Social Media Policy: Getting Started

Do we need a policy? 5 Reasons to Have a Social Media Policy

1. Establish clear guidelines so staff use social media productively
2. Save time/limit confusion: some questions have standard answers
3. Have a consistent, coordinated presence
4. Protect equipment, data, staff time, organization reputation
5. Plan in place for crisis situations (worst case scenarios)

Social Media in the Work Place: Does your organization need a social media policy?
Beth Kantor
bit.ly/needpolicy

Tips for Writing a Social Media Policy

1. Integrate with existing policy (communication and code of conduct)
2. Focus on what staff **can** do not what they can't
3. Don't focus on tools (they will change)
4. Keep it short and easy to understand (so people read it)
5. Don't start from scratch (look at the examples below)

Writing your first social media policy NTEN
bit.ly/writepolicy

Examples of Social Media Policies

Red Cross Social Media Strategy Handbook bit.ly/redcrosspol
Well thought out and comprehensive.

Mayo Clinic Policy bit.ly/mayopol
You can't get much shorter than this.

Nonprofit and Government Examples bit.ly/nonprofitpol
Need more examples, this is the place

Social Media and Web 2.0 in Government bit.ly/socmediagov
How the federal government is providing guidance on using social media

Policy Tool for Social Media socialmedia.policytool.net/
This tool does the work for you. If you need a social media policy fast and don't mind a standard template, this tool is for you.

My organization is really concerned with risk.

CDC Social Media Security Mitigations
bit.ly/cdcrisk

Social Media Risk and Policy from Social Fish (non-profit perspective)
socialfish.org/whitepaper#policies

Tech it Out: Blogging

Julie Swanson, MPH

Wisconsin Clearinghouse for Prevention Resources, November 2011

This project is supported by funds from the Division of Nursing (DN), Bureau of Health Professions (BHPr), Health Resources and Services Administration (HRSA), Department of Health and Human Services (DHHS) under DHHS/HRSA D11HP07731, Linking Education and Practice for Excellence in Public Health Nursing. The information or content and conclusion are those of the authors and should not be construed as the official policy or position of, nor should any official endorsement be inferred by the DN, BHPr, HRSA, DHHS or the US Government. Project Director, Susan Zahner

Slide 1

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Hi, I'm Julie, are you curious whether a blog could help you at work? I'll be honest, when I first heard about blogs I said I'd never use one, but I've changed my mind.

I'm going to share why I use blogs so you can decide whether blogs might be able to help you at work too. Let's tech it out.

Slide 3

First, what is a blog? The word blog is short for web log. They started as online journals and evolved to an online publishing tool.
But, what can you use a blog for?

Slide 4

SmokeFree Wisconsin uses a blog to share information - like a next generation newsletter.

If you are new to blogs, the text on the left column is called a blog post, this is the main content on this blog. In the right column you can subscribe to get updates. That means you will get an email when this blog is updated

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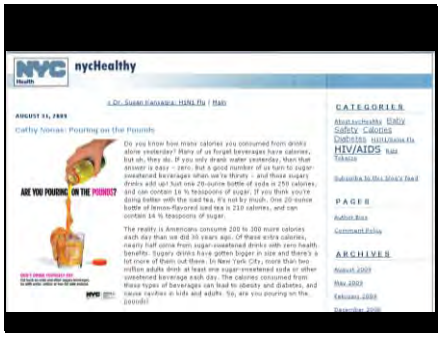

New York City Health Department is getting information out about services and resources.

This blog is part of a behavior change campaign. This information is intended to motivate individual behavior change.

Slide 6

This is a school nurse using a blog to provide information, updates and education to parents.

Slide 7

Marathon County is using a blog to support mothers who are trying to quit tobacco. Because blogs are easier and faster to write, you can target a blog to a specific audience. The more tailored information is, the more likely people will read it, and the more likely you are to influence behavior.

Slide 8

This nutrition focused blog is providing advocacy updates and calls to action about farm to school.

Blogs can provide immediate, consistent information to a large group of people making it possible to coordinate advocacy efforts that support healthy change at the community level.

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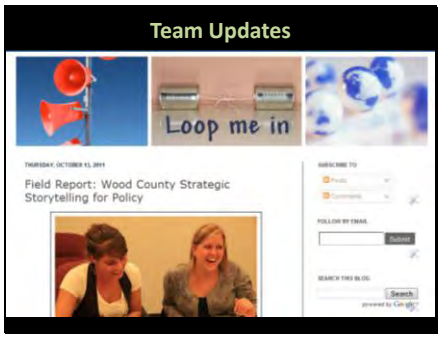

As our staffing team got bigger, it became harder to keep up on what we were doing. Updates began to take over our staff meeting. We created an internal blog to so we can share what we are doing with our own team.

Slide 10

And finally, as a professional I need to stay up to speed on research and best practice. Blogs are my number one professional development strategy: many professional associations, researchers and practitioners publish blogs…that means you can use blogs to stay cutting edge in your field. With a blog, the most current information can come to you at your desk, and you can read it whenever you have time.

Slide 11

These are just a few ways that blogs can help you get your work done…but wait…there's more

Slide 12

Here are the three top reasons I started using blogs.

Slide 13

Because you publish one post or content chunk at a time, blogs are easier and faster to write and read. In a world of information overload, less is more for us and the audiences we are trying to reach.

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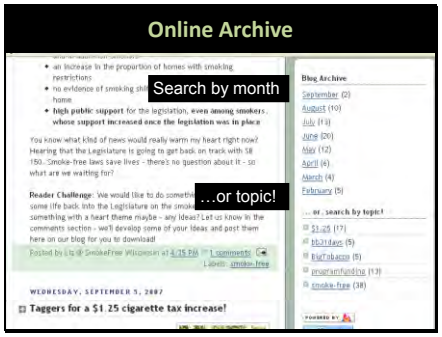

Blogs make it easier for readers to find information in previous posts because there is an archive. You can search by date or keyword.

This also helps with blogs you are reading. You don't have to read information as it is published, you can search by keyword when you need information on that topic. There are some blogs I read just before I have a presentation or training.

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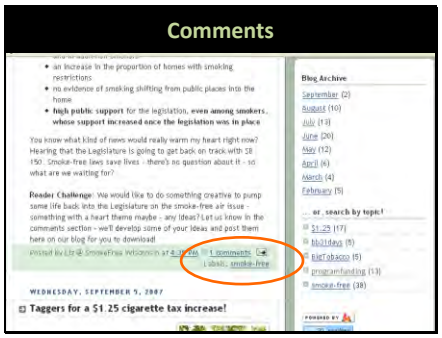

Newsletters send information one way - out. Blogs allow for conversation through the comment feature. Readers can ask a question, add information or suggest resources.

Speaking of comments, the number one question I get asked has to do with comments.

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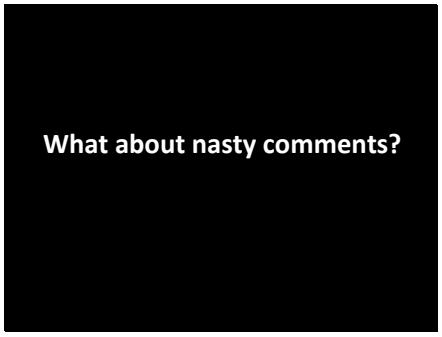

What if you are an author on a blog and somone says something that is not nice or not accurate?

Slide 17

One way to prevent this is to have and share a comment policy.
Here is an example from New York City's Health Department.

In addition to a comment policy, they moderate their comments…this means a staff person reads each comment before it is published.
If you choose to moderate…make sure someone can read comments daily.

Slide 18

Blogs are easy, fast, and free. Blogger is Google's blogging tool. You can set up a blog in three steps. Just click "Create your Blog Now" and Blogger will walk you through the three easy steps. I have set up a blog in under five minutes.

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So, can a blog, like this one, help you do your work?

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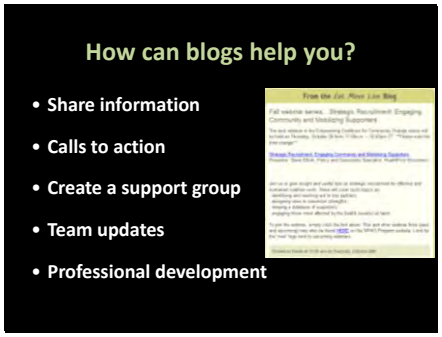

If you need to do any of these things, the answer may be yes.
Here are some tips for getting started with blogs.

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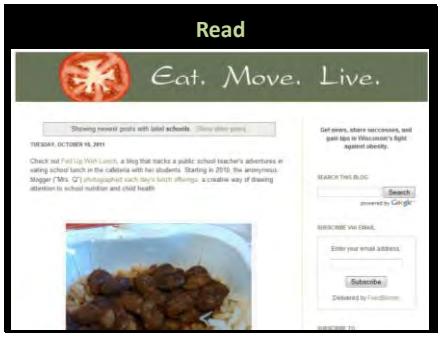

You might want to start by finding a few blogs on a topic you are interested in and subscribing to get updates.

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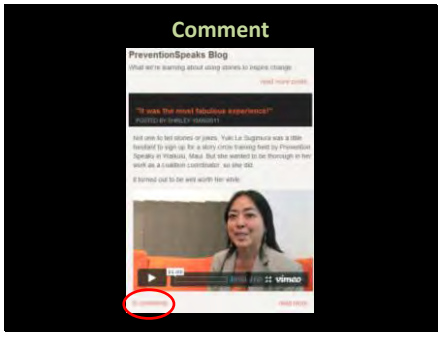
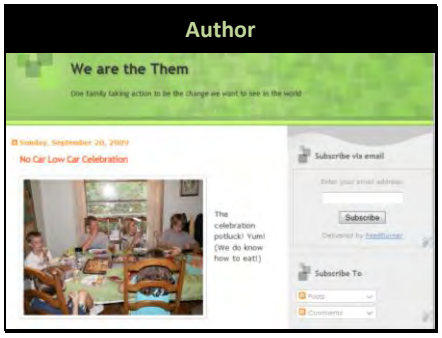


Next, try commenting on a blog, this blog could use a few comments.

Slide 23



Then try writing a blog…you can start with a personal blog, which is what I did. This is the blog I did with my family.
You could also try using a blog for a short term project.

Slide 24

Blogs are a fast, free and easy way to share information and keep up to date.
If you want to get started with blogs you can…

Slide 25

Check out the links below. This is Julie Swanson from the Wisconsin Clearinghouse, thanks for teching out blogs.

Tech it Out: Facebook

Jill McCormick, CHES, BS

Wisconsin Clearinghouse for Prevention Resources, November 2011

This project is supported by funds from the Division of Nursing (DN), Bureau of Health Professions (BHPr), Health Resources and Services Administration (HRSA), Department of Health and Human Services (DHHS) under DHHS/HRSA D11HP07731, Linking Education and Practice for Excellence in Public Health Nursing. The information or content and conclusion are those of the authors and should not be construed as the official policy or position of, nor should any official endorsement be inferred by the DN, BHPr, HRSA, DHHS or the US Government. Project Director, Susan Zahner

Slide 1

Slide 2

Hi, I'm Jill
Are you questioning the benefits of social networking sites like Facebook?
I'll share public health examples of why you might use Facebook and give you tips to get started. Let's tech it out.

Slide 3

When I say social networking I'm talking about free online sites like Facebook, LinkedIn and Google+. Fr today, I'll be highlighting Facebook. Lots of organizations and government agencies have Facebook pages, including the CDC, local health departments and community coalitions. These groups use Facebook as an effective and inexpensive way to deliver their message. Allowing them to engage and communicate with many people in one place.

Slide 4

Here, the re:TH!NK coalition of Winnebago County uses their website to advertise that they're on Facebook. Their website allows only one-way communication from the coalition out.

Slide 5

While their Facebook page facilitates an interactive and engaging flow of communication. Here are a few examples of how local health departments in Wisconsin are using Facebook.

Slide 6

The Brown County public health department uses Facebook to get information out to the general public.

