



CPI

SOCIAL MEDIA IN SUBSTANCE ABUSE PREVENTION

TOOLS FOR EXPANDING REACH, BUILDING
CAPACITY AND INFLUENCING NORMS

Presented by

Dana Goodrow, MSW, MPH



TRAINING GOALS

- Explore ways that social media is used in prevention
- Understand the different platforms, how they work and who uses them
- Create a social media plan for your agency

- Social Media in Prevention Efforts

- Creating a Social Media Plan
 - Social Media Audit
 - Finding Your Audience
 - Setting Goals
 - Choosing a Platform
 - Creating a Plan
 - Evaluating Your Plan

I. Social Media in Prevention Efforts

WHY IS SOCIAL MEDIA IMPORTANT TO PREVENTION?

- Provides another way to educate your community
- Raises awareness with the public and your stakeholders around key issues
- Attracts new partners to your agency
- Affects community norms
- Publicizes your programs
- Generates attention and discussion



JOINING THE CONVERSATION

That means we communicate in a very different way, which poses a challenge for people in the prevention field who have relied on one-way social marketing or substance interaction to communicate prevention messages. [This] means that I am entering a conversation rather than a declaration, and I'll get responses that may contradict my message. But how that conversation goes has great preventative power even though there is no message control."

- Workman

Social media is interactive.

JOINING THE CONVERSATION

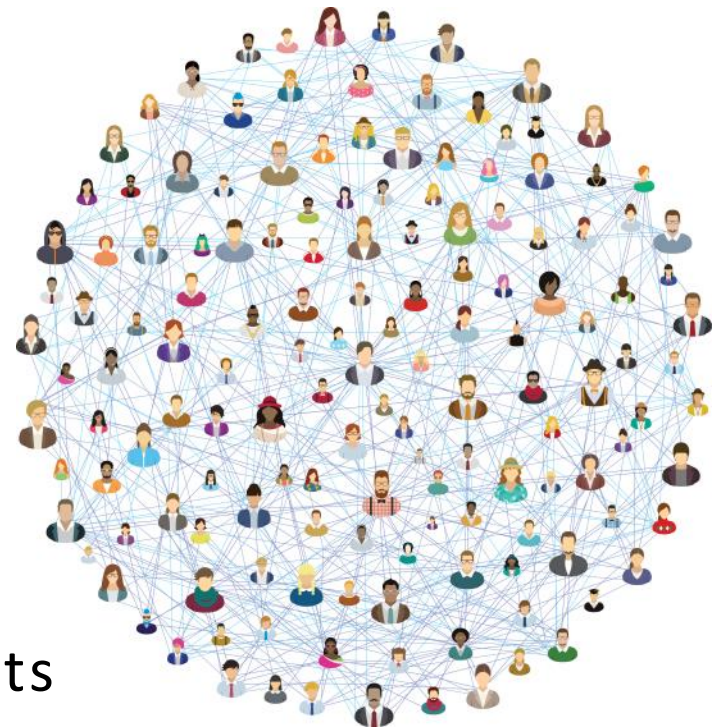
One of the most important ways to use social media is as a listening and engagement tool. That doesn't mean just lurking on social media sites to see what people are saying. It means putting out inquiries that let us listen to responses with some real intent to understand the culture. It means that we jump in when appropriate to other conversations and take up debates."

- Workman

WHERE AND HOW IS SOCIAL MEDIA BEING USED IN PREVENTION?

You should be using social media if you want to...

- Assess/gather data
- Provide information
- Build networks
- Host conversations
- Collaborate on projects
- Increase awareness/visibility
- Recruit members or supporters
- Extend the life of Trainings/events



SOCIAL MEDIA PLATFORMS

Top Ten

- Facebook
- Instagram
- Twitter
- Pinterest
- Google+
- Tumblr
- YouTube
- Vine
- LinkedIn
- Snapchat

