

Division of Services Improvement, Clinical Technical Assistance Project
Technology-Assisted Care
First Call Alcohol/Drug Prevention and Recovery
Facebook Implementation Follow up Call
August 30, 2013 • 11:00 am ET

Submitted to: Wilson Washington, Emily Hage, Melissa Gard, Gordon Ng

Date of Submission: September 3, 2013

Attendees

First Call Alcohol/Drug Prevention and Recovery (First Call): Emily Hage and Melissa Gard

JBS International (JBS): Dave Wanser, Gordon, Ng, Leslie McElligott, and Iris Chai

Meeting Purpose

The purpose of the follow-up discussion was to learn about First Call's progress implementing the First Call Facebook page.

Implementation Updates

- First Call is promoting the First Call Facebook page separately from the portal since the portal focuses on the agency.
- The First Call Facebook page covers a variety of categories and services provided by First Call. Per Gordon Ng's (JBS) suggestion, the staff at First Call has tried to engage the public with a personable Facebook page through pictures (including those taken at community events) and community-level outreach events.
 - The challenge encountered with using pictures is obtaining consent, particularly to personalize the Facebook cover page photo. These photos are more compelling and useful for engagement. So far, individuals would prefer not to be included on the site's cover page photo. This challenge was not remedied by stock photos since the First Call staff felt the available options looked too posed.
- First Call engages viewers of the Facebook page by linking to local and community events and news. This demonstrates First Call's commitment to reinforcing community activities.
- The number of "Likes" on the First Call Facebook page has increased by over 100 in the past month. Currently at 275 "Likes."

- First Call uses a tag line “*Want to keep getting updates about our events? Like us at www.facebook.com/FirstCallKC/!*” to increase awareness of the page and the number of “Likes.”
- First Call provides QR codes on the back of brochures for a direct link to the Facebook page.

Action Steps

- Address the issue of photo permissions by having consent releases on hand at events, ready for distribution, to fully capture photos from the moment. Additionally, it is also helpful to ask people for consent by letting them know they could be an inspiration to others. Gordon also suggested searching for other, less posed, stock photos or using photos of people where the picture only captures profiles.
- Continue to share events that link to the First Call Facebook page and seek out other relevant community activities that align First Call’s mission and message in order to increase traffic on the page.
- Re-configure the First Call message in a couple months, while monitoring the number of “Likes.” Social media is a constantly changing platform and it is most beneficial to run different campaigns depending on factors like season, subject matter, social issues, news, and audience.
 - The Facebook analytics are helpful in this aspect. They tell a story and help build goals that evolve over time.
- Aside from engagement, consider a “Call to Action” agenda when developing the Facebook page. What do you want visitors to do? - Reach out to First Call? “Like” the Facebook page?
- Consider adding a poll to the Facebook page to engage users.
- Consider content strategy to help drive conversations on the Facebook page. Some ideas include:
 - Commenting with a follow up question;
 - Restructuring the post to include both questions and information; and
 - Engaging the First Call staff to comment on the posts to get discussions started.
- Keep in mind the timing of the posts are also important in eliciting feedback and viewership; Tuesday morning is a better time to post than Monday morning.

Next Meeting

Gordon recommended a followup progress call in November.