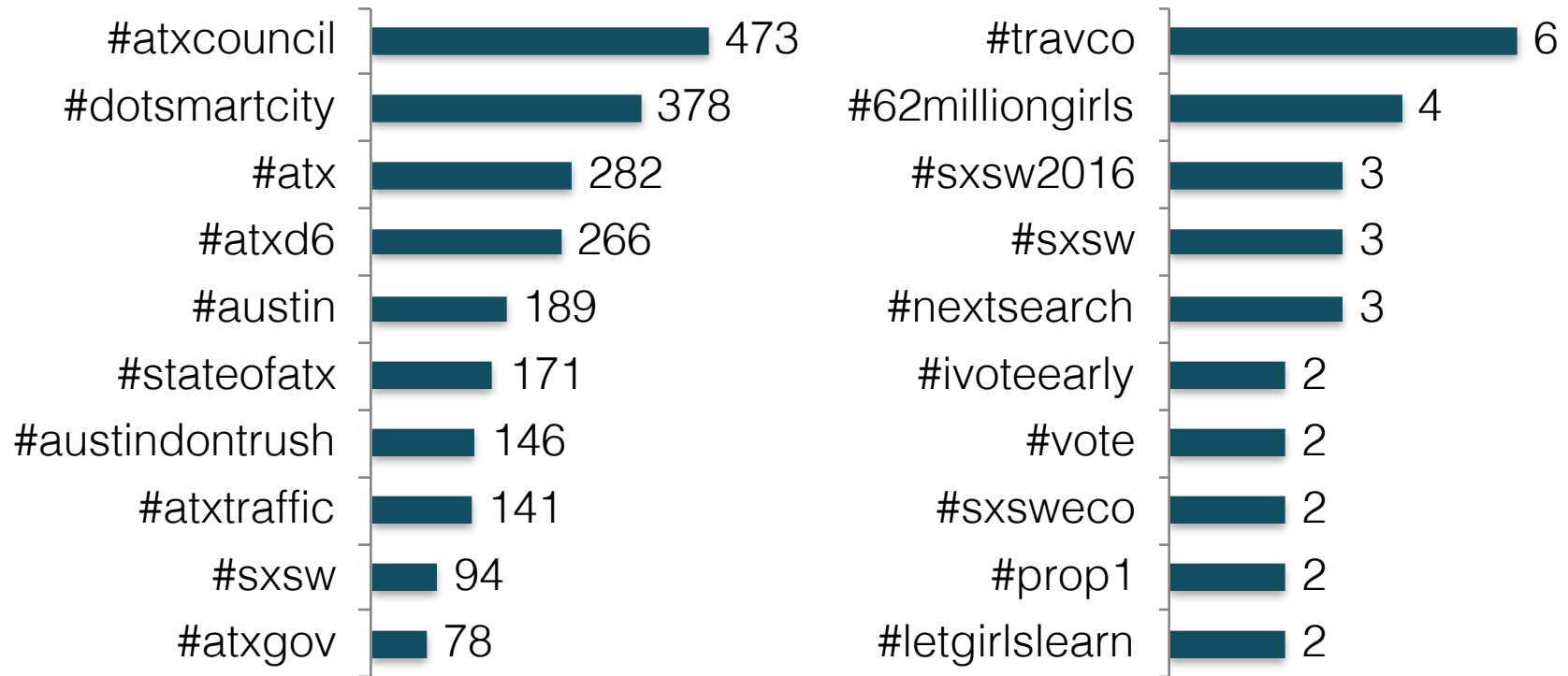


Margaret Gomez  
[@MargaretGomez4](#)



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# What Hashtags Do Council Members / Commissioners Use?



Using these hashtags in tweets will increase visibility in front of decision makers

# Media Outlets/Reporters use Twitter; Engage with Central Health Frequently



**Statesman staff**  
A public list by Austin Statesman

MEMBERS 147 SUBSCRIBERS 106


Unsubscribe from list

Tweets >


List members >


List subscribers >


Recently added members · View all


 **AASInteractive** @AASInteractive...  
Follow


**List members**

 **AASInteractive** @AASInteractive  
Austin American-Statesman interactives: Just some knuckleheads from old times. Tweets by @crit, @danhillreports, @cody\_winchester


 **Thomas Jones** @ThomasJonesAAS  
Community Sport Editor, Austin American-Statesman.

 **512Tech** @512tech  
News about Austin's technology industry and the culture that surrounds it, from the Austin American-Statesman.