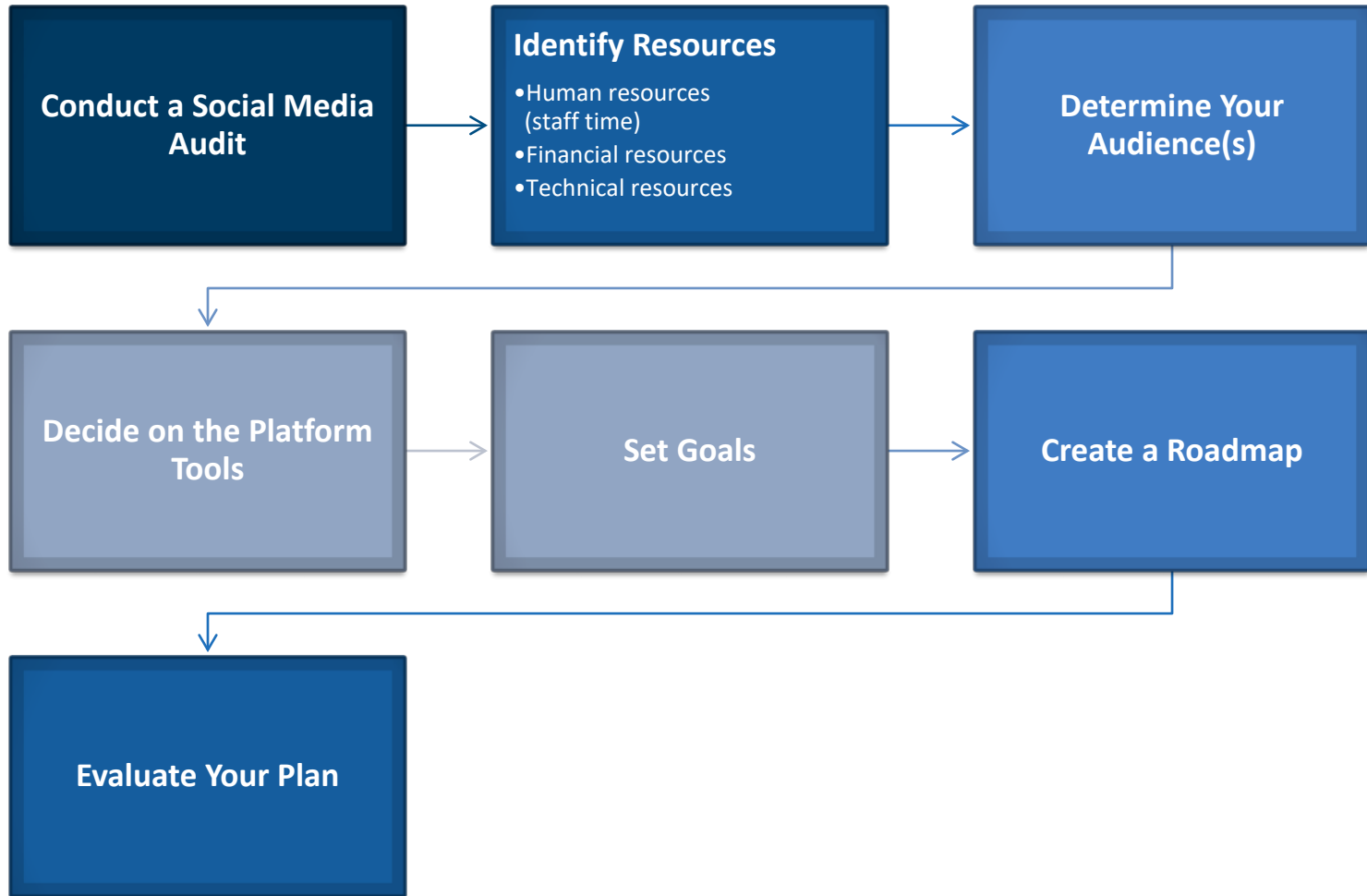
Popular with Youth

- Snapchat
- Tumblr
- WhatsApp
- Pheed
- Instagram
- Kik
- Twitter
- Ask.fm
- Vine
- Google+



II. Creating a Social Media Plan

Where do you start?



CONDUCTING A SOCIAL MEDIA AUDIT

A social media audit assesses what you're doing on social media and how well it's working for you. Below are the critical steps to assessing where you are in your social media strategy:

- 1) Go online and search for your social media presence.
- 2) Evaluate your social media profiles.
- 3) Make sure your social media profiles are on-brand.
- 4) Determine your baseline for followers.

