


Harnessing the Conversation Social Media & CSBG



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November 8, 2010

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Today's Agenda

- What is Social Media?
 - Background & demographics
- Role of State Agencies
- What's the Message?
 - What social media is good for
 - What it's not good for
- How to Use Social Media
 - 4 core platforms
- Social Media Policies
- Coordination and Tracking Across Channels



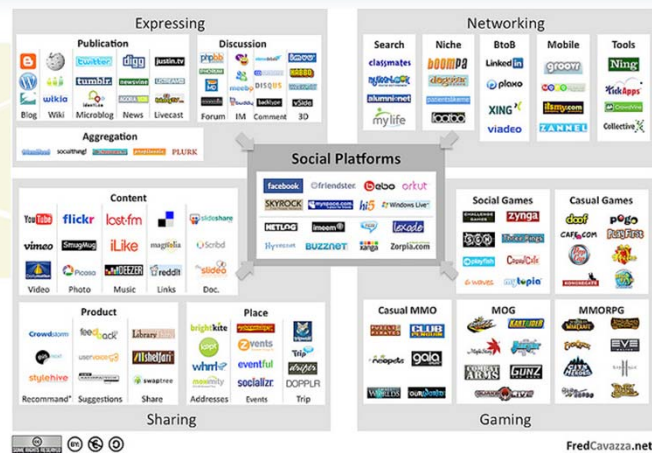
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What is Social Media?

- Online, interactive communication
- Can include:
 - Social Networking Websites
 - Blogs, Microblogs and Online Journalism
 - Multimedia Platforms
 - Internet-based Discussion Forums
 - Online Games

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Social Media Landscape



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Role of Social Media

- Communicate with audiences *where they are*
- Participate in online dialog/conversation
- Get out in front of and control the message (it's not a tool to combat negative press)
- Brand exposure
- Drive traffic to your website and other social media platforms

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Role of State Agencies

- Provide information, support and know-how to agencies
- Best way to understand it is to do it
- Government agency role models
 - Centers for Disease Control and Prevention
 - US State Department

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Social Media: What We Know

- Strengths

- Users will advocate within platform and repeat messages that resonate
- Users expect a genuine conversation between users and between organization & users

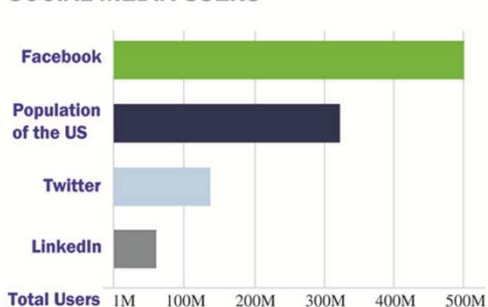
- Weaknesses

- Users rarely leave some platforms
- Short posts mean less nuance

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Who's Using Social Media?

SOCIAL MEDIA USERS



- Social media platforms are some of the most popular websites online

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Social Media Users: The Myth

- Most people assume social media is primarily used by people 15-25.



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Social Media Users: The Reality

- The fastest growing audiences for social media, including Facebook and Twitter are Americans over 35.
- These are often business executives, potential donors, decision makers, voters, and opinion leaders.



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How do you reach these users?

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What We Know Works

- Engage in conversation & storytelling
 - Active participation key to social media movement-building
- Set realistic expectations
 - Cultivate supporters and build relationships
 - Track participation
- Embrace empathy
- Integrate, don't simply replicate
- Feature direct calls to action

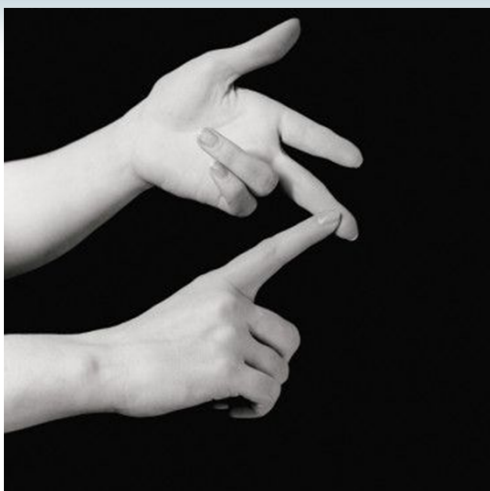
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What Doesn't Work

- Technical, jargon-heavy prose
- Focus on bureaucratic systems rather than people
- Depressing themes that accentuate "business as usual"
- Regurgitated information from press releases, reports, or other proposals

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Harnessing the Message



- Use frames and values-based messaging to win over readers and audiences

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What is Framing?



