Social Media Webinar
Thursday, November 3, 2011
Continuing Medical Education Credit

• The American Academy of Pediatrics (AAP) is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

• The AAP designates this live activity for a maximum of 1.25 AMA PRA Category 1 Credit(s)™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

• This activity is acceptable for a maximum of 1.25 AAP credits. These credits can be applied toward the AAP CME/CPD Award available to Fellows and Candidate Members of the American Academy of Pediatrics.

• The American Academy of Physician Assistants accepts AMA PRA Category 1 Credits™ from organizations accredited by the ACCME.

• This program is accredited for 1.25 NAPNAP CE contact hours of which 0 contain Pharmacology (Rx) content per the National Association of Pediatric Nurse Practitioners Continuing Education Guidelines.
At the conclusion of this activity, participants should be able to:

• Identify various social media platforms.
• Identify how the various social media platforms can be utilized.
• Explain how Legacy has utilized social media to advance and enhance their tobacco prevention and control efforts.
• Identify successes related to social media implementation at the community level.
• Identify lessons learned related to social media implementation at the community level.
• Articulate potential ways to include social media in practice, community, or job site to effectively communicate tobacco prevention and control efforts.
Social Media Webinar
Thursday, November 3, 2011

Artwork by Soo L © 2010 American Academy of Pediatrics (AAP) Children's Art Contest. Support for the 2009 and 2010 AAP Children's Art Contest was from the Flight Attendant Medical Research Institute.
Registration Question #1:

How knowledgeable are you about the various social media platforms?

- Not knowledgeable: 11%
- Somewhat knowledgeable: 17%
- Very knowledgeable: 72%
Registration Question #2:

Are you currently using social media in your professional setting (practice, coalition, academic, etc)?

- No: 66
- Yes: 81

Registrants

Response

American Academy of Pediatrics
Julius B. Richmond Center of Excellence
Registration Question #3:

In terms of tobacco prevention and control, how do you plan to use social media?

Common answers:
• As an educational tool
• To get youth involved
• Not sure yet
Presenters from Legacy

Aaron Mushro,  
Senior Brand Manager,  
Marketing

Sarah Shank,  
Communications Manager
Getting Social: Social Media For Public Health Initiatives

AAP Richmond Center Social Media Webinar

November 3, 2011
Disclosure Statement

• Neither I nor any member of my immediate family has a financial relationship or interest (currently or within the past 12 months) with any entity producing health care goods or services consumed by, or used on, patients related to the content of this CME activity.

• I do not intend to discuss an unapproved/investigative use of a commercial product/device.
Overview

• About Legacy
• What is Social Media?
• Using Social Media Tools
• Example: “Become An EX”
• Takeaways/Next Steps
Legacy
Mission and Programs

• Nonprofit public health foundation located in Washington D.C.

• Born out of the landmark 1998 Master Settlement Agreement between the 5 major tobacco companies, 46 states and five U.S. territories.

• Two-part mission: Build a world where:
  – 1. Young people reject tobacco (Youth Smoking Prevention)
  – 2. Anyone Can Quit (Adult Smoking Cessation)
What is Social Media?
Compared to Traditional Media…
Why is Social Media Important?

• Provides stakeholders, partners and consumers with information.

• It also allows us to create conversations and interactions that engage these audiences in a cause or initiative.
Same Message…

BRAND

SOCIAL MEDIA

EXPERIENTIAL

EARNED MEDIA/PR

MOBILE

TELEVISION

NEW MEDIA

RADIO

ONLINE

PRINT
Social Media @ Legacy

*Shared effort*

between Communications/Marketing that allows target audiences to get relevant information quickly.
What do we do?

- Leverage Legacy’s mission and activities within the digital space.
- Update internal and external stakeholders about Legacy initiatives, programs and outreach.
- Enhance organization’s visibility and recognition among target audiences.
- Keep the issue of smoking relevant and top-of-mind, by connecting to wider issues in the news.
- Engage with like-minded groups.
- Listen to news, trends and information that are top-of-mind online at the moment and respond accordingly if needed.
Social Media @ Legacy

- Facebook: Legacy
- Twitter: @LegacyForHealth
- YouTube: LegacyforHealth
The Toolbox: Facebook

Facebook helps you connect and share with the people in your life.