IDENTIFY RESOURCES

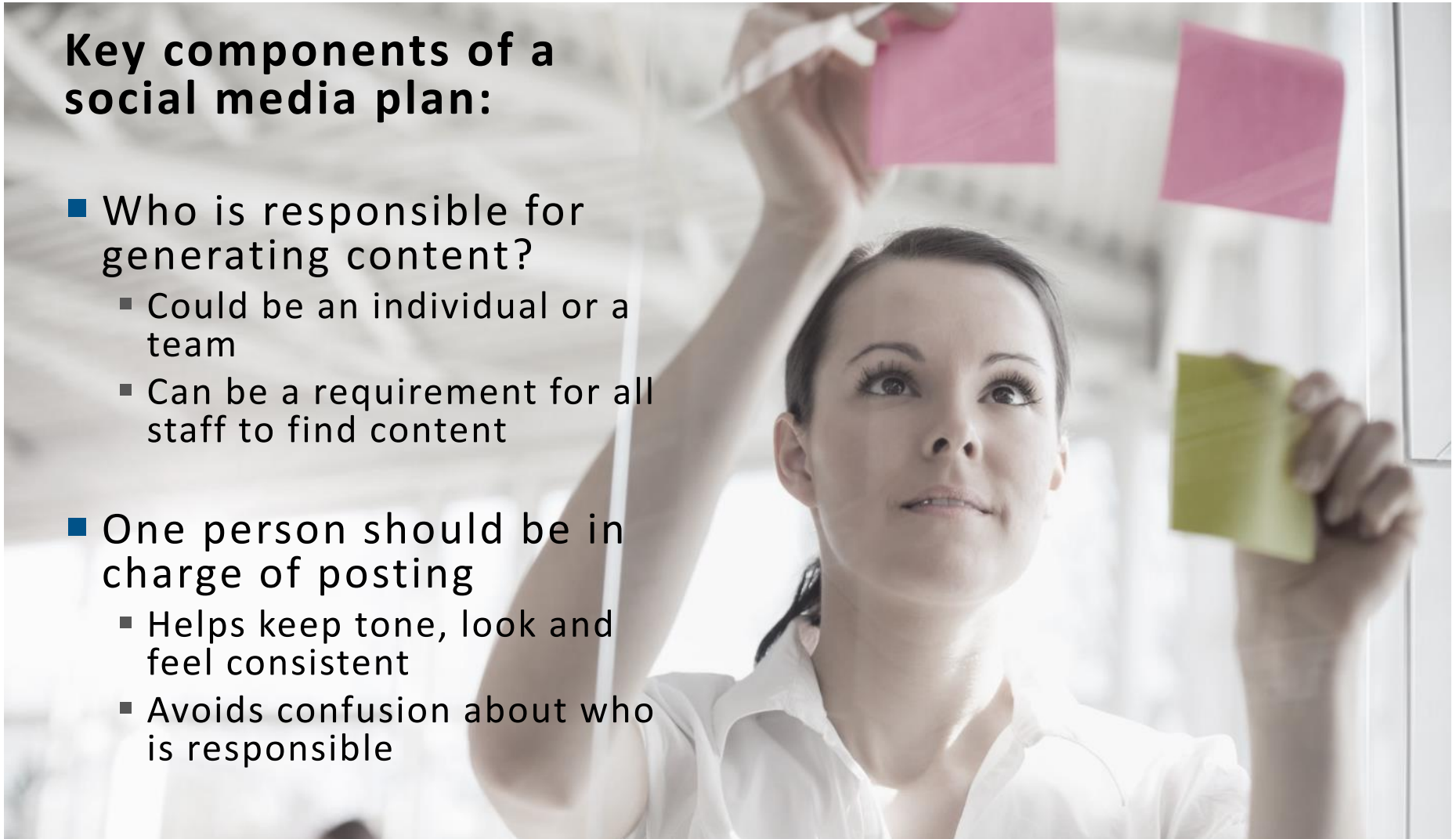
- Establishing a social media presence takes time
 - Strategy and planning
 - Regular posting
 - Response and follow-up
 - Measurement and analysis
- Establishing a social media presence costs money
 - Staff/consultant time
 - Technology investment
 - Add-ons like boosted posts

Board, management, and staff must be on the same page!

IDENTIFY RESOURCES

Key components of a social media plan:

- Who is responsible for generating content?
 - Could be an individual or a team
 - Can be a requirement for all staff to find content
- One person should be in charge of posting
 - Helps keep tone, look and feel consistent
 - Avoids confusion about who is responsible



HOW MUCH TIME?

- Wide variation
- Diminishes with practice
- Time invested should align with degree of importance to advocacy goals



DETERMINE YOUR TARGET AUDIENCE

You will probably have more than one audience, and should gear your social media plan to those audiences:

- Community leaders
- Business owners
- Decision-makers
- Stakeholders
 - Parents
 - Youth
 - Collaborators
 - Funders
 - Partners

WHERE ARE THEY?

