

# SOCIAL MEDIA

## A CRITICAL ADVOCACY TOOL

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# ROADMAP:

- \*WHY SOCIAL

- \*WHO IS ON IT & WHAT DO  
THEY DO?

- \*YOUR CAMPAIGN

- \*BACK TO BASICS



## WHY SOCIAL MEDIA?

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- Quick way to share information
- Amplify your voice
- Free
- Built-in audience
- Targeting



## WHY SOCIAL MEDIA? (CONT.)

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Conversations happen with or w/out you

“It should be abundantly clear by now  
that conversation, not facts, is what  
drives digital media usage”

--- Rich Gordon,  
Northwestern University  
Readership Institute



## JUST ANOTHER TOOL

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- Snail Mail
- E-mail
- Telephone
- Social

If Mom will get something out of it, other moms will, too. And dads. And policymakers...



# WHAT SOCIAL MEDIA CAN DO

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- Builds community
- Encourages loyalty, compliance
- Gives your organization a voice
- Train health professionals (video, simulations)
- Real-time emergency updates
- Correct misinformation
- Mobilize the public
- Encourage discussion
- Promote healthy behaviors



## WHAT ARE SOME OF THE TOOLS?

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- **Facebook:** strengthen existing relationships, re-establish former relationships
- **Twitter:** connect w/others who have common interests; for making new relationships
- **Blogs:** greater opportunity for thoughtful reflection, fleshing out ideas
- **YouTube/Flickr/Instagram:** share media, reinforce messages



# WHAT IS THE SCOPE ON TWITTER?

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## **Social media users among all adults**

*Among all American adults ages 18+, the % who use the following social media sites*

Facebook	58
LinkedIn	23
Pinterest	22
Instagram	21
Twitter	19

Source: Pew Research Center's Internet Project September Combined Omnibus Survey, September 11-14 & September 18-21, 2014. N=2,003 adults in the U.S. ages 18+.

**PEW RESEARCH CENTER**

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# U.S. GOVERNMENT OFFICIALS ON TWITTER

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*As of Nov. 3, 2014*

- ✓ [SENATE](#): 100%
- ✓ [HOUSE](#): 99%
- ✓ [CABINET](#): 100% OF ALL 15 AGENCIES + 9 OF 15 CABINET SECRETARIES
- ✓ [GOVERNORS](#): 100%
- ✓ [MAYORS](#): 96% OF MAYORS FROM THE 25 MOST POPULOUS U.S. CITIES



## WHAT WE DO AS @OURHOSPITALS

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- Listen, help shape important conversations
  - #essential
  - Issue pros/cons
- Connect with the press
- Correct misinformation
- Encourage discussion



## WHAT OUR MEMBERS DO

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- Encourage loyalty
- Consumer-focus: promote healthy behaviors, customer service
- Train health professionals (video, simulations)
- Real-time emergency updates



## WHAT OUR MEMBERS SHOULD DO MORE

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- Engage in discussion with key influencers
- Correct misinformation
- Mobilize the public
  - Drive support for niche issues
  - Crowdfund legislative priorities (do people care?)
  - ID unlikely partnerships
  - Reframe policy narrative in real time (live tweet what testimony really means, what is missing, what is perceived as inaccurate)
  - Demonstrate role in community (pictures)



## WHAT YOU CAN DO

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- Engage in discussion with key influencers
- BECOME an influencer
- Correct misinformation
- Share successes
- Mobilize the public



## WHAT MEMBERS OF CONGRESS DO

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- Listen – check pulse on positions
- Engage constituents (online town halls)
- Engage with press



## FEW SOCIAL CAN BEAT 1000+ EMAILS

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- 75% of senior staff: 1-30 SM comments were enough to grab their attention on an issue
- 35% said <10 comments were enough

