



LIGHTBOX
COLLABORATIVE

Social Media: Listening

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www.lightboxcollaborative.com

**Please make
sure your
speakers are
ON!**



MEASUREMENT



CONVERSATION

GOALS



TEAM & TOOLS

LISTENING



CONTENT



LISTENING



CONTENT

Listen



Who are we listening to?

Who are THEY listening to?

WHERE are they talking?

WHAT are they talking about?

Start by listening



Google alerts

Twitter searches

Technorati blog
search



Who do you need to speak with in order to achieve your goals?

Are they engaged in social media?

Is social media the best way to reach them?
(And if so, which?)

Which social media?

Tweetwhatyoueat - food diary

<http://www.tweetwhatyoueat.com/>



Q- @having food journal

hatyoueat - food diary



tweetwhatyoueat!

[login or register to get started](#)

[need help?](#)

Like 411

[home](#)

[my diary](#)

[forum](#)

[blog](#)

[news](#)



The Easiest Food Diary you will ever keep



Setup your own
Twitter-based
food diary in
moments



Track what you
eat and your
weight through
your mobile
phone or the web



Enter calories for
foods you know,
have CrowdCal
fill in the blanks

Get started now!

[sign up](#)

or connect with

Sign in with Facebook

recently tweeten

user	just ate	calories	when
Monsterpary	pudding	60	11 minutes
jessicacraft	half a nan	50	14 minutes

what people are saying



"I lost over 12 pounds
using TWYE!"

TWYE in the press

Which social media?



Public Health Professionals | LinkedIn

http://www.linkedin.com/groups?home=&gid=1620737&trk=anet Ug_hm



Q public health leaders on linkedin

Public Health Professionals | Link...

LinkedIn Account Type: Basic

Holly Minch ▾ Add Connections

Home Profile Contacts Groups Jobs Inbox Companies More

Groups ▾



Public Health Professionals

Association of Networked Public Health Professionals open to Doctors, Nurses, Social Workers, Nutritionists, MPH, and other specialists to share experiences, discuss trends in public health and share news.

Join Group

Forward

Report as...

Group Members in Your Network

- Marc Wernick**, Health Care Analyst and Grants Manager
Greater New York City Area
- Robert Stevens**, Adjunct Professor at Owen Graduate School of Management at Vanderbilt University
Raleigh-Durham, North Carolina Area
- Merry Selk**, Communications Specialist at Partnership for the Public's Health
San Francisco Bay Area
- Andrea Spillmann**, MPH student, Health Policy and Management at University of California Berkeley, School of Public Health
San Francisco Bay Area
- Cynthia Summers**, Public Health and Health Policy professional
Greater New York City Area
- Commongood Careers**, Commongood Careers
Greater Boston Area
- Kate Pitts**, Master of Public Health, Health Policy Candidate at George Washington University
Washington D.C. Metro Area

About this Group

Created: December 29, 2008

Type: Professional Group

Members: 1,106

Owner: Mark Holtzclaw, MSW, MPA

Managers: Jennifer Schwalb-Floyd, Lisa Conti, DVM, MPH, Dipl ACVPM, CPM, CEHP and Mark Rubens

Which social media?

facebook

Search

Home Profile Account



Wall
Info
Events
Student Info
Career Center
Video
Discussions
Links

8,435 people like this

Likes See All



World Health Organization (WHO)



National Public Health Week



National Institute of Mental Health

American Public Health Association

Non-Profit Organization



Wall American Public Health As... · Most Recent

Share: [Post](#) [Photo](#) [Link](#)

Write something...



American Public Health Association

What's your reaction? A national prevention strategy is expected to be released this month that will provide a roadmap for reducing preventable disease, disability and death. Is prevention the answer to our nation's health challenges and rising health costs?



Public health council shifts national focus to prevention: Prevention strategy to be released — The nation's health. aphapublications.org

10 hours ago · Like · Comment · Share

32 people like this.



Lois Hall an ounce of prevention is worth a pound of cure... I believe they say. Think of the health care costs we could reduce if we lived healthier and prevented things like chronic and infectious diseases and injuries. We need treatment

You and American Public Health Association



Photo Memories



Wall Photos
Kyle Minch is tagged in this photo from April 2009.



family profile
Kyle Minch is tagged in this photo from December 2010.