 **Brianna Stone** @bristone19  
UT Journalism | News intern @statesman | Digital producer @USATODAYcollege | Secretary @UTNABJ | Formerly @thedailytexan | email: briannastone@utexas.edu

 **Amy Denney** @write\_riot  
Follow

.@CentralHealthTX answers questions about its Breckenridge redevelopment plan.  
[communityimpact.com/austin/develop...](http://communityimpact.com/austin/develop...)

 **Spectrum News Austin** @SpecNewsATX  
Follow

.@CentralHealthTX is doing what it can to help the community in the uncertain future of healthcare via workshop:

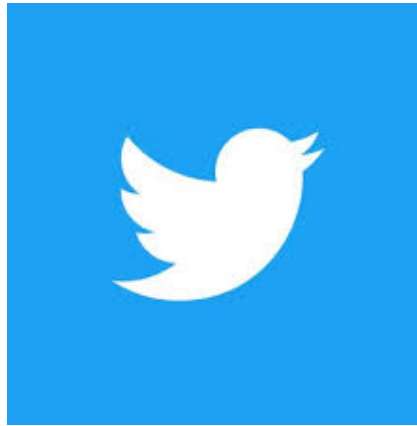
 **Taylor Goldenstein** @taygoldenstein  
Follow

People are gathering now at @CentralHealthTX for community update meeting on the Brackenridge campus redevelopment.



 **Community Impact NWA** @Impactnews\_nwa  
Follow

Travis County commissioners, #atxcouncil committee approve finalist for @CentralHealthTX board seat  
[communityimpact.com/austin/northwe ...](http://communityimpact.com/austin/northwe...)



@CentralHealthTX  
#HealthCareForAll  
#TravCo  
#HealthChamps





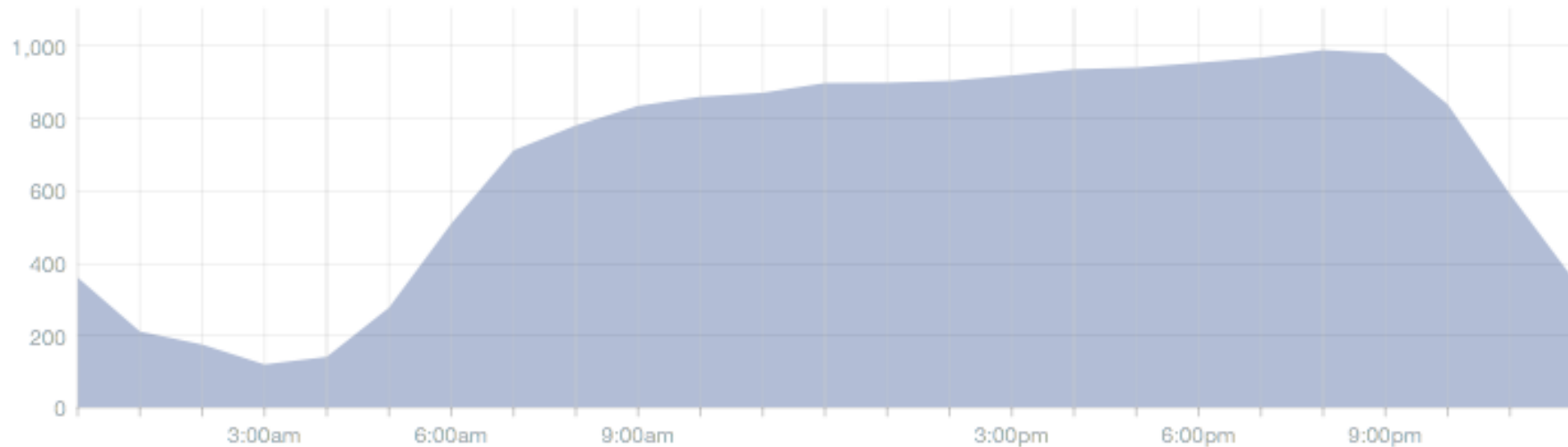


# Facebook



- Broader general public
- Post during peak hours (3 – 6 p.m.)
- Post 6 – 10 times/week