Slide 7

The Sauk County public health department uses their page to promote upcoming flu clinics.

Slide 8

Wood County uses their page to ask questions related to immunizations and healthy eating.

Slide 9

The CDC used their page to have a little fun while getting an important message out about emergency preparedness. They created a blog post on preparing for a zombie apocalypse and linked to it from their Facebook page. It was a huge hit and got people thinking and talking about how to prepare for an emergency.

Slide 10

FACT (Fighting Against Corporate Tobacco) Wisconsin's youth-led tobacco prevention movement uses their page to connect with youth and adult leaders and share information and highlight what FACT groups are doing across the state.

Slide 11

The statewide advocacy group, Health First Wisconsin, uses their page to create a dialogue on health related issues and to get people to take action such a writing letters to the editor or attending hearings. According to a staff member, "We've found people to submit LTEs and agree to speak at local events! It's been a huge success, and we didn't expect these results." That's the power of social networking.

Slide 12

So, you're probably wondering how to get started using Facebook or any social networking sites. Here are a few tips to keep in mind.

- Think about your goals and how your organization will use Facebook and how you'll deal with comments.
- Build up your network by promoting your page on your website, email signature, letterhead, etc.
- Like the pages of other organizations with similar goals/missions as your's.
- And last but not least, mix up your posts so that your sharing information out and engaging those who like your page.

Thanks for teching it out with me. Hopefully now you know a little bit more about why and how you would use a social networking site.

Slide 13

Tech it Out: Google Docs

Julie Swanson, MPH

Wisconsin Clearinghouse for Prevention Resources, November 2011

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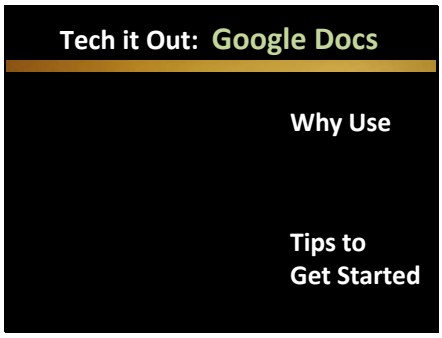
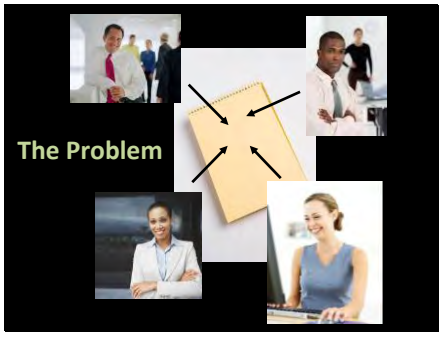


I'm Julie Swanson.
If you need to collaborate with colleagues or partners who are not in your office…Google Docs may make your work easier and faster.
Let's tech it out.

Slide 3



Most of us need to collaborate with people… many of the people we need to work with are not in our office.
This means we send draft documents in email and then have to spend time editing multiple copies. I don't know about you..but all too often trying to edit together multiple perspectives can leave me feeling like

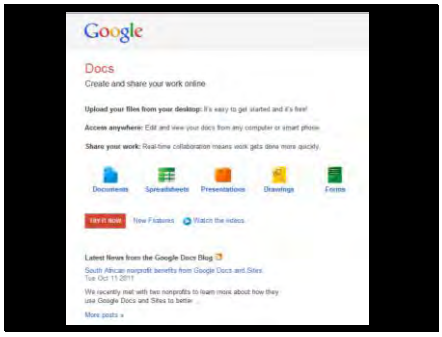
Slide 4

This. There is an easier way.

Slide 5

Google Docs is a collaborative editing tool from Google…it makes it easier and faster for you to work with your colleagues no matter where they are or when they are available.

Slide 6



You can use Google Docs to collaborate on documents, spreadsheets, presentations, drawings, and forms.
Here are some examples of how we have used Google Docs.

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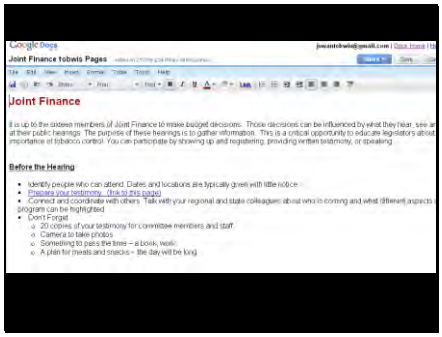
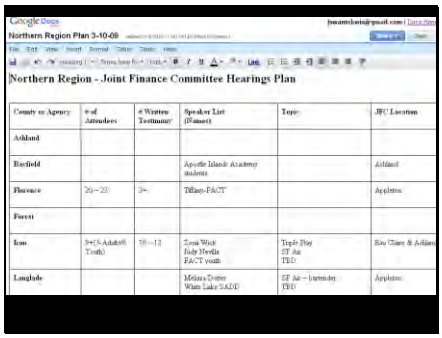


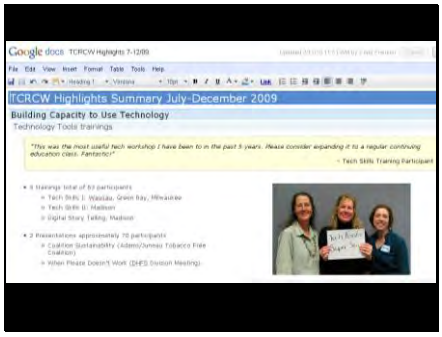
We needed to create an information resource on Joint Finance, but our colleagues with expertise were located all around the state. Google docs meant we could easily include everyone's expertise, and we didn't have to travel to do it.

Slide 8



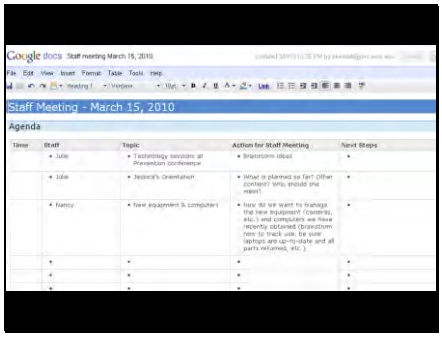
Here is an example of a planning grid use to coordinate attendance at joint finance meetings. Each county could add their information - how many people were going, who was speaking and so on.
Google Docs allowed us to share the responsibility of keeping this information up to date and at any point in time, we could see this document and know how everyone in the group was doing.

Slide 9



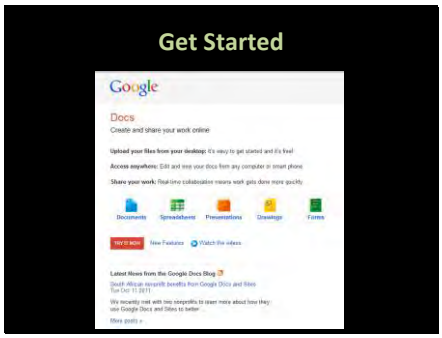
We also create reports collaboratively.
We have staff off site. Using Google Docs allows all staff members to be involved in creating our reports.

Slide 10



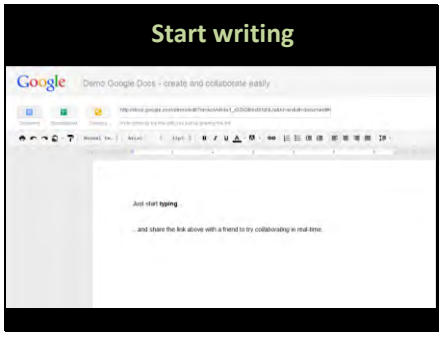
We also create our staff meeting agendas and take meeting minute notes using Google Docs.

Slide 11



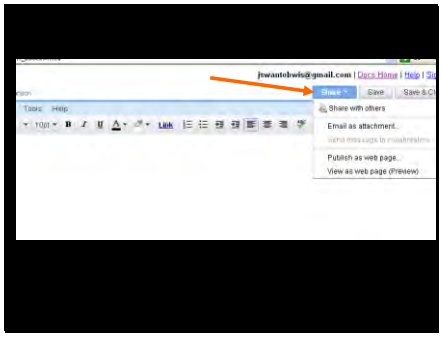
With Google Docs, you can collaboratively create documents. If you already have a free Google account, you already have access to Google Docs. If not,
you can try Google Docs without creating a Google account…by clicking try it now.

Slide 12



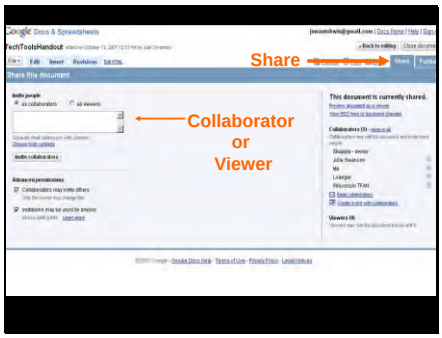
And then, all you have to do is start typing.
This is what a new Google Doc looks like. You'll notice it looks very similar to a Word document.
This menu bar is your editing tools – very similar to what you get in a word processing program.

Slide 13



When you are ready to share, you select the share menu, and then click share with others.

Slide 14



You can invite people as collaborators, or only to view
You can type in their email or copy and paste.
Once you have shared with someone they are in your contact list.
Here is the question I most often get asked about Google Docs.

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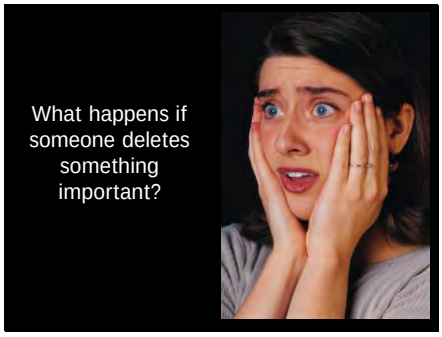

What happens if someone deletes something important?

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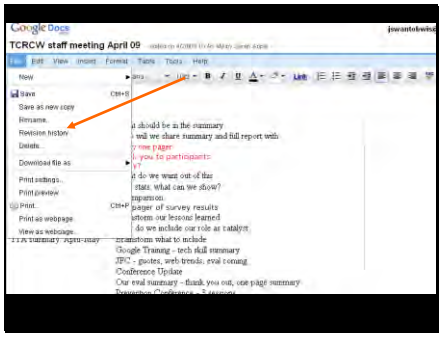
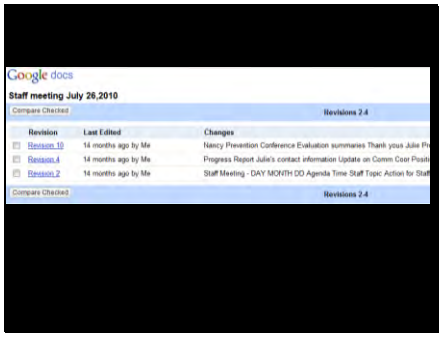


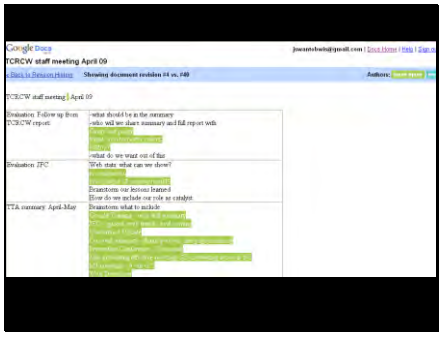
If someone has changed or deleted something, you can go to the file menu and select revision history

Slide 17



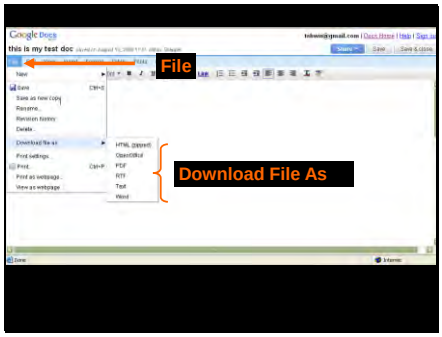
Google Docs keeps a copy of every change made, nothing is lost, it is just in a archived copy.

