



Harnessing the Power of Social Media

HOW ARE YOU ARE USING SOCIAL MEDIA?

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Presented by: Sharita Ambrose, MPH

Know the Lingo Bingo Activity



Social Media Terms Explained



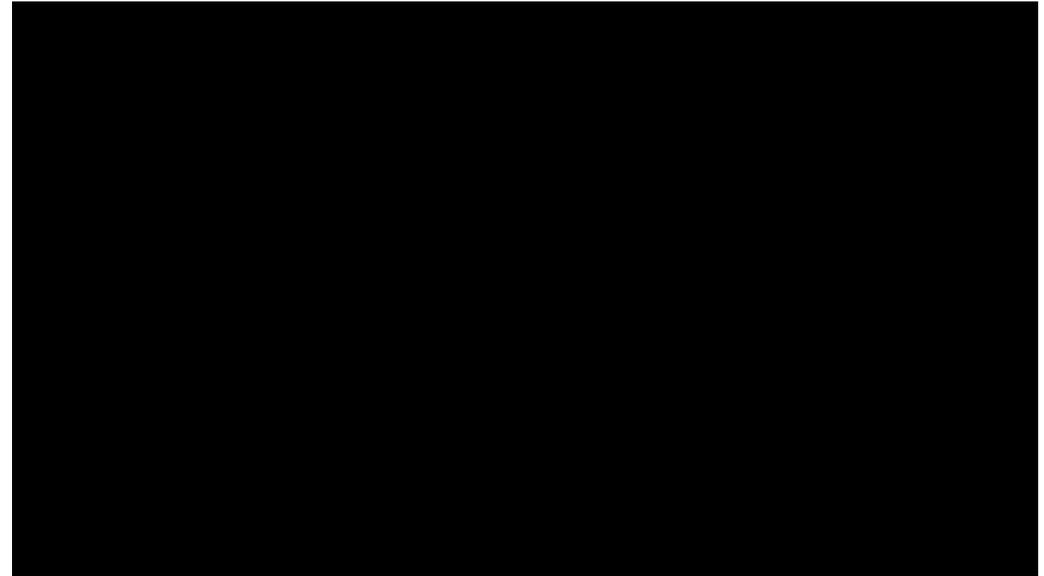
Social Media Terms Explained

Hashtag #:

HubSpot defines a hashtag as a "word or string of characters that starts with a number sign." Identical hashtags are then grouped into a search thread

Viral:

Anything shared across social networks that get passed along rapidly. YouTube videos are a great example.



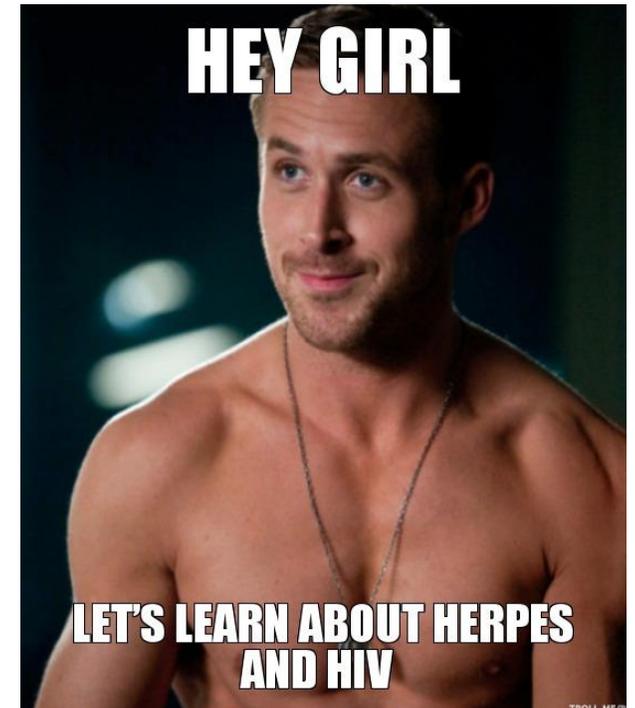
Social Media Terms Explained

Trending:

A word, phrase or topic that is popular on Twitter at a given moment.