### CONTEXT:

- seeing an issue pop up just once - generally not enough
- “thunderclaps” not authentic [much like bulk emails]
- BUT if tweets/comments on an issue appear across many days, staffers notice
- Interactions must have HUMAN element
  - tweeting or posting the exact same language over and over again will not convince staff of a real constituent concern



## PULSE ON PUBLIC OPINION

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- Lawmakers don't care whether comments from in or out of district
- See SM more as barometer of public opinion, organic
  - » *Someone leaving a comment or tweeting is ostensibly a real person taking a more significant action than simply clicking on a "send" button attached to an online petition or call to action.*

### "FACEBOOK IS KING, TWITTER IS CROWN PRINCE"

- Lawmakers particularly like when constituents interact w/content their staff posts on Facebook.
  - » *They want you to have a conversation, not change the subject.*





## OPEN DIALOGUE

In the last year,  
Members of Congress  
held 1,000+ town halls  
via Google Hangouts

Member of Congress	No. of Town Halls
<u>Sen. Jerry Moran (R-KS)</u>	78
<u>Sen. Mike Crapo (R-ID)</u>	76
<u>Rep. Tim Huelskamp (R-KS)</u>	60
<u>Rep. Frank Lucas (R-OK)</u>	41
<u>Sen. Chuck Grassley (R-IA)</u>	31
<u>Rep. Greg Walden (R-OR)</u>	30
<u>Rep. Mike Conaway (R-TX)</u>	27
<u>Sen. Ron Johnson (R-WI)</u>	27
<u>Sen. Ron Wyden (D-OR)</u>	27
<u>Sen. Jeff Merkley (D-OR)</u>	24
<u>Rep. Keith Rothfus (R-PA)</u>	24
<u>Rep. Blake Farenthold (R-TX)</u>	24
<u>Rep. Tom Reed (R-NY)</u>	23
<u>Rep. Vance McAllister (R-LA)</u>	23
<u>Rep. Brett Guthrie (R-KY)</u>	22
<u>Rep. Glenn Grothman (R-WI)</u>	22
<u>Rep. Tom Rice (R-SC)</u>	22
<u>Rep. Lynn Jenkins (R-KS)</u>	20
<u>Rep. Sean Duffy (R-WI)</u>	20
<u>Rep. Ken Buck (R-CO)</u>	19
<u>Rep. Mark Sanford (R-SC)</u>	19
<u>Rep. Steve Womack (R-AR)</u>	19
<u>Rep. Peter DeFazio (D-OR)</u>	19
<u>Rep. Paul Gosar (R-AZ)</u>	18
<u>Rep. Beto O'Rourke (D-TX)</u>	18



# Rick Scott

45th Governor of Florida

HOME GOVERNOR SCOTT FIRST LADY ANN SCOTT MEDIA CENTER INFORMATION CENTER

## FB TOWN HALL FOR PUBLIC RECORD. DO NOT DELETE

The Executive Office of the Governor has created this forum to engage the public in an informal and informal dialogue. We would like this town hall to be an appropriate forum for individuals of all ages. Any comments containing inappropriate or vulgar language will be promptly removed\*. The Governor will answer as many questions as possible between 7:15 – 7:45 p.m. EDT. Thank you for participating.

\*Comments will be retained electronically.

1,238 comments ▾

Add a comment



**Ned Nedders** · ★ Top Commenter · Works at Millicorp

How is taking \$1.75 billion from our children's education, then giving \$1.6 billion to your rich corporate buddies going to balance the budget.

Reply · 👍 239 · Like · March 22, 2011 at 11:52am



**Sherry Scott Stewart** · Edison State College

Wow! There are some really pissed off people... But most have really good points. Do you think he'll actually read any posts?

Reply · 👍 26 · Like · March 22, 2011 at 12:21pm



**Arenda Al-Doory Baldwin**

Good question-too bad we will probably not see an answer!