Slide 18



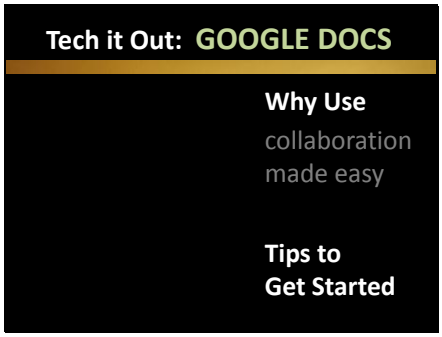
You can even compare two drafts.
This is what it looks like to compare two drafts.

Slide 19



When you are done with a document… you can export as a Word, PDF, text or web page.
It's that easy.

Slide 20



If you're collaborating with staff or partners who are not in your office, Google Docs can make your work, easier, faster, and more effective. You can collaborate on document with colleagues no matter where they are or when they're available and with Google Docs, you'll never have multiple drafts or a document again.
Google Docs makes collaboration easier.
To get started,

Slide 21

Click on the link below.
I'm Julie Swanson from the Wisconsin Clearinghouse, thanks for teching out Google Docs.

Tech it Out: Online Surveys

Jill McCormick, CHES, BS

Wisconsin Clearinghouse for Prevention Resources, November 2011

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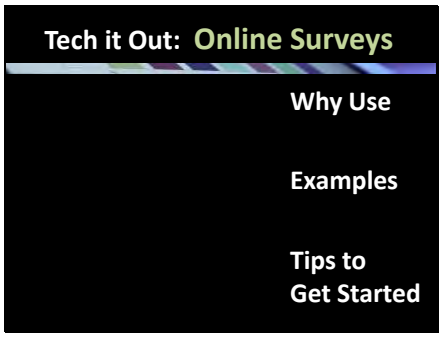
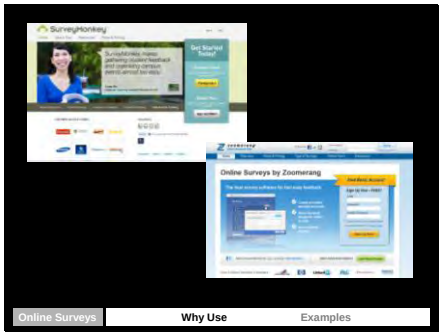


Hi, I'm Jill
Are you questioning the benefits of an online survey tool?
I'll share examples of how and why you might use one and give you tips to get started. Let's tech it out.

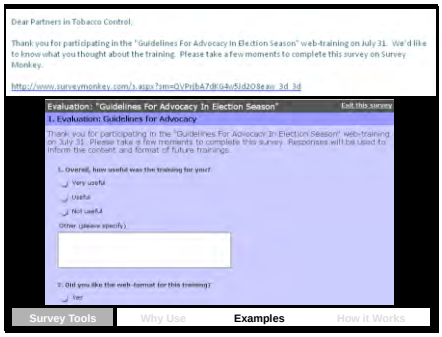
Slide 3



Online survey tools offer a fast and easy way to evaluate a training or event, survey your colleagues or the people you serve?

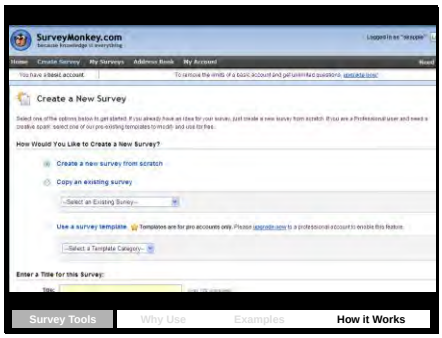
They also allow you to quickly compile those surveys.

Slide 4



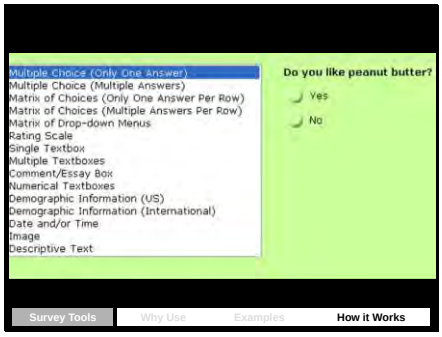
Here's an example of a survey used by the Wisconsin Tobacco Prevention and Control Program to evaluate a training.

Slide 5



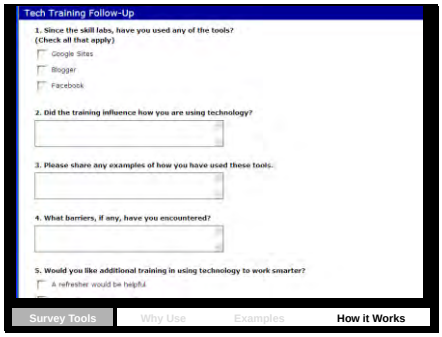
In SurveyMonkey you have the option of creating a survey from scratch or copying an existing survey

Slide 6



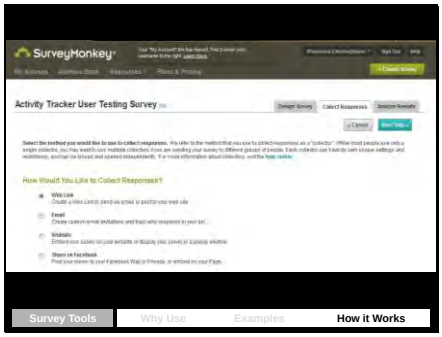
Online surveys give you lots of choices for types of questions meaning you don't have to create the format or answers entirely from scratch.

Slide 7



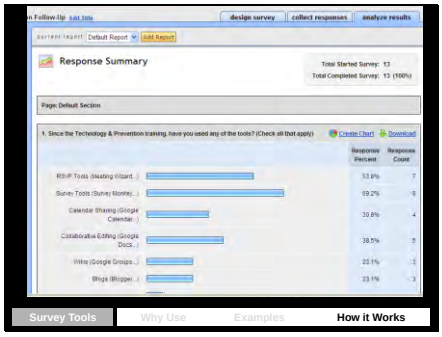
You can preview your survey before you send it out and make edits as necessary.

Slide 8



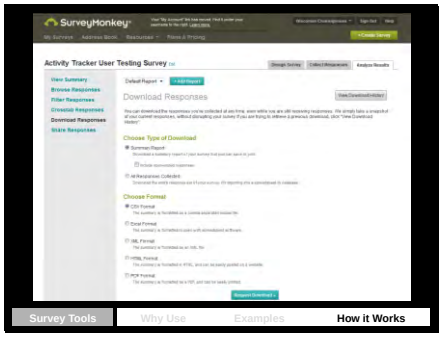
Online surveys give you have a few options on how you can distribute your survey. You can link to the survey in an email message or put the evaluation on your website. You can even post your evaluation on your Facebook page.

Slide 9



The great thing about online surveys is that they do the heavy lifting for you when it comes to collecting responses and analyzing the data. You have lots of options for how to analyze and display your data. Here's an example..SurveyMonkey can give you counts and percents automatically. You can change the layout. You can export data.

Slide 10



You can easily share out the results of your survey. You can download the responses in Excel or as a PDF and send them out to your colleagues, funders, etc.

Slide 11

Now that you know a little bit about online survey tools, you're probably wondering how to get started. Here are a few tips to keep in mind.

- As you develop your survey think about what you want to learn from your survey results and develop your survey based on that.
- In terms of length of survey, shorter is better.
- Preview your survey before you send it out, make sure the questions and answer choices make sense.
- After you've collected the responses – don't forget to share out the results.

Thanks for teching it out with me. Hopefully now you know a little bit more about why and how you would use an online survey tool.

Slide 12

Tech it Out: Online Surveys
Featured tool:
surveymonkey.com
zommerang.com
Wisconsin Clearinghouse
for Prevention Resources
Creative Commons
Attribution 3.0 License

Tech it Out: Photo Sharing

Sarah Apple, BS

Wisconsin Clearinghouse for Prevention Resources, November 2011

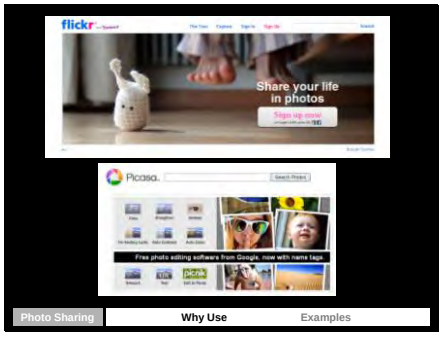
This project is supported by funds from the Division of Nursing (DN), Bureau of Health Professions (BHPr), Health Resources and Services Administration (HRSA), Department of Health and Human Services (DHHS) under DHHS/HRSA D11HP07731, Linking Education and Practice for Excellence in Public Health Nursing. The information or content and conclusion are those of the authors and should not be construed as the official policy or position of, nor should any official endorsement be inferred by the DN, BHPr, HRSA, DHHS or the US Government. Project Director, Susan Zahner

Slide 1

Slide 2

Hi, I'm Sarah
Are you questioning the benefits of a photo sharing tool?
I'll share public health examples of why you might use one and give you tips to get started. Let's tech it out.

Slide 3



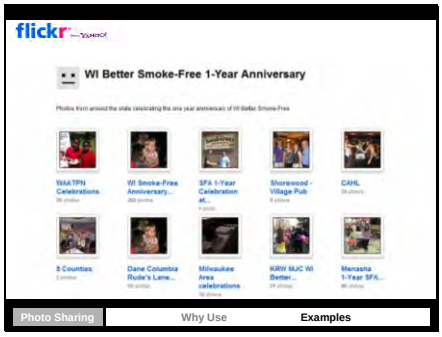
When I say photo sharing tools I'm talking about free online tools like Flickr and Picasa that you can use for two reasons.

The first reason is to share photos with colleagues around the state or across your group – think of it like a photo album online, meaning you save time and Stop sending out emails with large picture files attached. All the photos live online so anyone can get to them anytime that they want to.

And the second reason to use a photo sharing tool is to find photos to use in presentations or documents, this gives us real life photos that we know people can relate to.

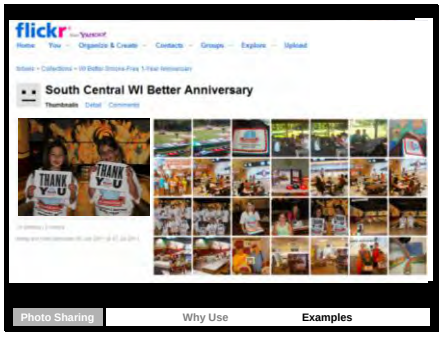
So, lets start by looking at a few examples of photo sharing in action.

Slide 4



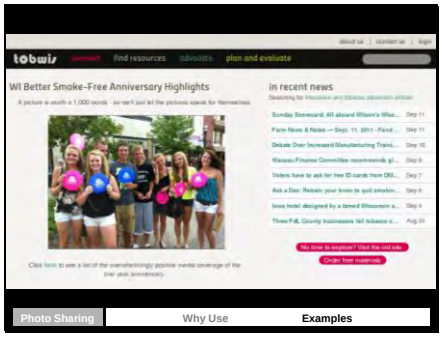
In the tobacco prevention and control movement, celebrating the 1 year anniversary of the statewide smoke-free air law meant that we held events across the state.
Communities posted pictures from their events to Flickr, which allowed everyone in the movement to feel a part of the celebrations.
So you see here albums from the different celebrations. If you enter one of the albums you will see

Slide 5



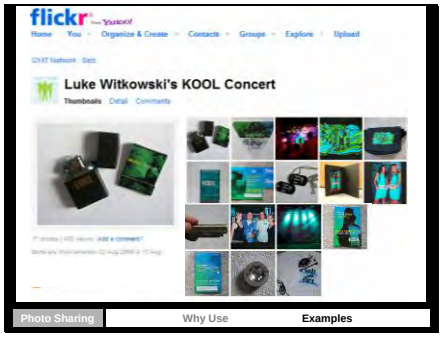
All of the photos taken at that event. From here you can browse through the pictures and even download ones to your computer that you want to use, in documents or for printing.
So, everyone uploading their photos to Flickr also allowed us to post the pictures on our website

Slide 6



As a slideshow. Putting a slideshow on your website like this is actually really easy with a photo sharing service. It means that users then come to your website to view the photos instead of having to go to another website to view photos instead of a different place to view the photos so that is also really nice. And you just basically tell Flickr that you want to compile a slideshow and what photos you want in it – it take very little time.