- People use mental shortcuts to organize information – like file folders
- Over time these shortcuts become durable models for thinking about issues
- Social media creates and reinforces these models, or frames
- Calling up the right frame can alter a person's reaction

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NASCSP Frames, Broadly

- Frames should include top-level values that resonate for wide audiences.
- For NASCSP, these include:
 - *Security*
 - *Access/Equity*
 - *Opportunity*

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CSBG Frames

- Frames set the stage for values-based messaging.
- For CSBG, these include:
 - *Access*
 - *Economic Security*
 - *Responsiveness*
 - *Healthy Communities*

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Values-Based Messaging

- Values-based messaging takes the frames and translates them into easy-to-understand messages.
- Messages should evoke the potential of organizations, communities, families and individuals.
- Language should be consistent, clear and resonate.

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What Makes a Good Social Media Message?

- True
- Believable
- Emotional—connected to people's core values
- Supported by facts
- Spoken/written by the right person
- Is about "you"
- Repeated
- Has an action component
- Framed to win



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Sample CSBG Messages

- CSBG programs break down barriers to support low-income families and individuals when they need it the most. (**Access**)
- CSBG programs work to solve fundamental issues such as health care, housing, transportation, and nutrition so that all Americans can become more financially secure. (**Economic Security**)
- By funding community-based initiatives, CSBG programs knit together individuals, families, and neighborhoods to help serve all members of the community. (**Healthy Communities**)

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The Four Core Platforms

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- Leading social networking website
- About 500 million users
- Founded in 2004
- Facebook describes itself as “a social utility that helps people communicate more efficiently with their friends, family, and coworkers.”

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Strengths

- Awareness building
- Driving conversation and feedback
- Driving traffic
- Event attendance
- Fundraising

Weaknesses

- Message control
- Online advocacy
- Consistency


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Recommendations:


- Balance between professional standards and conversational tone
- Brief open-ended posts
- At least 1 per week, ideally 2-3 per week
- Posts that spur discussion by asking questions
- Monitor discussions/brand closely

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- Microblogging website
- Users create 140 character updates known as “tweets”
- Founded in 2006
- Describes itself as “A real-time information network powered by people around the world that lets you share and discover what’s happening now.”

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Strengths	Weaknesses
<ul style="list-style-type: none"> • Broadcasting messages • Engaging with constituents and like-minded organizations • Providing real-time updates • Connecting with the media 	<ul style="list-style-type: none"> • Nuance • Occasional users

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The Twitter logo is displayed in a white box with a blue border, centered at the top of the slide. The background of the slide features a blue gradient with faint icons of a lightbulb, a gear, and a sun.

- Recommendations:
 - Use personal tone or designate a spokesperson to tweet
 - Use the @ symbol to engage in conversation and ‘retweet’ relevant posts
 - Use tweets to link to longer articles and multimedia
 - Post at least 3-5 tweets per week, ideally 5-7 per week
 - Follow like-minded groups, orgs, individuals and journalists

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The YouTube logo is displayed in a white box with a red border, centered at the top of the slide. Below the logo, the tagline "Broadcast Yourself™" is written in a smaller font. The background of the slide features a blue gradient with faint icons of a lightbulb, a gear, and a sun.

- Leading video sharing website
- Over 2B videos online
- Founded 2005 & bought by Google in 2007
- Describes itself as “the world’s most popular online video community, allowing millions of people to discover, watch, and share originally-created videos.”

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Broadcast Yourself™

Strengths	Weaknesses
<ul style="list-style-type: none"> • Awareness building • Sharing video • Embedding video on external site 	<ul style="list-style-type: none"> • Online community building

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Broadcast Yourself™

- Recommendations:
 - Create a nonprofit channel for your organization
<http://www.youtube.com/nonprofits>
 - Videos should genuinely reflect organization's mission
 - Demonstrate work in action
 - Highlight people helped or interviews of key volunteers/staff
 - Professional recording software and studio equipment not required
 - Launch channel with 3 videos
 - Add new videos at least quarterly, ideally monthly

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Blogs

tumblr.

