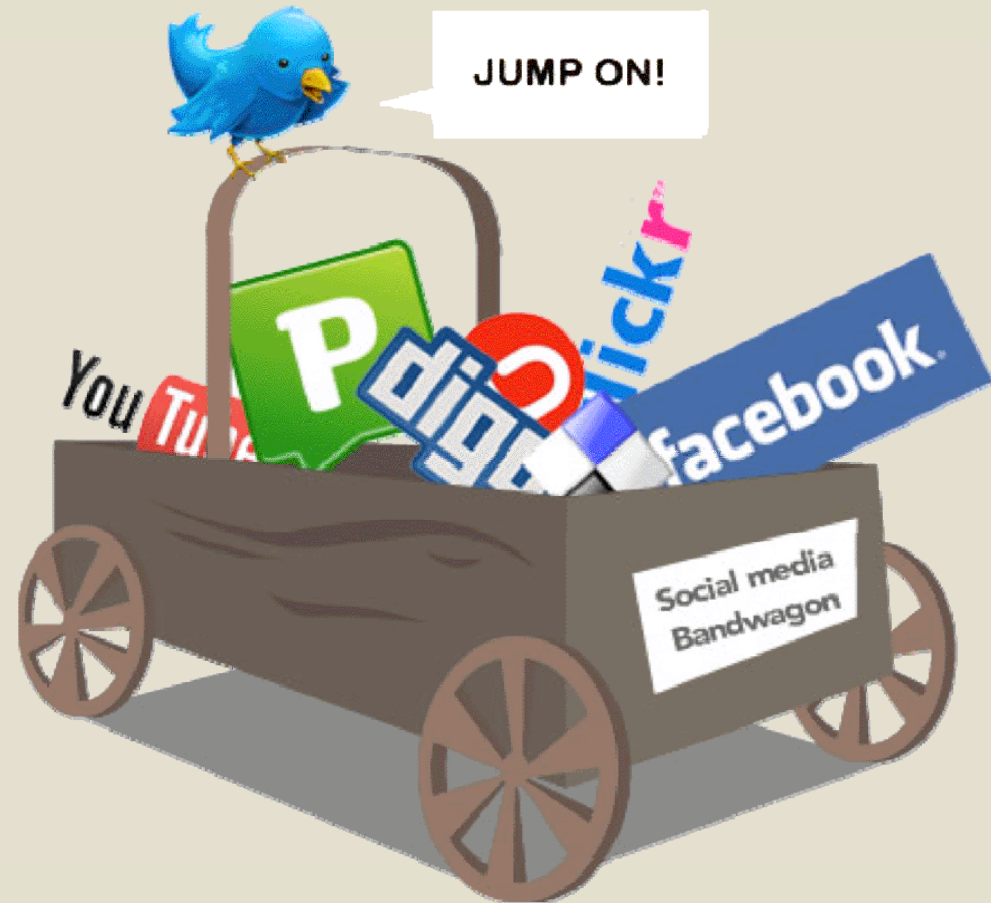




Your Social Media Passport





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- > www.facebook.com/TheNationalCouncil
- > [@nationalcouncil](https://twitter.com/nationalcouncil)
- > www.TheNationalCouncil.org
- > www.mentalhealthcarereform.org



National Council on Social Media

WHERE

- > Twitter, Facebook, and Blog

WHAT

- > Building relationships with public, policymakers, media, members, consumers, families
- > Engaging in healthcare and policy conversations

HOW

- > Social media team
- > Editorial calendar
- > Webinars

IMPACT

- > Twitter and Facebook up 70% in 6 months
- > Engagement is up over 120%



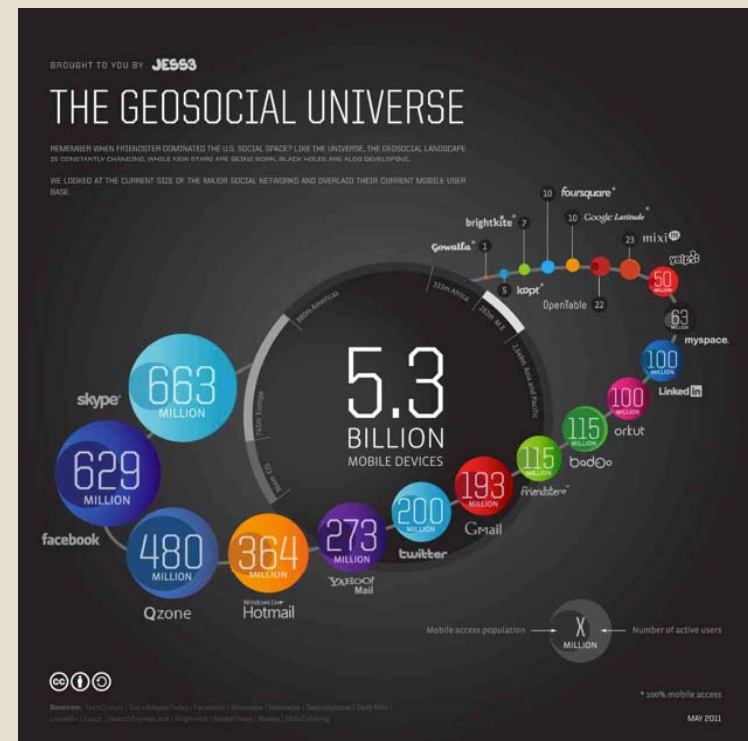
Your Social Media Passport

1. Social Media basics
2. Strengthen and develop connections
3. Showcase your work to a larger audience
4. Accomplish professional goals
5. Practical tips on schedules



Why Social Media?

