Amplify Your Voice in an Accessible Medium

SOCIAL MEDIA 101 FOR HEALTH CENTERS

Rick Brown, MA
National Health Care for the Homeless Council
Learning Objectives, or #Takeaways

• Learn the value of building or expanding your organization’s social media presence.
• Understand the basics of creating, implementing, and managing a social media strategy.
• Comprehend 3 tactics for incorporating consumer voices within social media.
What Is Social Media, and Why Is It Important?
What Is Social Media?

• Social media is the merging of media and social communication through computer-mediated technologies.

• It’s fluid, direct, and immediate
  – Not a “loudspeaker” like advertising, but a conversation.

• Formats: social networks (Facebook), microblogs (Twitter, Tumblr), video/photo-sharing (Instagram, YouTube)
It’s Everywhere...

• Social media is pervasive: 77% of American adults use social networking sites (Pew Research Center, 2016)
  – 79% use Facebook, 24% Twitter

• 2/3rds of the world’s internet population has visited a social network or blog (Nielsen, 2009)
Adoption & Engagement Are Growing

- Younger American adults are the highest users, but adoption by all age groups has increased since 2006 (Pew, 2017)
- Additionally, of those adult Americans who use social media, adults 18+ spend an average of five and a half hours every week on social media (Nielsen, 2009)
Social Media and Health Info

- 83% of individuals have searched the internet for health information (Zickuhr, 2010)
  - These “e-patients” value it for its convenience and relative anonymity
- 35% of American adults rely on social media for medical content
- 60% of e-patients want news or information about medical conditions or diseases via social media (Ibid.)
What Can *Your* Org. Do With Social Media?

- Represent your health center, its value, and its brand
- Respond to public health crises
- Quickly answer consumer inquiries
- Raise awareness of your institution, its programs, and advocacy and development efforts
- Market your health center for free... *Sort of.*
Implementing a Social Media Strategy
Social Media: The PDCA Cycle

- Social media planning and management uses the PDCA Cycle:
  - P: Plan, or create a strategy
  - D: Do, or implement the strategy
  - C: Check, or analyze the success of your strategy
  - A: Act, or adjust your strategy
Crafting Your Strategy: Five Elements

- Five questions to ask yourself to begin:
  - What are your objectives?
  - Who is your target consumer?
  - What information do you need to share?
  - Who’s going to do this?
  - How will social media represent your brand?
A Deeper Drive into the Elements

• Determining your goals: what do you hope to achieve?
• Target demographics: build a profile of your intended audience
• Must craft a social media policy, no matter who will be conducting your social media
• Consider your brand: create potential best practices
Get Started, Get Auditing!

- Look at similar institutions.
- Examine numbers of followers.
- Examine your own frequency
- Measure engagement
- Evaluate social media presence on your website
Implementing Your Program

• Pick “flagship” social media platforms and focus on those initially.
  – Facebook is key.
• Create social media policies.
• Develop a content strategy to reach your objectives and measure its success
• Be ready to adapt
Creating Your Presence & Strategy

• Create or revitalize your accounts
• Building your content strategy: Schaffer’s “content buckets,” or subject matter categories
  – Diversity is key
  – Try to establish at least four subject matter categories
Content Buckets: Some Examples

Some sample content buckets from a membership organization:

- News about the field
- Advocacy-related news and updates
- Publications and new resources about homeless health care
- Organizational developments
- Direct solicitations for membership, events, or development

What your potential content buckets could be:

- Health information
- Organizational news
- Housing support services
- Primary care
- Development and direct engagement with services
How Do We Tell Our Story #Socially?

• Social media is not a loudspeaker; it’s a conversation.
• Don’t bombard your followers with requests.
• Use a cyclical strategy: “Jab, Jab, Jab, Right Hook!” (Vaynerchuk, 2013)
  – Jabs tell the story of your organization
  – Right hooks make direct asks
• Sharing More Than Selling Rule (Scott, 2015)
How Do We Tell Our Story #Socially?

