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Metropolitan Group

the power of voice

# Let's Get Social: Broadening Your Audience, Sharing Your Message and Inspiring Action

**Kirsten Gunst**

**Matt Schulte**

June 2012

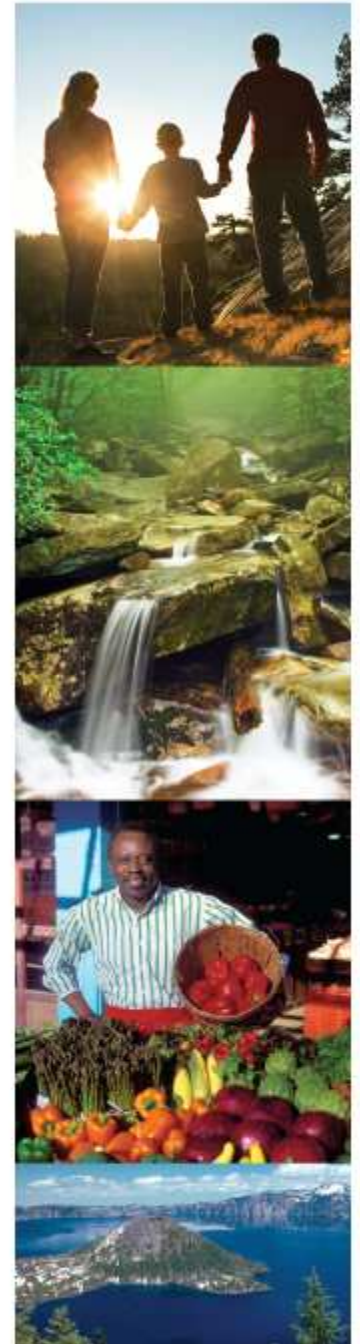
Metropolitan Group crafts strategic and creative services that empower social purpose organizations to build a just and sustainable world.

[www.metgroup.com](http://www.metgroup.com)



# Agenda

- Impact of social media
- Using social media professionally
- Getting started
- What you can do
- Resources
- Questions/Discussion



