# NEWCONNECTIONS

## Social Media Training

June 2017

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# Agenda and Overview

- Training Goals

- Why Social Media Matters

- Researchers Using Social Media

- Platforms to Consider

- Best Practices Case Study: Opioid Misuse Prevention

- Q and A

- Appendix: Best Practices Detail

# Training Goals

- Develop an understanding of how social media can grow visibility for your work and ideas.

- Consider how to apply social media "best practices."

- Gain knowledge to help you shape social media programs and content that engage a larger audience.

- Answer questions about how to employ social media to accomplish your goals.

# Why Social Media Matters

Audience building and development of thought leadership that is accessible for people to share will allow your thoughts to travel further, your personal brand to build, and your career to accelerate faster.

1. 70% of U.S. population now has at least one social networking profile; more than half use two or more social networks. (B2C)

2. One out of every eight minutes online is spent on Facebook.

3. U.S. internet users spend 3x more minutes on blogs and social media than on email.

4. 70% of the links users click on are "organic" (come up naturally in searches) and not paid/sponsored.

5. A majority of U.S. adults – 62% – get news on social media according to a new survey by Pew Research Center. (Pew Research Center)

6. Blogging continues to grow, with over 409 million people viewing more than 23.6 billion pages each month on WordPress alone. (Wordstream)

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# Researchers Using Social Media to Advance Work & Ideas

Social media provides the opportunity to bring your research, work, and ideas to the attention of a wider audience.

## THE C○NVERSATION

**Andy Towers**

Senior Lecturer, School of Public Health, Massey University

Dr Andy Towers, a senior lecturer in the School of Public Health at Massey University, is an avid social media user.

February 2, 2017

## Maybe moderate drinking isn't so good for you after all

Andy Towers, *Massey University*

Baby boomers might not be boosting their health with a glass or two of alcohol a day after all.

**Andy Towers**
@AndyTowersNZ

[Follow]

Partnerships between health providers & private industry (esp food & drink) undermine public health & evidence-based health promotion

**AJPH** @AMJPublicHealth
OpEd: As partnerships w/corporations become the norm, a warning about the ethical hazards goo.gl/jsWnhJ

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# Example of a Successful Research Article



Published research paper accumulated over 12,000 likes in four days. Within over a month, over 4,300 outlets carried the story….AND MADE THE SCIENTIST A NATIONAL NAME.



Incorporating visual media will make your articles and posts more than 40 times more likely to get shared on social media than other types of content. (Source: HubSpot)

# Social Media Platforms

# Major Platforms: Facebook

- More than one billion users worldwide.

- 76% of Facebook users visited the site daily during 2016, with over 1.6 billion daily visitors, compared to 70% of daily usage in 2015. ([Wordstream](#))

- Features include posting comments, photographs, videos and links, live chat, live video streaming, playing games, and creating private or business/public-figure profiles.

- Can share content publicly and more instantly

## Differentiating Features:

- Fosters a real connection and brand affinity by developing a personality through fun and engaging posts that users can relate to, enjoy, and share.

- Users will stay within the Facebook environment and do not leave.

- Major opportunity for paid media to improve reach of content

# Major Platforms:
# Google Plus

- Social network built by Google that allows for brands and users to build circles that allow an organization's content to hit more search queries on search engines

- Still building in popularity among some audiences including academic circles

- Google Plus is integrated with other Google applications, such as Gmail, Google Maps, and Google Calendar.

**Differentiating Features:**
- This platform can be used to optimize SEO and connect with targeted audiences.

- Circles categorize your connections, so that you can share updates selectively with different groups.



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## Major Platforms: Instagram

- Instagram is a social sharing site centered around captivating imagery, video, and now a new feature called live stories.

- Instagram feeds must be cohesive and eye-catching. The most popular Instagram profiles have a theme with consistent, well-branded imagery.

- Hashtags are used to keep trending conversations together.
  - For example, #cultureofhealth contains content by RWJF and other contributors all circling around a culture of health.

- Incorporating relevant influencers (social media folks that are popular like media, press, other researchers, institutions, organizations) is key.

**Differentiating Features:**
- Opportunity to provide a visual representation of the your thought leadership
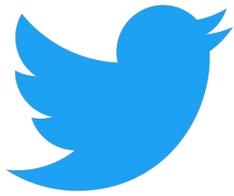
## Major Platforms:
## Twitter

- Twitter is an online news and social networking site that features messages of 140-characters or less.