WORDPRESS

GAWKER

LIVEJOURNAL

Mashable
All That's New on the Web

- Vary from online journalism hubs to web-based journals
- Gradually developed out of bulletin boards and email lists
- Tracked by services such as Technorati

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Blogs

Strengths

- Provide opportunity for commentary
- Connect with the media
- External/third-party validation
- Direct access to primary audiences, including advocates and potential donors

Weaknesses

- Message control
- Occasional users
- Time intensive

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Blogs

- Recommendations:
 - Blog outreach
 - Maintaining lists of bloggers
 - Leveraging relationships
 - Persistent, open communications
 - Collaborative storytelling
 - Send stories to NASCSP that include:
 - Program successes
 - Interviews with beneficiaries, volunteers, or staff
 - Interesting news, events, or media

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Staffing & Managing Accounts

Platform	Set-Up Time	Maintenance
Facebook	2-3 days	2-3 hrs/week
Twitter	2-3 days	1-2 hrs/week
YouTube	1-2 days (up to 3 month response time)	3-4 days/month (+ 0.5 hr/week for comment review)
Blogs	N/A	5 hrs/week

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Before You Get Started

- Some questions to ask yourself:
 - Am I planning on using social media for strictly professional uses?
 - Does my agency have a social media policy?
 - Can also be included in non-disclosure agreements or privacy policies.
 - Should my agency include disclaimers?
 - If so, what are the guidelines for using social media in a professional context?
 - What ethical issues must I consider?
 - HIPPA, confidentiality, etc.

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About Social Media Policies

- If your agency does not have a policy, consider writing one. It should contain guidance on:
 - Editorial approval processes
 - Diversity & multicultural concerns
 - Professional vs. personal use
 - Tone and messaging
 - Confidentiality
 - Financial transparency (if appropriate)

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facebook

Search

Home Profile Account

CDC

Wall Info Comment Policy Photos Boxes Video

CDC Facebook Comment Policy
Thank you for being a fan of CDC on Facebook. CDC participates in Facebook in order to engage individuals and organizations in leading healthier lives. CDC provides content on Facebook to encourage participation with our science-based messages and discussion of health information.

If you have any health questions, please contact CDC-INFO. The CDC-INFO National Contact Center is your single source for accurate, timely, consistent, and science-based information. Representatives are available 24/7 to answer your questions in English and Spanish.

Call: 1-800-CDC-INFO (1-800-232-4636) TTY: (888) 232-6348, Email: CDCInfo@cdc.gov

For media inquiries, please contact: Media@cdc.gov

Disclaimer Posted comments and images do not necessarily represent the views of CDC. External, non-CDC links on this site do not constitute official endorsement on behalf of the CDC. While we encourage fans to share thoughts and opinions on the CDC Facebook page, we expect that this will be done in a respectful manner.

CDC does not agree with or endorse every comment that individuals post on our pages. Our goal is to share ideas and information with as many individuals as possible and our policy is to accept the majority of comments made to our profile.

Therefore, a comment will be deleted if it contains:

- Hate speech
- Profanity, obscenity or vulgarity
- Rude or blurry profile pictures
- Defamation to a person or people
- Name calling and/or personal attacks
- Comments whose main purpose are to sell a product, and
- Spam comments, such as the same comment posted repeatedly on a profile,
- Links to non-federal sites, and
- Other comments that the CDC Social Media team deems inappropriate.

All links posted as comments on CDC posts will be reviewed and may be deleted.

Repeated violations of the CDC comment policy may cause the author to be blocked from the CDC Facebook page.

We understand that social media is a 24/7 medium; however, our moderation capabilities are not. We may not see every inappropriate comment right away, and we are trusting in the maturity of our community to ignore personal attacks and negative speech or respond politely.

Please contact SocialMedia@cdc.gov if you have any questions.

62,436 People Like This

Amabelle Goodro Tarr
Quinn Scott
Kitha Esponja HotPants

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Social Media Without Access

- If your agency restricts access to social media altogether consider:
 - **Support:** provide NASCSP's how-to guides to grantee organizations or individuals.
 - **Track:** when not in the office, use personal accounts to monitor what others are saying about your issues.
 - **Collaborate:** send your successes to NASCSP who can use social media to get the message out.

Integrating Communications

- **Connecting**
 - Make sure all info sources connect to one another
 - Consider applications that update across channels
 - Ensure brand consistency across platforms
- **Strengthening**
 - Editorial calendar to guide communications
 - Be selective – play to the strengths of specific tools
 - Encourage multiple connections and points of entry
 - Place social media badges on website, blog, e-newsletter, e-signature
- **Reinforcing**
 - Learn from your metrics
 - Control your message
 - Bring the conversation back to your issue

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The screenshot displays the CDC website homepage with the following elements:

- Header:** CDC logo, "Centers for Disease Control and Prevention", "Your Online Source for Credible Health Information", and a search bar.
- Navigation:** A-Z Index (A-Z Z-A).
- Main Content Area:**
 - Cholera Outbreak in Haiti:** A featured article with a "Replay" icon and a "GO" button.
 - Adoption Health, Pregnancy, RSV, The Quiet Killer:** A vertical list of article titles.
 - Cholera Outbreak >>** A link to the featured article.
 - Health & Safety Topics:** A grid of topic boxes including:
 - Diseases & Conditions:** ADHD, Birth Defects, Cancer, Diabetes, Fetal Alcohol Syndrome, Flu, Hepatitis, HIV/AIDS, STDs...
 - Healthy Living:** Food Safety, Bone Health, Physical Activity, Immunizations, Genetics, Smoking Prevention...
 - Emergency Preparedness & Response:** Bioterrorism, Chemical & Radiation Emergencies, Severe Weather...
 - Injury, Violence & Safety:** Brain Injury, Child Abuse, Falls, Fires, Poisoning, Suicide, Youth Violence...
 - Environmental Health:** Air Pollution, Carbon Monoxide, Lead, Mold, Water Quality, Climate Change...
 - Travelers' Health:** Destinations, Outbreaks, Travel Vaccinations, Yellow Book...
 - Life Stages & Populations:** Infant & Child, Men, Minorities, Pregnancy, Seniors, Women...
 - Workplace Safety & Health:** Asbestos, Chemical Safety, Construction, Mining, Office Environments, Respirators...
 - Vital Signs:** A section promoting a new CDC Vital Signs publication on binge drinking, with a "Read CDC Vital Signs" button.
 - Data & Statistics:** A section featuring a bar chart titled "Rate and number of new cases of diabetes-related blindness among adults, 1998 and 2007". The chart shows two bars: one for 1998 (approx. 11,000 cases) and one for 2007 (approx. 23,000 cases). The Y-axis is labeled "Number" and ranges from 0 to 55,000. The X-axis is labeled "Year".
 - News & Events:** A section with links for "Free Flu Resources", "Press Release: Number of Teen Drivers Involved in Fatal Crashes Drops, CDC Study Finds", "Press Room", "Events", and "All CDC.gov Features".
 - CDC.gov Top 10:** A list of top 10 topics: Pertussis (Whooping cough), Seasonal Influenza, Vaccines and Immunizations, Rabies, and CDC Radio.
- Footer:** "Featured Multimedia & Tools" and the website URL www.douglasgould.com.

Coordination and Tracking

- How do I coordinate social media across different divisions and departments?
 - Editorial calendars; Hoot Suite and other services
- How do I archive posts and tweets as “public documents” per state regulations?
 - Online archive, editorial calendar
 - Confer with Legal, IT and Communications departments
- How do I track links to my website from social media platforms?
 - Google Analytics, Hoot Suite and other monitoring tools

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Social Media Resource Manual For Download

The CSBG social media resource manual is available online

HOW-TO GUIDES

SETTING UP A FACEBOOK PROFILE

PROFILE

Pages are the main way that nonprofits and organizations maintain a presence on Facebook. Pages tend to be maintained by an administrator, who is a Facebook user.

This user can be either the main staff person tasked with updating the Facebook page, or a volunteer profile created for that purpose of being the administrator of the Facebook page. Creating a profile on Facebook is a very simple process requiring only an email address. (Make sure you allow mail from Facebook to get through your mailbox filters.)

Once you have created a profile page, you will be emailed a confirmation link. Click the link and you will be redirected back to Facebook.

SETTING UP A FACEBOOK PAGE

PAGE

1. Log on to Facebook.com using the account of whomever will be the page's administrator.
2. From the main homepage, click the "Create a Page" link located on the bottom right-hand corner.
3. You will be given two options: "Official Page" or "Community Page." Under "Official Page," choose create a page for a brand, product, or organization.

A drop-down menu will appear with a few options. The two options that will be relevant to your organization are either "Government" or "Nonprofit." Choose the one that best fits your organization.

4. In "Page name" put in the name of your organization. If possible, do NOT use the acronym - write out the entire name.
5. Click the box next to "I'm the official representative of this person, business, brand or product and have permission to create this Page" and click the "Create Official Page" button. (Note: make sure a staff person has been assigned to create this page and given authorization to use either a personal email address or their work email address set up for the page.)

Your page should look like this:

Profile Picture

On the top left-hand corner you will see a giant question mark - that is where you can upload a profile picture. Roll your mouse over the question mark and a button that says "Change your Profile Picture" will pop up. Click the button and a file name - choose some up. Click on "upload a picture" and choose your organization's logo.

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<http://www.nascsp.org/Training-and-Technical-Assistance/707/Guides-and-Manuals.aspx?iHt=12>

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