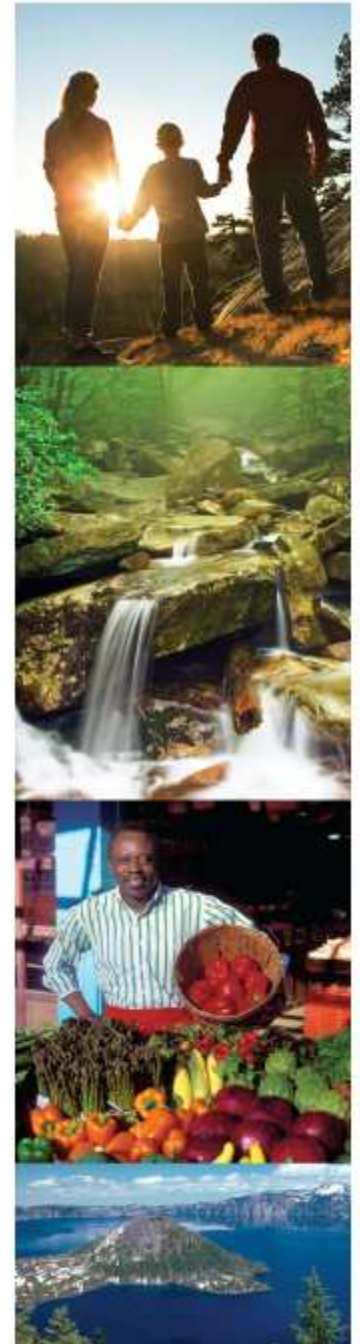


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## Impact of Social Media

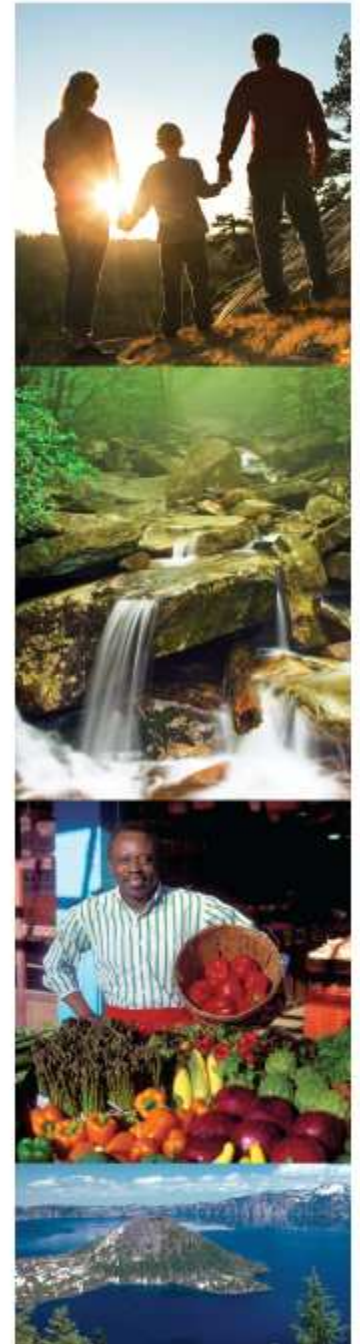
- Changing the way we **communicate with each other**, and how we **connect with organizations** we care about
  - Social networking has surpassed email as the most popular activity online.
  - Fun/Professional Tools/Resources
- It's **huge**, and growing fast among all ages
  - Facebook > 901 million monthly active users
  - Twitter > 140 million users





## Social Media & Public Health

- Meet people where they already are
- Connect and share
- Encourage conversation and provide information
- Transparent and credible
- Word of mouth becomes **WORLD** of mouth





# Social Media & Public Health

In public health, social media can be used to:

- Inform, educate, and empower people about health issues
- Enhance the speed of communication sent and received during public health emergencies or outbreaks
- Mobilize community partnerships and action
- Facilitate behavior change
- Collect surveillance data
- Understand public perceptions of issues

Brad L. Neiger, Amanda Smith, Rosemary Thackeray and Sarah B. Van Wageningen, "Adoption and use of social media among public health departments," BMC Public Health, March 26, 2012, <http://www.biomedcentral.com/1471-2458/12/242>.





## Where to begin?

- Don't be intimidated!
- Create a presence
- Activate your audience
- Information should be Push/Pull
  - Listen
  - Join In
  - Share expertise
- Amplify your mission/message

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SMOKEFREE  
oregon

Change Cover

## Smokefree Oregon

2,518 likes · 19 talking about this

Non-Profit Organization

Leading the movement to breathe cleaner air, help smokers quit, keep our kids from starting and build a healthier Oregon! <http://www.smokefreeoregon.com/>

About



Photos



Videos



Quit Line



Housing



Colleges



Badge Me



Likes



Twitter



Notes





**Anne Hendrickson**

I was hoping maybe someone out there has some ideas. I work in a long term healthcare facility. Many other facilities/hospitals have banned smoking. Not my facility. In fact, we have to take the residents outside, sometimes as many as 4 residents at a time, light their cigarettes for them and watch them smoke their 2 cigarettes each. I am not a smoker. Never have been. And neither are many of my coworkers, yet we have to be exposed to second hand smoke on a regular basis. I don't even expose myself to smoke in my private life, why must I do it at work in a healthcare facility no less?! Hoping someone has some suggestions for me other than finding a new job;) thank you!

Like · Comment · May 21 at 10:21am

Alyssa Newton likes this.

View all 4 comments



**Alyssa Newton** Way 2 go annel!

May 22 at 10:56am via mobile · Like · 1



**Smokefree Oregon** Anne, this is a really tough predicament to be in and we have heard from a number of other people stuck in a similar situation. In the tobacco prevention field we've looked at how to approach this issue and have yet to come up with a suitable solution. However, as you mentioned, there are many hospitals that have adopted 100% smokefree and tobacco-free policies to protect both staff and patients, and if you are interested we can work together to figure how we can approach your workplace and advocate for a similar policy. If you would like to talk with someone further for additional ideas or support, please contact the Clackamas County Tobacco Prevention Coordinator, Scott France, at 503-742-5340. Thanks!

May 24 at 9:14am · Like

Write a comment...



### Tia Swafford Herrera



I am a longtime smoker, and want to overcome this addiction controlling my life.. My doctor prescribed me Zuban but wanted nicotine patches added with these pills. Big problem, my prescription drug plan I have, does not cover them. So I am back to square one, since I am low income and can not afford the price of the patches. My question is: Is there any program out there that can help with stop smoking aides? The Zuban is a anti-depressate, which I need something to curve the edge for nicotine.

Like · Comment · May 15 at 4:36pm



**Smokefree Oregon** Tia, CONGRATULATIONS on this big step! There are resources out there to help. We recommend contacting the Oregon Quit Line (<https://www.quitnow.net/oregon>) and they can talk to you about different options available. Also, you might want to consider generic over-the-counter patch products since they are usually much cheaper than the brand names and there are also sometimes manufacturer's coupons online.