- Americans spend 23% of internet time on social networks
- Over 80% of Americans use a social media platform
- Nearly 23% of online time is spent on social networks
- Facebook reaches over half of US smartphone users





More Numbers

- > 5.3 mobile subscribers — that's 77% of the world's population
- > 47.8 million users access social networking sites from their mobile devices
- > 3 in 5 smartphone users in the US access social platforms from their mobile devices
- > Facebook reaches over half of the US smartphone users



Strengthening Connections with Social Media

- > Find resources
 - > Make connections
 - > Learn about new projects
 - > Discover opportunities
- > Connect with:
 - Consumers
 - Clients
 - Community
 - Funders
 - Media
 - Policymakers
 - Stakeholders





Poll

- > Do you use social media (Facebook, Twitter, blogs, LinkedIn, etc) professionally?



Which Platform is Right?





Facebook

- > Community building
- > Photos, video, contests
- > 'Like'
- > Your 'wall'
- > 'Tagging'
 - Great way to support others and get your brand out
- > Apps for digging in deeper
- > Landing pages
- > Visit your friends!



twitter



Twitter: Looks Like a Different Language

- > Fast and viral
- > Share resources
- > Meet thought leaders
- > BE a thought leader!
- > #: Isn't that a pound sign? What's a hashtag?
- > Tagging on Twitter
- > @ mentions
- > RT: Retweet



Twitter: Who's Cool?

- > Great place to build relationships
- > Direct line to media, funders, sponsors, consumers...
- > Be sure to reply and be present



Any Questions?

- > Please feel free to submit any questions that have popped up for you!



Linked  [®]



LinkedIn: Professional Networking

- > Reputation Management: Profile as a provider
- > Organizational pages
- > Events
- > Job postings
- > Updates
- > Groups/ conversations
- > Healthy People



YouTube

- > Create original content
- > Reach a larger audience
- > SEO





Add Your Strategy

1. Determine which platform is right
 - Facebook
 - Twitter
 - LinkedIn
 - YouTube
2. Set goals like you would for any project
3. Build your relationships there





Poll

- > How do you get information and news in your daily life-both personally and professionally?



Social Media Is About Relationships



In relationships we are authentic, useful,
thoughtful and supportive



Tips

- > Who will handle social media for your organization?
- > Do you want to create a team?
- > Go back to your goals and think strategically
- > Determine which platform is right for you
- > DON'T take on a platform if you don't have the capacity
- > Create social media policies, see samples
 - SAMHSA
 - National Suicide Prevention Lifeline



How Do I Do This?

- > MAKE YOUR USERS AWESOME
- > Content is king
- > Be regular
- > Make authentic connections
- > Be helpful and supportive
- > Be polite



But What Do I Post?

- > Set Google alerts
 - ‘mental illness’, ‘mental health’, ‘integrated healthcare’, ‘depression’
 - Track your brand
 - ‘Colorado Behavioral Healthcare Council’
- > Set Twilerts
- > Photos from events
- > Papers, webinars, services, products
- > Share info about the organization

Remember, be useful!



Warning!

- > Don't broadcast
- > Don't be spammy
 - That's gross





Your Social Media Schedule

- > Check your social media twice daily
 - Once when you arrive in the morning
 - Once in the afternoon
 - Post interesting content
 - Respond to comments and replies
 - Scroll through your news feed and respond
 - Tag others where possible



Any Questions

- > Please feel free to ask questions at this time!



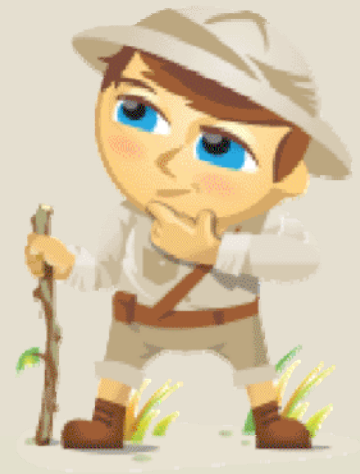
Resources

> Policies

- Mayo Clinic
- ASAE

> Tips

- Social Media Examiner
- Mashable
- Mayo Clinic





Join us for the next webinar

- > Social Media: Risks and Confidentiality



Come to #NatCon2012!

April 15-17 in Chicago





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