Meme:

A "meme" is a virally-transmitted cultural symbol or social idea. A meme behaves like a flu or a cold virus, traveling from person to person quickly, but transmitting an idea instead of a life form.



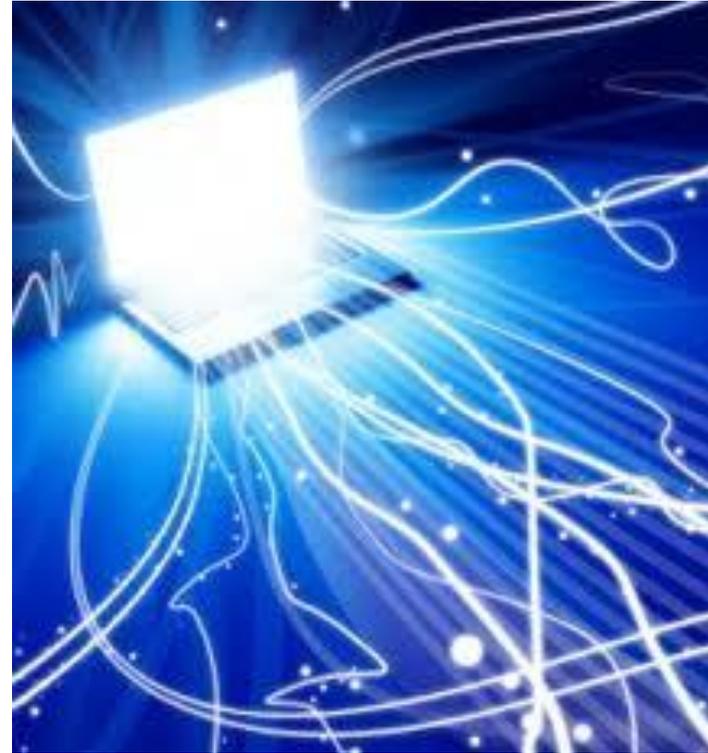
Social Media Terms Explained

Engage:

Communicating to other social media users, you are engaging.

Traffic:

This refers to the visitors that visit a website.



Social Media Platforms





facebook 1 2

Search

Mari Smith
Consulting/Business Services [Edit Info](#)

Wall

Share: [Status](#) [Photo](#) [Link](#) [Video](#)

Write something...

15 Social Media POWER TIPS
Free report. [Click here!](#)

Admins (1) [Edit Page](#)

Use Facebook as Mari Smith
Promote with an Ad
View Insights

Suggest to Friends

You and Mari Smith

1,000 friends like this.

Heather Graham - Social Media Platf...
Mashable - Social Media, THE FIT WIN
Community

Quick Tips

This section displays which friends of yours (up to 1000 max) also Like this Page. Plus, which Pages you've liked from both your Profile and Page.

Like - Mari Smith likes this.

Order of all wall posts (yours, fans, other pages) is now weighted. NOTE: EACH visitor to your Page sees the wall differently depending on which of their friends also Like your Page + other factors. There is no way to change the wall post order.

No tabs. :(

Pages can now change Category if needed!

To view posts in chronological order, and to see posts flagged as Spam, click Admin View. Only Admins have this option.

Profile photos of fans gone.

Feature other Pages your Page has Liked & Favorited.

Tabs are now Navigation Links on the left side.

Page image dimensions: 180px by 540px (Mine still renders at 200 x 600... for now!)

Your Profile notifications - same as before.

New 5-photo strip. Displays last uploaded pics; randomizes on each visit/refresh. Fan photos do not show here.

Admins displayed here but can ONLY be seen by Admins.

Admin View

Info

RESOURCES!

Events

Photos (131)

Blog

More -

33,071 people like this

See All

Likes

Social Media Examiner

Facebook Platform

HootSuite

James Evans
Is there a way to ban a Page from posting on your Page?
6 hours ago · Like · Comment

Jeremy Bronson likes this.