Reply · 👍 15 · Like · March 22, 2011 at 12:33pm



**Catherine Warrington** · Tallahassee Community College

No. Not unless they are something he chooses to answer. I'm sure he has someone sifting through them.

Reply · 👍 11 · Like · March 22, 2011 at 12:51pm

View 38 more ▾



**John Cornyn** @JohnCornyn

7 Jun

mainly me RT @stexrancher @JohnCornyn Does the Senator do his own tweeting or an office staffer? Just wondering as a fellow Texan.



**Nancy Pelosi** @NancyPelosi · Jun 5

On #NationalDonutDay, we celebrate the #ACA closing the so-called 'donut hole' in prescription drug coverage for America's seniors!



**Speaker John Boehner** @SpeakerBoehner

9 May

Will not be recommending appointments to ObamaCare's IPAB. Letter w/Sen McConnell to POTUS here: [j.mp/10kESkE](http://j.mp/10kESkE)

🔄 Retweeted by Dr. Phil Roe

Collapse ↩ Reply ↻ Retweet ★ Favorite ⋮ More



**Cory Booker** ✓  
@CoryBooker

Follow

Much less accurate than The West Wing and a tad more accurate than Scandal RT @StantheGuy1: How accurate is House of Cards?

1:23 PM - 20 Feb 2014

↩ ↻ 172 ★ 109

# #ACAWORKS

## #ACAWorks: Connie's Story - YouTube



[www.youtube.com/watch?v=FS6T0Dtq3tQ](http://www.youtube.com/watch?v=FS6T0Dtq3tQ)

Mar 25, 2015 - Uploaded by VOPVideo

Connie of Norfolk shares her #ACAWorks story and family is grateful for the insurance through the ...

## #ACAWorks: Sheila's Story - YouTube



[www.youtube.com/watch?v=crON2WclxPw](http://www.youtube.com/watch?v=crON2WclxPw)

Mar 25, 2015 - Uploaded by VOPVideo

Sheila of Norfolk shares why she supports the ACA (it's working)!

## #ACAWorks: Adam and Ro's Story - YouTube



[www.youtube.com/watch?v=FX-PV4fa\\_oc](http://www.youtube.com/watch?v=FX-PV4fa_oc)

Mar 25, 2015 - Uploaded by VOPVideo

Ro is in the Medicaid coverage gap and doesn't qualify for insurance



**James E. Clyburn** @Clyburn · 3h

ACA covers 1 in 4 uninsured Americans. South Carolina has over 170,000 people insured through ACA. #ACAworks



RETWEETS FAVORITES



END  
ALZ

**Senator Ben Cardin** @SenatorCardin · 19h

Good to see @Senate\_GOPs agree that elimination of (the #ACA) subsidies would hurt millions. #ACAworks

**Senator John Thune** @SenJohnThune

Six million people risk losing their health care subsidies, yet @POTUS continues to deny that Obamacare is bad for the American people.

# TWITTER ENHANCES RAND PAUL'S 2013 FILIBUSTER

- **OBJECTIVE:** build awareness/buzz
- **STRATEGY:** involve Twitter in first person from @RandPaul; colleague Sen. Ted Cruz read tweets of support as part of filibuster in Senate chamber
- **RESULTS:** 1M+ tweets sent about the filibuster that day
  - » Public supported the effort, generated creative hashtags
  - » Activity on Twitter alerted and informed
  - » Debate continued outside Senate chamber during and after

#standwithrand



#paulnighter

## KEY TAKE AWAYS

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- “Influencers” share content
- Online discussion = broader reach
- To be successful, simply: listen, share, be yourself