Slide 7

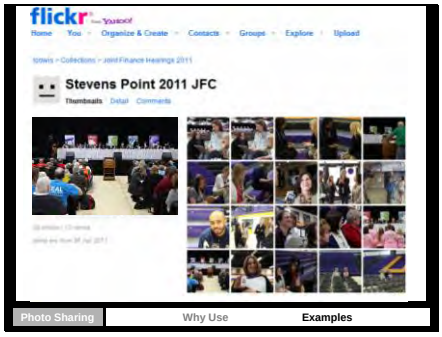


Another example of using photo sharing in the tobacco control program is actually from Luke who works within Youth Advocacy issues. He attended an event held by Kool Cigarettes and got tons of free stuff branded just for him.

He took photos of it and posted them online here to show what tobacco control advocates are up against. He was able to share in a really easily share these photos with everyone just by including a link in an email instead of attaching 15 photos to that email.

Again then people were able to share the photos with their networks really easily as well.

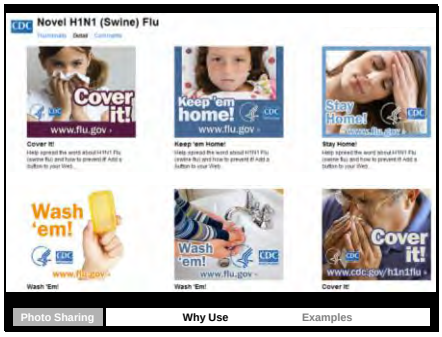
Slide 8



And then at my organization we often ask people to advocate for public health issues and that can be really scary if you have never done it before. When hearings are happening on the budget, they take place multiple times across the state. We took photos at each hearing and posted them immediately. This gave people who were going to attend upcoming hearings an idea of what they were walking into and took a way a bit of the fear factor.

And now that the photos are posted it also means that communities can use the photos to share with volunteers for future events. We have also seen local communities do this same kind of idea with community forums, so I've got those photos to easily share with volunteers who haven't been at a community forum before.

Slide 9



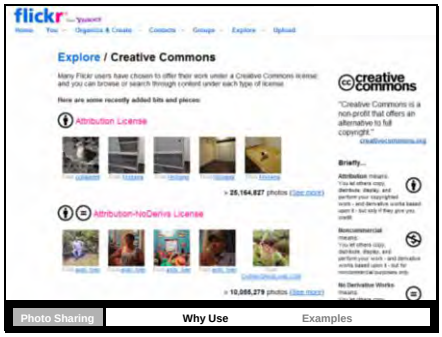
But we aren't the only ones using a photo sharing service. Here is a shot of the CDCs H1N1 photo album.
They are providing high quality photos for others to use: in presentations, meetings, community forums, in brochures and fact sheets, on line, on Facebook on blogs even for local news media…
They are making it easy for others to share their content with their networks – and really expanding their reach.

So those are all examples of why you might use a service like Flickr to share photos, but using it as a way to find photos for presentations or other materials is also really easy.

Slide 10

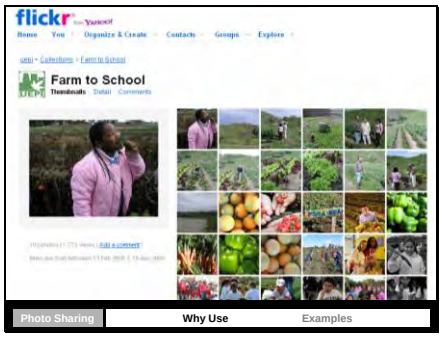
An this is where Creative Commons comes in.
Just because a photo is posted on the internet doesn't mean you can just take it and use it – it still technically belongs to someone, however, Photos that people have marked with a creative commons license are "free" for you to use, usually you just have to say where you got the photo from.

Slide 11



Here is an example of Flickr's Creative Commons page, you can see here that they tell you about the different kinds of licenses for Creative Commons and then you are just able to search for that specific content that you can use with just an "Attribution" license.
So, if you just want to have to say where you got the photo from and no other restrictions, you would search under those photos.
So if I am talking about nutrition and perhaps farm to school programs as one strategy to help kids get the recommended servings of Fruits and vegetables, I can search farm to school and find this photo set

Slide 12



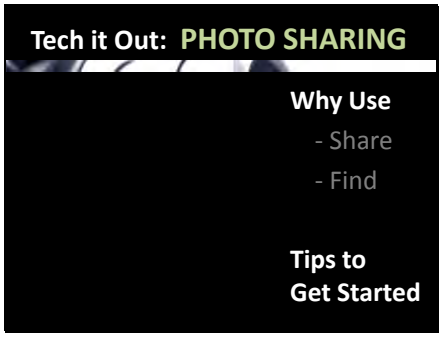
And all I have to do if I want to use one of these photos is click on it, say I want to download it, and then attribute it to UEPI.
More specifically, if I'm talking about a farmer's market,

Slide 13

And how awesome they are in Wisconsin, I can search Wisconsin farmer's market. So if I don't have a photo myself of the downtown farmer's market I can get one right off of Flickr. You see here that I attributed the photographer in the bottom left corner.

http://www.flickr.com/photos/zonie/5056714396/sizes/l/in/photostream/

Slide 14



Real photos of real life – as local as possible resonate best with audiences. That is why a photo sharing tools can be valuable.

They allow you to share photos that you are taking in a easy way that means less bulky email attachments. You can show what's happening in your community, and find examples of what's happening in other communities.

To get started: The best way to get started sharing photos it to start taking photos! But, just like with photos the old fashioned way, it is key to take the time and give photos as much of a description as you can when you upload them online. The more you are able to label and organize up front the easier it will make it for everyone.
My tip for finding photos: It can take longer, but be patient, because when you find that perfect photo it's definitely rewarding.

Thanks for teching it out with me. Hopefully now you know a little bit more about finding and sharing photos online.

Slide 15

Tech it Out: PHOTO SHARING
LENS 3X
Featured tools:
flickr.com
picasa.com
Wisconsin Clearinghouse
for Prevention Resources
Creative Commons
Attribution 3.0 License

Tech it Out	Resources Links
General	CDC Health Communicators Social Media Toolkit http://www.cdc.gov/socialmedia/Tools/guidelines/pdf/SocialMediaToolkit_BM.pdf
Blogging	Blogger Tour http://www.blogger.com/tour_start.g Common Craft: Blogs in Plain English http://www.youtube.com/watch?v=NN2I1pWXjXI
RSVP Tools	Meeting Wizard Tour http://meetingwizard.com/mwiz/home/tour.cfm Doodle http://doodle.com/
Wikis	Common Craft: Wikis in Plain English http://www.youtube.com/watch?v=-dnL00TdmLY
Google Docs	Common Craft: Google Docs in Plain English http://www.youtube.com/watch?v=eRqUE6IHTEA Google Docs Overview https://docs.google.com/support/bin/answer.py?hl=en&answer=143206&topic=21008&rd=1
Photo Sharing	Flickr Tour http://www.flickr.com/tour/#section=welcome Introduction to Picasa http://www.youtube.com/watch?v=rskC6c_5L1M
Video Sharing	Vimeo 101 http://vimeo.com/help/basics YouTube http://www.youtube.com/
Twitter	Common Craft: Twitter in Plain English http://vimeo.com/757146 Twitter 101 http://support.twitter.com/groups/31-twitter-basics/topics/104-welcome-to-twitter-support/articles/215585-twitter-101-how-should-i-get-started-using-twitter
Facebook	Facebook Tour http://www.facebook.com/sitetour/chat.php
Surveys	Survey Monkey Tour http://www.surveymonkey.com/mp/take-a-tour/
Video Conferencing	Skype Tour http://www.skype.com/intl/en-us/features/allfeatures/video-call/ Google Chat Tour http://www.google.com/support/chat/bin/answer.py?answer=159499
Presentation	**Resource Links**
	See PDF documents

Tech it Out: RSVP Tools

Julie Swanson, MPH

Wisconsin Clearinghouse for Prevention Resources, November 2011

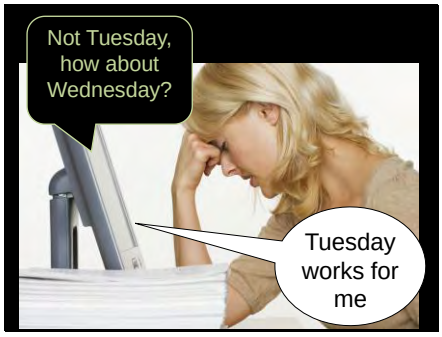
This project is supported by funds from the Division of Nursing (DN), Bureau of Health Professions (BHPr), Health Resources and Services Administration (HRSA), Department of Health and Human Services (DHHS) under DHHS/HRSA D11HP07731, Linking Education and Practice for Excellence in Public Health Nursing. The information or content and conclusion are those of the authors and should not be construed as the official policy or position of, nor should any official endorsement be inferred by the DN, BHPr, HRSA, DHHS or the US Government. Project Director, Susan Zahner

Slide 1

Slide 2

Hi, I'm Juile.
How many meetings do you organize? How long does it take you to find a date and a time that works for everyone.
If you set up meetings…RSVP tools may make your life easier.
Let's tech it out.

Slide 3



Have you ever spent more time setting up a meeting than you spent at the meeting? There is an easier way.

Slide 4

RSVP tools do the work of setting up the meeting for you.

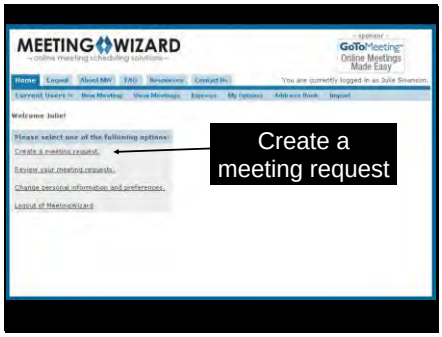
Slide 5

Let's take a look at one RSVP tool called Meeting Wizard.

Slide 6

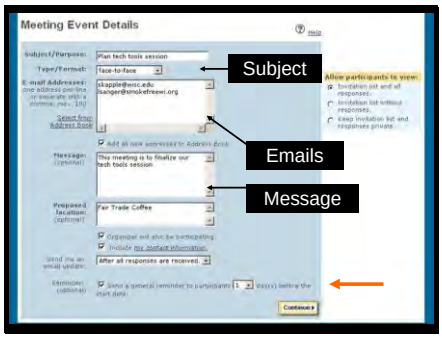
You set up a free account.

Slide 7



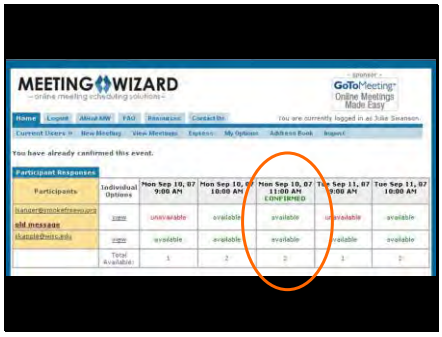
Click create a meeting

Slide 8



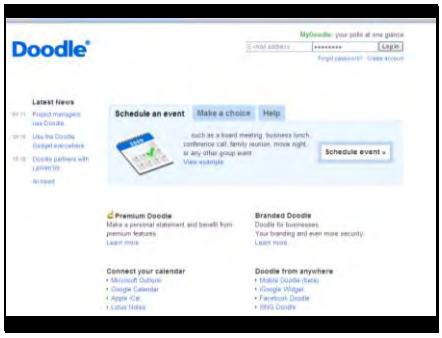
And then, fill out the purpose or title of your meeting.
Choose the type of meeting: face to face, teleconference, webconference…
Then, put in your email addresses of who you will invite: you can type them in, copy and paste or import. Once an address in in you address book, you won't have to enter it again.
Message is where you can provide more details or an agenda.
Location, where the meeting is. You can ask it to send you an email update after each response is received, or after all responses are received.
And my favorite part is the reminder. If you click this, Meeting Wizard will (all by itself) send a meeting reminder one day before the meeting. It will even send a reminder to you.

