

Socially Acceptable.

Using TwitterBookGram to Advance Your Goals.

Bill Albert/Katy Suellentrop

June 2014

Bridging the Gaps: Eliminating Disparities in Teen Pregnancy and Sexual Health

June 4-6, 2014



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Today's Roadmap

- Review some general rules about social media.
- Examples of how to use social media to engage specific audiences.
- Examples of social media fabs and fails.
- Review some general rules for using social media to manage controversy.
- Things you can do when you get home.



Objectives

When all is said and done we hope that you will:

- learn how to use social media to advance your goals;
- learn from others social media efforts about what works and what doesn't; and
- learn how to use social media to manage controversy through real-life examples.

Reminder...

Federal grantees are prohibited from using federal funds for lobbying or the appearance of lobbying so....please use caution when using social media.



Not clear? See:

http://www.cdc.gov/od/pgo/funding/grants/additional_req.shtm#ar12

Social Media: Some General Rules



1. Difference between a social media *tactic* and a social media *strategy*.
2. Not everyone needs a Facebook page or a Pinterest account.
3. Are you serious and in for the long haul?
4. Who will run the show?
5. Who are you trying to reach?

Social Media: General Rules

Continued

6. Build relationships, not followers.

7. There is no magic formula, except: listen to your audience.

7. Not set in stone (or really even mud).

8. Criticism isn't necessarily bad.

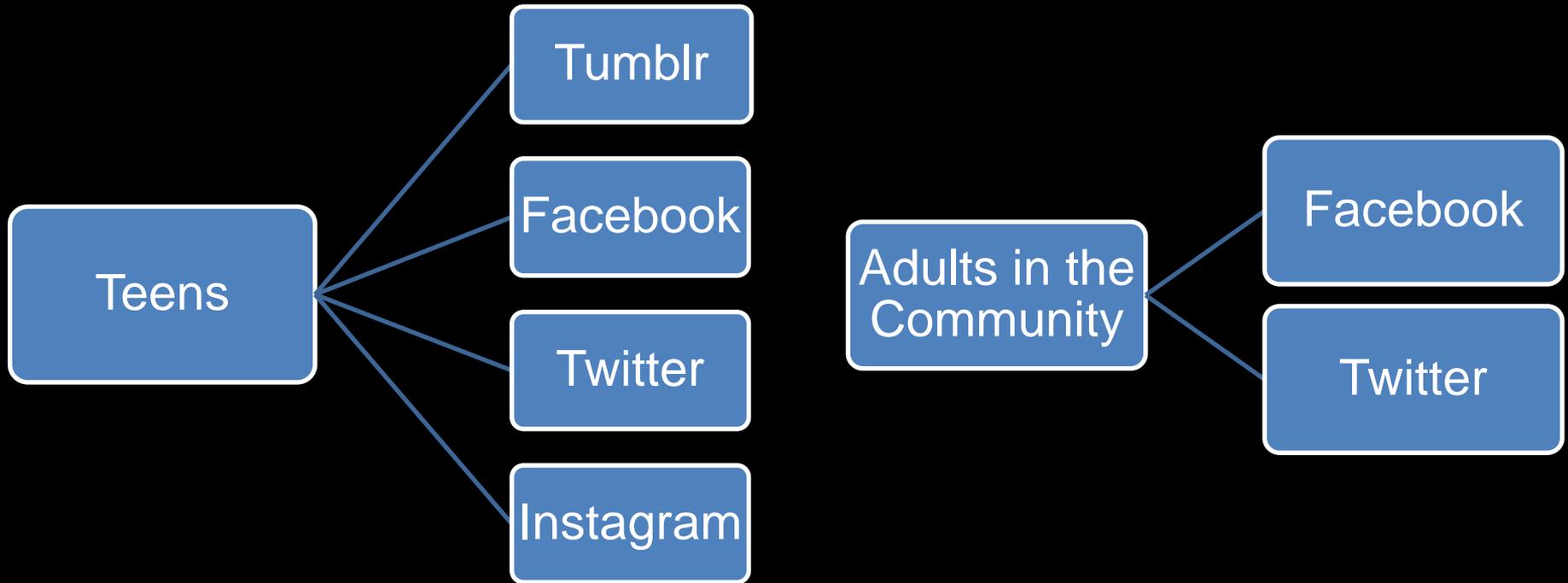


Defining the Target

Who are you trying to reach?

