CENTRAL HEALTH

Social Media 101

Community Health Champions
Feb. 15, 2018

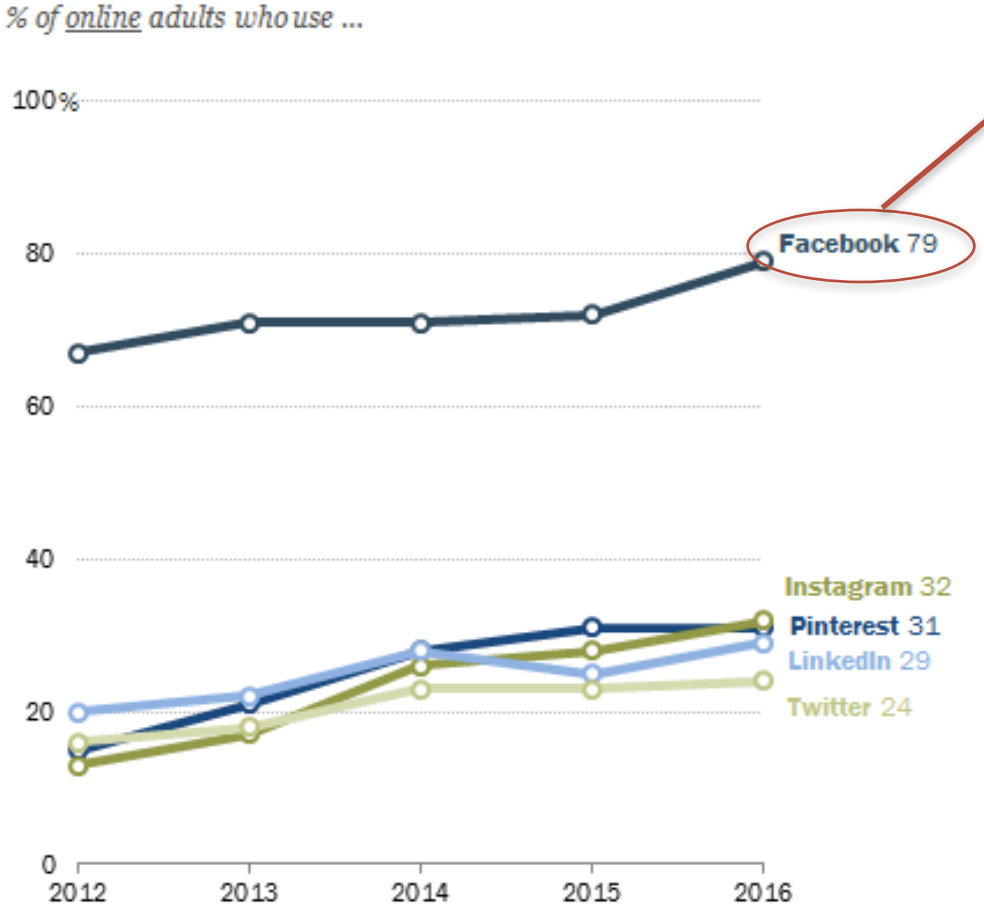
Ted Burton, Vice President of Communications
Content Provided by Influence Opinions

"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%)