Slide 9



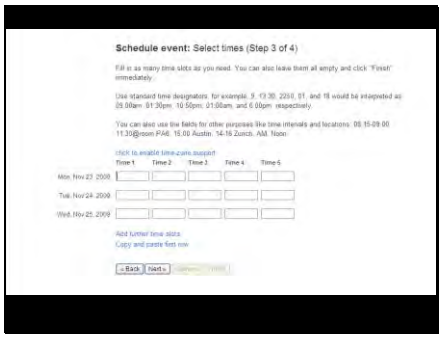
Once you get everyone's responses they'll be summarized in a chart that looks like this. All you have to do is look across the bottom row to find the dates when the most people can attend. Participants can include a message for you…it would show up by their name on the left side. For instance… someone might say, "I can do this date but I'd rather not." Once you choose the date you want, all you do is click confirm and Meeting Wizard with generate a confirmation email for you to send. It's that easy.

Slide 10



Doodle is a similar tool.

Slide 11

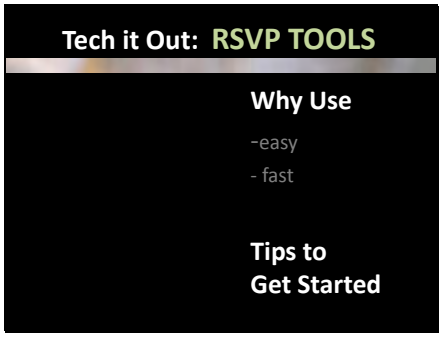


Here is what it looks like to create a meeting request in Doodle. Notice that you have more date and time options.

Slide 12

Once people have responded this is what the grid looks like. Again, all you have to do is the pick the day and time you want, Doodle does the rest.

Slide 13



RSVP tools make it easier and faster for you to set up a meeting.
All you have to do to get started it set up a free account and try them out.
I'm Julie Swanson at the Wisconsin Clearinghouse, thanks for teching out RSVP tools.

Slide 14

Tech it Out: Strategic Social Media

Jill McCormick, CHES, BS

Wisconsin Clearinghouse for Prevention Resources, November 2011

This project is supported by funds from the Division of Nursing (DN), Bureau of Health Professions (BHPr), Health Resources and Services Administration (HRSA), Department of Health and Human Services (DHHS) under DHHS/HRSA D11HP07731, Linking Education and Practice for Excellence in Public Health Nursing. The information or content and conclusion are those of the authors and should not be construed as the official policy or position of, nor should any official endorsement be inferred by the DN, BHPr, HRSA, DHHS or the US Government. Project Director, Susan Zahner

Slide 1

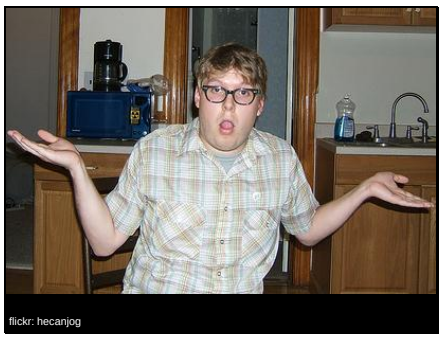
Slide 2

Hi, I'm Jill

Are you wondering how to use social media strategically? I'll share how to develop both a social media plan and policy as well as give you tips to get started.

Let's tech it out.

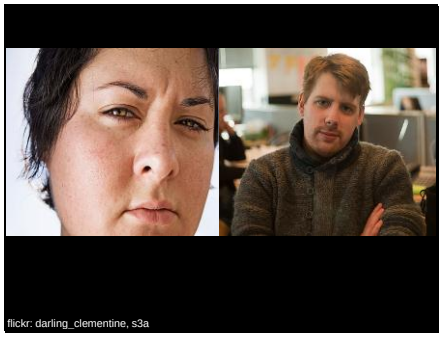
Slide 3



Two Questions we hear most often regarding social media

1. Which tool should we use?

Slide 4

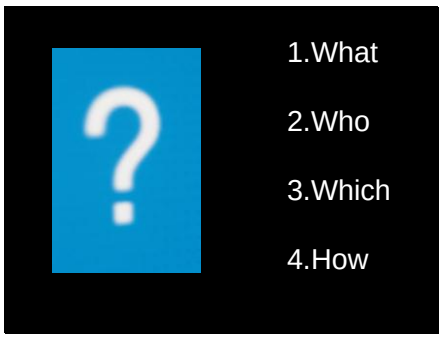


2. How do we overcome organizational barriers?

Slide 5

Both of these questions can be answered by doing a little bit of planning before jumping into the social media pool. Having a social media plan in place can help with determining what tools are right for your organization and having a policy can help with overcoming organizational barriers to social media. So, let's jump in!

Slide 6



As you start to think about your social media plan, think of these four questions. What's the Goal, Who's the Audience, Which Strategy or Tool, and How will we see results.

Slide 7

Here are some examples of what you can do via social media, you may have others that aren't on the list but ideally, what you want to do should relate to the overall goals of your organization.

Slide 8

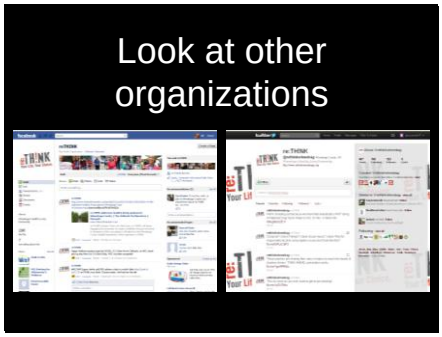
The next question is who. Who are you trying to reach with your social media efforts. Are they coalition members, policy makers, the media or the general public. Once you determine who your audience is you'll then need to find out where they are online as well as who or what influences them. You're probably wondering but how do I find that information. Here are three strategies we use to find out what people are doing on line.

The bottom line is…the more you know about your audience and what they are already doing..the easier it is to connect with them through social media

Slide 9

The CDC compiles Data Briefs that offer information on users and the best ways to reach them.

Slide 10

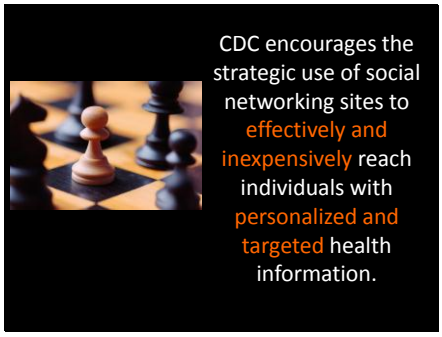


Research how similar organizations are using social media and what tools they are using.

Slide 11

Ask your intended audience as well as other organizations that are already using social media.

Slide 12

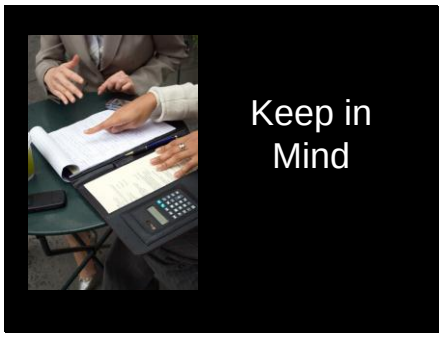


Here's a quote from the CDC on strategic use of social media. (time to read). Look back at the first two questions, the "what" and "who" and what you've learned to determine the best strategy for you. http://www.cdc.gov/SocialMedia/Tools/SocialNetworking.html

Slide 13

What types of results are you or your organization looking for? These can be tangible such as the number of likes your Facebook page has or intangible such as learning how to engage and interact with those using social media. You should also think about lessons learned as you move forward including successes and challenges you've encountered as well as asking those you've connected with what worked and what didn't.

Slide 14



After you've answered these four questions, you're not done yet. You should also consider having an editorial calendar in place including what topics you'll focus on , who will do the updates and how often.

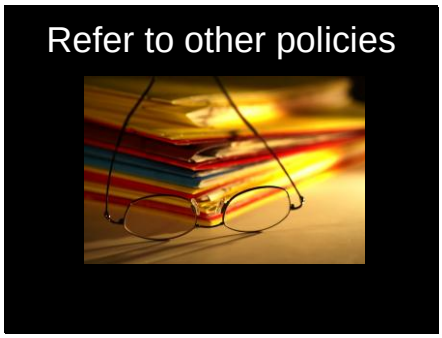
Slide 15

Along with a social media plan having a policy in place can help with overcoming organizational barriers. Policies don't need to be long in order to be effective. Here are a few tips.

Slide 16

Pick one audience. Start with writing a policy for your employees. It may help to focus on a single employee, perhaps the one most involved with social media. Don't worry about expanding or altering the policy for different audiences such as board members, key volunteers, or chapters until you have a good basic policy written.

Slide 17

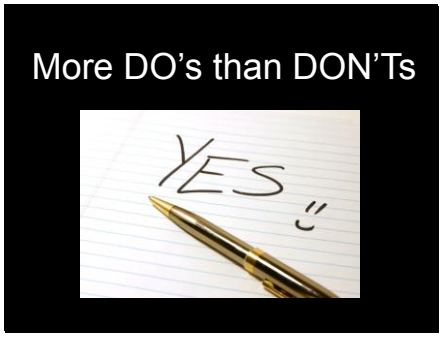


Refer to other organizational policies in your social media policy. Don't crowd the social media policy with too much information. Stay focused on the social media things.

Slide 18

Forget about the tools. You could create separate policies unique to every tool (blogs, microblogs, networking sites, media sharing, etc.) but it would take too long and need updating every third day as the tools change. Instead, focus on the universal truths about online behavior.

Slide 19



Write more DO's than DON'Ts. Empower your audience with what they can do, not what they can't do. Simple stuff like: DO be honest. DO use appropriate privacy settings. DO share content that is publicly available.

Slide 20

Copy from folks who are making it work.

Slide 21

Now that you know a little bit more about social media plans and policies. Here are a few tips to keep in mind.

- Start small, think of it as a pilot
- Share examples of how other organizations are using social media
- Learn as you go. Evaluate the process and outcomes including both qualitative and quantitative.

Thanks for teching it out with me.

Slide 22

Tech it Out: Twitter

Sarah Apple, BS

Wisconsin Clearinghouse for Prevention Resources, November 2011

This project is supported by funds from the Division of Nursing (DN), Bureau of Health Professions (BHPr), Health Resources and Services Administration (HRSA), Department of Health and Human Services (DHHS) under DHHS/HRSA D11HP07731, Linking Education and Practice for Excellence in Public Health Nursing. The information or content and conclusion are those of the authors and should not be construed as the official policy or position of, nor should any official endorsement be inferred by the DN, BHPr, HRSA, DHHS or the US Government. Project Director, Susan Zahner

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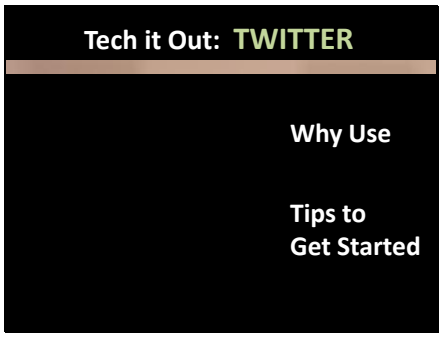
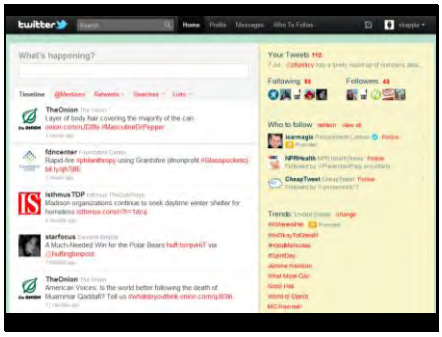


Hi, I'm Sarah, lets talk Twitter.
You hear about it all the time, but I'll give examples of why you might use Twitter, and some tips to get started. Lets tech it out.