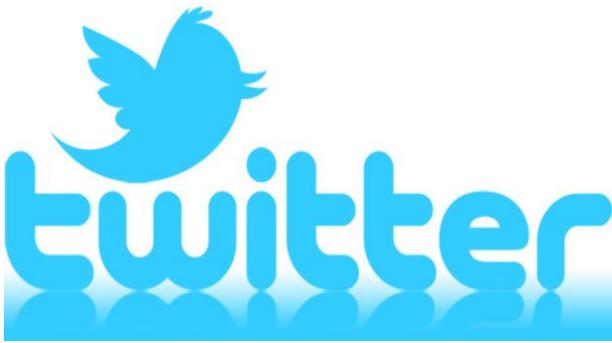
Mari Smith Hey James - yes, but only after they make a post. Mouseover and click the "x" for options, same as fa posts. Otherwise, I have yet to find a way to proactively ban a Page. At least with fans, you can search through the list of all and click the "x" though that can be laborious with a lot of fans. One thing I noticed is an increase in Pages going around just liking comments on other pages - very stealth. :(There's no way to remove the likes on comments, not ban the Page just from a like.
5 hours ago · Like

Marla Hughes likes this.

Mari Smith Hiya - it's my built-in webcam on my iMac! :) Vpype is a great app for Facebook webinars. I like the fact that users are connected via their Facebook accounts, you can ban a user if needed, chat history is saved, recording is automatic. I h...
See More
5 hours ago · Like

Mari Smith created an event.

Free Facebook Marketing Webinar with Mari Smith
Tuesday at 10:00am
Your Computer!



IAMSK.AUSTIN
@IAMSKAUSTIN
TWEETS 75 FOLLOWING 45 FOLLOWERS 12

Trends · Change

- #HintingSeason Promoted by Best Buy
- #Ferguson
- #Thanksgiving
- #BlackFriday
- #TamirRice
- #CameronMustGo
- Darren Wilson
- Sanogo
- Turkey Day
- OPEC

What's happening?

AIDS.gov @AIDSgov · 2m
People from across the U.S. are submitting #FacingAIDS photos. Join in just in time for World AIDS Day facing.aids.gov #WAD2014

Target @Target · Nov 24
It's time to get motivated. Get 40% off select C9 activewear. #WeeklyAd cards.twitter.com/cards/1h1e35/8...

Last day to save!
weeklyad.target.com
Shop now

Promoted by Target

HIV Insight @HIV_Insight · 4m
Skin Disease & High Prevalence of HIV Infection among Inmates in #Lomé, #Togo [a] ht.ly/DW4Q5

Rae Lewis-Thornton @raelt · 6m
Awww such a cutie RT @ItsRealTweet: New dog 🐶🐶

Who to follow · Refresh · View all

- CDC Foundation** @CDCF6...
Followed by PHIL and others
Follow Promoted
- TheWomensCollective** @w...
Followed by Women4Positive...
Follow
- AIDS Fdn. of Chicago** @AID...
Followed by POZ Magazine a...
Follow

Popular accounts · Find friends

SCALE: 160 characters

By @GerryMoran

Another
MarketingThink.com
Social Media Blueprint

How To Build The Perfect Twitter Profile

Rev. Feb. 28, 2013

Following. Follow people who complement your personal brand and goals

Coaching: Automatically follow people who RT and mention you

Favorites. Favorite 5 tweets weekly to keep this area relevant

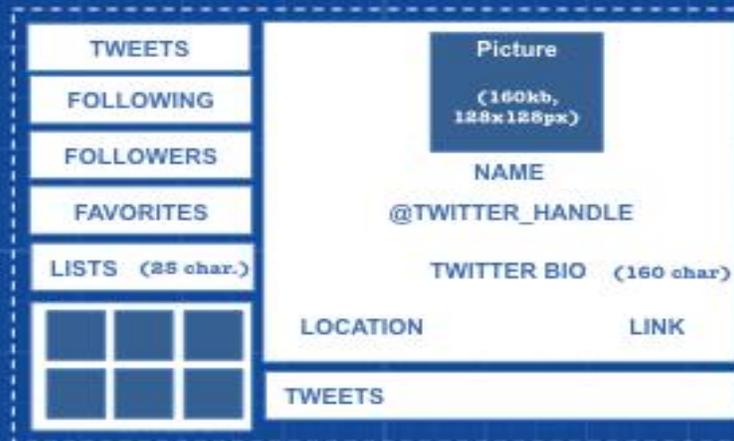
Coaching: Use this area to build a short testimonial list from favorites that mention you