- The "tweet" format is suited for short posts that share articles, short promotions, shoutouts, and real-time event snapshots or live streams.

- Twitter is best for quick updates and communicating with followers. Retweeting posts from followers is a great way to increase engagement on one's page.

- Following influencers/media (and commenting/retweeting) may help when it comes time to share your story ideas with them.

**Differentiating Features:**
- Ability to quickly chime in on relevant conversations

- Best platform for relationship building with news media, and influencers

# Major Platforms:
# LinkedIn

- LinkedIn is a business-oriented social networking site that allows large corporations, organizations, employees, and recruiters to communicate on a professional platform.

- Provides the opportunity for professionals to market themselves to organizations.

- People write and share articles that relate to their industry and highlight the newest innovations.

- LinkedIn boasts more than 450 million user profiles. The average LinkedIn user spends 17 minutes on the site per month. ([Wordstream](#))

**Differentiating Features:**
- Used for connecting to professional organizations and finding a job

- Used for connecting to and developing relationships with other potential partners

- Groups bring together organizations and professionals around specific topics.

# Major Platforms: Pinterest

- Pinterest allows users to visually share, and discover new interests by posting (known as 'pinning' on Pinterest) images or videos to their own or others' boards and browsing what other users have pinned.

- Pinterest is used to share content and network within specific interest groups. It is a platform that serves as a visual bookmarking tool.

## Differentiating Features:

- Keywords can differentiate and organize content.

- Pinterest buttons and widgets can be added directly to a website or blog.

# Major Platforms:
# Tumblr

- Tumblr is a blogging and social networking site, and is popular with younger generations.

- It acts as an off site blog or portfolio. Users can customize their profile displays and successfully exchange multimedia content.

## Differentiating Feature:

- Opportunity for longer form content.

# Social Media Best Practices

## Program Best Practices

**Content |** Develop curated and original content, including messaging and images, for your blog as a hub and social channels as spokes.

**News and Events |** Integrate everything into social media through creating and executing a plan for before, during, and after any news and events. Own all the moments authentically through your voice.

**Thought Leadership Development** | Ideate and implement original thinking or commentary on other people's thinking across social platforms.

# Program Best Practices

**Monitoring & Reporting |** Track views, comments, engagement, and overall sentiment towards your content.

**Community Management |** Manage day-to-day posting and monitoring of conversations across social with people who connect with you and your content.

**Partner Strategy |** Define strategies and implement outreach tactics to encourage media, institutions, industry leaders, relevant professionals, and partners to share your content.

# Social Media Best Practices: Three Key Tactics

**Relationship Management |** Start a personal email list to keep updated on your research and initiatives. Have a strategy in place and dedicated time to manage social media communication with followers and potential partners/influencers.

**Events |** Engage your social audience with content from before, during, and after an event, especially if you are speaking.

**Search Engine Optimization: |** Use search engine optimization to increase the digital reach of your articles with relevant keywords.

# Relationship Management

- Manage a database or email list of media, institutions, and other people interested in staying up to speed on your thought leadership.

- Be on top of social listening and responding to aid in prompt conversations.

- It is possible to upload your entire email list into your Facebook platform and promote to that list frequently.

- Respond and engage when users reach out.
  - Respond quickly.
  - Have a personal conversation, not a canned response.
  - Don't ignore negative comments/feedback. Craft a thoughtful, neutral response.
  - Create templated responses that are representative of the your voice and can be easily customized for FAQs.

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# Events

Further amplify important events and public appearances by using them as catalyst points on social media.

## Social Media | Before Events
- Post promotional images and copy leading up to the event that showcase your attendance, thinking, and any relevant thought leadership.

## Social Media | @ Events
- If you have a blog, use events as subjects.
- Spread the word about an event through social media with hashtags and tagging of attendees...so they tag you back.
- Encourage attendees to follow your social channels for ongoing dialogue on relevant topics.
- Post one or two individual photos during the event using the hashtag.

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# Events

Further amplify important events and public appearances by using them as catalyst points on social media.

## Social Media | After Events

- Thank colleagues and event hosts publicly by tagging and citing them in content on your social channels. Utilize relevant hashtags and always tag the most influential folks there.
- Continue to nurture relationships with event supporters through newsletter, email, and social media.
- On Instagram, post several photos in one post as a recap, by tapping "select multiple" when going through the usual steps to share a photo to the platform.

# Search Engine Optimization

Use strong keywords
- Put in a keyword or keywords you are thinking go well with describing your specific blog.
    - You can now check global monthly searches vs. competition.
    - Example of how this may come into play: Choosing to use the term "botanist" instead of "master of botany" when higher on list.