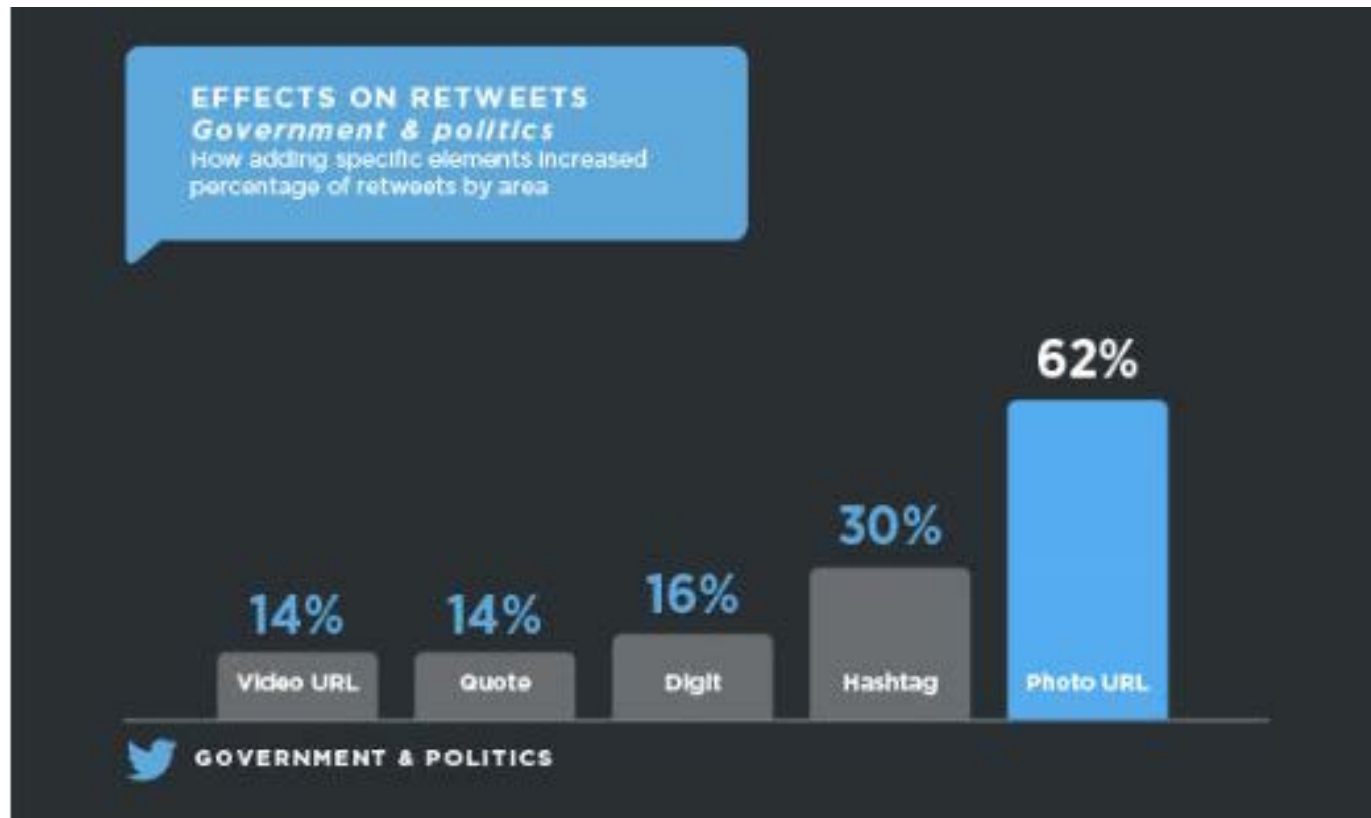


# APPLYING THE TAKEAWAYS – SPECIFIC TIPS



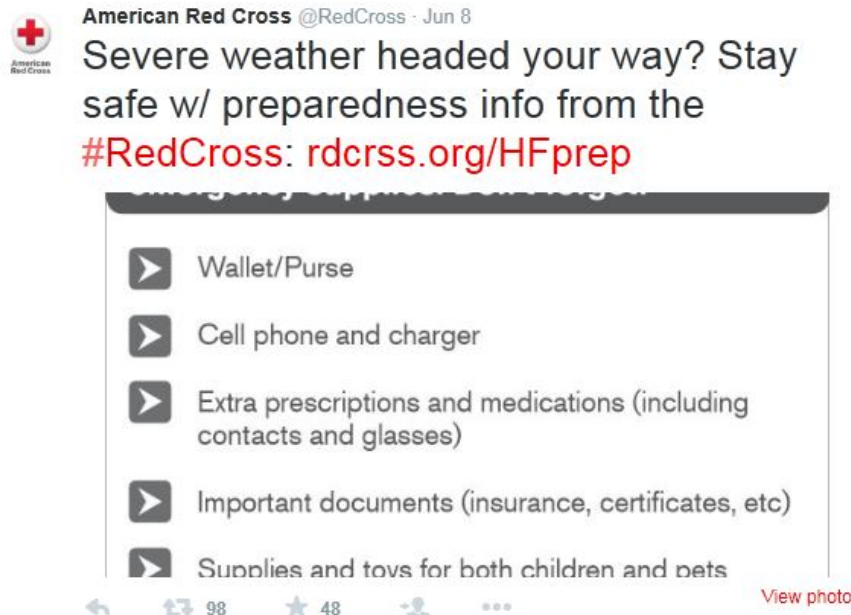
## CAMPAIGN ADVICE

- Photos shared most, hashtags helpful



## CAMPAIGN ADVICE

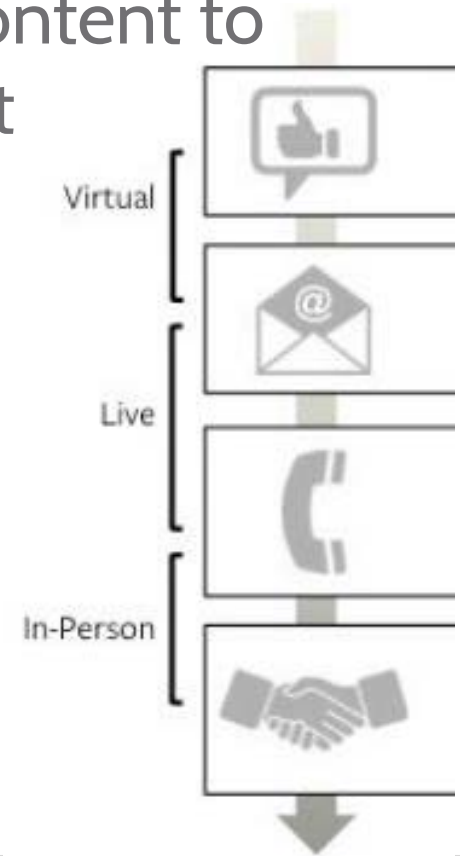
- Photos shared most, hashtags helpful
- Prime your audience – use great content to engage before asking people to act





## CAMPAIGN ADVICE

- Photos shared most, hashtags helpful
- Prime your audience – use great content to engage before asking people to act
- Combine with offline engagement



## CAMPAIGN ADVICE

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- Photos shared most, hashtags helpful
- Prime your audience – use great content to engage before asking people to act
- Combine with offline engagement
- Listening summary



TWITTER

- ADVOCATE A
- MOTIVATED BY CHRISTIAN ISSUES
- ENGAGED IN #SCOTUS, #BABIES



FACEBOOK

- INFLUENCER 1
- MOTIVATED BY CUTE PICTURES
- ENGAGED IN HYPERLOCAL CONVERSATIONS

# BACK TO THE BASICS



# WHERE TO START? TWITTER.

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## “Brevity is the soul of wit”




- “Username” = someone’s handle (@mlinson)
- “Tweet” = an update; 140 characters max
- “Follower” = a user who has subscribed to another user’s updates
- “RT” or “Retweet” = resending a user’s update verbatim to your followers
- @Reply =
- #Hashtag



