SOCIAL MEDIA IN SUBSTANCE ABUSE PREVENTION
TOOLS FOR EXPANDING REACH, BUILDING CAPACITY AND INFLUENCING NORMS

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Explore ways that social media is used in prevention

Understand the different platforms, how they work and who uses them

Create a social media plan for your agency
Social Media in Prevention Efforts

Creating a Social Media Plan
- Social Media Audit
- Finding Your Audience
- Setting Goals
- Choosing a Platform
- Creating a Plan
- Evaluating Your Plan
I. Social Media in Prevention Efforts
Why is Social Media Important to Prevention?

- Provides another way to educate your community
- Raises awareness with the public and your stakeholders around key issues
- Attracts new partners to your agency
- Affects community norms
- Publicizes your programs
- Generates attention and discussion
That means we communicate in a very different way, which poses a challenge for people in the prevention field who have relied on one-way social marketing or substance interaction to communicate prevention messages. [This] means that I am entering a conversation rather than a declaration, and I’ll get responses that may contradict my message. But how that conversation goes has great preventative power even though there is no message control.”

- Workman

Social media is interactive.
JOINING THE CONVERSATION

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

- Workman
WHERE AND HOW IS SOCIAL MEDIA BEING USED IN PREVENTION?

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

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

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

## Popular with Youth
- Snapchat
- WhatsApp
- Instagram
- Twitter
- Vine
- Tumblr
- Pheed
- Kik
- Ask.fm
- Google+
II. Creating a Social Media Plan
Where do you start?

Conduct a Social Media Audit

Identify Resources
- Human resources (staff time)
- Financial resources
- Technical resources

Determine Your Audience(s)

Decide on the Platform Tools

Set Goals

Create a Roadmap

Evaluate Your Plan
CONDUCTING A SOCIAL MEDIA AUDIT

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

1) Go online and search for your social media presence.

2) Evaluate your social media profiles.

3) Make sure your social media profiles are on-brand.

4) Determine your baseline for followers.
Establishing a social media presence takes time
- Strategy and planning
- Regular posting
- Response and follow-up
- Measurement and analysis

Establishing a social media presence costs money
- Staff/consultant time
- Technology investment
- Add-ons like boosted posts

Board, management, and staff must be on the same page!
Key components of a social media plan:

- Who is responsible for generating content?
  - Could be an individual or a team
  - Can be a requirement for all staff to find content

- One person should be in charge of posting
  - Helps keep tone, look and feel consistent
  - Avoids confusion about who is responsible
How Much Time?

- Wide variation
- Diminishes with practice
- Time invested should align with degree of importance to advocacy goals
You will probably have more than one audience, and should gear your social media plan to those audiences:

- Community leaders
- Business owners
- Decision-makers
- Stakeholders
  - Parents
  - Youth
  - Collaborators
  - Funders
  - Partners
WHERE ARE THEY?
Once you define your audience, you need to figure out how best to reach them.

What social media platforms do they use?

What other organizations do they care about?

What other groups do they follow?
Determining Your Social Media Goals

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

- How often will you post?
  - At least once per day to keep interest and raise visibility of your page.
  - Consider creating a social media calendar

- What will be posted?
  - Create a social media policy on what is and is not okay
Creating Meaningful Content

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

- Visualize it: Include graphics, photos, videos and so on in your posts.
- Mix it up—don’t include a picture with every post. Instead, maybe use a picture in one, a video in the next one, a chart in another, etc.
  - Photos
  - Charts and graphs
  - Visual representations like pie charts, pyramid graphs, etc.
  - Comics, illustrations, or storyboards
  - Infographics
Offer discounts, specials, freebies, etc.
The more you post, the more followers you’ll have.
Make People Feel Part Of Something.
Get interactive.
Include a call to action.
Include helpful tips and resources when appropriate.
Crafting a Message

- Keep your messages short—usually.
  - Take ‘big’ ideas and compress them into short, insightful prose
  - Mix it up every once in a while by experimenting a little with longer content.

- When possible, use words instead of data. For example, rather than writing:

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

Write:

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

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

You’re planning a community awareness event to coincide with the start of the school year and you want to promote it on social media. In groups of four:

- Identify who your audiences are
- Determine what motivates/interests them
- Decide what kinds of posts you want to employ and when
- Identify three themes for messages that serve both your audience and your goals
- Create at least one message (post) for each audience
Creating your own content
- Allows you to specifically target your audience
- Positions you as the expert
- More time-consuming

Sharing other people’s content
- Easier, faster way to generate content
- Broaden your reach by giving a “shout-out” to the original poster

Sharing news stories/current events
- Creates awareness of how your issue area impacts the community
- Allows you to tie-in to current events to promote your work
CREATING YOUR OWN CONTENT

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

- Blogs
- Polls
- Quizzes
- Events
- Case studies
CREATING YOUR OWN CONTENT

- Honoring heroes
- Profiling partners
- Marketing your services
- Fundraising
Content is everywhere!

There will be a few sources that you’ll go to again and again.

When sharing or retweeting content, include a shout-out to the person you got it from.

Create a list of sites you can visit frequently to find content for your site.

Decide how often you have time to visit these sites every week, and create a schedule.

Consider using third-party tools
Maintain Your Online Presence

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

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

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

- Create friend lists on Facebook, Twitter and Google+ circles to make it easier to follow relevant conversations and influencers and to make your messaging as tailored as possible to these different groups.

- A tool like HootSuite is great for filtering conversations to show comments by key influencers.
Manage notifications tightly

- As you activate more social media accounts, the number of notifications will follow suit, and nothing will disrupt you like a badly selected set of notifications!

- Make sure to set up your customized notifications in ways that make sense for you and your schedule. Only use notifications if you are not regularly on a platform, or if you rely on them for reminders.
Consolidate your accounts with social media management tools

- HootSuite allows you to schedule posts or auto-schedule them at times when your community is most active on the most popular platforms.
- Instagram can be used as a management tool for all your photos. Indeed, this tool allows you to upload all photos to FB, Flickr, Twitter, Tumblr, etc.
- SelectTweet is a great tool to avoid automatic updates on Facebook and Twitter.
- Other tools are available and many have free versions.
Widgets on your web page, blog, Facebook page, newsletter (Constant contact) and other pages to link to your other social media application.

Enhance your content: The stronger your content, the more people will visit your page or share/re-tweet your posts.

Comment on other posts/tweets

Create a compelling profile.

Ask friends, family, colleagues etc. to “Like” your pages, follow your Twitter feed, and promote your content through Shares or Re-tweets.

Use tagging to increase viewing.

Use hashtags and links in your tweets and posts.
Evaluate Your Plan

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

- Use the concepts we went over today and fill in the grid
- Take it back to your agency to refine and revise
- Update regularly to capture any changes in goals, objectives, platforms or staffing
- Use it to evaluate your progress
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More is available for you!

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

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

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Free Technical Assistance is available through:

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