Once you define your audience, you need to figure out how best to reach them.

What social media platforms do they use?

What other organizations do they care about?

What other groups do they follow?



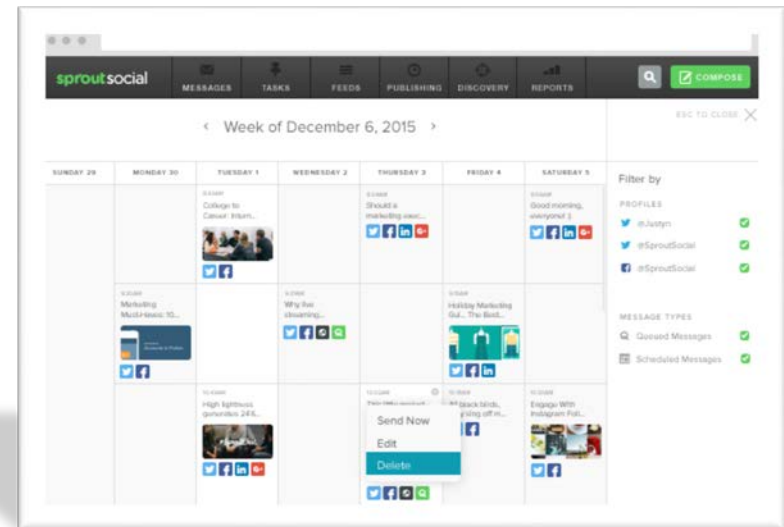
DETERMINING YOUR SOCIAL MEDIA GOALS

- What are your agency/program goals?
- How can social media help you reach these goals?
- What is your timeline?



CREATING A PLAN

- How often will you post?
 - At least once per day to keep interest and raise visibility of your page.
 - Consider creating a social media calendar
- What will be posted?
 - Create a social media policy on what is and is not okay



CREATING MEANINGFUL CONTENT

- Content should be:
 - Relevant to your mission and goals
 - Truthful and accurate
 - Fresh: No “breaking news” that isn’t new!
 - Interesting to your audience
 - Interactive

TIPS ON GETTING ATTENTION

- Visualize it: Include graphics, photos, videos and so on in your posts.
- Mix it up—don't include a picture with every post. Instead, maybe use a picture in one, a video in the next one, a chart in another, etc.
 - Photos
 - Charts and graphs
 - Visual representations like pie charts, pyramid graphs, etc.
 - Comics, illustrations, or storyboards
 - Infographics

TIPS ON GETTING ATTENTION

- Offer discounts, specials, freebies, etc.
- The more you post, the more followers you'll have.
- Make People Feel Part Of Something.
- Get interactive.
- Include a call to action.
- Include helpful tips and resources when appropriate.

CRAFTING A MESSAGE

- Keep your messages short—usually.
 - Take ‘big’ ideas and compress them into short, insightful prose
 - Mix it up every once in a while by experimenting a little with longer content.
- When possible, use words instead of data. For example, rather than writing:

“Research shows that almost 75 percent of 12- to 20-year-olds have not used any alcohol during the past month.”

Write:

“Did you know that most teens don’t drink?”

CRAFTING A MESSAGE

- Make it relevant to your followers' lives
- Be an informer, not a reformer.
- Happy updates correlate to more followers.
- Keep first-person to a minimum.

CRAFTING A MESSAGE

■ EXERCISE

- You're planning a community awareness event to coincide with the start of the school year and you want to promote it on social media. In groups of four:
 - Identify who your audiences are
 - Determine what motivates/interests them
 - Decide what kinds of posts you want to employ and when
 - Identify three themes for messages that serve both your audience and your goals
 - Create at least one message (post) for each audience

FINDING CONTENT

- Creating your own content
 - Allows you to specifically target your audience
 - Positions you as the expert
 - More time-consuming
- Sharing other people's content
 - Easier, faster way to generate content
 - Broaden your reach by giving a “shout-out” to the original poster
- Sharing news stories/current events
 - Creates awareness of how your issue area impacts the community
 - Allows you to tie-in to current events to promote your work

CREATING YOUR OWN CONTENT

- Weigh in on local events and issues
- Write blogs and link them to your pages or tweet them out to followers
- Ask for “guest” posters or tweeters
- Consider creating polls, quizzes, and events to generate content for your page or Twitter feed.