- Content is based on trust and relevance.
    - Trust is how many respected sites/blogs link back to your content.
    - Relevance refers to the keywords and thus is this the right content for the audience searching.

# Case Study: Opioid Misuse

# Case Study, [The International Journal of Drug Policy](#): Urban vs. rural differences in prescription opioid misuse among adults in the United States: Informing region specific drug policies and interventions by Khary K. Rigg and Shannon M. Monnat

Article Highlights:

- Identified rural–urban differences in prescription opioid misuse as well as factors that mediate those differences
- Urban adults were more likely to engage in misuse compared to rural adults because of their higher use of other substances.
- Compared to rural adults, urban adults were more likely to initiate use of these substances during childhood.
- Policymakers and practitioners should aim opioid interventions at illicit drug users, particularly those under age 18.

**How can Khary K. Rigg and Shannon M. Monnat integrate a successful social media program into promotion of their research article?**

# Case Study: A Personal Content Strategy

Developing a structure and consistency behind your personal content strategy and how that is represented in your written and visual content.

- ○ Develop language and messaging for social media and mainstream blog, or article features that still communicate the research highlights and conclusive findings.

- ○ Establish a consistent visual color palette and image quality.

- ○ Narrow down the psychographics and demographics of target audiences of this research and include content tailored to those individuals.

- ○ Identify the content categories this research fits into i.e. drug policy, drug intervention, drug health, U.S. adults, urban living, rural living, prescription drugs, substance misuse, etc.

- ○ Establish the reasons for people to believe in the research, i.e. using data from a national survey.

- ○ Consider voice, vibe, and style of communication.

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# Case Study: Relationship Management

Start a personal email list to keep updated on your research and initiatives. Have a strategy in place and dedicated time to manage social media communication with followers and potential partners/influencers.

- ○ Start a personal email list of policymakers, academic colleagues, students, and partners to with whom to update and assess the research.

- ○ Create an FAQs document with common inquiries and comments received from readers of the article, and write templated responses that can be customized to individual communications but maintain the same cadence and accurate information.

- ○ Begin proactive outreach and maintenance of partner and influencer relationships through clear messaging that establishes what sets this research apart from other articles on POM.

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# Case Study: Events

Engage your social audience with content from before, during, and after an event.

- ○ Example: New Connections networking event where Khary K. Rigg and Shannon M. Monnat will be speaking publically about the research.

- ○ Before the event: Share two to three photos with copy leading up to the event that share the dates, times, and schedule of speakers.

- ○ During the event: Have a colleague or assistant record a live video or Insta story when the speech begins. Share two photos max per event with copy that tag New Connections.

- ○ After the event: Share a recap of the event with photo albums on Facebook and multiple photo posts on Instagram. Tag new connections and photographed colleagues. Thank everyone who came and listened to the presentation.

# Case Study: Search Engine Optimization (SEO)

Use search engine optimization to increase the digital reach of your articles with relevant keywords.

- ○ When publishing an article optimize with relevant keywords and make the article shareable on social media.

- ○ Research the top search results for prescription opioid misuse and edit the keywords accordingly.

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# Case Study: Analyzing Success

Use social media and web analytics to assess the success of your content and identify areas to continue improving upon and using to grow a wider audience.

- ○ Utilize a social listening tool to schedule posts to Facebook, Instagram, and Twitter.

- ○ Based on weekly analytics reports, assess the highest and lowest performing content, and update scheduled posts accordingly.

- ○ Utilize social media posts to drive traffic to the article.



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# Appendix: Best Practices Detail

# **Blogging Best Practices**

## Use Strong Keywords

- Put in a keyword or keywords you are thinking go well with describing your specific blog. You can now check global monthly searches vs. competition.

- Easy keyword tool to find best words can be found here: https://adwords.google.com/select/KeywordToolExternal

  - Example of how this may come into play: Choosing to use the term "opioid" vs. "narcotic" when higher on list

## Inserting Influencers and Links

- This is one of the most important and overlooked steps in typical blogging. If you are writing a blog about a presentation then make sure to include all speakers full names along with their brands. This gives us a chance to connect with them through the social media channels to get more amplification and further distribution. If there is a way to include other relevant brands into the story it helps as well.

# Blogging Best Practices

Become a Better Blogger

- Use a catchy title. Make the title unique, consider using questions and lists.