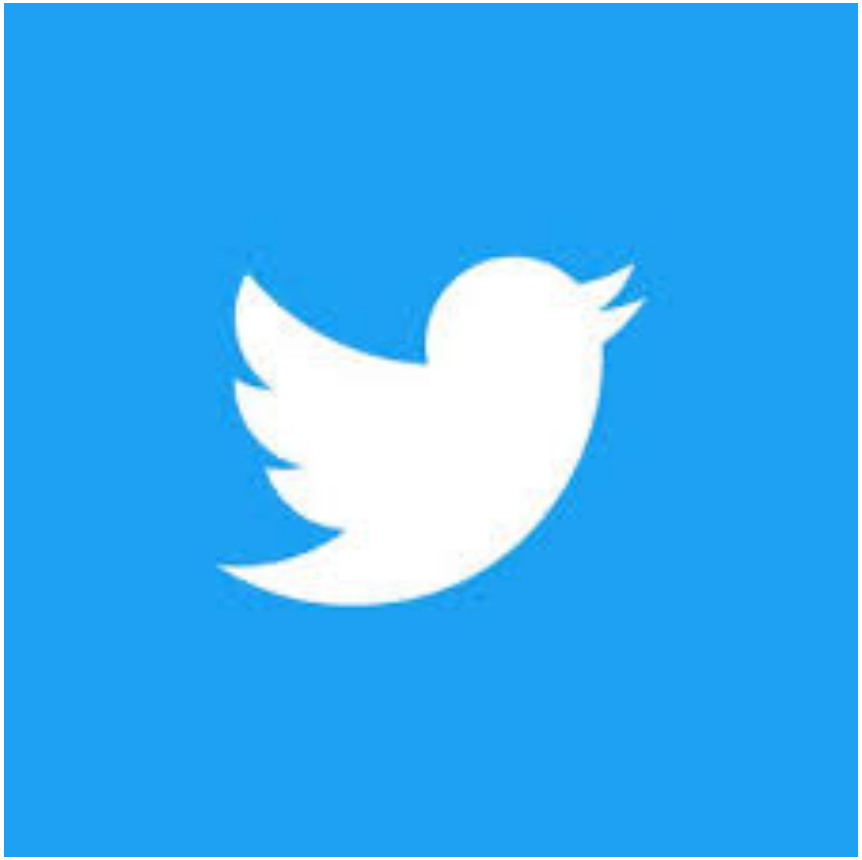


79% of online adults (68% of all Americans) use Facebook

% 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

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

Twitter

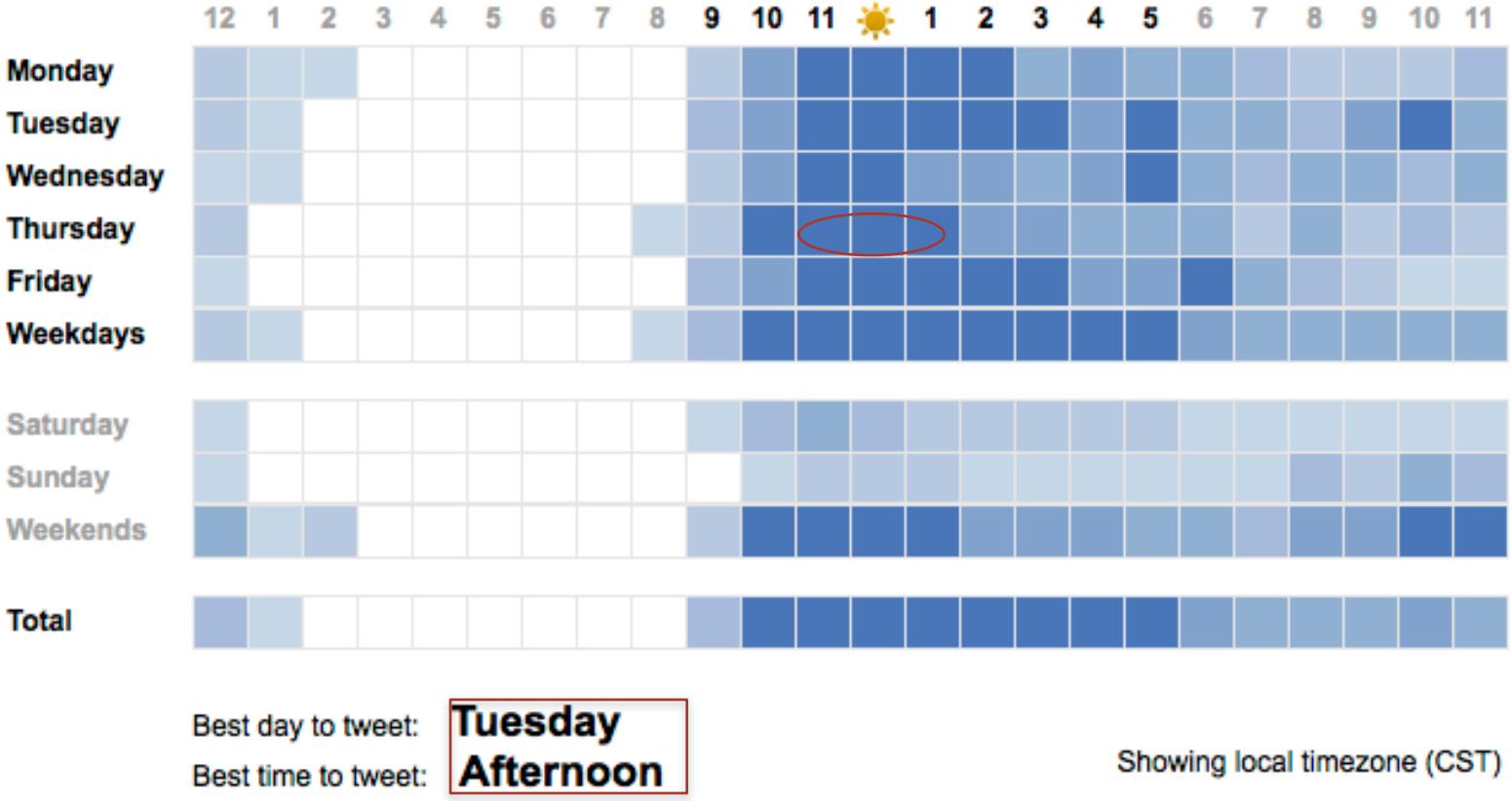
- Breaking news: Protests, sporting events, entertainment
- Twitter feed is “real time”
- Content: Pithy, brief, direct
- Best channel to reach stakeholders and community influencers
    - City Council
    - County Commissioners
    - Staffers
    - Media
- Real-time updates
- Source of news
- Followed 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 "Twiends" to find new Twitter users (Twiends.com)
  - Optimize your bio
  - Retweet, like
- Add photo, video, gif