CREATING YOUR OWN CONTENT

- Blogs
- Polls
- Quizzes
- Events
- Case studies

CREATING YOUR OWN CONTENT

- Honoring heroes
- Profiling partners
- Marketing your services
- Fundraising

SHARING CONTENT FROM OTHER SOURCES

- Content is everywhere!
- There will be a few sources that you'll go to again and again.
- When sharing or retweeting content, include a shout-out to the person you got it from
- Create a list of sites you can visit frequently to find content for your site.
- Decide how often you have time to visit these sites every week, and create a schedule.
- Consider using third-party tools

A hand holding a large, dark metal wrench over an open laptop. The hand is positioned as if about to use the wrench on the laptop, symbolizing maintenance or repair. The laptop is silver and black, and the background is white.

MAINTAIN YOUR ONLINE PRESENCE

- Curate your Facebook page
 - Update information
 - Delete offensive or detracting posts
- Share responsibility
 - Know passwords and share tasks
- Consider using a content management tool
 - HootSuite
 - Bit.ly
 - Everypost

CONTENT MANAGEMENT

Define a clear social media strategy

- Being active on social media does not require you to activate 20 different accounts across various platforms.
- Focus on 3 or 4 relevant platforms where you know your customers or key influencers are engaging.
- Create a spreadsheet of all the accounts
- Create a **content calendar**
- Determine a social media schedule and treat it like business appointments you must keep to.

CONTENT MANAGEMENT

Make your content social

- A solid social media strategy depends on content that is easy to share.
- Make your website social by adding a few social plugins to your pages, thereby allowing users to share posts with a mere click of a button.
- Make sure that your web content is visible from mobile devices.

CONTENT MANAGEMENT

Organize who you follow and interact with

- Create friend lists on Facebook, Twitter and Google+ circles to make it easier to follow relevant conversations and influencers and to make your messaging as tailored as possible to these different groups.
- A tool like HootSuite is great for filtering conversations to show comments by key influencers.

CONTENT MANAGEMENT

Manage notifications tightly

- As you activate more social media accounts, the number of notifications will follow suit, and nothing will disrupt you like a badly selected set of notifications!
- Make sure to set up your customized notifications in ways that make sense for you and your schedule. Only use notifications if you are not regularly on a platform, or if you rely on them for reminders.

CONTENT MANAGEMENT

Consolidate your accounts with social media management tools

- HootSuite allows you to schedule posts or auto-schedule them at times when your community is most active on the most popular platforms
- Instagram can be used as a management tool for all your photos. Indeed, this tool allows you to upload all photos to FB, Flickr, Twitter, Tumblr, etc.
- SelectTweet is a great tool to avoid automatic updates on Facebook and Twitter
- Other tools are available and many have free versions

PROMOTING YOUR SOCIAL MEDIA PRESENCE

- Widgets on your web page, blog, Facebook page, newsletter (Constant contact) and other pages to link to your other social media application.
- Enhance your content: The stronger your content, the more people will visit your page or share/re-tweet your posts.
- Comment on other posts/tweets
- Create a compelling profile.
- Ask friends, family, colleagues etc. to “Like” your pages, follow your Twitter feed, and promote your content through Shares or Re-tweets.
- Use tagging to increase viewing.
- Use hashtags and links in your tweets and posts.

EVALUATE YOUR PLAN

- Define metrics based on your goals and objectives
- Check your metrics monthly (at the very least, quarterly) and chart them out to determine if you're meeting the objectives you set in your plan.
- Potential metrics:
 - Number of “likes” or shares
 - Number of followers
 - Number of retweets
 - Number of attendees at events
- Consider using third-party tools
- Use results to enhance your efforts

SOCIAL MEDIA WORKPLAN

- Create a workplan to capture your social media strategy
 - Use the concepts we went over today and fill in the grid
 - Take it back to your agency to refine and revise
 - Update regularly to capture any changes in goals, objectives, platforms or staffing
 - Use it to evaluate your progress



QUESTIONS

DANA GOODROW

dmg@goodrowconsulting.com

619-840-4725

PRESENTER INFORMATION

More is available for you!

Visit the CPI website for more no-cost resources, webinars, and trainings on prevention topics:

<http://www.ca-cpi.org/>



@CARSRP



CARS.RP



Free Technical Assistance is available through:

Center for Applied Research Solutions (CARS)

**708 College Avenue
Santa Rosa, California 95404
707.568.3800 Phone
707.568.3810 Fax
www.cars-rp.org**