- You must share a story of your organization
- "Your story isn’t powerful enough if all it does is lead the horse to water; it has to inspire the horse to drink, too."
  Vaynerchuk (2013)
Creating a Content Calendar

- Four reasons to use one: efficiency, accountability, consistency, and effectiveness
- Templates are available: [HubSpot](https://hubspot.com), [Hootsuite](https://hootsuite.com)
Populating the Calendar: #timing

• Examine your own services and center and adjust your social media schedule accordingly
• Use Healthfinder.gov’s National Health Observances information!
• Consider pending legislation or local developments
• Be agile
• Frequency best practices:
  – Facebook: 1-2 posts per week to start, 1-3 per day once established
  – Twitter: 1-3 posts a day to start, 3-6 per day once established
Figuring Out Your Frequency and Content

• What to post? Use your buckets!
• Using our earlier examples—if you’re posting twice a week on Facebook to start, this would equal 24 posts a quarter, divided as such:
  – General health information: 50% (12 posts per quarter)
  – Organizational news: 10% (2-3 posts)
  – Housing support services: 15% (3-4 posts)
  – Primary care: 15% (3-4 posts)
  – Development and direct engagement with services: 10% (2-3 posts)
• Figure out percentages and frequencies which work for you, and test, test, test!
Creating and Sharing Social Media Content for Facebook & Twitter
What Is Good Content?

- Always keep your objectives and target audience in mind.
- What is good content? (Vaynerchuk, 2013)
  - 1. Native.
  - 2. Doesn’t interrupt users.
  - 3. Doesn’t make demands—often.
  - 4. Leverages pop culture or news.
  - 5. Micro.
Before You Create... *Curate*

- Curating and sharing useful content is critical
  - Goal: be seen as a resource, not a marketing organ
- How do you find this content?
  - Familiarize yourself with the field
  - Create Google Alerts for relevant keywords
  - Follow blogs (e.g., USICH’s News, NAEH’s Ending Homelessness Today)
  - Crowdsource from your consumers!
Creating Content for Facebook

- Highly robust: user base approaching 2 billion
  - 1/5 page views online are of FB
- Relatively freeform in its postings—can share images, videos, or text
- Excellent analytics through Insights: get detailed statistics on posts
Some Key Terminology

- Page
- Fan and Follower
- Post
- Feed
- Like or Reaction
- Comment
- Share
- News Feed Algorithm—Critical!
Key Terminology and Ideas

• Must engage and be useful to build affinity:
• Wherever possible, include visuals or videos
Link Sharing: The Building Block

• “Bread and butter” post: shares a link to content
• Short, shareable, useful, and reinforcing of core messaging
  – Can involve tagging of entities
  – Can be pinned to top of page (as can any post)
Link Sharing: The Building Block

Central City Concern applauds the strength and conviction of the 25th Annual Good in the Hood Multicultural Music, Arts & Food Festival and stand with them as they work to bring joy and connection to the community. We look forward to being part of this event and are excited to share information about our Imani Center and Flip the Script programs!

Still Good in the Hood
Organizers of the festival – now in its 25th year – will increase security, law enforcement presence after racist threat
THESKANNER.COM

Outside In
A lovely story on the tattoo removal process at Outside In

A Clean Slate
“I was really young, so when you’re with a group of guys who are thirty, forty years old, they don’t want to take you seriously.” Aionzo says, “you have to prove you really want to be in these big boy shoes. You want to show your stripes.”
ENDPAIN.COM

1 share
Image Sharing: Effective #Visually

- Images generally see higher engagement
- Where possible, make visuals striking, professional, and suited to mobile screens
Image Sharing: Effective #Visually

"Homelessness isn’t and shouldn’t be the focus - poverty is the real focus, the real problem. Homelessness is just a symptom of the problem.” Kevin Lindamood and our executive leadership team sat down with some of our newest staff members today to discuss what we do - and why.