- Youth in your program
- Youth outside of your program
- Parents of youth in your program
- Parents in general
- Adults in the community:
 - Practitioners
 - Community leaders
 - Faith leaders
- Specific race/ethnicities

Reaching the Target





National Campaign
@TheNC

@NPRnews examines how @theNC and Hollywood partner to reduce teen/unplanned preg & how media can be a force for good. n.pr/Q941eU

Reply Delete Favorite



Adults



Bedsider
@Bedsider

Following



Gustav Klimt said "All art is erotic." What do you think? tumblr.co/ZsqfPxSxugZP
#FetishFriday

Reply Retweet Favorite



20-somethings



Stay Teen
@StayTeen

Following



Yes the first day of school is hard; but what about in a new school, with 700 new kids, and no friends (yet)? bit.ly/R8drvd

Reply Retweet Favorite



Teens



smithsonianzoo ▾

Smithsonian's National Zoo The Smithsonian's National Zoo and Conservation Biology Institute is a leader in animal care, science, education and sustainability. #WeSaveSpecies
<http://nationalzoo.si.edu/>

40
posts

9,966
followers

3
following

March 2014



nordstrom ▾

Nordstrom Serving customers since 1901. Instagramming since 2012.
<http://www.nordstrom.com>

1,330
posts

359,022
followers

365
following

March 2014





More than 150,000 NC teens need
contraceptive services. See how
many are in your county
gutmacher.org/pubs/win/count...
(Thx @Gutmacher!)

[← Reply](#) [↻ Retweet](#) [★ Favorite](#) [⋮ More](#) [📧 HootSuite](#)

11:27 AM - 12 Mar 2014

Don't miss any updates from APPCNC

Join Twitter today and follow what interests you!

<input type="text" value="Full name"/>	<input type="text" value="Email"/>	<input type="text" value="Password"/>
--	------------------------------------	---------------------------------------

Text follow APPCNC to 40404 in [the United States](#)





National Campaign @TheNC · Feb 24

New study sheds light on mental illness and teen pregnancy. bit.ly/1mDqnJU (via @AmerAcadPeds)

Retweet Favorite More HootSuite



National Campaign @TheNC · Feb 24

RT @KayHymowitz: Are most nonmarital births unplanned? Yes, but not by as much as you'd think. @WilcoxNMP family-studies.org/as-nonmarital-...

Collapse

RETWEETS FAVORITES

2

3



National Campaign @TheNC · Feb 25

MT @CWLAUpdates: Teen childbearing highest in rural areas, regardless of age, race, or ethnicity ow.ly/tPqXu a la @TheNC via @NCFY

Collapse

Reply Retweet Favorite More HootSuite



Retweeted by National Campaign

Child Trends @ChildTrends · Mar 3

Geek alert! Ck out state-by-state #teenpregnancy data at @TheNC - easy to use! ow.ly/u4my5

Collapse

RETWEETS

6

6:10 AM



National Campaign @TheNC · Mar 3

RT @jrovner: ICYMI: FDA To Increase Access To Generic Morning-After Pills n.pr/1mS8pQq

Hide summary

Reply Retweet Favorite More HootSuite



National Campaign @TheNC · Mar 8

RT @AspenAscend: MT @ChildTrends: Geek alert! Check out state-by-state #teenpregnancy data at @TheNC - easy to use! ow.ly/u4my5

Collapse

RETWEETS

1

8:22 AM - 8 Mar 2014 · Details



National Campaign @TheNC · Mar 15

RT @GoHealthyPeople: Each year, publicly funded #FamilyPlanning services prevent 1.94M unintended pregnancies #HP2020 1.usa.gov/MZhhaj

Collapse

Reply Retweet Favorite More HootSuite

7:28 AM - 15 Mar 2014 · Details

SOCIAL MEDIA





Lois Capps ✓
@RepLoisCapps

Follow

Took a [#selfie](#) w/ [@TheNC](#)'s teens,
including Haley Sanchez from Nipomo, after
we talked abt teen pregnancy prevention.
pic.twitter.com/gZcpXlqe4M

Reply Retweet Favorite More



RETWEETS

6



Profile summary



Hanna Brooks Olsen

@mshannabrooks

Writer, editor, crazy dog lady. Into running, public radio, vinyl & lady issues. Prone to profanity. Find me at @blisstreedotcom & @seattlepulp. Views = my own. Seattle · <http://hannabrooksolsen.com>

Followed by Kate B., C.S.I., Steph Herold and 3 others.