Twitter

- Peak hours
- Follow key stakeholders/influencers and media



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

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

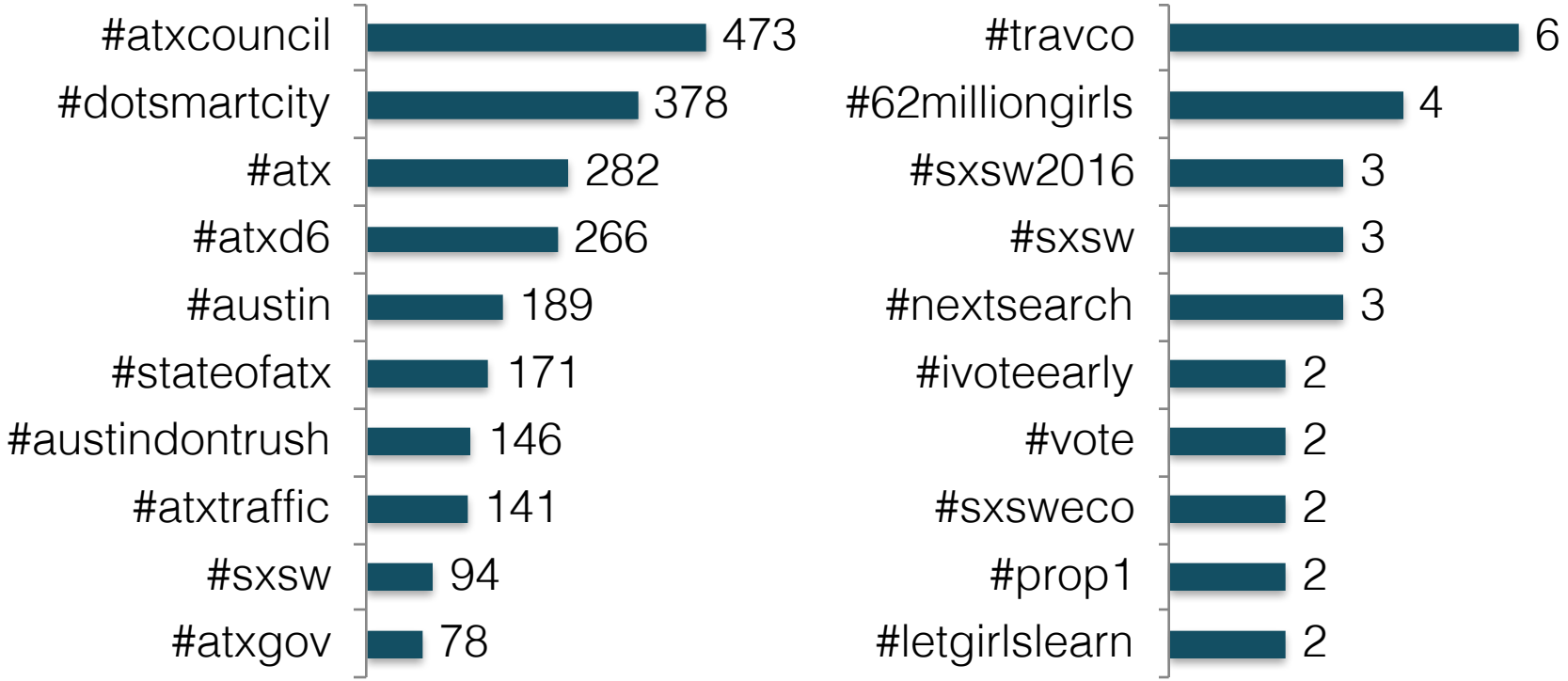
Jeff Travillion
@jefftravillion

Brigid Shea
@VoteForBrigid

Gerald Daugherty