Sponsored Create an Ad

Bucket List
groupon.com



365 Things to do in San Francisco before you die.

Short haircuts \$20 off!
nickdoesmyhair.com



Shaula Bellour o

1 Chat (44)

the interwebs



A Venn diagram with two overlapping circles. The left circle is teal and contains the text 'people interested in your issue'. The right circle is olive green and contains the text 'social media influencers'. The background is a large purple circle labeled 'the interwebs'.

people
interested
in your issue

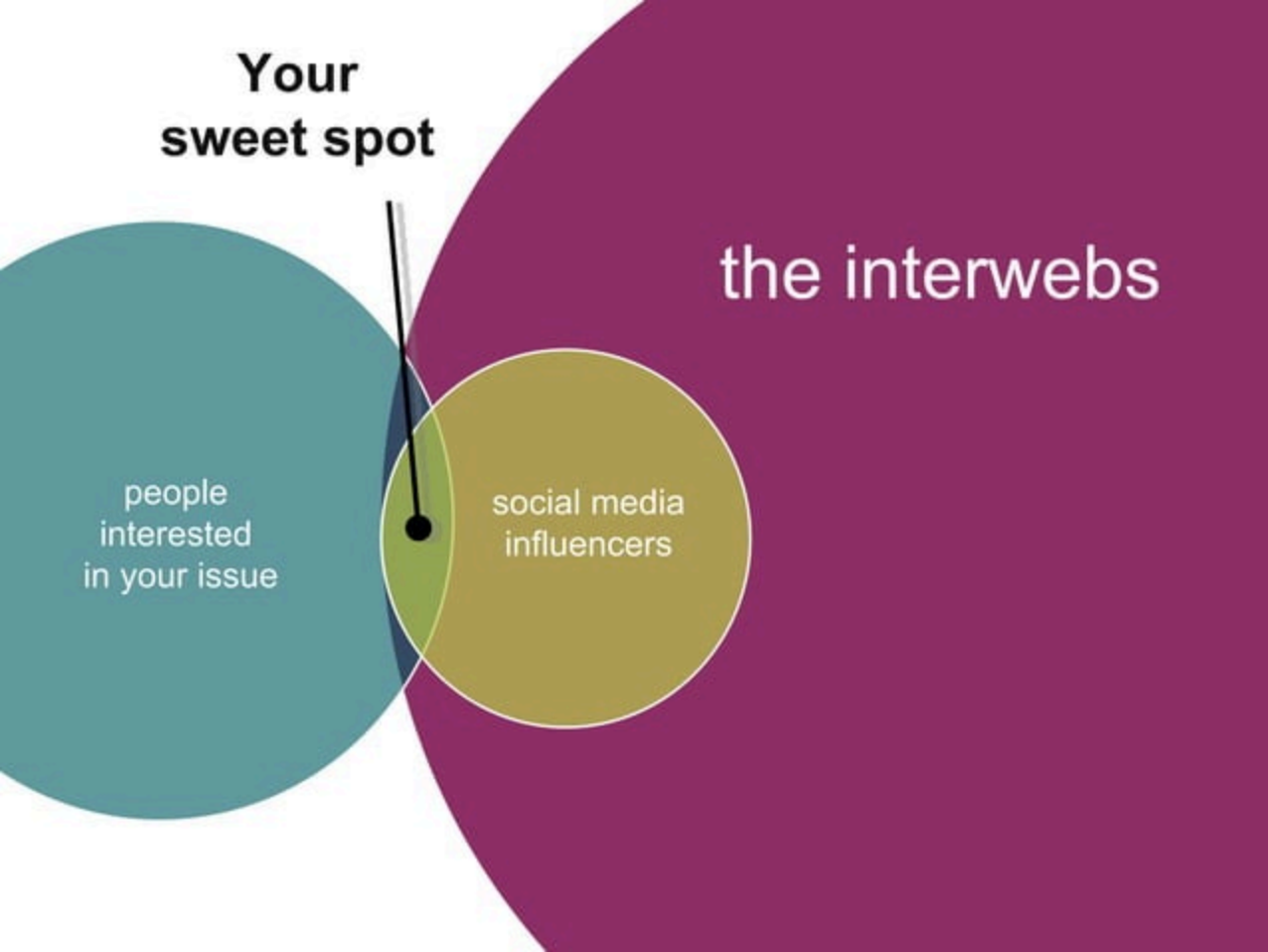
social media
influencers

**Your
sweet spot**

the interwebs

people
interested
in your issue

social media
influencers





you

influencers

**their
networks**

How To Spot Influencers



Check your gut

Ask your team

Ask your networks

Ask the interwebs

Ask the interwebs



- Twitter: Who To Follow (upload)
- Klout.com
- AllTop.com
- PeerIndex.com
- Back to Twitter: Who To Follow (suggestions)
- FriendorFollow.com
- Rinse & repeat



What do you have to say?

How does social media fit with your other communications activities?

Social media editorial calendar



Map your content to your work.

Ask questions to start conversations

One idea per post