Tracey S. Watson: Well said Kevin Lindamood. It is out of control. This city, this state, this country has to do something about the state of what this city, country and state is in!!!
Image Sharing: Text Images

Every day I look in the mirror and I’m amazed: I look calm, I look happy and I look in control of my life...

Six years ago I could not have imagined that I would be the person I am today.

- Can be highly effective
- Want to make one? Try Canva
Image Sharing: Infographics

- Can be highly effective
- At their best, highly shareable and a great means to expand your fans
- Beware: can make for a major time investment
- Want to make one? Try Piktochart
Videos: King of Visual Content

• Usually receive the highest weight in Facebook’s algorithm and see high engagement
• Very time-consuming, but can be highly effective
• Focus on short, shareable videos
• Example: ABQHCH Resource Center Promo
• One Idea: Facebook Live
Videos: King of Visual Content

What does Health Care for the Homeless mean? Witness its impact firsthand through the eyes of Calvin, a resident of New York’s Care for the Homeless. Watch as Calvin reflects on his experience of homelessness and journey to housing and helping others in HCH Stories, a new Council web video series.

The need is real. Bring a pair of new, clean socks to the Boston Red Sox game June 3-5th or donate here: SoxForSocks.com
Or Just a Status Update: Sometimes Good Copy Is All You Need

• Not necessarily within best practices, but effective just the same.
Simple Tactics for Building Engagement in All Posts

- Ask a question: people feel the need to answer.
- Fill-in-the-blanks: “Health care is important to me because ______”
- Calls to action: “Like this post!” Don’t go overboard with this.
- Feedback requests: Crowdsourcing ideas or feedback. This can be a great way to boost engagement while simultaneously giving you new content.
We’ve Got Affinity. We’ve Got Weight. But What About Time?

- Use Facebook Insights: When Your Fans Are Online to time your posts
A Note on “Free” Social Media #Not

• Social media isn’t free.
• Facebook limits non-promoted posts: as of 2014, the total percentage of fans you reach with any one post could be 6-2%.
• If you want to reach more people: “pay to play”
• Social media budgets are imperative for moving beyond organic reach.
Creating Content for Twitter

- Microblogging platform: 140 characters or less
- Smaller user base: 328 million active users in 2017
- Easy to use, but limited in analytics and functionality
- Ephemeral: 750 tweets per second
Key #Twitter Terms

- Profile
- Bio
- @
- Tweet
- Retweet
- Follower
- Mention
- Like
- Hashtag
- Timeline
Tweeting Effectively

- Tweet often, tweet **nonstop**
- Share concentrated calls to action or ideas
- Success measured in impressions
- Reply often to others: about 30-40% of your tweets
- Use user-centric language
A Few Examples

BHCP @BHCP · Jun 14
Nowhere in America can a full-time minimum wage worker afford to rent a two-bedroom apartment dpo.st/2rSk76K via @denverpost

BHCP @BHCP · Jun 15
Imagine wearing the same pair of socks 30 days in a row. For many homeless Bostonians, that's reality SoxForSocks soxforsocks.com
A Few Examples (Con.)

“Teeth are no match for the slow-motion catastrophe that is a life of poverty.” Join the conversation #AccesstoDental

An Evening with Mary Otto, Author of Teeth

Ten years ago, an article jolted the nation. On February 28, 2007, we read: “Twelve-year-old Deamonte Driver died of a toothache Sunday... A routine, ... hchmd.org

5 things I heard Secretary Carson say at the NLIHC 2017 Housing Policy Forum

Non-Profit Housing Association of Northern California (NPH) Political Director Sharon Comu, shared her takeaways from HUD Secretary Ben Carson’s keynote... hfront.org
More on Tweeting Effectively

• Hashtags are critical: insert your tweet into the broader conversation
  – Create your own:
    #HCH2017
    #notanadjustomexample

• Another idea: live tweeting

• Use images and video
  – Periscope offers Facebook Live-like capabilities
A Few Examples

Central City Concern @CCPPortland 7h
Addiction derailed Kari’s dream of finishing college. It took 29 years, but by focusing on recovery, she’s made it. [centralcityconcern.org](http://centralcityconcern.org) blog/recent-n...