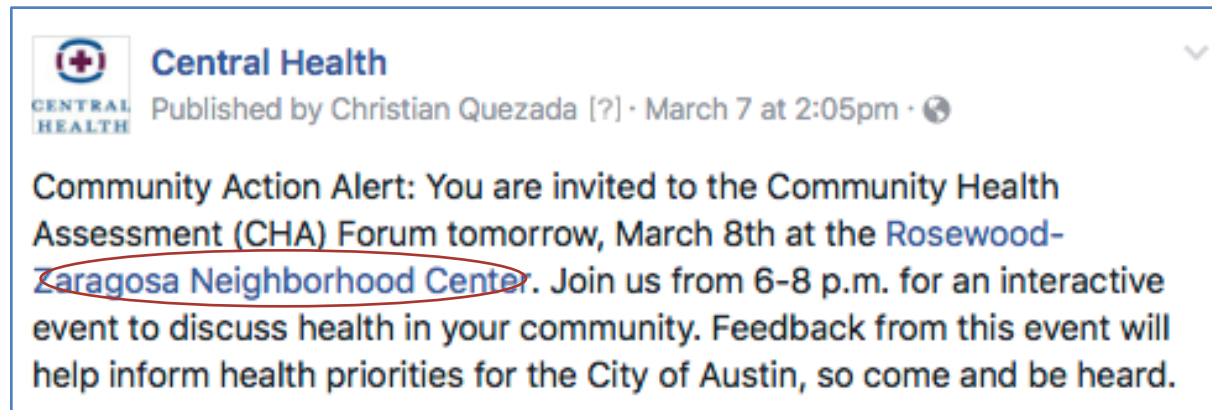
TIMES



# Facebook



- Keep content and messaging simple, consistent, repetitive
- Share a photo or video whenever possible
- Tag entities when applicable (e.g. Central Health, Seton, Dell Med etc.)





# Maximize Posts

- Include a call-to-action
- Consider boosting posts

**Central Health**  
Published by Christian Quezada [?] · February 14 at 3:44pm · 🌐

Ditch the sweets and really look after your heart (and your loved one's heart) this Valentine's Day.

Join us from 5:30 to 8:00 p.m. for free health screenings, free, healthy food, and locally grown produce at the Healthy Hearts Fair.

This family-friendly event will be followed by a public meeting on the Colony Park development process.

**HEALTHY HEARTS FAIR  
& COLONY PARK DEVELOPMENT UPDATE**

Free Food Free Health Screenings Locally Grown Produce

**Tuesday, February 14, 2017  
5:30-8:00pm  
Turner-Roberts Recreation Center  
7201 Colony Loop Drive**

This event will feature a family-friendly health fair followed by a public meeting on the Colony Park development process.

Logos: Colony Park, Economic Development, City of Austin, SFC

More info: [www.colonyparkatx.org](http://www.colonyparkatx.org) Email: [colonypark@austintexas.gov](mailto:colonypark@austintexas.gov)

The City of Austin is proud to comply with the Americans with Disabilities Act. If you require special assistance for participation in our programs or use of our facilities, please call 512-978-4848.

455 people reached

**Boost Post**





# Building your Facebook Platform

## Timeline Page

- Arranges your life in chronological order
- Displays running list of activities
  - Cover photo
  - Profile picture
  - Basic bio information (hobbies, professional, interests, relationships)





# Building your Facebook

## Privacy Settings

### Control who sees your content

- Global settings
- Case by case

### Organizing Facebook Friends

- Create different friends' lists
- Hide friends whose messages you don't want to see
- Customize who sees specific posts



# Additional Channels





# Instagram

- Sharing photos
- Create an organization hashtag to categorize photos
- Re-gram (share) photos from employees / general public
- Use Instagram Live to broadcast an event
- Grow followers by engaging like or commenting on others' photos