5,414
TWEETS

998
FOLLOWING

1,170
FOLLOWERS



Hanna Brooks Olsen @mshannabrooks

14 Sep

Well, these cramps are just horrible. My IUD is already on my shitlist this morning.

[Collapse](#)

12:48 PM - 14 Sep 12 · Details



Bedsider @Bedsider

14 Sep

@mshannabrooks Sorry you're crampy but we're really excited for you! Hope your IUD turns out to be way more gain than pain!)

[Hide conversation](#) [Reply](#) [Delete](#) [Favorite](#)

12:58 PM - 14 Sep 12 · Details



Bedsider @Bedsider

14 Sep

@mshannabrooks PS--In case our new IUD myths piece is of interest--you may've been busy when we shared it yesterday.)

bdsdr.me/RQqu3D

[Hide conversation](#) [Reply](#) [Delete](#) [Favorite](#)



Hanna Brooks Olsen @mshannabrooks

14 Sep

Ah! Such a good piece (and timely, too): 5 myths about the IUD, busted via @bedsider bdsdr.me/RQqu3D

[Expand](#)



Bedsider @Bedsider

14 Sep

#FF ♥ to @mshannabrooks for writing (& tweeting) so candidly about her new IUD (& IUDs in general)! We also appreciated the retweets!)

[Expand](#)



Hanna Brooks Olsen @mshannabrooks

14 Sep

@Bedsider Thank you! Glad to speak up if it helps others.

[Hide conversation](#) [Reply](#) [Retweet](#) [Favorite](#)

7:41 PM - 14 Sep 12 · Details

Reply to @mshannabrooks

 National Campaign
@TheNC

 Follow

As #SCOTUS hearing starts, reminder about the benefits of #birthcontrol #NotMyBossBusiness
thenationalcampaign.org/resource/brief...
pic.twitter.com/MiUgclpJ63

 Reply  Retweet  Favorite  More



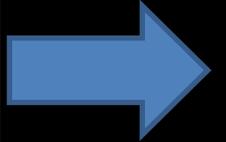
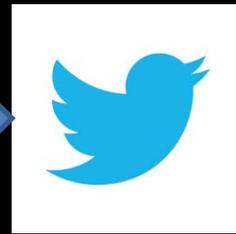
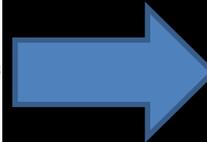
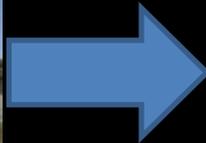
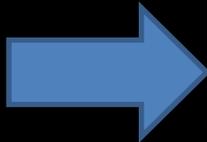
RETWEET
1