“Every time I relapsed, I dropped my classes. Eventually, I gave up my dream of college—convincing I’d never stay clean or get a degree.”

Today, 29 years after she first started college, Kari is employed as a Recovery Mentor and a college graduate.

BHCHP @BHCHP Apr 21
Watch this video about why Mike supports BHCHP Giving More to Help the Homeless [youtu.be/kbKf_9ZPfe](https://youtu.be/kbKf_9ZPfe) via @YouTube

Giving More to Help the Homeless
See how Mike Bradley, a Fidelity Charitable donor, is helping to make more... [youtube.com](https://youtube.com)

HCH @hchomeless May 15
“For me, as a doctor, it’s not about politics, it’s about people’s lives.” @DrLeanaWein kicks off Medicaid forum.
A Few Final Tips on Twitter

• Curate content by using lists
• Post at appropriate times
  – Tweriod can help
• Finally, remember the basic rule of thumb: tweet well, tweet relentlessly, and hashtagify your tweets
Three Ways to Incorporate Consumer Voices

• Consumer representation is critical to our mission
• Consumer engagement is often high
• Crowdssource with Consumer Advisory Boards
• Caveats: gain informed consent and be trauma-informed
One: Consumer Stories (Video)

- Highlight consumer stories and testimonials using video
- *HCH Stories*: one example
Two: Highlight Consumer Leaders & Events (Photos)

- Useful as jabs for sharing consumer success stories and events
- Immediate “proof of value” and outcomes
- Also useful for advocacy or development as right hooks

“To Easten, [being a good dad] means being ‘available, patient, understanding, and willing to love unconditionally.”
Three: Be Social-(Media)-ly Accessible to Consumers

• Simplest but possibly most important method: be available to potential client inquiries
• Ensure that voices are heard through direct conversations
• Incorporate an active response strategy into your social media
Tracking and Using Metrics

- As part of the “C” stage of the PDCA cycle, we need to evaluate how posts perform.
- Example: Facebook Insights allows you to:
  - View trends over time
  - View detailed statistics on each of your posts
  - View detailed demographic information on your fans
Tracking and Using Metrics

• More from Facebook Insights
  – Compare your performance to similar pages and their posts
• Using the data, act and adjust!

<table>
<thead>
<tr>
<th>Page</th>
<th>Total Page Likes</th>
<th>From Last Week</th>
<th>Posts This Week</th>
<th>Engagement This Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>National Coalition for the Homeless</td>
<td>37K</td>
<td>▲ 0.1%</td>
<td>6</td>
</tr>
<tr>
<td>2</td>
<td>National Alliance to End Homelessness</td>
<td>21K</td>
<td>▲ 0.2%</td>
<td>2</td>
</tr>
</tbody>
</table>
Tread Carefully: Dangers in Social Media

- Health centers face special challenges in using social media
  - Trauma-informed
  - Sensitive to patient confidentiality
  - Issues of language

- Critical to establish a social media policy
  - Consider guidelines on language
Tread Carefully:  
Dangers in Social Media

• Some easy cautionary tips for health centers using social media (Pinkham, 2016)
  – Conduct a social media analysis: how are clients and providers interacting?
  – Set clear limits on these interactions
  – Train employees on dangers of social media
  – Inform patients about best ways to communicate
  – Create clear guidelines for protected health information (PHI)
Useful Resources & Further Reading

• Social Media Management
  – Hootsuite
  – Pages Manager: for Facebook

• Image Creation
  – Canva
  – Piktochart
  – SproutSocial’s image size guide

• Free Online Content
  – Social media toolkits
Summary

• Use Deming’s PDCA cycle: Plan, Do, Check, Act!
• Create and share good, native content
• Be visual, be agile, and incorporate consumers
• Be careful with social media
• Use social media to work for access!
Questions?