Slide 3



Here is a quick orientation to what Twitter looks like. At first glance it can be a bit overwhelming, but the basic premise is you follow people so you can see what they are saying – things are always listed in chronological order. So here are the latest tweets from the people I am following. On the sidebar you get a bit of an overview. I follow 53 people and 43 people follow me.

You give your own updates here – you are always limited to 140 characters – so Twitter is really about short, bite-sized pieces of information. You can come to the website to tweet, or use an app on your phone.

The other thing to point out is you can link to items, here is a link right here, and you can mark items with a "keyword," that is what the hashtag does, an easy way to make connections and search. The last thing is the @ sign – when you refer to another twitter user you say @TheOnion or @fdncenter, always put an @ sign when you refer to someone else, you see it here with @huffingtonpost.

Slide 4

Lets look at a few examples of how organizations are using Twitter.

The Red Cross needs to keep a lot of people up to date in case of emergency, so one of their main purposes for Twitter is to get accurate information out. Updates can happen very fast but one of the great things about Twitter is the automatic archive of past tweets.

So their main use is fast, consistent information, out to lots of people

Slide 5

On a more local level, the Fond du Lac police are on Twitter

Slide 6

And the ReThink Coalition from Winnebago County – a way for people in the community to stay up to date on what is happening and another avenue for those organizations to get information out. Now, about 10-15% of the population is on Twitter so it isn't just a, "well we tweeted so we're done kind of thing," you need to use other methods of communication, it can just complement them

Slide 7

Health departments are using Twitter to get out updates and in some cases to prompt behavior change. Great example outside of Wisconsin, that you can here, that the Salt Lake Valley Health Department has over 4,000 followers.

Slide 8

Another one is New York City. What I like here is the description they have of the purpose of their Twitter account.
They say, “We are here to talk to New Yorkers about health topics, events, and services offered through our programs.”
So they are really clear about what the purpose of their Twitter account is. Again, almost 6,000 followers.

Slide 9

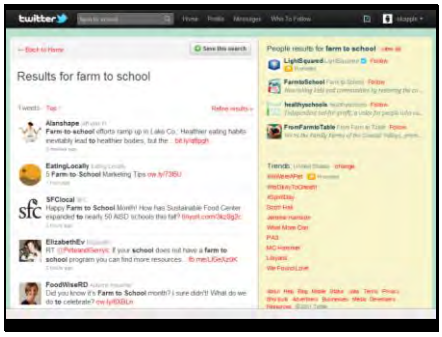
So of course as an organization, you can use twitter to get information out to your audience, but you can also use twitter to get information yourself.

For instance, the federal government is on Twitter, so you can get a heads up on new information and resources – it really lets others keep you at the cutting edge. Follow credible organizations in your field. Whether it’s you get a new hand washing video from the CDC or if you are involved in bio preparedness work, you can follow FEMAs Twitter feed.

Slide 10

In Wisconsin tobacco control we have used Twitter heavily on a couple of occasions to listen to what people are saying.
This is when the Senate and Assembly were voting on the statewide smoke-free air bill. Not everyone could be there, but the few people that were, were tweeting. So, we wanted to know what was happening in real time and they were able to tell us through Twitter.
We were able to keep up to date, and tweet to our networks so others were kept up to date.

Slide 11



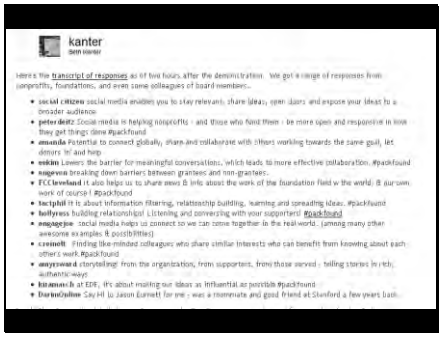
One of the beauties of Twitter is the search – you can search for anything an get an instant read on what people are saying. Here is farm to school – just the first five results give me media stories, marketing tips, and resources all in real time. Another way that you can stay up to date.

Slide 12

You can also use Twitter to engage people in a conversation.

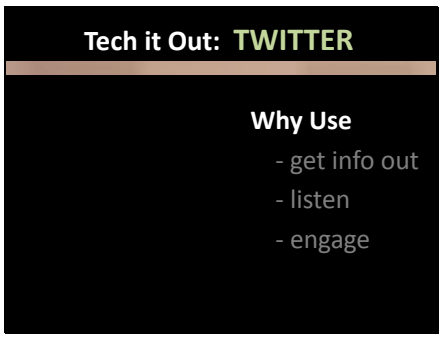
Beth Kantor, a well know blogger was presenting and asked how non-profits are using social media over twitter at the beginning of her talk.

Slide 13



By the end of her talk she had numerous responses. This is an extreme example because her audience is obviously very motivated and engaged in social media, but it does show the potential for using Twitter to engage your audience in conversation.

Slide 14



The 140 characters of Twitter really combines the power of social networks with the content sharing of blogs and that can be extremely valuable.

My three reasons to use Twitter are to promote your organization: changes in what you're doing, information about what you're doing or have accomplished or events that you're holding.

The second reason to use Twitter is too listen to other people, follow other organizations, get new information from them, get resources from them and really stay on the cutting edge and stay connected.

The third reason and really the holy grail of using Twitter is to engage people: get volunteers and get people to share your information with their networks so you expand your reach that much more.

Slide 15

For my tips to get started:
You don't have to have a Twitter account to see people's tweets – so maybe you want to ease into the Twittersphere by searching for some topics or organizations to see if anything interests you (we affectionately call this stalking).
If you are tweeting – use a link shortener like bit.ly – when you only have 140 characters you don't want to waste them pointing to a long url – bit.ly also lets you track how many people are clicking on you link so you can get some evaluation data really easily.
An then lastly, just remember that Twitter is popular as far as online tools go but it should be just one supporting piece of your social media strategy, not your whole strategy.

Hopefully now you know a bit more about Twitter – Get tweeting!

Slide 16

Tech it Out: TWITTER
Featured tool:
twitter.com
Wisconsin Clearinghouse
for Prevention Resources
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Tech it Out: Video Conference

Jill McCormick, CHES, BS

Wisconsin Clearinghouse for Prevention Resources, November 2011

This project is supported by funds from the Division of Nursing (DN), Bureau of Health Professions (BHPr), Health Resources and Services Administration (HRSA), Department of Health and Human Services (DHHS) under DHHS/HRSA D11HP07731, Linking Education and Practice for Excellence in Public Health Nursing. The information or content and conclusion are those of the authors and should not be construed as the official policy or position of, nor should any official endorsement be inferred by the DN, BHPr, HRSA, DHHS or the US Government. Project Director, Susan Zahner

Slide 1

Slide 2

Hi, I'm Jill
Are you questioning the benefits of using video conference tools?
I'll share examples of why you might use one and give you tips to get started. Let's tech it out.

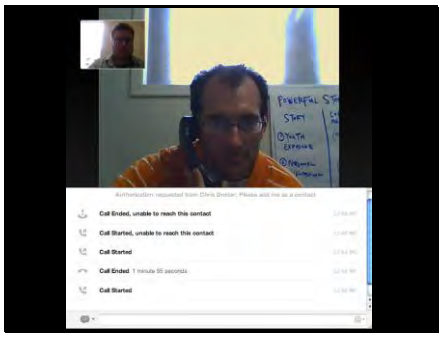
Slide 3

When I say videoconferencing I'm talking about tools such as Google Chat, Skype, Live Meeting or Adobe Connect.
As budgets and time constraints get tighter, many organizations are looking for ways to save money while still being able to connect and collaborate with others. One way to do that is through videoconferencing which allows you to meet face to face only virtually. Some tools are free while others require a paid subscription. In the long run, paying for a videoconferencing service will be more economically both in terms of time and money.

Slide 4

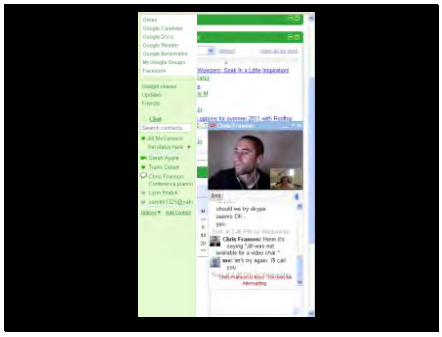
At the Wisconsin Clearinghouse, we use videoconferencing to hold staff meetings since we have a couple of staff people who work remotely. This allows us to see and hear each other without having to get in the car and travel all the time.

Slide 5



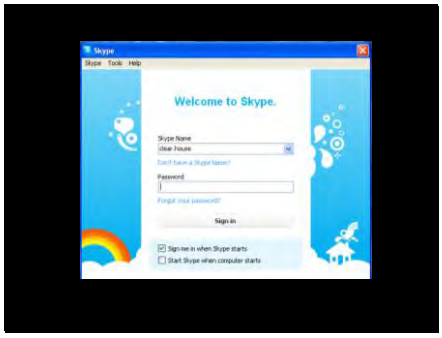
We also use it for training and technical assistance needs with communities we work with both in Wisconsin and out of state. Again, allowing for a personal touch without the added expense of traveling or having to take a day out of our schedules for traveling. These virtual meetings have proven to be very successful – according to Chris from Ringgold County Iowa "*This is so cool. Now I know what your office looks like. And you seem to have some really nice coworkers*." - Chris Doster

Slide 6



Here are a few examples of videoconferencing tools. Some of them are free to use while others as I've mentioned have a cost associated with them. This is google chat. It's free and easy to use with the main drawback being you can only videochat with one person.

Slide 7



If your meeting involves a few more people another option would be Skype which has the capability for group videoconferences. However there is a monthly fee for this option.

Slide 8

If you work in a local health department, you may have access to Live Meeting which gives you the ability to meet with several people at once. If you're not sure if you have access to Live Meeting check with your IT staff.

Slide 9

Now that you know a little bit about videoconferencing tools , you're probably wondering how to get started. Here are a few tips to keep in mind.

- You'll need a webcam and microphone but they don't need to be expensive.
- Practice beforehand to familiarize yourself with the equipment and the videoconferencing tool you're using. Do a dry run with someone before your actual meeting and allocate some time at the beginning of your meeting to allow the participants to get set-up
- Have a back-up plan such as the phone in case your encounter problems.
- If you run into problems, don't spend too much time on trying to solve them. If you can't get it working after a few minutes, move to your backup plan.
- Make friends with your IT staff - schedule a quick meeting with them at the beginning of your meeting, so that they can help troubleshoot any issues.
- And remember be patient and keep your cool when things don't go right because trust me, it'll happen. Keep a sense of humor, smile and take a deep breath.

Thanks for teching it out with me. Hopefully now you know a little bit more about videoconferencing.

Slide 10

Tech it Out: Video Sharing

Sarah Apple, BS

Wisconsin Clearinghouse for Prevention Resources, November 2011

This project is supported by funds from the Division of Nursing (DN), Bureau of Health Professions (BHPr), Health Resources and Services Administration (HRSA), Department of Health and Human Services (DHHS) under DHHS/HRSA D11HP07731, Linking Education and Practice for Excellence in Public Health Nursing. The information or content and conclusion are those of the authors and should not be construed as the official policy or position of, nor should any official endorsement be inferred by the DN, BHPr, HRSA, DHHS or the US Government. Project Director, Susan Zahner

Slide 1

Slide 2

Today we are talking about video sharing – you are watching an online video right now, but we'll look into why you might create one yourself, examples of how others are using video in public health and then I'll give you a few tips to get started.

Slide 3

When we talk about video sharing, it often involves posting your video to the web and there are services that make it really easy and are free that will house your video for you – two popular ones being YouTube and Vimeo.