- Use interesting visuals. Include an image or video in your blog. This will get people's attention and help them better understand the content of your blog.

- Include links. Links add depth and credibility to your articles and allow you to show a little 'link love'

- Use bullets, italics, and bold font. This makes for an easier read. Using bold font allows the reader to quickly scan your post

- Let your personality come through. This is what makes your blog unique.

- Make blogs short, otherwise your reader might take one look at your post and bolt. If you choose to make your blog post long, consider breaking your blog into parts or use bold font to highlight the main points of the blog.

- Reference your articles. If you use other people's work, include a reference or link to their article

# Blogging Best Practices

Become a Better Blogger (Con't)

- Be interesting and have fun.

- Encourage comments. Engage your reader and develop a relationship with them. This can be as simple as ending your post with a question

- Be bold. This might take the form of being outrageous or controversial.

- Post tags. This will help your readers find you.

- Respond to comments as soon as possible. Treat your reader like a friend. If your friend calls you and leaves a message, do you wait days to respond?

- Make your blog post easy to share. This may include adding widgets such as Tweet, Reddit, Delicious, Stumble Upon, etc

- Post frequently. This helps keep your blog fresh and entices search engines to index you more often.

- Promote your blog. This involves posting your posts to bookmarking sites, such as Stumble Upon and Delicious. Use Facebook and Twitter or other virtual communities such as LinkedIn and Craigslist (I use the 'community' section for this purpose).

# Partner Toolkit

Create a toolkit and share with friends, family, and new partners to easily share content and thought leadership:

- Social Media Messaging
- Pitch to Media Outlets
- Blog Posts
- Imagery and Photography/Infographics
- Video Content

Invite RWJF and New Connections to publish the article first. When your article is published by a larger organization or program first it provides you with greater leverage in spreading the word and reaching out to partners.

# List of Partners, Influencers and Media

Create a list of partners, influencers, media outlets, and online publications that you can reach out to promote and feature your research.

- Who are the people already in your circles that could help to spread your content?

- Who are those we want to spread our content?

    - Categorize your list with low-level, mid-level, and high-level influencers. High-level influencers have the strongest social presence but mid and low-level influencers are still capable of spreading the word and contributing to a growing audience.

    - Keep track of who you have reached out to and who has been successful is sharing your content. Further develop these relationships to establish a strong network of support as you continue to share your research on social media.

# Influencer Outreach

- Follow relevant influencers and hashtags. Establish a flow to execute organic outreach and sustain relationships with influencers.This involves designating roles and responsibilities for influencer tracking, outreach and nurture.
- Develop lists of influencers across major buckets like education and health. Tag/mention these influencers and/or share content from them.
- Follow influencers that fall under categories relevant to your research and personal brand. Start searching for these influencers through a general Google search and then with hashtags on social media platforms like Instagram that will bring up the top related posts.
- Direct message influencers asking them to share content that promotes your article.
    - Initial outreach to key influencers:
        - Open the message with words of appreciation for the influencer's page and overall message or initiative. Let them know that you would like to discuss a potential partnership.
        - Utilize direct message on Facebook, Instagram, and Twitter.
        - Email bloggers.
- Create template responses to influencers based on their willingness to collaborate, including for those who decline the offer. After one week, follow up if you have not heard back from the potential influencer. Plan weekly engagement with key influencers who have agreed to share content through direct messaging as needed (~20-30 minutes per week).

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# Social Listening

- Social listening tools provide analytics that can be used to track content and platform engagement, social follower behavior, campaigns, branded hashtags, post scheduling, and capabilities for social CRM integration.

- Tracking social media trends and social media profile performance can help inform your content strategy as your social presence continues to grow and develop.

- Social Media Management and Content Scheduling Tools:
  - Hootsuite, Buffer, Everypost
- Relevant Conversations/Hashtags:
  - Hashtagify, hashtags.org, Trendsmap
- Social Media Listening Tools:
  - Sprout Social, SocialFlow, CrowdBooster

# Social Media and Using Hashtags

Participate in trending conversations through hashtags and live chats.

Hashtags: ##

- Utilize both already trending and unique brand specific hashtags.
- Don't spam with hashtags.
- Use only relevant content with hashtags.
- Find hashtags with large followings to find your relevant influencers: http://hashtagify.me/.

Network and stay on top of industry trends by joining Twitter chats.



A Twitter Chat is a live Twitter event, where a group of users meet at a predetermined time to discuss a chosen topics.