FAVORITES
2

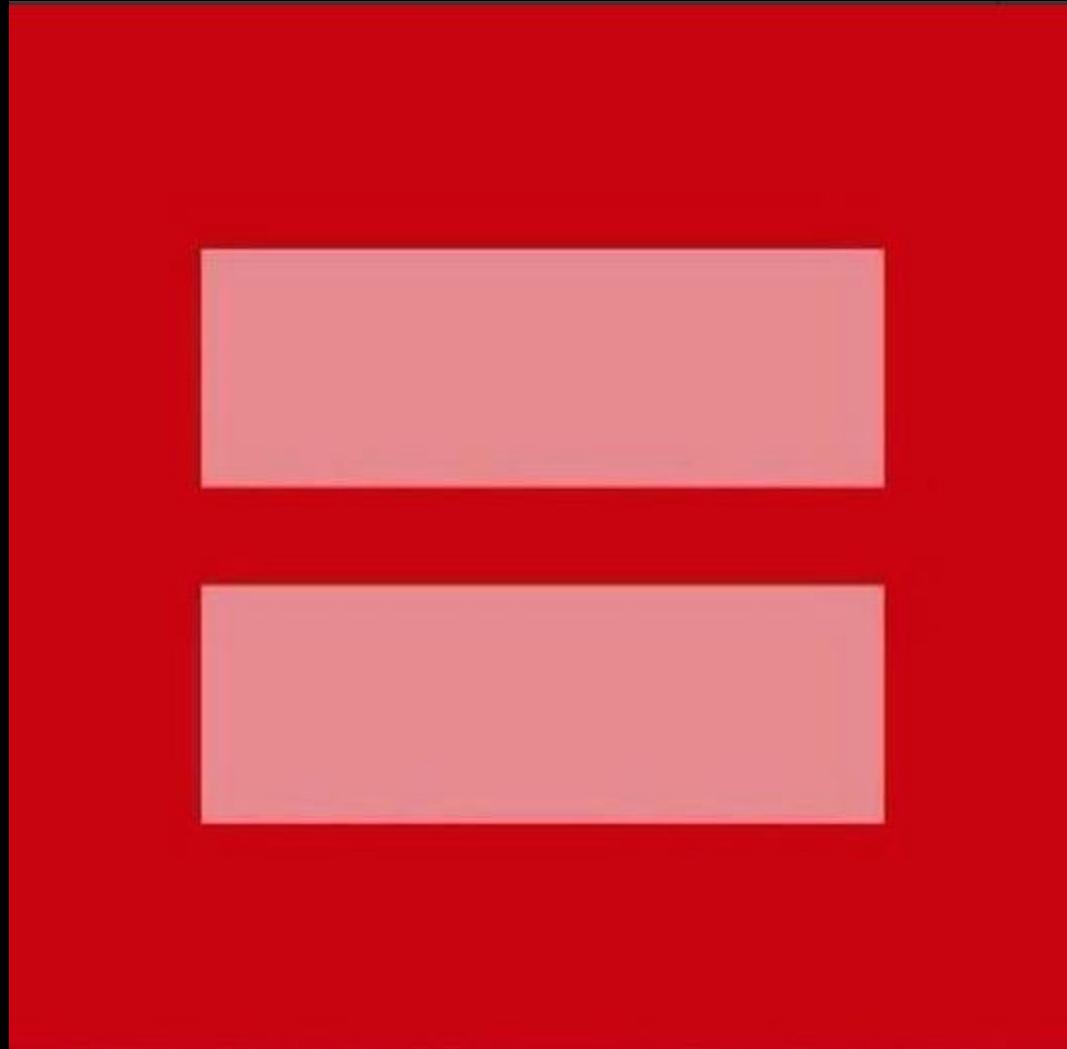


7:01 AM - 25 Mar 2014

Flag media







I find it ironic that Detroit is known as the [#motorcity](#) and yet no one here knows how to fucking drive ☆

about 3 hours ago via web

[Reply](#) [Retweet](#)



ChryslerAutos
Chrysler Autos



American Red Cross

@RedCross



Ryan found two more 4 bottle packs of Dogfish Head's Midas Touch beer.... when we drink we do it right **#gettngslizzerd**

HootSuite • 2/15/11 11:24 PM

We've deleted the rogue tweet but rest assured the Red Cross is sober and we've confiscated the keys.

about 11 hours ago via ÜberTwitter
Retweeted by 86 people



RedCross
American Red Cross

RT @Michael_Hayek: #craftbeer @dogfishbeer fans, donate 2 @redcross 2day. Tweet with #gettngslizzerd. Donate here <http://tinyurl.com/5s72obb>

2 hours ago via TweetDeck ☆ Favorite ↻ Retweet ↩ Reply



YOU CAN STILL DUNK IN THE DARK





Celeb Boutique
@celebboutique



#Aurora is trending, clearly about our Kim K inspired **#Aurora** dress ;) Shop: celebboutique.com/aurora-white-p...

← Reply ↻ Retweet ★ Favorite

101
RETWEETS

12
FAVORITES



10:35 AM - 20 Jul 12 via web · Embed this Tweet



@KennethCole
Kenneth Cole

Millions are in uproar in **#Cairo**. Rumor is they heard our new spring collection is now available online at <http://bit.ly/KCairo-KC>

3 hours ago via Twitter for BlackBerry® ☆ Favorite ↻ Retweet ← Reply

**epicurious** ✓

@epicurious

The ultimate food site for people who love to eat by @tanyasteel @siobhanster @sarabonisteel @laurensalkeld @essny @kempminifie @justataste @kerryact & others

New York City · <http://www.epicurious.com>

7,061

TWEETS

1,556

FOLLOWING

385,524

FOLLOWERS



Follow

Followed by [Rozanne Stevens](#), [siofra McMahon](#), [buzz o neill](#) and 2 others.

