What Social Media Skills Can Do for Outreach, Promotion

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TODAY’S AGENDA

SOCIAL MEDIA TRAINING MAP

HASHTAGS

Where can it take us. Tips for getting there.

TWITTER CHATS

DIVE IN: Twitter

BY THE NUMBERS

BENEFITS

YOU TRY IT Worksheet

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YOU TRY IT Worksheet
As a base, motivation to act

KNOWLEDGE

You will participate in or help host a Twitter Chat

CHAT READY

You can put in action TODAY or soon!

SKILLS

Social Media Matters

RESOLVE
By the numbers

• 85% of US adults are internet users and 67% are smartphone users.

• Worldwide, over 2.2 billion active users, a global penetration of 30%

• Facebook remains the most popular social media site – 72% of online adults are Facebook users, amounting to 62% of all American adults.
  – Growth on the site has largely plateaued
• LinkedIn and Twitter both saw significant rates of growth, but at a slower pace.

• 47% of Americans learn about causes via social media, online.

• Social marketing budgets will double over the next 5 years (job opportunities).

• More than 98% of college-age students use social media.
KEEP CALM AND Make Excuses

Social Media takes as much time as you want
Benefits of social media: Connections & Information

• **Drive traffic** to online properties; specific pages (31% of all referral traffic)

• **Networking.** Finding, deepening relationships to other orgs/people
  – Promote others before yourself. 12:1 ratio often cited
  – Rule of reciprocation

• **Build trust by Learning, Enabling, Empowering**
  – Learn: What are others sharing, saying about you?
  – Enable: Give supporters a chance to distribute info for you
  – Empower: Most loyal, passionate supporters want to promote you
• **Recruit** volunteers. Increase attendance for upcoming event.
• **Educate**. Raise awareness.
• **Call** to action.
• **Share** success stories.
• **Start a conversation** around an issue – Twitter Chat.
• **Conduct** surveys, polls.
• **Humanize**. Show more personal side of your organization, people (Behind the scenes).
  – Use images, videos
You try it

What’s a good behind-the-scenes social media post for your organization, project, or program?
Good examples

Monthly #AskFAFSA sessions – Twitter Chat

Students, parents, public submit questions about financial aid

On its Facebook page:
“Like us on Facebook, and we will vaccinate zero children against polio.”

(In other words, donations are more important than Facebook likes.)