**QuitNow.net**  
[www.quitnow.net](http://www.quitnow.net)

Visit [www.quitnow.net](http://www.quitnow.net) for more information about the program and to see if you're covered by your employer, health plan or State Quit-Line.

May 17 at 9:13am · Like · Remove Preview

Write a comment...



### Admin Panel

Edit Page Build Audience Help Hide

+ Create A Page

#### Notifications

See All

#### Messages

See All

-  **Andy Katsetos** likes **Smokefree Oregon's** link. on Saturday
-  **Kassie Atkinson** likes **Smokefree Oregon's** link. on Friday
-  **Aaron Dougbob Kahle** and **Jt Winningham** posted on **Smokefree Oregon's** timeline. on Thursday
-  **Karron Beck Boaz** likes **Smokefree Oregon's** link. on Wednesday
-  **Mary Stancel Mankey**, **Amy Hipp Nolan**, and 2 other people like **Smokefree Oregon's** link. last Tuesday

-  **Colleen Corbett**  
← Hi Colleen, thanks for the kind wor...
-  **Lori Wells**  
← @ Thank you Lori and congratulati...
-  **Tammy Davis**  
Dear Sir or Madam, This is in regards ...

#### New Likes

See All

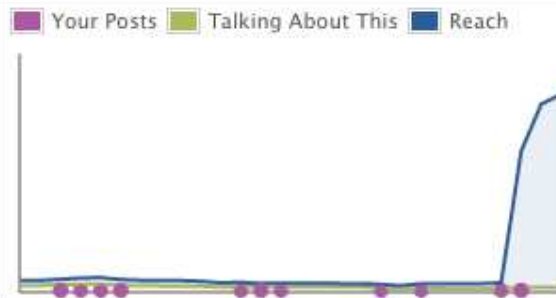
#### Insights

See All

#### Page Tips

Next

-  **Diane Kovach**  
18 hours ago
-  **Kimberly Ireland**  
on Saturday
-  **Margaret Preston**  
on Thursday
-  **Christy Otis**  
last Wednesday



#### View Insights

Use Page Insights to find useful information about who is interacting with your page and what content they enjoy.

- Now
- May
- 2012
- 2011
- 2010
- 2009
- Started

FAVORITES

- News Feed
- Insights
- Events

APPS

- Messages
- Photos
- Notes
- Links

Update Status Add Photo / Video Ask Question

What's on your mind?

SORT



Healthy Active Multnomah County (It Starts Here)

Highlights from today's Food Summit -

"It takes ALL of us in order to make it [food justice] work for ALL of us." -- Pastor Will Hardy

"In many cases, the people who grow and harvest our food are hungry. That is wrong on so many levels." -- Mult. Co. Chair Jeff Cogen

"We are subsidizing the supersizing of our kids." -- US Representative Earl Blumenauer

Like - Comment - Share - 4 - Friday at 3:16pm



Smokefree Women

Congrats! Any suggestions for our gal Angie? "I've been smoke free 9 weeks today! Trying to find a way to reward myself since I haven't yet. Any good ideas?" -Smokefree Angie

Like - Comment - Share - 7 - Saturday at 4:31pm



Smokefree Women

Congratulations to Smokefree Elizabeth who's been smokefree for 3 1/2 months this weekend! She's celebrating this milestone by taking her husband out for sushi...mmm!

Like - Comment - Share - 9 - Saturday at 8:53am



truth

What do you call your signature dance move?

Like - Comment - Share - 19 - 5 hours ago



Smokefree Women

It's 9:00...which means its 24 days smokefree for Kim! And congrats to Smokefree Rebecca & Jodi who are also celebrating their 1 week and 1.5 weeks milestones!

Insights Summary See All

- 1 New Likes
  - 22 Talking About This
  - 67,780 Weekly Total Reach
- Insights are visible to page admins only.



Status   Photo / Video   Event, Milestone +

Way to go @American Lung

-  **American Lung Association**  
Washington, DC · Non-Profit Organization
-  **American Lung Association of the Northeast**  
3,060 like this · 159 talking about this · New York, NY · Medical & Health
-  **American Lung Association**  
500 monthly users · App



Search



Have an account? [Sign in](#)

# SMOKEFREE oregon

1.800.QUIT.NOW  
1.800.784.8669

## SMOKEFREE oregon

### Smokefree Oregon

@smokefreeoregon

Leading the movement to breathe cleaner air, help smokers quit, keep our kids from starting and build a healthier Oregon!

