

SoMe

SOCIAL MEDIA FOR PREVENTION



SocialMedia 101

UNDERSTANDING NEW *Media*

MARCH 24, 2010

SESSION ONE OF THE CADCA SOCIAL MEDIA WEBINAR SERIES

Objectives

- 1) Describe Social Media
- 2) Distinguish between social media and social media marketing
- 3) Understand when to use social media (and when not to)
- 4) Understand the importance of relationships and engagement



Participation

HOW WE PARTICIPATE ONLINE FORRESTER CATEGORIES

CREATORS

- Publish a blog
- Publish your own web pages
- Upload video you created
- Upload audio/music you created
- Write articles or stories and post them

CRITICS

- Post ratings/reviews of products or services
- Comment on someone else's blog
- Contribute to online forums
- Contribute to/edit articles in a wiki

COLLECTORS

- Use RSS feeds
- "Vote" for websites online
- Add "tags" to Web pages or photos

JOINERS

- Maintain profile on a social networking site
- Visit social networking sites

SPECTATORS

- Read blogs
- Listen to podcasts
- Watch video from other users
- Read online forums
- Read customer ratings/reviews

INACTIVES

- None of the above



Yes

WHEN TO SAY YES TO SOCIAL MEDIA

When you want to express the “voice” of your coalition

When you want to enable easy ways for people to share knowledge and information

When you are willing to share ideas in progress and let others join in and help develop

When you can deal with messiness

When you have the basics covered



No

WHEN TO SAY NO TO SOCIAL MEDIA

When you stress out over controlling the message.
The message is what people say it is.

When your coalition isn't ready for
some changes to how they work.

When your priority
population isn't online.

If everything must be
vetted by a central authority.

When your prevention mes-
sage is written in stone rather
than electricity.

When you aren't willing to help people
learn new skills and take time to make it a
coalition habit or norm.



Remember

TIPS TO REMEMBER WHEN USING SOCIAL MEDIA

Remember to Piggyback when possible. What's Piggybacking? It means to link across communities and sources.

Remember...everything posted online is accessible to everyone online...forever.

Remember...you can't control the message but you can learn from them. The message is what people say it is.

Post messages when you have something to *contribute* not just when you have something to say.

The opinions of critics and creators doesn't necessarily represent everyone else.

Link and build on the work of others, and give credit to them for their contributions and influence on your work.

Social media is an extension of offline relationships, not a substitute for them. No online experience can ever replace our offline relationships.



Do

THINGS TO DO WHEN USING SOCIAL MEDIA

Do friend/follow members, stakeholders, researchers, etc.

Do consider having both personal and professional profiles.

Do listen and post 1-3 times a day.

Do honor others with a citation (name/link) when you use their content.

Do share ideas and information you find valuable and relevant.

Do acknowledge and celebrate the work of others.

Do connect and cross-post with others.

Do engage people and ideas both online and offline; weave the two together for a stronger web presence.



Coming Soon

FUTURE WEBINARS IN THE CADCA SoMe SERIES

APRIL 28

Listening: What's the Buzz

MAY 19

Social Networking:
Act Local, Listen Global

JUNE 16

Stories Beyond Words:
Using Photos & Video

AUGUST 25

Inches to Miles:
Metrics & Measures for
SoMe

SEPTEMBER 15

Weaving:
Communication & SoMe Campaigns



Credit

REFERENCES & RESOURCES

Bernoff, J., Li, C. (2008) Groundswell, Forrester Research <http://bit.ly/bzOilw>

Social Media Basic Ingredients
<http://bit.ly/cl3yMd>

When to Say Yes/No to Social Media, Beth Kanter
<http://bit.ly/9VPhdU>

Digital Handshake Image use with permission by dswart at
<http://bit.ly/cxAN1m>

Dogs: <http://bit.ly/bRTr65>

All other images from istockphoto.com
& shutterstock.com



Presenters

WHO'S WHO CONTRIBUTING MEMBERS TO SoMe

SUE STINE

Sr. Manager

Dissemination & Coalition Relations

CADCA National Coalition Institute

JASON VERHOOSKY

Community Liaison/Youth Program

Coordinator DanversCARES

Creative Director

Old Beauty Design & Meida

THOMAS A. WORKMAN, PhD.

Assistant Professor, University of
Houston-Downtown

Production Section Lead, John M.
Eisenberg Center for Decisions &
Communications Science at Baylor
College of Medicine

LaDONNA COY

New Media & Prevention Specialist

Learning for Change, Inc.