**epicurious** @epicurious

35m

In honor of Boston and New England, may we suggest: whole-grain cranberry scones! epi.us/14sahKi

[Details](#)**epicurious** @epicurious

2h

Boston, our hearts are with you. Here's a bowl of breakfast energy we could all use to start today: epi.us/LJGHa8

[Details](#)**epicurious** @epicurious

10h

Income Tax, Down the Hatch! epi.us/12SgduY

[Details](#)



Clayton Hove @adtothebone

17 Jun

Saw a bird had crapped on a Smart Car.

Totaled it.



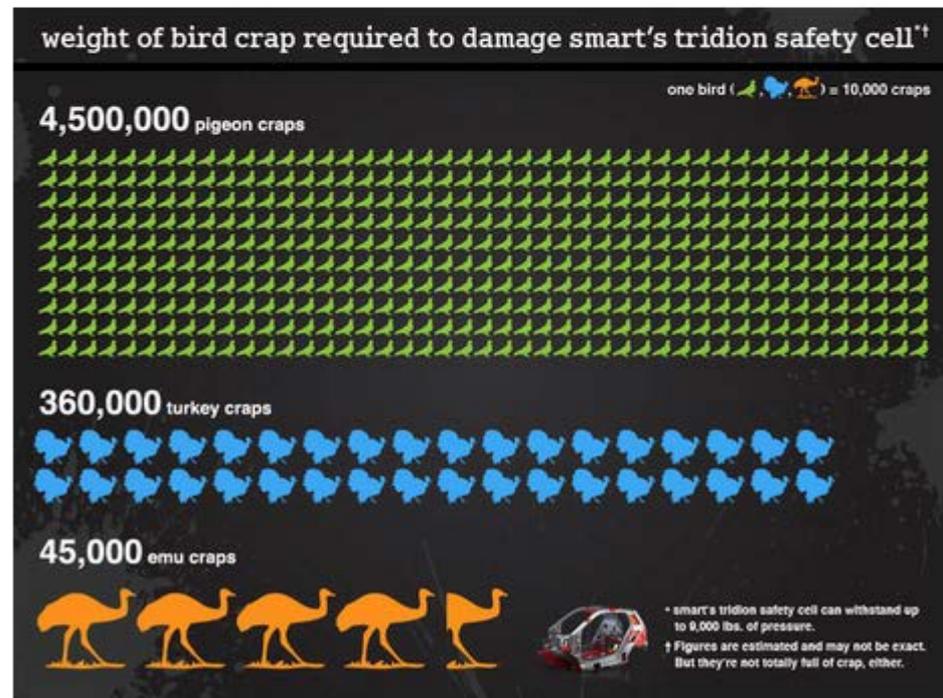
Official smart USA ✓

@smartcarusa

Follow

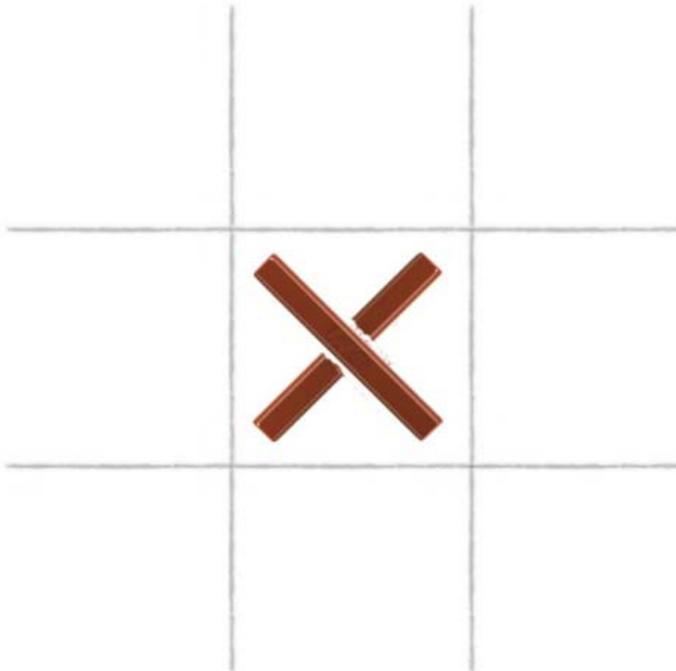
Couldn't have been one bird, @adtothebone. Sounds more like 4.5 million. (Seriously, we did the math.)
pic.twitter.com/aLYScFR3