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# Social Media Objective #1

## Editorial calendar at a glance

| Service | Purpose | Frequency |
|---|---|---|
| **Facebook** | Foster a real connection and personal affinity by developing educational, engaging posts that offer users value. | **1x per day; max 2x per day** |
| **Twitter** | Communicate real-time digestible information; chime in on relevant conversations; PR outreach; customer service. | **Post at least once per day, aim for multiple reactive tweets per day** |
| **LinkedIn** | Group and network with our partners and professionals. | **1x per week** |
| **Youtube/Vimeo** | Begin experimenting with short, sharable video content. | **TBD** |
| **Instagram** | Provide a visual representation of your content. | **TBD** |
| **Tumblr** | Build a longer form thought leadership and connect with partners. | **TBD** |

*Green are tier 1 and yellow are tier 2

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Sample Editorial Calendar

(Keep the conversation moving across all platforms in an organized and strategic manner)

## 4th week of August 2014 Editorial Calendar

| | | Mon 8/18 | Tue 8/19 | Wed 8/20 | Thur 8/21 | Fri 8/22 | Sat 8/23 | Sun 8/24 | |
|---|---|---|---|---|---|---|---|---|---|
| **Key Themes and Holidays** | | Telluride Film Festival | | | | | | | |
| **Overall Campaign** | | *Blue Needs You; I'm With Blue* | | | | | | | |
| **Website Main Page** | | Announce Telluride + aggregation of user shared, "Favorite films with a positive environmental message" | Announce Telluride + aggregation of user shared, "Favorite films with a positive environmental message" | Announce Telluride + aggregation of user shared, "Favorite films with a positive environmental message" | Festival Starts! See how 1% is involved and how you can get involved | Festival Starts! See how 1% is involved and how you can get involved | Festival Starts! See how 1% is involved and how you can get involved | Festival Starts! See how 1% is involved and how you can get involved | C2A's hidden throughout |
| **Social Media** | Facebook | Announce Telluride + call for users to share, "Favorite films with a positive environmental message" | Co-branded movie preview shares | Co-branded movie preview shares | Co-branded Daily Review; What showed today, and how it was received | Co-branded Daily Review; What showed today, and how it was received | Co-branded interviews with festival attendees + event footage (award ceremonies, after parties etc.) | Co-branded interviews with festival attendees + event footage (award ceremonies, after parties etc.) + cogratulations Tweets to winners | /// |
| | Twitter | Announce Telluride + call for users to share, "Favorite films with a positive environmental message" | Fun movie quotes from movies with a positive environmental message | Fun movie quotes from movies with a positive environmental message | Fun movie quotes from movies (that played today) at Telluride. | Fun movie quotes from movies (that played today) at Telluride. | Fun movie quotes from movies (that played today) at Telluride. | Cogratulations Tweets to winners | |
| | Instagram | Announce Telluride + call for users to share, "Favorite films with a positive environmental message" | Fun movie quotes + image from films with a positive environmental message | Fun movie quotes + image from films with a positive environmental message | Photos from festival | Photos from festival | Photos from festival | Photos from festival | |
| | YouTube | Announce Telluride + call for users to share, "Favorite films with a positive environmental message" | Environmentally relevant Telluride film previews | Environmentally relevant Telluride film previews | Environmentally relevant Telluride film previews | Environmentally relevant Telluride film previews | Environmentally relevant Telluride film previews | Film winners, previews | |
| **Email Newsletter** | | Announce Telluride + call for users to share, "Favorite films with a positive environmental | | | | | | Telluride Wrap Up Email | |
| **Public Relations** | | Announce Telluride + call for users to share, "Favorite films with a positive environmental message" | | | | | | Telluride Wrap Up Email | |
| **Paid Media** | Social Ads | Cobranded Telluride/Blue Needs You Adverts | Cobranded Telluride/Blue Needs You Adverts | Cobranded Telluride/Blue Needs You Adverts | Cobranded Telluride/Blue Needs You Adverts | Cobranded Telluride/Blue Needs You Adverts | Cobranded Telluride/Blue Needs You Adverts | Cobranded Telluride/Blue Needs You Adverts | |
| | Other Ads | Cobranded Telluride/Blue Needs You Adverts | Cobranded Telluride/Blue Needs You Adverts | Cobranded Telluride/Blue Needs You Adverts | Cobranded Telluride/Blue Needs You Adverts | Cobranded Telluride/Blue Needs You Adverts | Cobranded Telluride/Blue Needs You Adverts | Cobranded Telluride/Blue Needs You Adverts | |

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