Social Media: Tips and Tricks

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Strategies for Success: Social Media: Tips and Tricks

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In today’s webinar:

1. Is social media really as popular as they say it is?
   Yes. And you’ll need to know who your audience is.

2. Twitter. What is it and why should I care?

3. How to benefit from connecting twitter, facebook, LinkedIn, and YouTube

4. Valuable tips for social media management and how to produce actionable insight.
I know about social media... but can I *really* use it to benefit my organization?
How old is the typical social media user?

- 84% of 18-29 year-olds
- 69% of 30-49 year-olds
- 49% of 50-64 year-olds
- 20% of adults age 65 and older
Does ethnicity play into social media usage?

- African-Americans and English-speaking Latinos continue to be among the most active users of the mobile web.

- Cell phone ownership is higher among African-Americans and Latinos than among whites (87% vs. 80%)

- 57% of African American adults went online with either a wifi-enabled laptop or a cell phone. In 2010, their use jumped to 64%

Princeton Survey Research Associates - 2,252 adults, age 18 and older (+/- 2.4%)
Mobile Phones = Constant Exposure

• 20% of wireless internet users go online exclusively on a cell phone.

• 48% of 18-29 year-old cell owners access social network sites on their mobile phones.
  – that means they are always doing it!
"if your organization's information isn't accessible and readable on a small screen, it's not available at all to some groups. Now is the time to make changes to online services to account for both the popularity of mobile access and the way it is changing us as internet users" – Susannah Fox
TWITTER
What is it and why should I care?

1. You get to meet people all over the world that might be interested in your cause.
2. You get to hear what people are really thinking about a wide variety of issues.
3. You can follow other fundraisers and get great real-time advice.
4. You can even promote traffic to your website or those of your friends.
Before starting, have a plan.

- Decide if your organization would benefit from a Twitter campaign.

- Make sure you have the time and resources to generate fresh content often.
To Tweet, or not to Tweet
That is the question

• The key is to strike a balance
What is the mission of your business directly informs
the question: *Why are you using social media?*

• Should *not* be pushing people to your site or
products 100% of the time.
Humble Advice...

Divy up your tweets into thirds
1/3 General Info
1/3 Organization Info
1/3 Marketing

Create Lists:
Example: twitter.com/GeneticAlliance/gastaffers
10 steps for growing your twitter community

1. Create a user-friendly Twitter ID (@yourname)
2. Search for people to follow
3. Learn the lingo. You’ll want to join the crowd. Trust me.
4. Know who is replying to you (@).
5. Add your twitter ID to all of your signatures.
6. Reach out and say something.
7. Read the bio for those who follow you.
8. Promote others and share your best information.
9. Learn the etiquette.
10. Find out who some of the big players are.
Twitter INFLATION!

• Do not tweet for tweeting’s sake!

“positive networks built on cooperation and altruism tend to thrive, while negative ones tend to dissolve.”

“apparently, evolution favors behaviors that cause us to disconnect from mean [or annoying] people.”

James Fowler Professor of Social Media UCSD – Wired Magazine July 2010
Terminology

DM = Direct Message
@ = Use to reply and always include proceeding a Twitter ID in a reply
RT = Retweet
Tweet = Sending a message on Twitter

• Hash Tag = a tag that is added to a tweet that users can click to see all tweets with the same tag
  – e.g. the hash tag for the 2010 Genetic Alliance Annual conference was #GA2010
Results for #specialneeds

PAdEntremont Pierrette d'Entremont
I designed Kid Companions Chewelry for my #specialneeds daughter with TS and #sensory issues www.chewelry.ca made in CND too
18 minutes ago

GummyLump GummyLump.com
Is Your Child Developmentally On Track? > http://dl.d.bz/vg4 #childdevelopment #parents #parenting #specialneeds
27 minutes ago

Chad Ingels hort4cy
Right on, Michelle! RT @mdbeau: Is my child a burden to me or society? http://bit.ly/cggMaE #downsyndrome #awareness #specialneeds
1 hour ago

Ellen Seidman LoveThatMax
Last day of giveaway: Win a cool ID bracelet for your kid. http://tinyurl.com/2erse3p #specialneeds #autism #cerebralpalsy #DownsSyndrome
1 hour ago

SNAPPIN_MIN SNAPPIN' MINISTRIES
Help weary parents of kids with #specialneeds. What if it were you?? Donate today at http://snappin.org #CharityTuesday
1 hour ago

Paul Eiche wavetree
New post: Ramping up http://tinyurl.com/2bjltup #specialneeds
1 hour ago
What if my users don’t use Twitter?

- Twitter feeds
Informative Example

• Creates an access point for people that are on the go

• Is an easy way to spread a message “virally”
Children's Hospital Boston dedicates a week to kids' hearts....
http://fb.me/BxRKW9lX
12:07 AM Jul 13th via Facebook

Always amazed how families reach deep into their souls to do good after losing children to heart disease....
http://fb.me/CNdFXGev
1:26 PM Jul 12th via Facebook

Don't have many details, but please open your hearts to the Hall family as their little one Joshua (2 months old -...
http://fb.me/DdBfkK1m
12:10 PM Jul 12th via Facebook

LOVE this blog post. Congratulations on little Ruthie's new heart - it makes her Pinkalicious!... http://fb.me/CP79U90i
11:58 AM Jul 12th via Facebook

Ughhhh, don't get me started on the antibiotic thing in early pregnancy. Still think that stuff played a role in...
http://fb.me/BcSrIGqs
11:33 AM Jul 9th via Facebook

Sounds like our little Minnesota man Brady is making some strides... Get home soon little one... from mom: "We are..."
Interconnectedness is key
With so much exposure (again) you need a plan.

• One of the first things you do as a social media marketing manager is set up alerts related to mentions of your brand, products, partners, or affiliations. Social media is less about who yells loudest, and more about engaging in conversation.

Google Alerts (free)
Sysomos (paid)
Radian6 (paid)
Determining and prioritizing actionable insights from an enormous data store of information is a constant challenge.

Take action!
Compare your social media analytics to your website or brand to display how successful you are.
Post to multiple social media networks with ONE click
Schedule tweets to effectively reach your network and make all your links trackable.
See daily, weekly, monthly, or tri-monthly stats on all of your trackable ow.ly links

See stats for every single message
Connect with Google Analytics and see how your trackable links affect your website views and where they are coming from.

Partnership between Google Analytics and Hoot Suite is very valuable when tailoring your strategy and gaining insight on your network.
Genetic Alliance
nonprofit network transforming health through genetics. openness in health systems. advocacy. empowerment. education. dialogue. informed decisions. access.

Genetic Alliance is influential to a tightly formed network that is growing larger.

Klout Score
Measurement of your overall online influence Learn more

Klout Score
100
50
0
40TH PERCENTILE
Questions?