Lists. Create up to 20 lists to categorize and follow up to 500 users in each list

Coaching: You can include someone in your list who you don't follow to see their tweets

Pictures. Tweet relevant pictures to complement your profile

Coaching: Take and tweet at least 6 pictures to get the most use from this gallery



Picture. Include professional-like photo with a close up on your smiling face sans pets, boats, QR codes and significant others

Coaching: Include the same photo from your LinkedIn profile for consistency, ensuring you are looking left or directly into the camera

Name & Handle. Keep your handle as close as possible to your name so you can use it as a "signature"

Coaching: Consider two accounts, personal and business, to address your personal and business goals

Bio. Use 160 characters to create a humanizing description of yourself

Coaching: Treat your bio as SEO copy using relevant keywords

Link. Place your website, blog, or LinkedIn profile here

Coaching: Do not enter "http:www." when entering your URL create a cleaner link listing

Background. Place a dark-color, horizontal graphic that is no bigger than 1252x626 or smaller than 640 pixels wide to complement the white text

Coaching: Include graphics and copy built into the background to expand your overall profile

Location. Enter the largest and closest area or city

Coaching: Use the location that will show up when others geo-search



Instagram

sharitaatx



aidsunited ▾

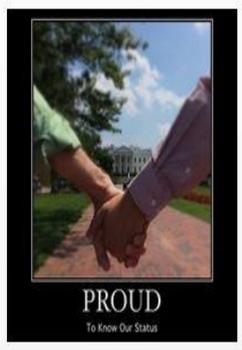
AIDS United Our mission is to end the AIDS epidemic in the United States. communications@aidsunited.org <http://www.aidsunited.org>

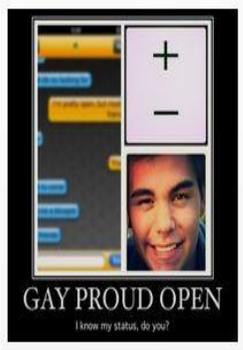
4 posts 59 followers 33 following

July 2014

June 2014











- What to Watch
- My Channel
- My Subscriptions 79
- History
- Watch Later 5

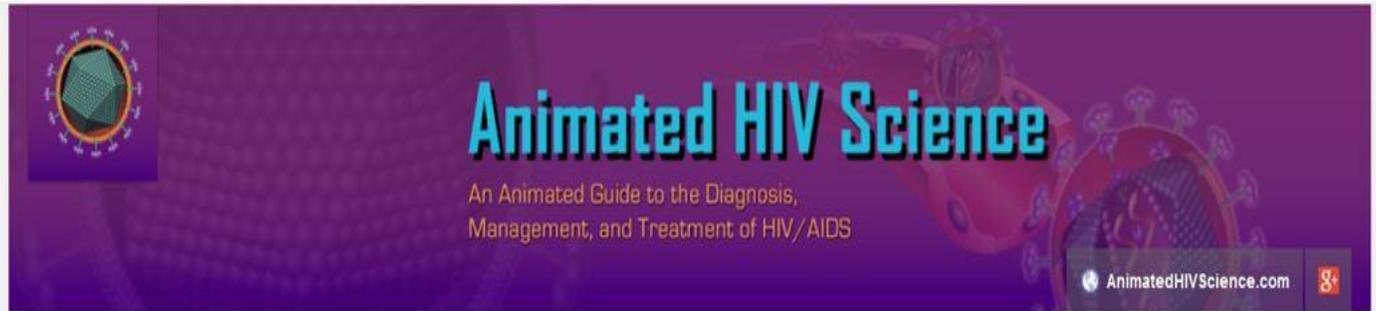
PLAYLISTS

- just dance
- workout
- classical music
- storybots
- Moonwalker
- More >

SUBSCRIPTIONS

- storybots 1
- 105.1BreakfastClub 2
- KevOnStage 6
- BLACK&SEXY.TV 5
- 1051BreakfastClub
- More >