@TeamDaugherty

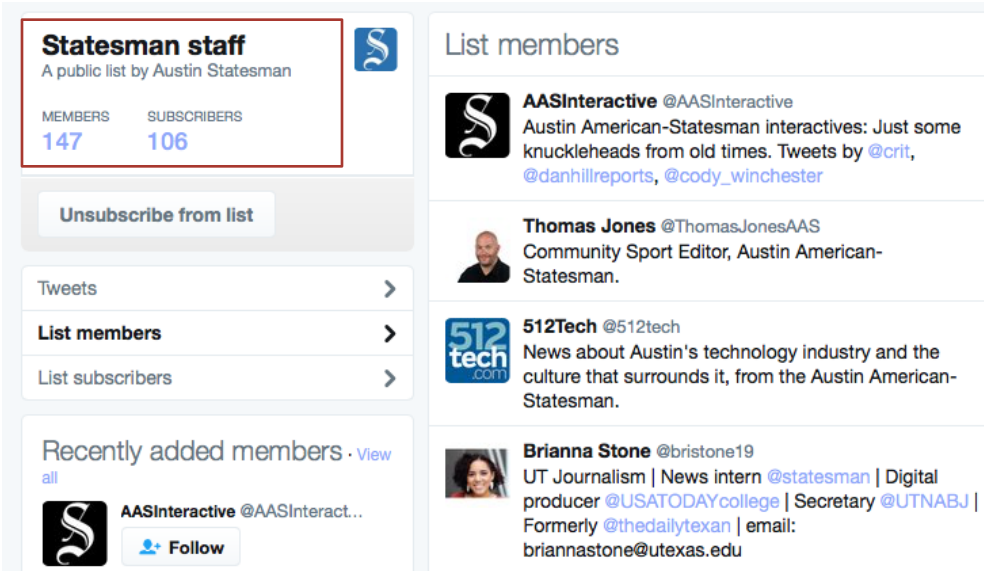
Margaret Gomez
@MargaretGomez4

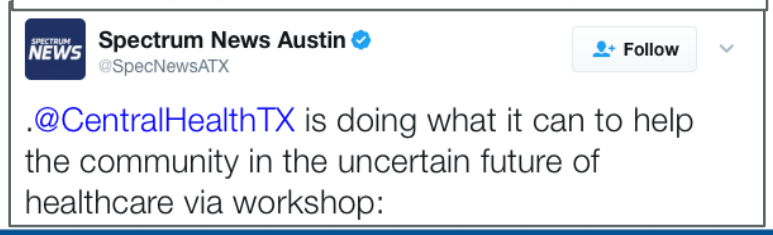
What Hashtags Do Council Members / Commissioners Use?

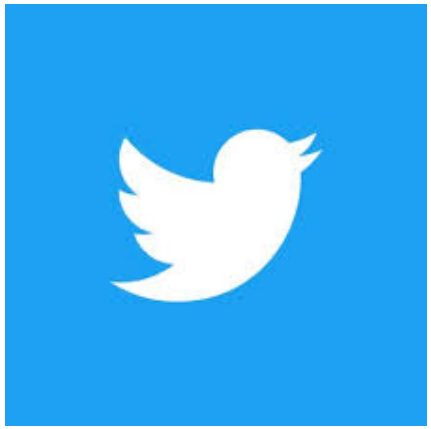


Using these hashtags in tweets will increase visibility in front of decision makers