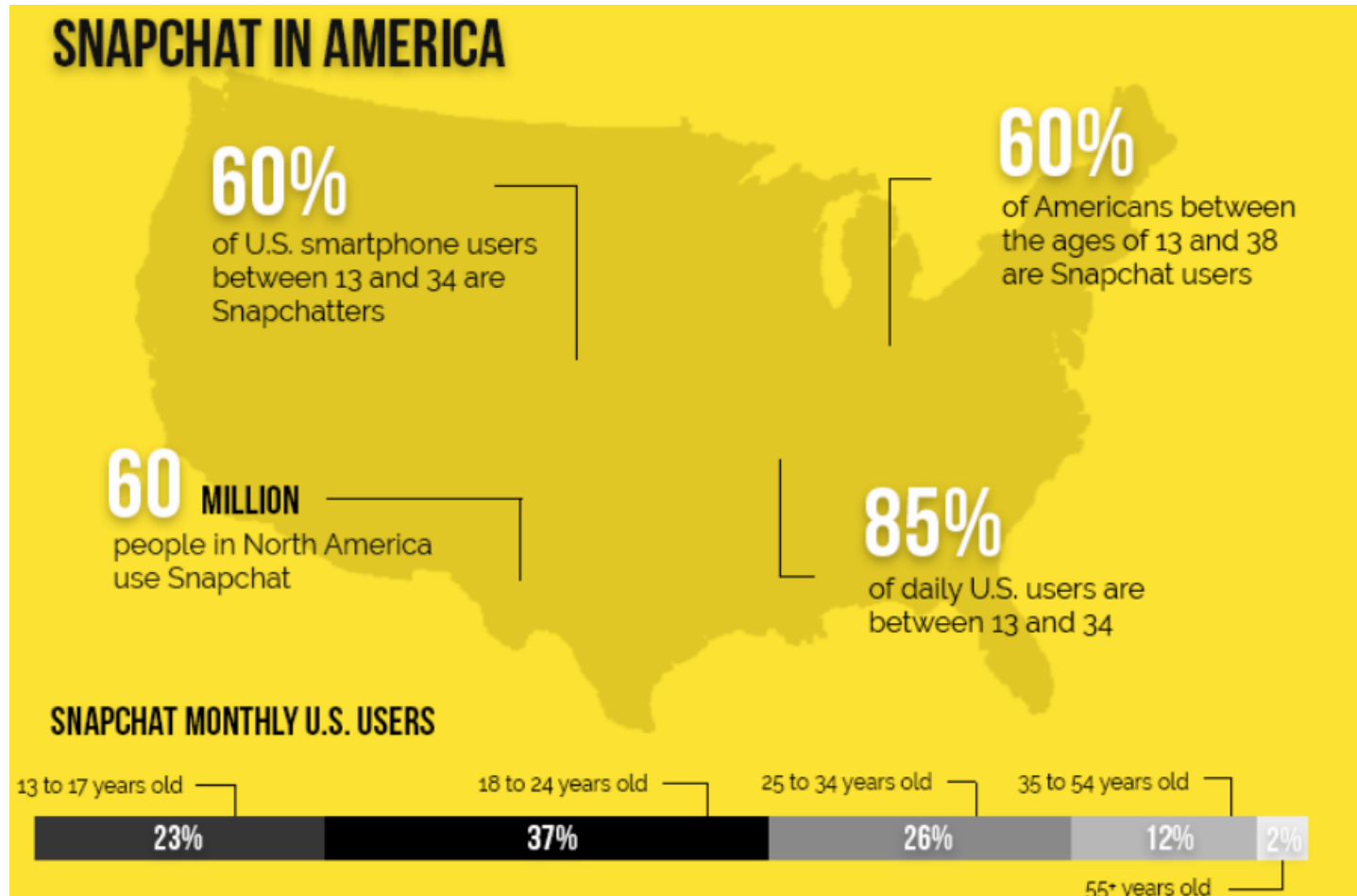
## **32% of online adults (28% of all Americans) use Instagram**

*% of online adults who use Instagram*

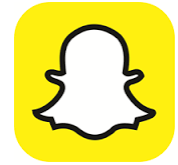
All online adults	32%
Men	26
Women	38
18-29	59
30-49	33
50-64	18
65+	8
High school or less	27
Some college	37
College+	33
Less than \$30K/year	38
\$30K-\$49,999	32
\$50K-\$74,999	32
\$75,000+	31
Urban	39
Suburban	28
Rural	31



# Snapchat



# Snapchat



- Create a branded filter for users in your geographic area (e.g. events)
- You don't have to have a snapchat account
- Anyone in the area can see them





# LinkedIn

- Push breaking news with influencers such as community and business leaders
- Include a URL to drive people back to website.
- Cultivate a following:
  - Include social media links on website by embedding follow buttons on the site.
  - Get your organization in front of the right people:
    - Ads / sponsored updates

## **29% of online adults (25% of all Americans) use LinkedIn**

*% of online adults who use LinkedIn*

All online adults	29%
Men	31
Women	27
18-29	34
30-49	33
50-64	24
65+	20
High school degree or less	12
Some college	27
College+	50
Less than \$30K/year	21
\$30K-\$49,999	13
\$50K-\$74,999	32
\$75,000+	45
Urban	34
Suburban	30
Rural	18
Employed	35
Not employed*	17



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# CENTRAL HEALTH

ted.burton@centralhealth.net

[www.centralhealth.net](http://www.centralhealth.net)

@centralhealthtx

