

What Social Media Skills Can Do for Outreach, Promotion

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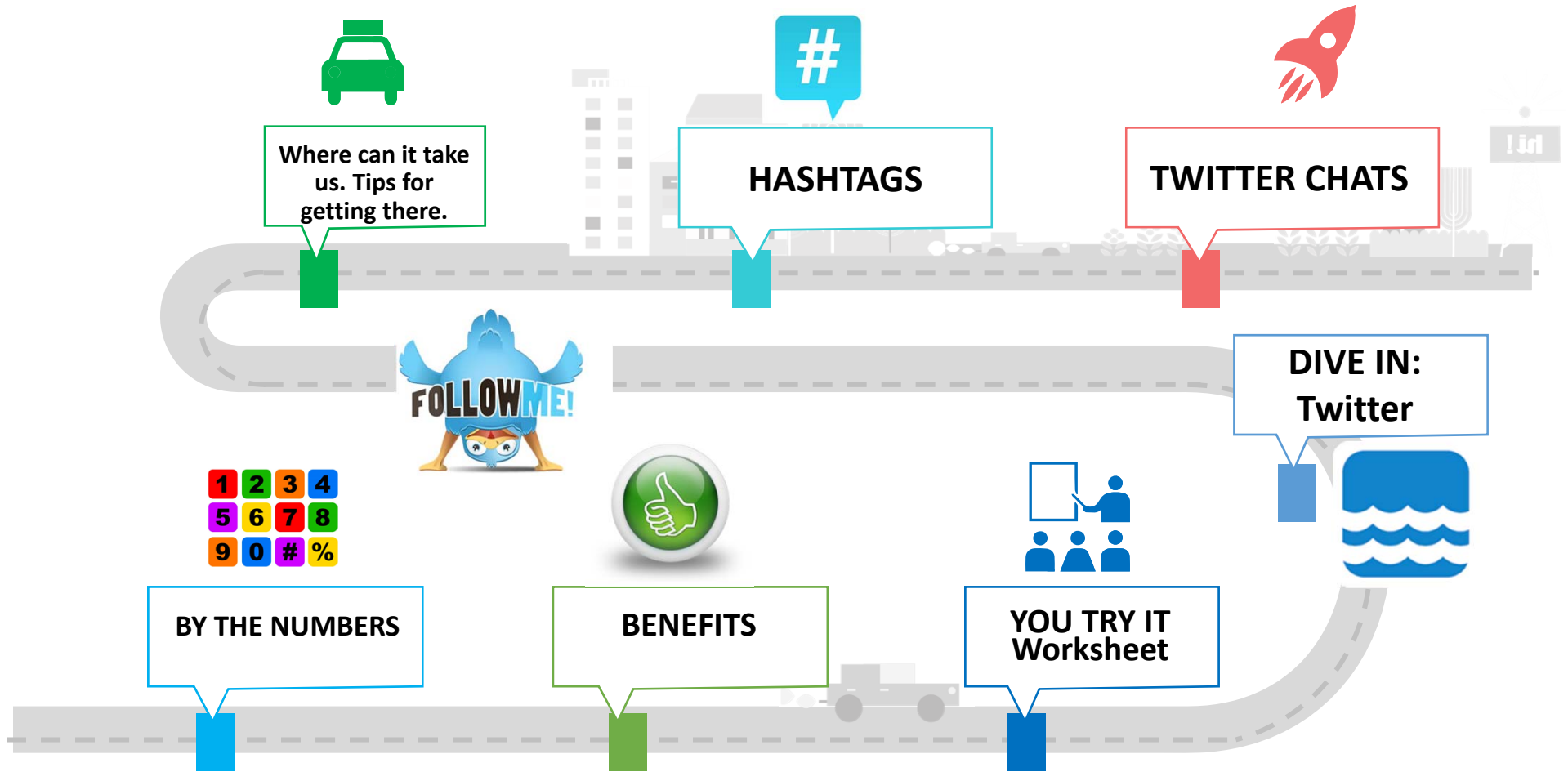
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TODAY'S AGENDA

SOCIAL MEDIA TRAINING MAP



RESOLVE

Social Media
Matters



CHAT READY

You will
participate in
or help host a
Twitter Chat

SKILLS

You can put in
action TODAY
or soon!



KNOWLEDGE

As a base,
motivation to act

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.)