**mlinson** @mlinson · Mar 3

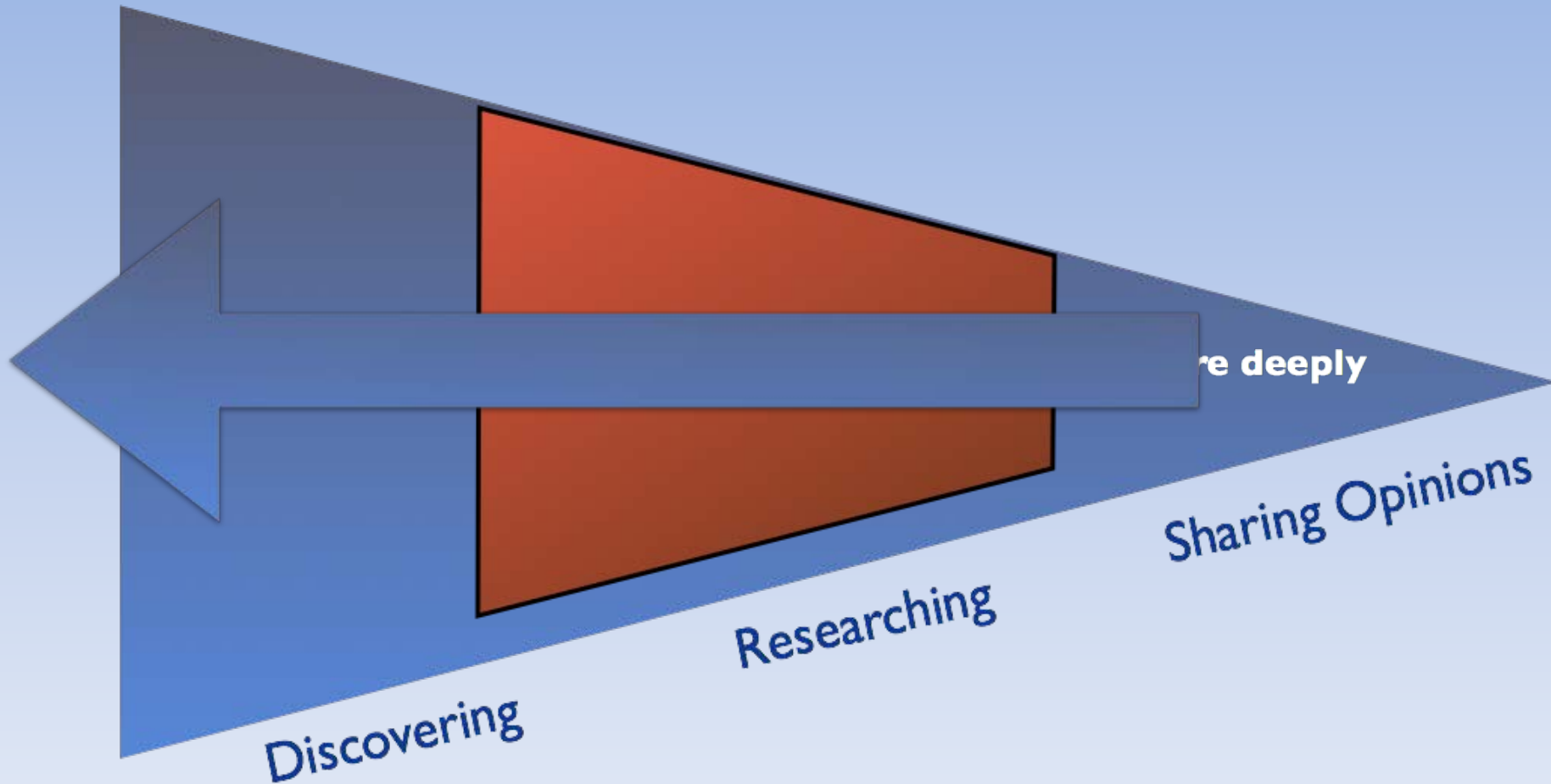
March 3rd is the first ever #WorldWildlifeDay. Celebrate our planet's diversity today @WildlifeDay Watch: [bit.ly/1mKS1xU](http://bit.ly/1mKS1xU)