Slide 4

Why video? Here are a couple of statistics for you – it is really staggering how many people are using online video every day.
Some of these watches or course, are to catch up on a television show you missed the night before, but more and more, we are incorporating video into our work.

http://www.digitalbuzzblog.com/statistics-the-state-of-the-internet-video/

Slide 5

You know that something is big when the federal government uses it – they are not known for being fast moving.
They have many videos posted that they have created themselves, but for the past couple of years they have also been holding video contests as a way to interact with the public.
Here is one on Challenge.gov

Slide 6

One really successful example of this was their Flu.gov contest. The secretary of the Department of Health and Human Services put out a call for people to submit videos on tips for not catching the flu, H1N1.
Videos poured in and the winner was

Slide 7

Dr. John Clark. He wrote, composed, produced, and performed a rap about H1N1.
This music video is a fun, educational, and entertaining way to learn about prevention of the H1N1 virus. It actually got over 200,000 views.
It is a really great example of video that engages the audience in creation, and then that perhaps made it to get more views than it would normally have if would have just been traditionally created.

http://www.youtube.com/watch?v=_gwUdmPl0bU

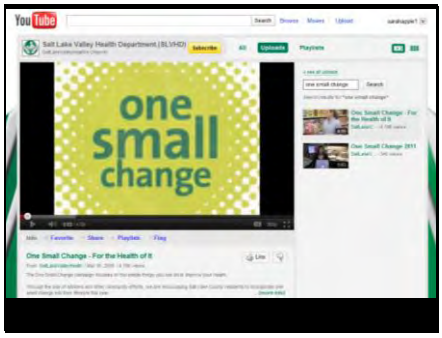
Slide 8

The CDC is another government example of using video to educate and inform the public about an issue. Their YouTube channel provides accurate up to date information. You can subscribe to it to be notified when a new video is posted and post their videos to your website or blog – a way for you to share video without even creating any yourself.

Slide 9

On a local level lets take a look at the Salt Lake Valley Health Department – they are a great example of a local health department leveraging video to get their messages out.

Slide 10



They dove into video with their “One Small Change” campaign, centered on simple things that people can do to improve their health.

They shot a video to promote the campaign using an inexpensive digital camera and edited it themselves – then they engaged their Twitter, Facebook and Flickr accounts to support the message and help spread the word, but really the “center” of the campaign was the YouTube video, created 100% in-house with a budget of $0.00. The response they got from the community was overwhelmingly positive.

http://pulseandsignal.com/interview/salt-lake-valley-health-department-meets-social-media/

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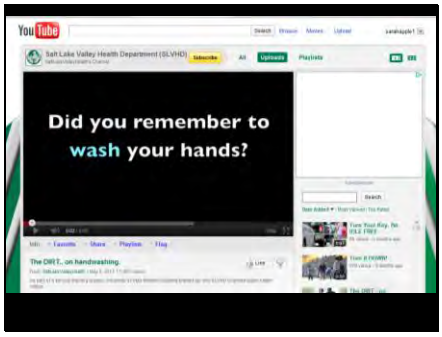

They have since followed up that video with a number of others – all tailored to their community.
So, those are a number of examples where people are creating video to help get information out to their audiences to inform them or educate them about something.

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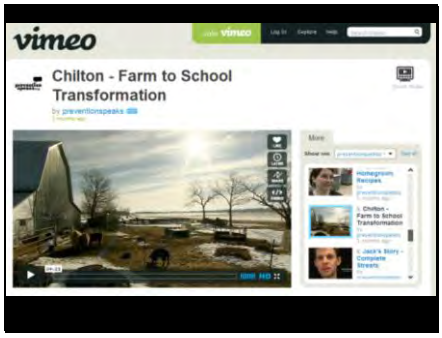
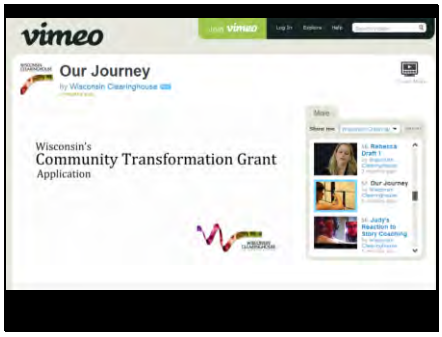


We have also used video to share success, and show successes. Here is a video highlighting an awesome farm to school program here in Wisconsin. The video is a way to easily show that this type of program is possible in other communities. The great thing about video sharing is how easy it is to share! If I post this video to Vimeo, I can also easily also post it to my website

Slide 13

Which you see an example of here, and others can post it to theirs, or share the link on Facebook or Twitter. It is really easy to really quickly spread messages around these days with social networks.

Slide 14

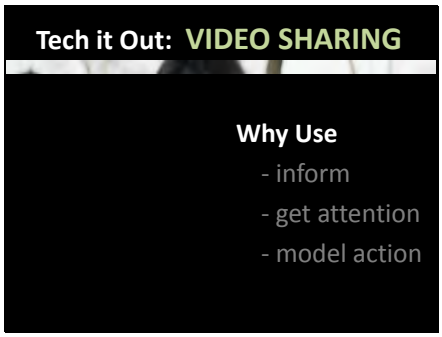


This video is tied to showing success but I wanted to show this example specifically as a way to use video to say thank you. It is comprised mostly of pictures set to music, so if you aren't in the habit of taking video but do take pictures is illustrates how you can create a video just using pictures.
We wrote a grant with a number of partners and after the submission, this video was created and shared with all of them as a way to say thank you – it documented the process and feedback we got from it was really awesome to see and hear.
You could use this kind of thank you video idea for a number of things – community forums, events. It can be a great way to thanks either to volunteers or to other staff.

Slide 15

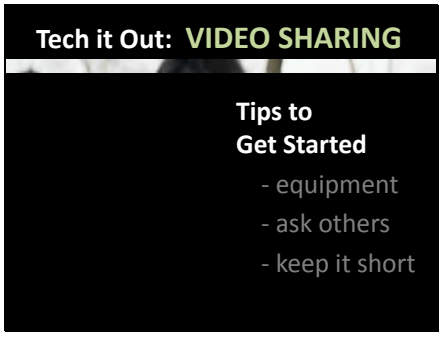
Another reason to create video is to model action. Hear you see youth from the tobacco control movement. They were testifying in front of legislators at hearings across the state. They took video of one of the youth and posted it online to share with other youth. It took away a bit of the fear factor and showed youth and adults that this was a doable action.

Slide 16



So, lets recap, why video sharing.
Number one, to educate and inform the public about an issue – we even saw examples where organizations involved their audience in the creation of the video.
Number two is to get attention. Video is a great way to create your own media – whether it is to share successes, to say thank, whatever you need it to be, video could be a tool for you.
The third reason is to model action. If you want someone to take an action it is great to show them others taking that same action.

Slide 17



So here are my tips to get started.
You don't need fancy equipment or a big budget (of course they can help) but give it a shot with what you have – play around, have fun.
If you like the idea of video but you've never done it before, ask others if they have. There could be people around you that really have an interest – coalition members, volunteers, classes at school.
And the third tip is to keep it short. People like online video, but they like it short, keeping it under 2 minutes is a good rule of thumb.

Thanks for teching it out with me. Hopefully now you know a little bit more about video sharing.

Slide 18

Tech it Out: Why Use Social Media

Jill McCormick, CHES, BS

Wisconsin Clearinghouse for Prevention Resources, November 2011

This project is supported by funds from the Division of Nursing (DN), Bureau of Health Professions (BHPr), Health Resources and Services Administration (HRSA), Department of Health and Human Services (DHHS) under DHHS/HRSA D11HP07731, Linking Education and Practice for Excellence in Public Health Nursing. The information or content and conclusion are those of the authors and should not be construed as the official policy or position of, nor should any official endorsement be inferred by the DN, BHPr, HRSA, DHHS or the US Government. Project Director, Susan Zahner

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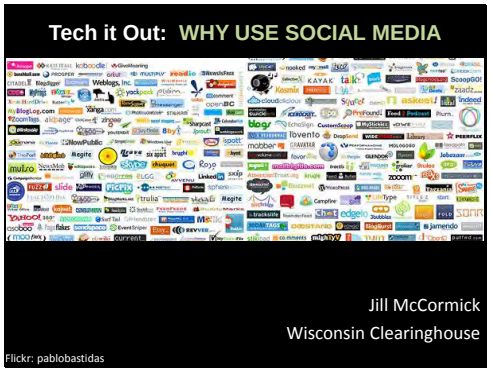


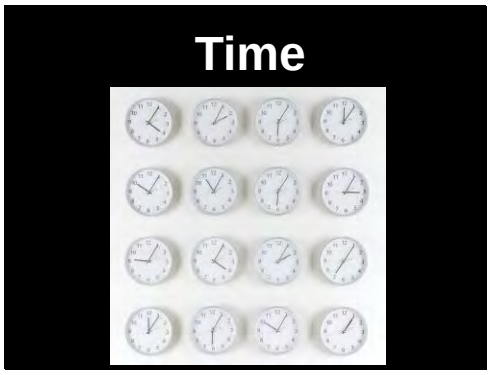
Slide 2

Hi I'm Jill,

You're probably wondering why a public health agency would use social media and what can be gained from having a social media presence. I'll share the whys, the misperceptions and a few tips to get started using social media.
CDC quote -

Social networks are quickly becoming a mainstream format for information exchange, relationship building and knowledge sharing

Slide 3

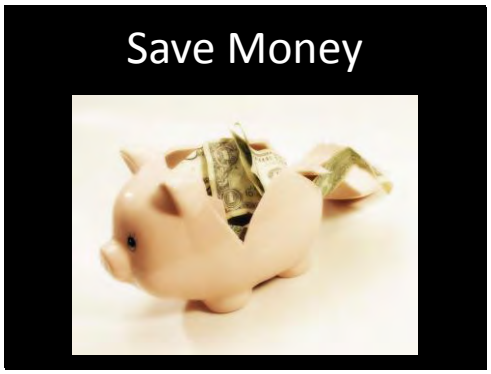


Save time - provide accurate/up to date health information to more people
Increase the timely dissemination and potential impact of health and safety information.

Slide 4

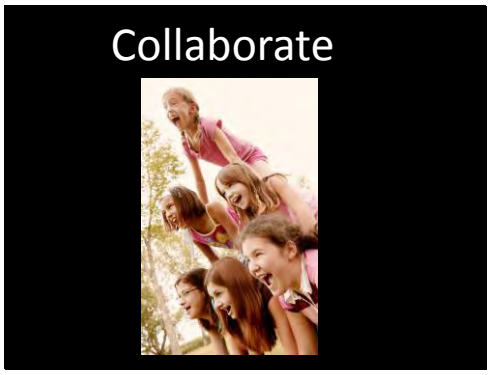
Reach & Engage our audience where they are
• Expand reach to include broader, more diverse audiences.

Slide 5



Save $$$ - many tools are free
Reduce travel costs

Slide 6



Collaborate with colleagues outside of your organization

Slide 7

Crowd sourcing - use/engage audience in creating content and sharing health messages

• Leverage audience networks to facilitate information sharing.

• Facilitate interactive communication, connection and public engagement.

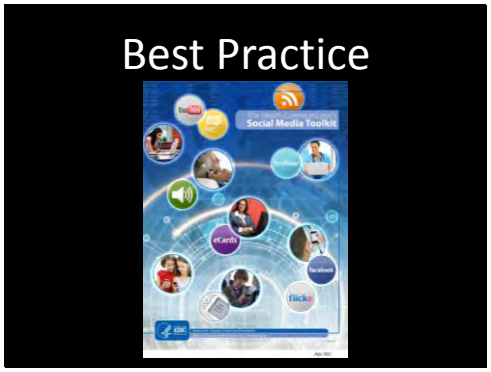
Slide 8

• Personalize and reinforce health messages that can be more easily tailored or targeted to particular audiences.

Slide 9

• Empower people to make safer and healthier decisions.