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



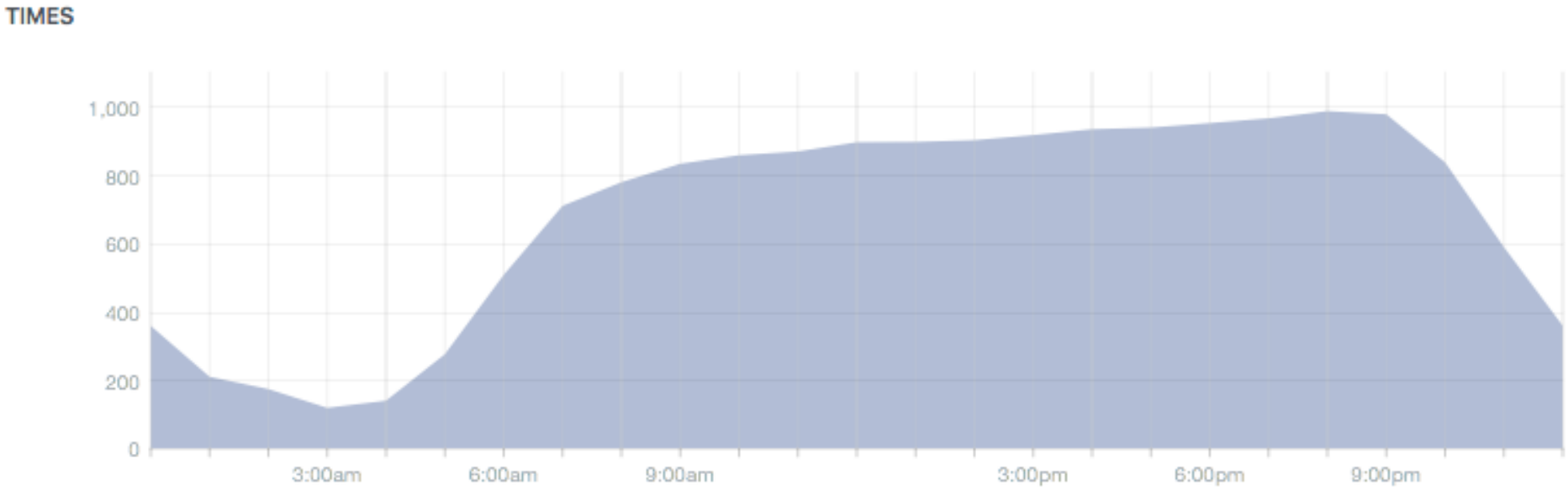




@CentralHealthTX
#HealthCareForAll
#TravCo
#HealthChamps

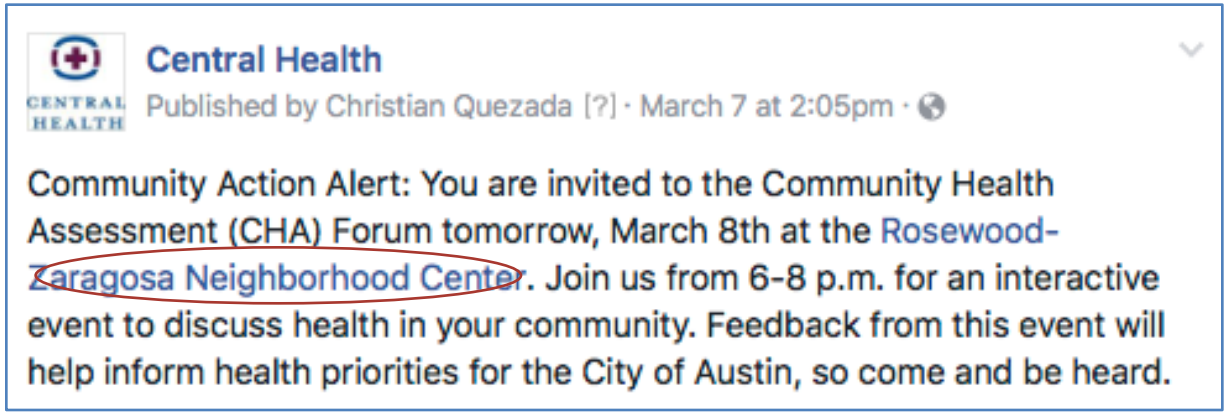
Facebook

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



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

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

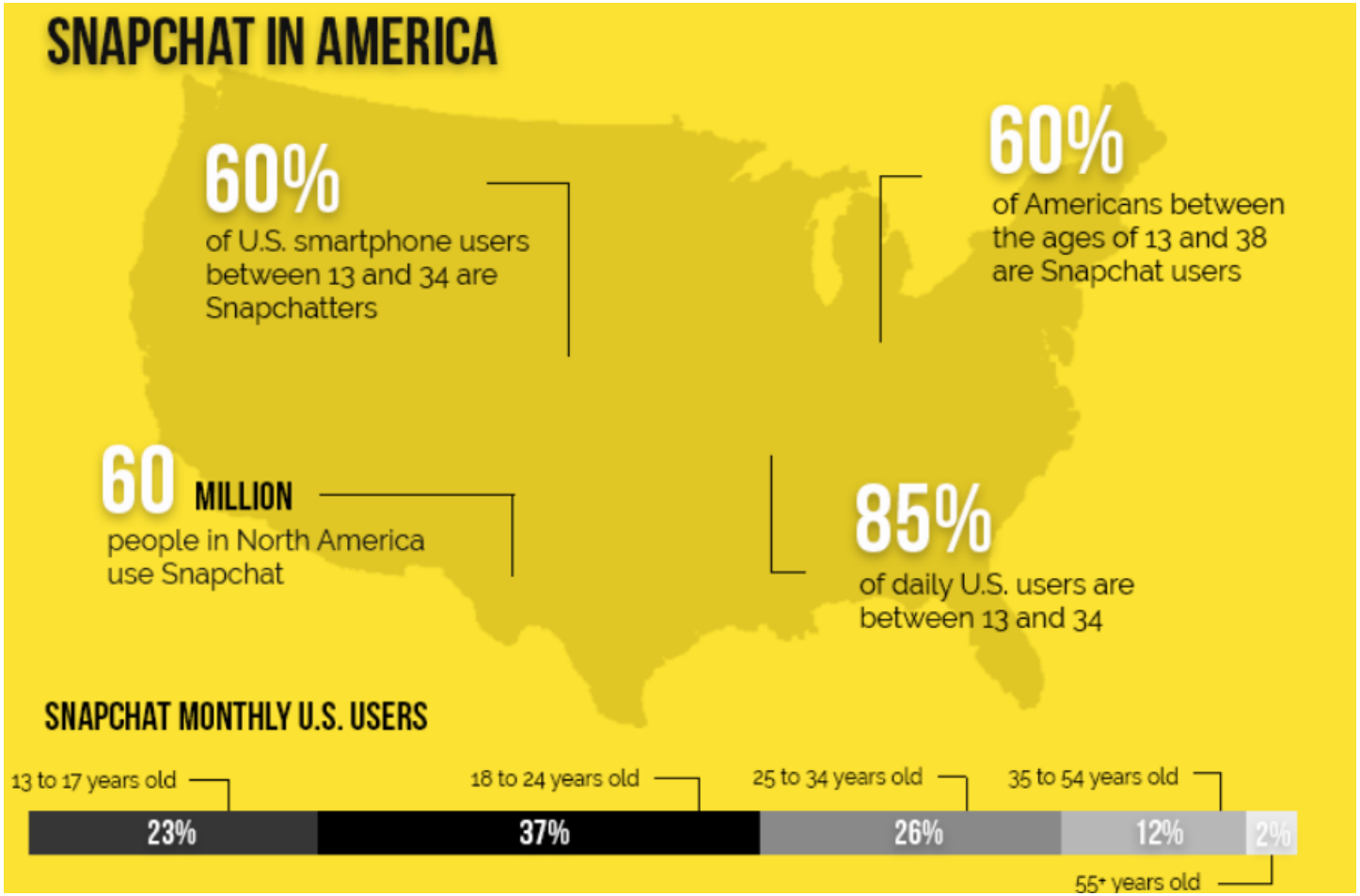
- Sharing photos
- Create an organization hashtag to categorize photos
- Re-gram (share) photos from employees / general public
- Use Instagram Live to broadcast an event
- Grow followers by engaging like or commenting on others' photos

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 IN AMERICA
60%
of U.S. smartphone users between 13 and 34 are Snapchatters
60%
of Americans between the ages of 13 and 38 are Snapchat users
60 MILLION
people in North America use Snapchat
85%
of daily U.S. users are between 13 and 34
SNAPCHAT MONTHLY U.S. USERS
13 to 17 years old
23%
18 to 24 years old
37%
25 to 34 years old
26%
35 to 54 years old
12%
55+ years old
2%

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

CENTRAL HEALTH

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@centralhealthtx