Webinar #5
Wednesday, September 1, 2010
1:30 pm – 2:30 pm EDT

Using Social Media to Promote the Fair Health Movement
Housekeeping Notes

• If you have technical difficulties call 1–866–229–3239 for assistance

• Use the “Q&A” function to submit questions or any technical issues

• Participate in the Web polls

• Complete the Post–Webinar online evaluation. We need your feedback!

• The Webinar will be posted online. Check the *Place Matters* Web site for more details.
AGENDA

- Welcome and Housekeeping Notes; Introduction of the Presenters [Kendall Alexander]
- Social Media: What it means for the Place Matters Initiative [Nehanda Lindsey]
- Social Media In Action: Dialogue4Health [Star Tiffany]
- Questions & Answers; Closing Remarks
- ADJOURN
Our Presenters

Nehanda Lindsey
Senior Program Manager
CommonHealth ACTION

Star Tiffany
Program Communication Specialist
Public Health Institute/Dialogue4Health
Webinar Overview and Goals

- Increase awareness of the importance and impact of Social Media/Networking;
- Identify at least three (3) social media tools that could establish/enhance a Place Matters team’s Web Presence;
- Explore approaches to using these tools strategically to advance a team’s PLACE MATTERS agenda.
What exactly is Social Media?

Social Media isn’t a FAD ...
Social Media Quote #11:

- Whether something brings them joy or pain, when people share and engage in communities, they form bonds and relationships with others who acknowledge their situation.

Liana Evans
From post on Search Engine Watch
Definition of Social Media

- Social media are media for social interaction, using highly accessible and scalable publishing techniques. Social media use web-based technologies to transform and broadcast media monologues into social media dialogues.

| Participating in Dialogue on the Web | Creating & Engaging Communities Around Issues |
What distinguishes New media from traditional media is not the digitizing of media content into bits, but the dynamic life of the "new media" content and its interactive relationship with the media consumer.

A social network is a social structure made up of individuals (or organizations) called "nodes," which are tied (connected) by one or more specific types of interdependency, such as friendship, kinship, common interest, etc.
Definition of Social Media

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| Participating in Dialogue on the Web | Creating & Engaging Communities Around Issues |
Popular Tools

- Facebook
- Twitter
- Wikipedia
- YouTube
- StumbleUpon
- LinkedIn
- Flickr
- Ning
- Many others...

Hundreds of tools available... Don’t be overwhelmed!
Impact of Social Media

Facebook
- Approx. 50% of active users log into the site each day
- More than 400 million active users
- There are more than 100 million active users currently accessing Facebook through their mobile devices

YouTube
- 2nd Largest Search Engine, after Google
- Surpased Yahoo in August 2008
- U.S. Internet users watched 32.4 billion videos in January 2010 - YouTube.com accounted for nearly 99 percent of all videos viewed (ComScore)

Twitter:
- As of January 2010 nearly 75,000,000 users
- Some 50 million tweets a day
- 347% jump since a year ago in people accessing the site via mobile browser = 4.7 million

Statistics from various sources; early 2010.
There’s an app for that!
Why do people USE Social Media?

It’s a fundamental Shift in the WAY we communicate…
Social Media Quote #43:

- This is no longer a gimmick. This is how the American people want to receive their news and want to hear from us.

**Nick Schaper**
New-Media Director for
House Minority Leader John Boehner
Tools are interconnected...
Tools with a purpose ...
Facebook

- Find friends and develop networks
- Post information, generate discussions
- Upload and share pictures and videos
- Share articles
- Garner support for specific causes

Features

Involve, Discuss...
Twitter

- Limited character capacity (140 characters only)
- Find friends and develop networks
- Search for posts using the “hashtag” or “#”
- Share pictures and videos
- Tweet and retweet

Features

Involve, Promote…
YouTube

- Create video content and upload from anywhere (e.g. mobile phones)
- Share stories quickly on the Web
- Promote campaigns
- Generate discussion about various issues
Map4Change

- Customized social media tool
- Tell stories through maps
- Share information on other social media tools
- Encourage communities to act based on stories told

<table>
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<th>Features</th>
<th>Involve, Create, Promote…</th>
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How can you squander one more day not taking advantage of the greatest shifts of our generation? How dare you settle for less when the world has made it so easy for you to be remarkable?

*Seth Godin
Seth’s Blog*
Place Matters and Social Media

So what’s that have to do with Place Matters?
Social Media Quote #99:

- Social Media is just a buzzword until you have come up with a plan.

Unknown
Social Media Strategy

- Objectives
- Target Audience
- Integration
- Capacity
- Tools and Tactics
- Measurement
- Experiment

Develop your strategy

Think about the 5 Ws
Don’t say anything online that you wouldn’t want plastered on a billboard with your face on it.

Erin Bury
Sprouter Community Manager
Social Media Policy
Establish a policy for each of the Social Media tools that your team plans to use
Social Media and Place Matters

- Expand your team’s Web presence
- Get the community engaged in the Initiative locally
- Promote team events
- Share information about the team’s work, e.g. Health Equity reports

Use Social Media to advance

The Fair Health Movement
Social Media Quote #24:

- Social media is like a snowball rolling down the hill. It’s picking up speed. Five years from now, it’s going to be the standard.

Jeff Antaya
Chief Marketing Officer of Plante Moran
Social Media in Action: Dialogue4Health
Promoting Public Health on the Web
Who is PHI?

- The Public Health Institute (PHI) is an independent, nonprofit organization dedicated to promoting health, well-being and quality of life for people throughout California, across the nation and around the world. [www phi org](http://www.phi.org)

Why was D4H created?

- Public Health Institute’s Dialogue4Health mingles the expertise of public health professionals with the perspectives of business, government and other community interests. By providing a Web-based platform for interaction and discussion,

- Dialogue4Health tackles provocative subjects and builds the foundation of understanding essential to crafting policies, systems and environments to reduce chronic disease in America.

www.Discussion4Health.org
Expands outreach and visibility of the members

A space for PHI’s Principal Investigators and Project Directors to share their work

Join the D4H Community!

www.Discourse4Health.ning.com

*Changing the way Public Health Works on the Internet*
The revolution will not be televised… it will be tweeted, posted, and uploaded.

Nehanda Lindsey
Place Matters Webinar #5
Questions & Answers

- Remember to use the “Q&A” function to submit your questions.
- Don’t forget to respond to the poll!
Closing Notes

- Unanswered questions will be responded to after the Webinar; responses will be posted online.

- Webinar will be posted online. Check the Place Matters Web site for more details.

- Remember to complete the Post–Webinar online evaluation. We need your feedback!
Thank you for attending!

Using Social Media to Promote the Fair Health Movement

Email questions to: Nehanda Lindsey
nlindsey@commonhealthaction.org