5:48 PM - 19 Jun 2012



567 RETWEETS 358 FAVORITES



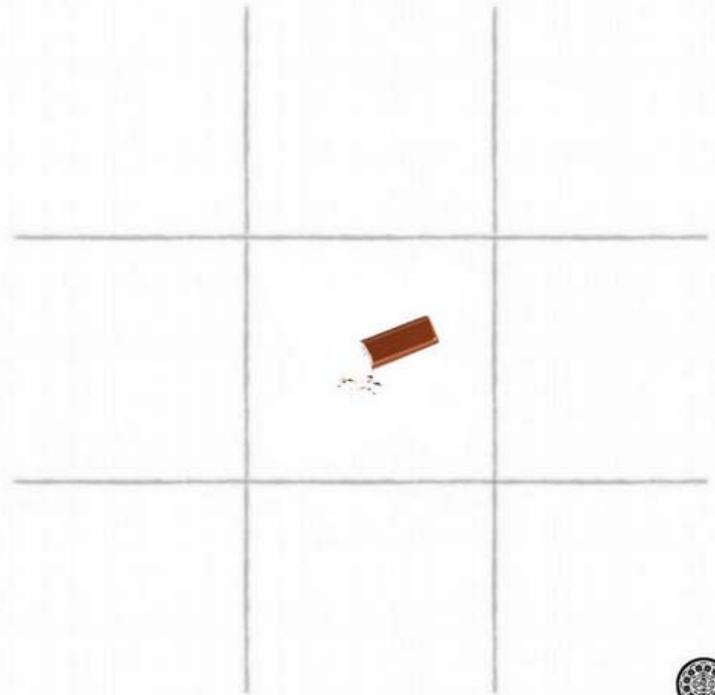


Follow

The fight for @Laura_ellenxx's affections is on. @oreo your move #haveabreak twitpic.com/cb1g84

11:41 AM - 13 Mar 2013

322 RETWEETS 235 FAVORITES



Follow

Sorry, @kitkat we couldn't resist ... #GiveOreoABreak

6:42 PM - 13 Mar 2013

414 RETWEETS 340 FAVORITES



prius goes plural





Managing Controversy: Some General Rules

- 3Ps: Prepare, prevent, proactive



Responding effectively in a crisis



- Be calm, in control, and rational.
- Humor works. Use it.
- Get the details and fully analyze.
- Enlist champions.

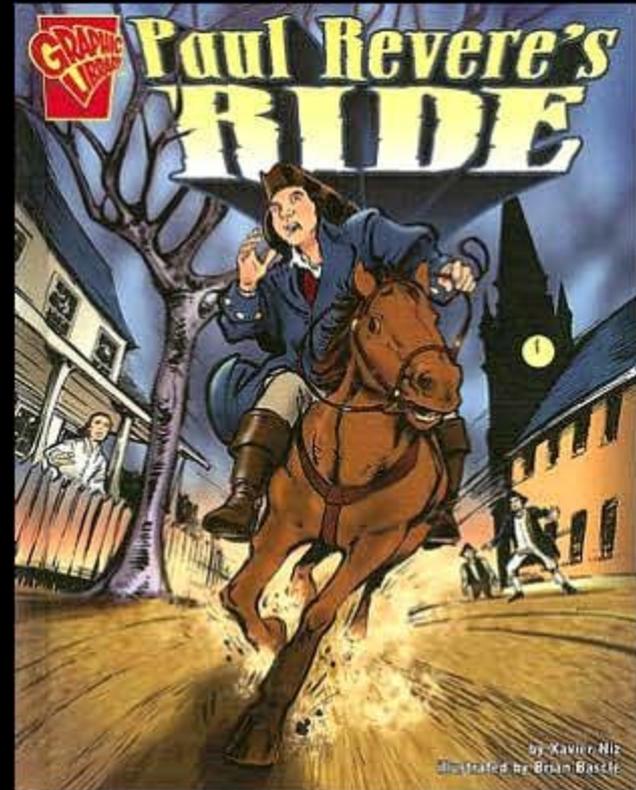
Responding effectively (cont'd)

- Acknowledge areas of agreement.
- Highlight your good work in the process.
- Answer the question you want, not necessarily the questions asked.



How can social media help?

- Think Paul Revere:
 - First to notice the controversy
 - Carry the message





- Read scenario (in the middle of your table)
- Discuss
- Pick one person to record and report



2

Use social media for public praise.