- Browse channels
- Manage subscriptions

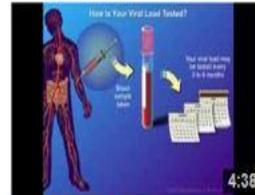


Animated HIV Science

Subscribe 538

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Patient Animations: Diagnosis, Management and Treatment of HIV/AIDS



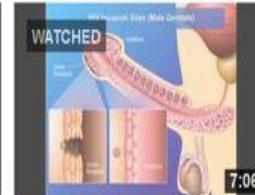
Viral Load and Monitoring
by Animated HIV Science
2,265 views · 1 year ago



How HIV Causes Disease
by Animated HIV Science
7,610 views · 1 year ago

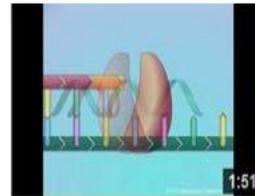


Diagnosis and Testing of HIV Infection
by Animated HIV Science
5,776 views · 1 year ago

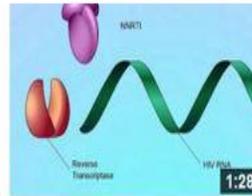


Transmission and Prevention of HIV
by Animated HIV Science
120,277 views · 1 year ago

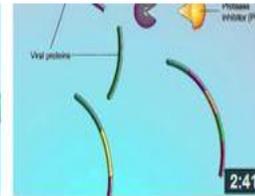
Antiviral Animations: How HIV Drugs Work and Drug Resistance



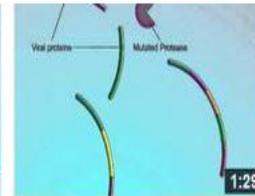
Mechanisms of Action of



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Mechanisms of Action of



Mechanisms of PI

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Yuya
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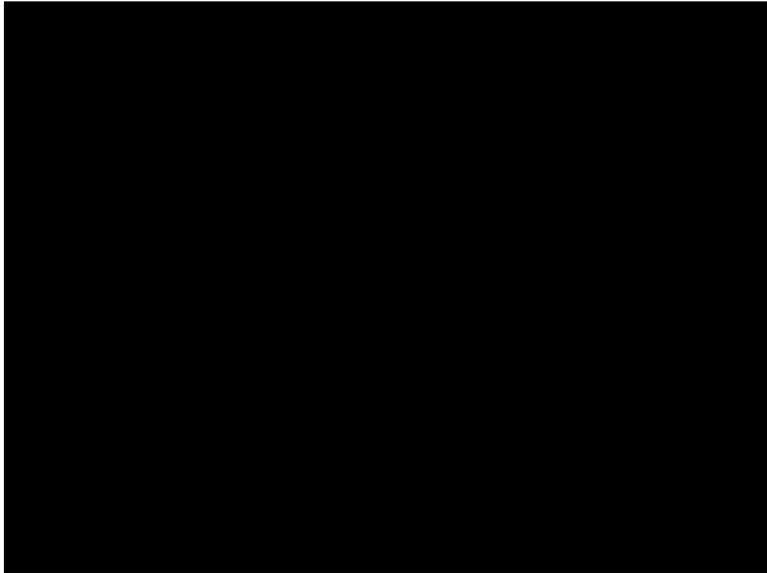
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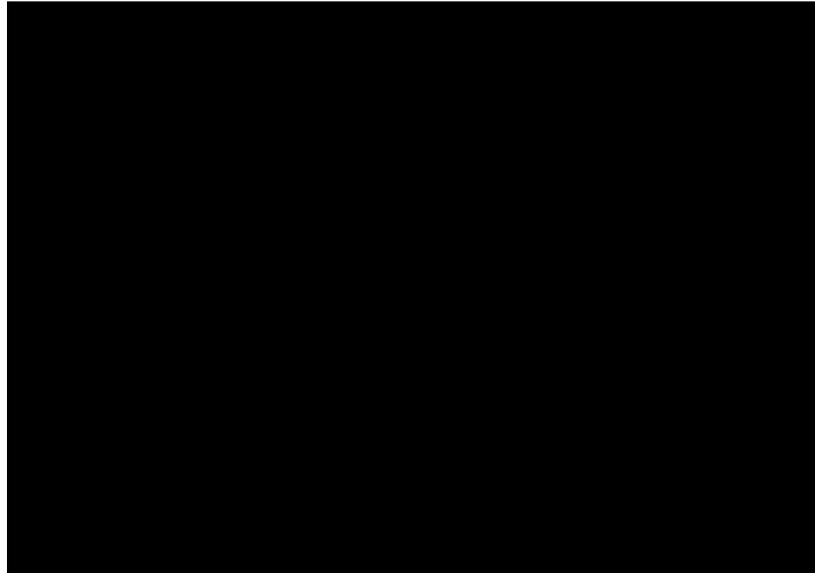
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YouTube can be used to:



Educate



Publicize your organization



Entertain with a message

How African Americans use Social media



© Cherry and Lime. 2013

How African Americans use Social media

Blacks use social media sites to gain desired exposure and use social networking to mitigate real world inequality.

Online platforms are like beauty/barbershops where people come to voice their opinions, share funny stories, and connect with others.

Blacks are 44% more likely than total market consumers to create a social media profile.

How African Americans use Social media

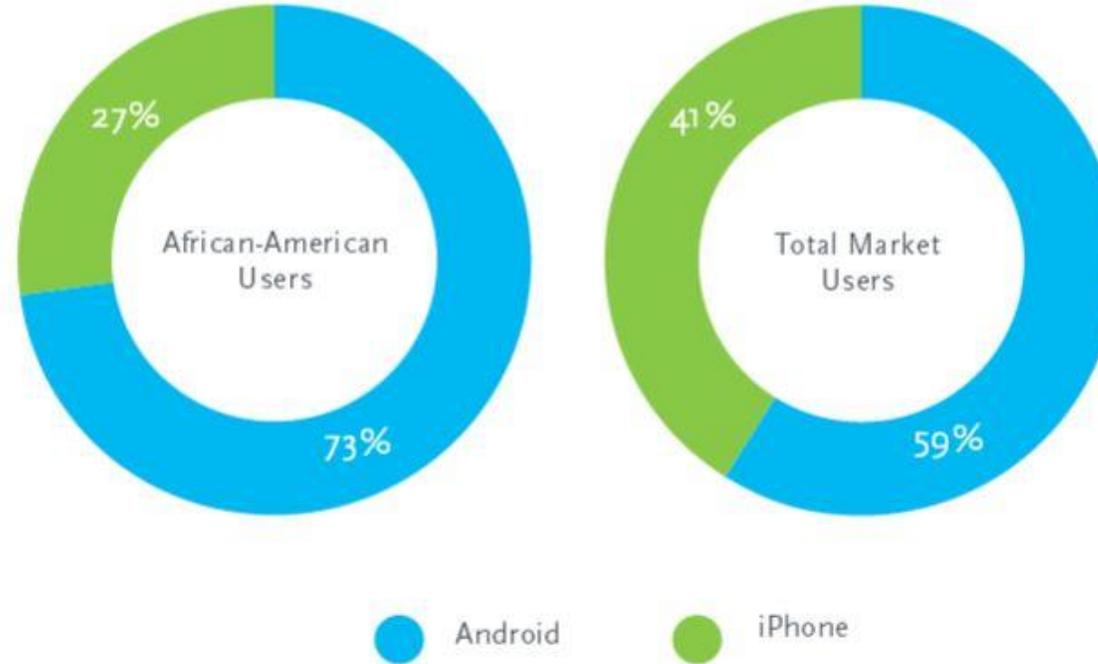
Facebook is the most heavily used social networking site based on both the number of unique visits and time spent per person.