Sign Up
It's free and anyone can join

First Name: 
Last Name: 
Your Email: 
New Password: 
I am: Select
Birthday: Month: Day: Year: Why do I need to provide this?

Create a Page for a celebrity, band or business.
The Toolbox: Twitter

Share and discover what's happening right now, anywhere in the world.

See what people are saying about...

Search

Sign up now

POPULAR TOPICS BY THE MINUTE, DAY, AND WEEK

© 2009 Twitter About Us Contact Blog Status Goodies API Business Help Jobs Terms Privacy Language: English
Other Tools

• There are a host of other online tools that can be used to reach different audiences:

- YouTube
- LinkedIn
- flickr™
- foursquare
- meetup®
Example: “Become An EX”

- Two uses for social media:
  - Raise awareness about EX and drive people to BecomeAnEX.org for a free quit plan
  - Act as mini-communities in conjunction with the larger EX Community on BecomeAnEX.org
    - Social support
    - Information sharing
    - On-the-go access
“Become An EX” Social Media Channels

- **Facebook**: BecomeAnEX
- **Twitter**: @TheEXTeam
Legacy tracks all placements and mentions of Legacy-related initiatives and campaigns, as well as foundation-related news items and references.
With So Many Outlets, How do You Use Them Effectively?
What’s Next?

• Figure out which **tools** work best with the **information** you are trying to get out and the **people** that you are trying to reach.
  – Where does that audience exist online?
  – What type of information do they need?
  – What platform reaches them in the most effective way?

• **Think of creative ways to integrate social media into your projects in order to engage your audience.**
Being Successful

• A few guiding principles for the road:
  – Listen. Listen. Listen. See who is talking about your subject matter, what is being said, and where the conversation is happening.
  – Don’t just join social networks to check a box. Use channels that match the audience - reach them where they are.
  – Speak from the same playbook across channels.
  – Be social! Don’t shy away from getting online!
  – Track your results.
Thank You

Follow us:
@LegacyforHealth or @TheEXTeam
Presenter from de Novo Alternative Marketing, LLC

Jen Neumann, Partner, de Novo Alternative Marketing, LLC
Putting Social Media into Practice

Turning campaigns into results
Disclosure Statement

• Neither I nor any member of my immediate family has a financial relationship or interest (currently or within the past 12 months) with any entity producing health care goods or services consumed by, or used on, patients related to the content of this CME activity.

• *I do not intend* to discuss an unapproved/investigative use of a commercial product/device.
One way? Or two way?
YOU ARE NOT YOUR TARGET AUDIENCE
Start somewhere
Choose your message

Don't Start With Me

Choose your message

Don't Start With Me

Choose your message
Populate your page

- Start with your current audience
- Use Facebook or PPC advertising to continue to build.
- Use engaging content to generate interest in dialogue
  - Know what your audience is interested in and what information they seek. In the case of Don’t Start With Me, our audience is youth and they engage with humor.
Drive them to your page

- Ads need to draw attention
- Page needs content when they arrive
Generating content specific to your audience
Tie your campaigns to other channels

- Twitter, YouTube, LinkedIn, and other social networks can cross promote.
Final thoughts

• Commit to it.
  – Do it consistently and consistently well.

• Research what your audience wants.

• Engage
  – Polls, videos, other forms of social media
  – Stay on top of SM trends
  – Don’t be afraid of User Generated Content

Do not hesitate to bring in professionals.
Questions?

Artwork by Lucy W © 2009 American Academy of Pediatrics (AAP) Children's Art Contest. Support for the 2009 and 2010 AAP Children's Art Contest was from the Flight Attendant Medical Research Institute.
Contact Information

Richmond Center of Excellence website: http://www.aap.org/richmondcenter/

Richmond Center of Excellence email: richmondcenter@aap.org