PP Advocacy Fund MA
@PPAdvocacyMA

We're so glad to have State Senator @ldforry as an ally on the Education Committee! #mapoli

Reply Retweet Favorite More

3 RETWEETS

7:35 AM - 8 Oct 13



iMatterPhilly @iMatterPhilly 2 Oct

Check out Spectrum's new site @ 52nd & Haverford! They support teen friendly services! #brandnew #gocheckthemout pic.twitter.com/brLAHkpcX

Hide photo Reply Retweet Favorite More

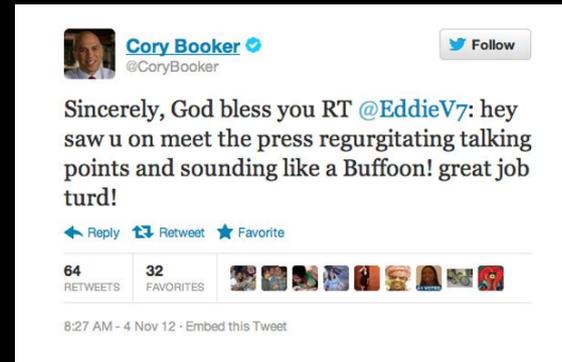


2:52 PM - 2 Oct 13 - Details

Flag media

3

Engage your audience
and recruit supporters.

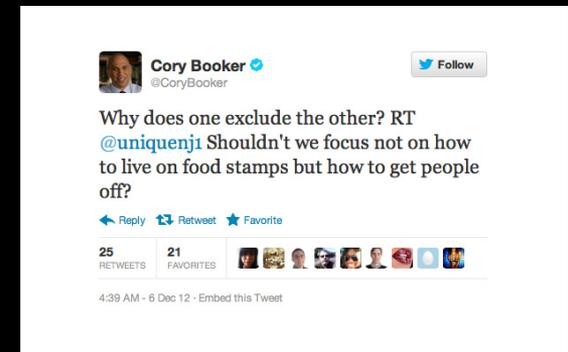


Cory Booker @CoryBooker

Sincerely, God bless you RT @EddieV7: hey saw u on meet the press regurgitating talking points and sounding like a Buffoon! great job turd!

64 RETWEETS 32 FAVORITES

8:27 AM - 4 Nov 12 · Embed this Tweet

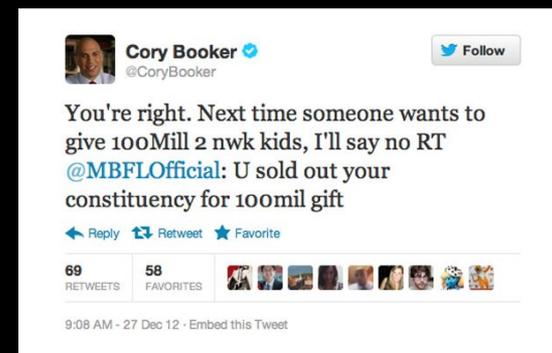


Cory Booker @CoryBooker

Why does one exclude the other? RT @uniquenj1 Shouldn't we focus not on how to live on food stamps but how to get people off?

25 RETWEETS 21 FAVORITES

4:39 AM - 6 Dec 12 · Embed this Tweet



Cory Booker @CoryBooker

You're right. Next time someone wants to give 100Mill 2 nwk kids, I'll say no RT @MBFLOfficial: U sold out your constituency for 100mil gift

69 RETWEETS 58 FAVORITES

9:08 AM - 27 Dec 12 · Embed this Tweet

4

Change the conversation.

Bedsider
September 22

Let's celebrate nine months of having safe sex by having even more sex.

somee cards sponsored by **BEDSIDER**
Bedsider.org

Bedsider
October 6

I can't wait to see you wearing nothing but a condom.

somee cards sponsored by **BEDSIDER**
Bedsider.org

What's Next?



Cat Selfies



Want to Learn More?

- Webinar about evaluating social media:
<http://thenationalcampaign.org/resource/evaluating-social-media>
- Who is using social media: <http://www.pewinternet.org/2013/07/10/10-things-to-know-about-how-teens-use-technology/>
- Pika, Fantroy (2011). *Managing Controversy and Responding to the Media*, State Personal Responsibility Education Program, Regional Training. Albuquerque, NM.
- Bornkessel, A., & Burrell, D. (2014). *Using Social Media to Engage Participants*. Washington, DC: Administration on Children, Youth and Families, Family and Youth Services Bureau.

Loved it? Hated it? Don't be shy.

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- [@StayTeen](https://twitter.com/StayTeen)
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stayteen.org

bedsider.org