Oregon <http://www.smokefreeoregon.com>

Follow

1,678 TWEETS

1,163 FOLLOWING

951 FOLLOWERS

#### Follow Smokefree Oregon

Full name

Email

Password

Have an account? [Sign in.](#)

[Sign up](#)

#### Tweets

[Following](#)

[Followers](#)

[Favorites](#)

[Lists](#)

[Recent images](#)



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#### Tweets

**Smokefree Oregon** @smokefreeoregon 1h  
:) RT @kaffando: @SarahCeri hi lovie!!! did you get through another day?! I'm sure you did...well done!!!! woohooooo!!!! #smokefree XX  
[Expand](#) [Reply](#) [Retweet](#) [Favorite](#)

**Smokefree Oregon** @smokefreeoregon 5h  
Right on! Way to go! You CAN do this! :) RT @john\_altham: Week one complete. #smokefree  
[Expand](#)

**Smokefree Oregon** @smokefreeoregon 16 Jun  
No one can make you quit but you. But when you're ready, were here to help. Call 1-800-QUIT-NOW or text SUPPORT to 51684. #smokefree  
[Expand](#)

**Smokefree Oregon** @smokefreeoregon 16 Jun  
Study says 14% of American women smoke while pregnant. [ow.ly/bnnxS](http://ow.ly/bnnxS)  
[Expand](#)

**Smokefree Oregon** @smokefreeoregon 16 Jun  
Five years after you quit smoking, your risk of having a stroke is THE SAME as a non-smoker! #Never2late #smokefree [ow.ly/bnubo](http://ow.ly/bnubo)  
[View video](#)

**Smokefree Oregon** @smokefreeoregon 15 Jun  
Pro-tobacco activists accused of harassing and abusing anti-smoking campaigners [ow.ly/bnnIV](http://ow.ly/bnnIV)



# What You Can Do

- **Promote your Fan Page**
  - Share URL with partners and class participants
  - Include links on all communication channels
  - If your county has other websites/social media pages, ask them to link and do the same for them
- **Be an active voice**
  - What's happening?
  - Tips
  - Relevant newspaper articles (Google Alerts)
  - Upcoming events
  - Celebratory news
  - Observations & conversation starters
  - Pictures
  - Ask questions!







# Evaluation

**Overview** Likes Reach Talking About This

All dates and times are in Pacific Time

[Export Data](#)



Total Likes?

**2,519** ↑ 0.16%

Friends of Fans?

**840,410** ↑ 0.48%

People Talking About This?

**23** ↑ 187.5%

Weekly Total Reach?

**67,780** ↑ 9146.93%



# Evaluate Impact

Overview **Likes** Reach Talking About This

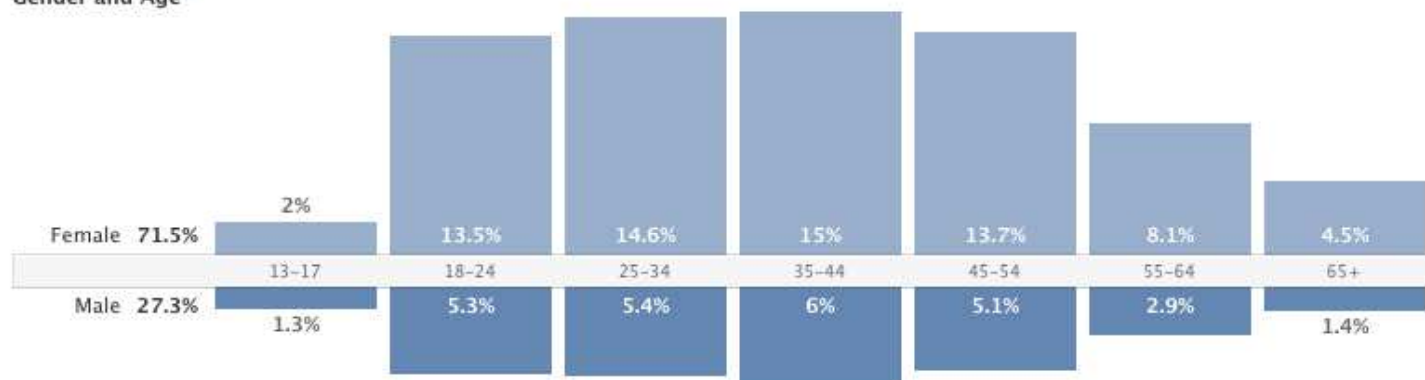
05/19/2012 - 06/15/2012 ▾

[Export Data](#) \* ▾

## People Who Like Your Page (Demographics and Location)

[See Likes](#)

### Gender and Age?



### Countries?

- 2,441 United States of America
- 8 India
- 3 Canada
- 3 United Kingdom
- 3 Argentina
- 2 Cyprus
- 2 Philippines