 View media

 Reply  Retweet  Favorite ... More



# Continuum of “I Don’t Care”



## BASIC GUIDELINES

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- Act with integrity
- Be real and transparent
- Give credit where credit is due (RT)
- Engage – respond to people, thank people, start conversations

Worried about work/position affiliation?

Simple profile disclaimer: “Tweets are my own.”

Simple tweet disclaimer: “Now reading: xxx”



# GREAT RESOURCES

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- SMUG – Social Media University Global: <http://social-media-university-global.org/>
- Twitter for Government: <https://media.twitter.com/government>
- Great slidedeck to introduce you to all that social media has to offer: <http://www.slideshare.net/LeeAase/helping-auxilians-tell-their-stories>
- Twitter Registration Quick Guide: <https://support.twitter.com/articles/100990-signing-up-with-twitter>



# NEXT STEPS FOR SUCCESS

BEGINNER





## NOW YOU'RE ON TWITTER...


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- Find people with similar interests (and they will find you!)
- Listen...scan the site by searching for keywords, looking at “trending topics,” etc.
- Save a list or take note of specific hashtags (#ACA, #SCOTUS)
- Follow back



## DIP YOUR TOE IN

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- Re-tweet (e.g., [@ourhospital](#) tweets)
- Recognize your peers (Congrats to [@The\\_BMC](#) on getting great [#HCAHPS](#) scores!)
- Thank Members of Congress with their username (Thanks [@FLOTUS](#) for the Let's Move campaign!)
- Use the “share” link for interesting reads 
- Answer others' questions or pose to others
- Participate in established conversations ([#34OB](#), [#FollowFriday](#))



# NEXT STEPS FOR SUCCESS

INTERMEDIATE



## MONITORING TOOLS

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- **LISTS** – via Twitter
- **HOOTSUITE** – dashboard
- **ALERTS** – Twitter service
- **GOOGLE** – search for Twitter activity
- **GENERAL** – add a few outside the box (local businesses, celebrities, charities, universities, etc.)



## KEY STAKEHOLDERS - LISTS

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- **POLICYMAKERS** – pick a few local, state, national
- **PEER ORGANIZATIONS** – pick a few (competitors, sponsors, partners)
- **RELEVANT EXPERTS** – pick a few (@OurHospitals, for instance); be sure to follow a few you agree with and a few you disagree with
- **NEWS** – pick a few reporters/news outlets you like and don't like
- **GENERAL** – add a few outside the box (local businesses, celebrities, charities, universities, etc.)



## PLANNING AN ONLINE INITIATIVE

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- **Gather information** (who are the key voices, what are the key opinions on the issue)
- **Build your reputation/add value** (ongoing)
- **Prep for action** (talk to others offline about engaging online)
- **Join existing conversations** discovered in the gathering phase, then co-opt the dialogue (frame the issue for others directly)
- **Call out key influencers** with facts, questions
- **Broadcast calls to action** (encourage individuals to comment directly to stakeholders)



# QUESTIONS? STAY IN TOUCH

[mlinson@essentialhospitals.org](mailto:mlinson@essentialhospitals.org)  
[@mlinson](#) on Twitter



## EXTRA PRESENTATION LINKS

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- <https://media.twitter.com/success/givingtuesday-encouraging-and-telling-stories-of-charity-on-twitter>
- <https://media.twitter.com/success/charity-water>
- <https://media.twitter.com/best-practice/twitter-alerts>
- <http://www.edelman.com/insights/intellectual-property/exploring-consumer-attitudes-actions-key-tech-policy-issues-2014/>

