what is social media?
social media is like teen sex. everyone want to do it. no one knows how.

avinah kaushi, analytics evangelist, google
“An umbrella term that defines the various activities that integrate technology, social interaction, and the construction of words, pictures and audio.”
It’s just conversation
why does this matter?
Facebook
#jan25
THE EGYPTIAN SOCIAL NETWORK
WHO'S AFRAID OF TWITTER?!
what is **social media** good for?

- gaining knowledge
- improving research
- driving traffic
- raising awareness
- getting feedback
- building relationships
- mining sentiment
66% of adults are connected to one or more social media platforms.

who exactly are these people?
what kinds of social media do you use personally?

and professionally, as part of PHI?

- a. blogging
- b. Twitter
- c. YouTube
- d. LinkedIn
- e. Facebook
- f. Pinterest
users have completed **SOME COLLEGE**

46% of users are **45 AND OLDER**

57% of users and **59% of users are WOMEN**

82% of users are **WOMEN**

is 71% young **MEN**, also early adopters, engineers, developers

most on have **COLLEGE DEGREES** and $50-99K incomes
Social media usage by race/ethnicity
(% of internet users)

- Social networking sites:
  - White: 61%
  - Black: 63%
  - Latino: 65%

- Online video:
  - White: 56%
  - Black: 73%
  - Latino: 84%

- Twitter:
  - White: 5%
  - Black: 13%
  - Latino: 18%

- Location services:
  - White: 3%
  - Black: 5%
  - Latino: 10%
I like thorough hand washing

I made a scrapbook about hand washing

Let's talk about #handwashing in 140 characters

Watch my hand washing, learn how to wash your hands

I work at Google

My skills include hand washing

Discover the band “hand washing”
Facebook Leads Sharing

- Facebook: 24.0%
- Email: 11.4%
- Twitter: 11.1%
- Yahoo Bookmarks: 4.7%
- Digg: 4.4%
- Delicious: 4.5%
- Google Bookmarks: 4.5%
- Windows Live: 4.5%
- Reddit: 5.0%
- StumbleUpon: 5.5%
- Yahoo Buzz: 3.1%
- MySpace: 3.4%
- Bebo: 3.9%

Source: AddToAny
“Connect and share” on the WORLDS LARGEST social network

Launched February 2004

845 MILLION active users

93% of U.S. Internet users are on Facebook

50% of active users log on EVERY DAY

Average user connected to 80+ brands, groups and events

More than 30 BILLION pieces of content shared each month
“Broadcast Yourself”

Launched February 2005

500 YEARS of YouTube video watched on Facebook daily

60 hours of video uploaded EVERY MINUTE

42% of ALL VIDEOS watched online

70% of users are in the U.S.
Twitter asks “what’s happening”
You answer in 140 characters called “TWEETS”

Launched November 2008
465,779,710 registered users
107 million accounts in the U.S.
33% of users are OVER 35
Making online sharing easier

Social extension of GOOGLE
Launched June 2011
90+ million registered users
250 MILLION users predicted by end of 2012
71% of users are MALE
Digital scrapbooking, pin boards and photo sharing

10.4 MILLION registered users
Biggest demographic is WOMEN 25-34
In January 2012, drove GREATER TRAFFIC to websites than LinkedIn, Google+, Reddit, and YouTube combined
72% OF U.S. households play
Average player is 39 YEARS OLD
42% of players are WOMEN
More women (37%) than than boys (13%) play
29% of players are OVER 50
Explosive growth in WOMEN GAMERS over 50
HIV, the human immunodeficiency virus that causes AIDS, is one of the largest pandemics in recorded history. According to the United Nations Program on HIV/AIDS and the World Health Organization (WHO), there is an estimated 33 million people living with HIV. Imagine knowing what treatments work for people just like you — and having the ability to easily connect with those people. That’s what makes PatientsLikeMe different. By sharing your symptoms, treatments and more, you can gain insight into what affects your condition while helping others learn from your experiences. Together, we can achieve more. Begin making a difference today!

What Can You Learn?

Your Health Profile

By creating and sharing your health profile with the community, you can learn more about how your condition affects you and help others learn from your experience.

Who Will You Find?

2,925 total patients
39 Profiles updated this week
30 New patients this month

25% Females
75% Males

Patient Learning in Action

I’d say a quick look at my profile will give you enough info on what...
So, what do you do?
before you do, listen

- set Google ALERTS
- create Twitter SEARCHES
- LURK on various sites
- LEARN from brand pages
- find the INFLUENCERS using Klout or Social Chorus
...the steps

- define objectives
- think about your desired outcome
- tie-in to your overall outreach or marketing
- find your audience or tribe
- consider persona & tone
- commit some resources
create a strategy that withstands trends and brings people back to a “home base”
quick start

• set up a personal page then create a BIZ page
• choose a GREAT cover photo
• add org description & info
• pin ‘TOP’ or important posts
• CONSTRUCT or reconstruct a history
• review and manage PRIVACY settings but keep your page publicly searchable
• VISUAL content is now king
using Twitter

• Learn to BE BRIEF: “tweets” are 140 characters (including punctuation and spaces!)
• Twitter is about REAL TIME—you need speed & agility
• messages are PUBLIC
• “tweet” from a computer or mobile device
• SHORTEN LINKS with bit.ly or tiny URL
• Tweetdeck & Hootsuite make it easier to manage
quick start

• Get a ‘HANDLE’ (@iana_simeonov, @poisoninfo) (clear is better than clever)
• write a SHORT & interesting bio
• find people to FOLLOW
• find the # ‘HASHTAGS’ or CREATE them
• add to your website

• add to your WEBSITE so others can share
what is good for?

- CONNECTING emotionally
- giving beneficiaries a VOICE
- showing IMPACT of programs
- educating
- reaching a LARGE audience
• grab the URL that matches your website
• download “Playbook Guide: YouTube for Good”
• set up a designated NON-PROFIT channel
• create SIMPLE, small budget videos
• CONNECT the effort with website & social channels
using Google+

• for now, just if you’re the curious geek type
• better audience segmentation, individual interaction and stronger privacy settings
• HANGOUTS = group video conferencing
• CIRCLES = audience segments
• request an INVITE
• link to Facebook or Twitter
• change user name to org name
• keep profile PUBLIC to index in Google
• add “pin this” button to your WEBSITE
• start making PIN-BOARDS
mining for sentiment
social media is not about technology, it’s about people.
Helpful Tips

• CLAIM your land
• spend some time OBSERVING
• locate your AUDIENCE
• ENGAGE in other conversations
• pump out USEFUL information and content
• IDENTIFY and INTERACT with influencers
• CONNECT the dots
• don’t underestimate the effort and BE CONSISTENT
• say THANK YOU
What do you need to deepen the social media presence of your program/project?

a. more training
b. more practice
c. guidelines from PHI
d. dedicated staff time
e. nothing

Poll question
https://facebook.com/PublicHealthInstitute
https://pinterest.com/PHIorg
https://twitter.com/PHIdotorg
FOR SALE. BABY SHOES. NEVER WORN.
social media for public health

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UCSF and PHI

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