[More ▾](#)

### Cities?

- 554 Portland, OR
- 220 Eugene, OR
- 123 Salem, OR
- 71 Bend, OR
- 57 Medford, OR
- 56 Beaverton, OR
- 48 Corvallis, OR

[More ▾](#)

### Languages?

- 2,378 English (US)
- 108 English (UK)
- 7 Spanish
- 3 Arabic
- 3 English (Pirate)
- 2 Turkish
- 2 Spanish (Spain)

[More ▾](#)

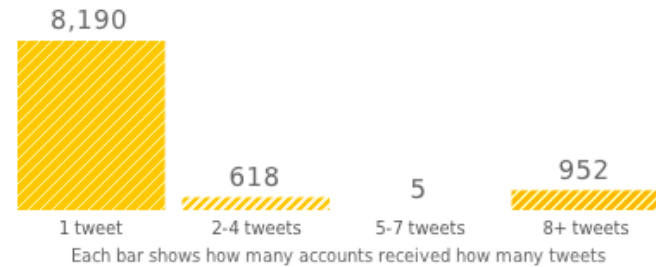
# TweetReach Report for **smokefreeoregon**

## reach ⓘ

**9,765**  
accounts reached

## exposure ⓘ

**34,109** impressions

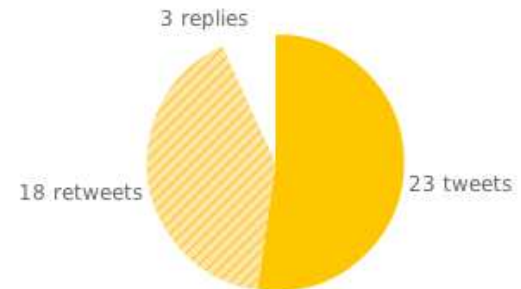
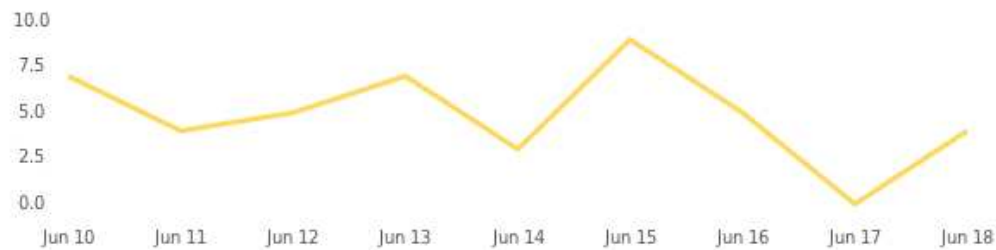


## activity ⓘ

**44** tweets

**15** contributors

**9** days



## top contributors ⓘ

highest exposure  
**23.8K** impressions

**SMOKEFREE**  
**oregon**

**@smokefreeoregon**

**951** followers

## most retweeted tweets ⓘ

**2** **SMOKEFREE**  
**oregon**

[smokefreeoregon](#): Right on! Way to go! You CAN do this! :) RT [@john\\_altham](#): Week one complete. [#smokefree](#)  
about 6 hours ago

 Resources





## Resources

- Social media policy examples:  
<http://davefleet.com/2010/07/57-social-media-policy-examples-resources/>
- Facebook Pages:  
<https://www.facebook.com/pages/create.php>
- Twitter: <http://www.twitter.com>



## Examples

- American Red Cross: [www.facebook.com/redcross](http://www.facebook.com/redcross)
- The Office on Women's Health: [www.facebook.com/HHSOWH](http://www.facebook.com/HHSOWH)
- Humane Society of the United States:  
[www.facebook.com/HSUSFarmAnimals](http://www.facebook.com/HSUSFarmAnimals)
- Clark County Public Health:  
<https://www.facebook.com/clarkcowa.ph>



# Questions/Discussion

[www.metgroup.com](http://www.metgroup.com)





Metropolitan Group  
the power of voice

Chicago

35 East Wacker Drive Suite 1750  
Chicago Illinois 60601  
Phone 312 628 1447 Fax 312 628 1449

Portland

519 SW Third Avenue Suite 700  
Portland Oregon 97204  
Phone 503 223 3299 Fax 503 223 3474

San Francisco

4104 24th Street #413  
San Francisco California 94114  
Phone 415 519 2414 Fax 503 223 3474

Washington DC

2639 Connecticut Avenue NW Suite 250  
Washington DC 20008  
Phone 202 355 9098 Fax 202 464 6544

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