Slide 10



CDC says using social media is a best practice

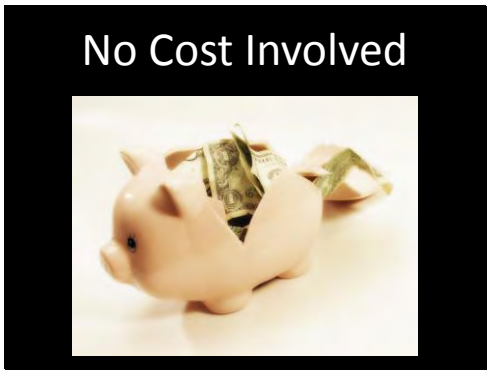
Slide 11

Hi I'm Jill,

You're probably wondering why a public health agency would use social media and what can be gained from having a social media presence. I'll share the whys, the misperceptions and a few tips to get started using social media.
CDC quote -

Social networks are quickly becoming a mainstream format for information exchange, relationship building and knowledge sharing

Slide 12



Misperceptions
It won't cost you anything. Granted while many social media tools are free that are quite a number of them that have a cost/membership associated with them. Research.

Slide 13

You can do it all by yourself – again not necessarily true. Time, work constraints, knowledge

Slide 14

It will replace your current communication/marketing tactics – not replace but integrate

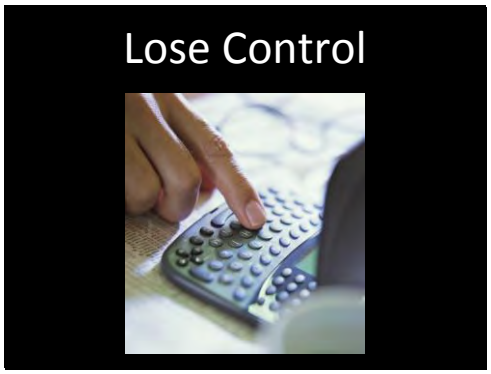
Slide 15

It’s only for kids – fastest growing demographic on Facebook is adults 30 and older. Pull Pew data.

Slide 16

It’s just a fad – no, it’s not. It’s an evolution in web technology and the trend is towards more opportunities for users to develop content and more and more organizations are using it.

Slide 17



You lose too much control – yes, you can lose some control over the message if people comment negatively or give inaccurate information. However having a comments policy in place can help with determining how you’ll deal with those – do you delete them automatically or use them to educate on the issue.

Slide 18

Can't use it in a strategic way – Yes, you can as long it's part of your overall communication strategy. All the pieces working together.

Slide 19

Now that you know a little bit more about why you would use social media and some of the misperceptions. Here are a few tips to keep in mind.

- Research how other organizations are using social media.
- Develop a social media plan and policy
- Adopt low-risk tools first
- Make sure your messages are accurate, consistent and science based

Slide 20

Tech it Out: Wikis

Sarah Apple, BS

Wisconsin Clearinghouse for Prevention Resources, November 2011

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Slide 1

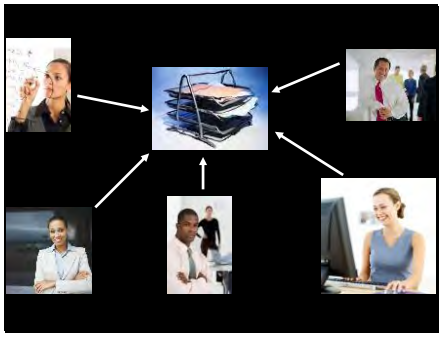
Slide 2

Hi, I'm Sarah, want to know what a wiki is, and if it can help you get your work done? I'll show you some examples and give you a few tips to get started.

Slide 3

A wiki is a collaborative space online.
Without a doubt, the most popular wiki in the world is wikipedia – an online encyclopedia. Everyone on the Internet has access to view it and to make changes to it.

Slide 4

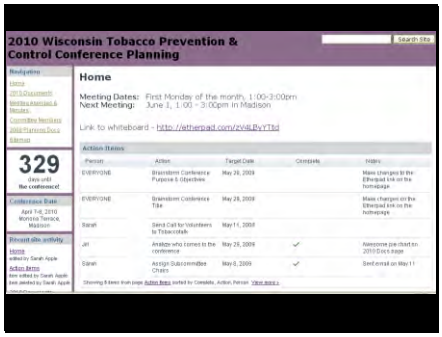


But why would you use a wiki at work? Say you are working on a team or work group that will be together for a longer period of time and needs to do things like, create agendas, edit meeting minutes, co-create or share documents, and keep up to date on the status of projects and deadlines.

A wiki is an online space that the group can use to do all of these things collaboratively.

Let me show you a couple of examples.

Slide 5



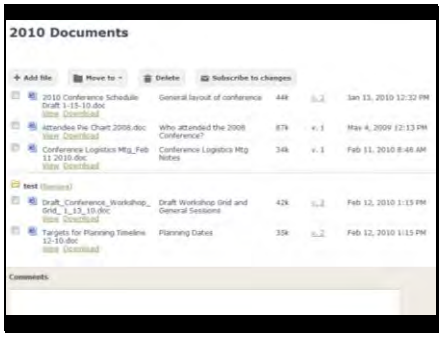
Here is an example of a wiki created in Google Sites. We had a planning group of about 8 people to help plan a conference – we all worked in different organizations, but needed to work together on documents and had to access a number of documents together. To cut down on the back and forth emails, we created this wiki. It was one place we could go to find everything we needed.

You can think of this wiki like a private website. Everyone in the group had access to view it and to edit or add to it. When you create any wiki, you are able to control access – whether you want the whole world to see it, or only certain people, and who can also edit it besides you.

Let me point out a few things. We used the home page for updates and to list assignments.
Here you see links to the other pages of the wiki.

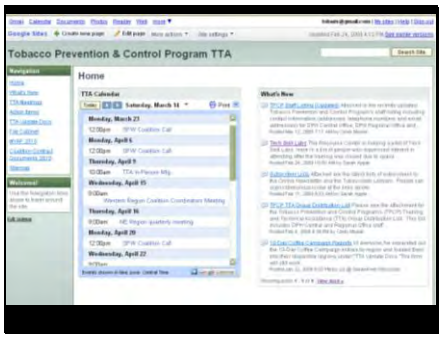
They can be pages that the group can all edit together, similar to a Google Doc, or a page can also be like a filing cabinet so you can upload documents for reference.

Slide 6



Here is what a filing cabinet page looks like. You have the name of the document, any description you want to add, here are the versions, so if something gets updated you can actually go back and see the previous version, which is nice, and then time the last version was uploaded.

Slide 7



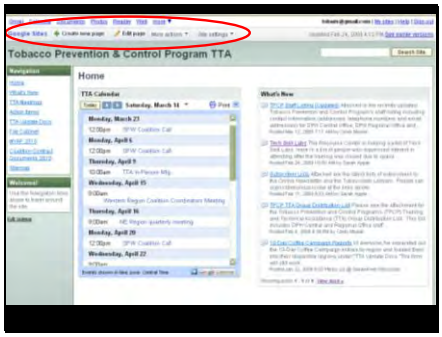
Here is another example, again, the wiki is private and shared with people through invitation. You can see on this one there is a calendar incorporated. Anyone who belongs to the site can post a message on the what's new page and it shows right here on the homepage of the wiki.

The site again, can also act as a filing cabinet so we can post our training and technical assistance updates all in one place, as well as agendas and minutes.

We also have pages that we can use as collaborative workspaces – for instance a smaller workgroup working on a list of resources for community engagement can create a page and members can contribute thoughts all in the same place.

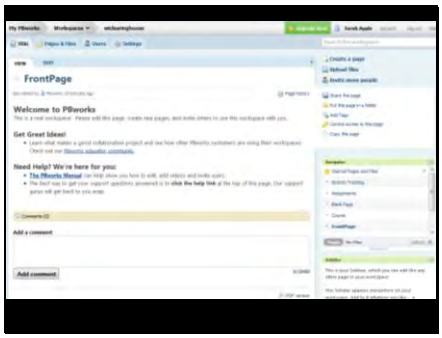
Everyone who can see it has access to make changes.

Slide 8



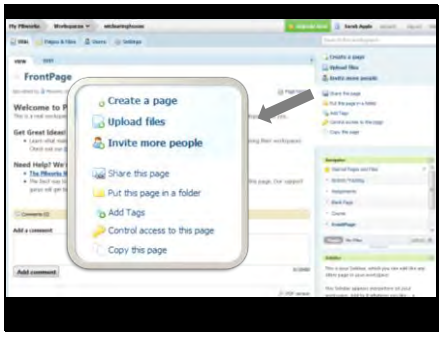
You can tell that by the toolbar at the top. It allows to create pages and edit pages.
If someone has access to view the wiki, but not to make changes they just wouldn't see those buttons.

Slide 9



Those where both example of wikis using Google Sites, here is what a PBWorks wiki looks like that is empty.
You would start by making the homepage say what you would like it to say,

Slide 10



and using the sidebar controls to create more pages and invite collaborators.

Slide 11

Wikis can be great to use if you have a group that will be together for a while because of their collaborative nature and because you can control who has access to see them and to edit them.

But they aren't for every occasion. Be sure to think about what you need the group to do and if a wiki is really the right tool. Sometimes a couple of simple Google Documents can serve your purpose just as well.

Also, consider wiki gardening. If you have a lot of people working on one site sometimes it needs a bit of clean-up so you might be the designated wiki gardener.

My last tip is that you are really asking people to work in a new way so sometimes you need to remind them that there is a wiki, so saying things like, "that's posted on the wiki" six times during a meeting is actually okay and sometimes necessary.

Thanks for teching out wikis with me! Get started!

Slide 12

Tech it Out: WIKIS
Enter
Featured tools:
sites.google.com
pbworks.com
Wisconsin Clearinghouse
for Prevention Resources
Creative Commons
Attribution 3.0 License

The Power of Social Media to Inform, Inspire and Influence

1. Content: Information is Power

- With social media, anyone can create and anyone can publish.
- You have content that can help others and others can help you improve your content.
- What can you share that adds value?

Content Publishing Tools: Blogs and Twitter Example of Adding Value: Beth Kantor's Blog

2. Connections: Relationships are Power

- Social capital may be our most powerful resource.
- People are influenced by who they are connected to.
- Social networks allow us to organize quickly and creatively.
- If you want to leverage the power of connections, focus on building trusted relationships.

Social Networking Tools: Facebook Example: Story of Sameer and Vinay, *The Dragonfly Effect*

3. Credibility: Authentic Voices are Powerful

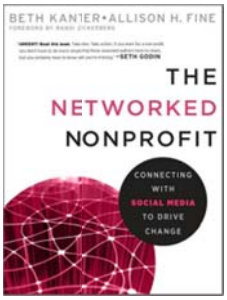
- Social networks could limit us to connecting with people like us but they are more powerful if we use our networks to bridge to people who have different perspectives and experience.
- One of the most effective ways to share authentic voices and diverse wisdom is to tell stories.

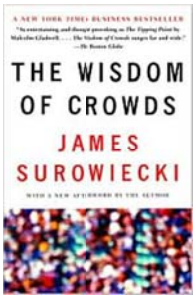
Share Video Stories: YouTube and Vimeo Example of Story to Influence Change: preventionspeaks.org

Want to Learn More?

Knight Foundation and Monitor Institute

The Health Communicator's Social Media Toolkit





Effective Presentations Video Series Materials

Video Title	Document Title
Communicate to Motivate	Communication Power Tools
Powerful Presentations	Persuasive Presentations
Presenting Data	4 Tips for Presenting Data 5 Tools for Presenting Data
The Power of Story	Frequently Asked Questions about Stories Tips for Telling Powerful Stories
Using Visuals for Impact	none
General handout for all videos	Resources for Presentation Toolkit

Social Media Tools Video Series Materials (Tech it Out)

Video Title	Document Title
Strategic Use of Social Media	Creating Social Media Policy Handout
Why Use Social Media	Three Reasons to Use Social Media Networks
General Handout for all Social Media videos	Tech it out resource links