Age group break down:

- 45-64 year-olds spend the most time on Facebook.
- 35-44 year-olds are more likely to spend more time on Tumblr.
- 18-34 year-olds spend 11% more time on twitter than those 35-44 and 45-64 combined

MOBILE

BLACKS' SMARTPHONE PREFERENCE



71%

OF BLACKS OWN
SMARTHPONES

Source: Nielsen, Mobile Insights, March 2013

Smartphones have become a way of life for most Americans, and African-Americans have continued to outpace the total population with smartphone ownership. Seventy-one percent of African-Americans own smartphones, compared to 62% of the total population. Most African-Americans use Androids (73%) versus iPhones (27%).

TOP 20 MOBILE APPS PREFERRED BY BLACKS

APP	AFRICAN-AMERICAN TIME SPENT PER PERSON	APP	TOTAL MARKET TIME SPENT PER PERSON
Instagram	7:21	Facebook	6:48
Facebook	6:15	Instagram	4:37
Twitter	2:24	Twitter	3:10
Pandora Radio	2:21	Google Chrome	3:06
eBay Mobile	2:19	Facebook Messenger	2:31
Facebook Messenger	2:11	Pandora Radio	2:20
Yahoo! Mail	2:05	Gmail	1:27
Gmail	1:38	eBay Mobile	1:18
YouTube	1:11	YouTube	1:06
Google Play	1:52	Apple Maps	1:04
Apple Maps	1:50	YouTube Downloadable	1:04
Google Maps	1:47	Google Maps	:59
BibleByLifeChurch.tv	:37	Google Play	:37
Stocks	:34	Weather Channel	:32
Google Search	:25	Stocks	:31
Google Talk	:15	Amazon Mobile	:24
Google Play Music	:13	Google Search	:22
PayPal	:10	Weather	:21
Google+	:05	Google+	:15
Goggle Play Services	:05	Google Play Services	:05

Source: Nielsen, Mobile Insights, March 2013, time shown in hours:minutes

*Items are unique to African-American lists

**Items are unique to Total Market lists

Using SMART goals to enhance your social media success



Make your social media goal SPECIFIC

Who is involved with the goal?

What do you want to accomplish with your actions?

Where is the location of your activity?

When will the goal will be started and accomplished by?

Which requirements need to considered or which obstacles do you need to overcome?

Why do you want to accomplish the goal?

Make your social media goal MEASURABLE

Each social media activity should accomplish a measurable task to ensure you are making progress.

Your social media goals should be measured in three key activities:

- How many people did you reach with your specific activity?
- How many readers and consumers did you engage (via reads, shares, retweets) with your messaging or content?
- How many consumers did you move toward [a desired action] as a result of your social media activity?

Make your social media goal ACHIEVABLE

Your social media goals need to challenge you but not stretch you too far where they are not attainable or achievable.

Take inventory of your baseline knowledge, skills and resources to ensure you can accomplish your goals.

Example: By May 1, I will create a weekly content stream of 5 blog posts, 125 tweets, 5 influencer contacts and 15 Facebook posts to help increase the awareness of our organization through social media.

Make your social media goals RESULT-FOCUSED

Your social media goals should measure outcomes and not activities.

Example: By April 15th I will create a process that ties social media activity to testing behaviors by providing locations where HIV testing is provided.

Explanation of example: The result of this process is creating an increase of testing activity at the stated locations.

Make your social media goals TIME-BASED

Your social media goals need to create a practical sense of urgency and tension to complete the goal on time.

Example: By March 1, launch a blog for your organization on the WordPress platform so your consumers can find you more easily with Google search to get their HIV/STD information more quickly.

Explanation of example: March 1 is your time-based deadline.

Review

Social media is a virtual platform to reach your desired audience

Know the social media lingo

Use various platforms

African- American use social media to balance real world inequality (social media activism)

Use SMART goals

How do you plan to use social media?



Contact Information

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