

We believe that a more open world is a better world because people with more information can make better decisions and have a greater impact.

– Mark Zuckerberg

# SOCIAL MEDIA Guide

**APIAHF**  
ASIAN & PACIFIC ISLANDER  
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## HELPFUL TIPS FOR RUNNING YOUR SOCIAL MEDIA

Social media can become overwhelming especially if you are new to it. Thankfully, there are some ways to help you get through the beginning stages of building your social media sites. Consider some of the strategies below and look through the rest of this handout to learn more about Facebook, Twitter, and YouTube.

### **Your Audience and Followers**

One of the best ways to build your audience is to follow those you already work closely with. Think about who you want to share or get information from. These people or organizations could be partner organizations, your local policy makers, community leaders, and/or companies who relate to the work that you do. Be sure to friend, like, follow, and subscribe to them! If you already know who your audiences are and you have already friended, liked, followed, and/or subscribed to them, then they are most likely going to do the same back.

### **The Importance of Engaging your Followers**

Engaging with your audience and followers is probably one of the most important ways to see if you are using your social media sites in the most effective way. By tagging and sharing posts from and to your audience and followers, you are showing them that the issues you are talking about are important. The great thing about social media is that it is very reciprocal; not only are you sharing with your audience and followers, but they are capable of responding back to you and providing you with their thoughts and questions.

### **Create an Editorial Calendar**

Status updates can get a little boring and sometimes redundant. To avoid this, create an editorial calendar with what to share on different days of the week to help keep your updates fresh and consistent. In your editorial calendar you can also set a goal of how many times you will share within a day. Doing this will ensure your presence within the social media world.

### **Social Media Tools**

One of the biggest concerns around social media is not having the time or capacity to do it. Luckily, there are free tools out there that can help you manage your updates. Tools such as HootSuite allow you to setup up tweets ahead of time and it will automatically tweet or share an update during a desired time. Look into different social media tools to see what works for you and your organization. Some are listed on the resource page of this document.

### **Share Something Worth Seeing or Reading**

It is easier to relate to something that you can put a face to, so sharing videos and photos of the people you work with or events you attend, helps your audiences relate to your cause. Don't let your social media sites just be a bunch of words, share photos and videos to add variety to your sites.



## ABOUT FACEBOOK

Facebook was one of the first social media sites to really connect people and their interests. Today, it is used for staying connected with friends, organizing events and groups, marketing your brand and agency, and addressing campaigns and causes. One of the best ways to promote your organization is to create a fan page. On your fan page you can share a status update, photos and videos. Facebook is one of few social media sites that will let you do all three on the fan page itself. This means you don't have to link to another site to see a video or a photo. Facebook is great for those are more visual and interactive in learning. Facebook also allows you to set privacy settings allow you to control what people see or say on your page.

## KEY FACEBOOK TERMS TO REMEMBER

### Sharing

**Sharing** is what makes Facebook interactive and engaging. You can share a message about you or your organization, and people can take what you've shared and further spread that word. You can also share others' messages, which can help connect you and your organization to an issue, news, or relevant information about your organization. Sharing is done in many ways via a status update, message, the share button, and tagging. Nowadays, most sites allow you to share articles, images, and videos from their site onto your page.

### Likes

Clicking **Like** is a way to give positive feedback and connect with things you care about. (Facebook) Your Facebook personality can be judged by your "likes." Remember, people can see what issues, updates or news you like, so make sure whatever you like is relevant to what your organization believes in.

### Tagging

A **tag** links a person, page, or place to something you post, like a status update or a photo. For example, you can tag a photo to say who's in the photo or post a status update and say who you're with. (Facebook) Tagging is important because it helps you call attention or gain attention from your followers and audiences.



## ABOUT TWITTER

Twitter is one of the most used social media sites for businesses, non-profits, the media, public leaders, celebrities, and your everyday people to share news. In just **140 characters**, people post on Twitter more often than they do on Facebook or any other social media site. Twitter is probably the fastest social media medium that provides you with up to date news happening all over the world. You can follow anyone and anyone can follow you, unless you have privacy settings. Unlike Facebook, Twitter has fewer privacy and control settings, making it simpler but more public to the world.

## KEY TWITTER TERMS TO REMEMBER

### #Hashtag

Definition: The # symbol, called a hashtag, is used to mark keywords or topics in a Tweet. It was created organically by Twitter users as a way to categorize messages.

A #hashtag is probably one of the most important aspects of tweeting. By including the “#” sign next to a term, phrase, and or trending topic, your Twitter message will reach far and wide.

### @Reply and Mention

Definition: An **@reply** is any update posted by clicking the Reply button on a Tweet. A **mention** is any Twitter update that contains “@username” anywhere in the body of the Tweet. (Yes, this means that @replies are also considered mentions.)

Any Tweet that is an @reply or mention to you begins with your username and will show up in your Mentions tab on the Connect page. @Reply and mentions are important because you can tag your partner organizations or people you want to read your Twitter update. We use this often to connect with policy makers and partner organizations

### #Retweet

Definition: A Tweet by another user, forwarded to you by someone you follow. Often used to spread news or share valuable findings on Twitter.

Retweeting is another great way to share information and get noticed by other people on Twitter.



## ABOUT YOUTUBE

YouTube is a video-sharing network where users can upload, share, and view videos. It's almost like your own personal television where you can choose what you want to see and when. YouTube is also a great storytelling medium that can address issues and the news in a more visually compelling way.

## KEY YOUTUBE TERMS TO REMEMBER

### Share

YouTube makes it easy for anyone to share a video via email, a website, and other social media sites like Facebook and Twitter.

### Tagging

Tagging is used in a very differently on YouTube versus other social media sites. When a user tags a video that they are uploading, they are connecting similar words and or phrases that are relevant to a video to make it easier to search for.

### Subscribe

Like real channels on a television, YouTube also has different channels. These different channels are often categorized by issue or similar topics. The different channels can be a non-profit, a brand, a music artist, and/or individual documenting everyday life. It is important to subscribe to those channels that are relevant to your cause or interests.

# social media action planning tool

## GETTING STARTED

**What is your social media mission statement?**

- Why is my organization on social networks and what will we use them for?
- How do we build our organizational brand using social media?
- What outcomes do we want to see from our staff's time on social media?
- How does social media fit into my organization's overall strategy?

## INTERNAL PLANNING

**Who is on your social media team? Is this team different than your communications team?**

**What conversations do you need to have with your board, staff, volunteers, and others?**

**Why and how are you spending your time (or your organization's time) online?**

**How much time will your organization spend online?**

**How will you measure if your organization is being effective online?**

## SPECIFIC PROJECT OR CAMPAIGN

<b>GOAL</b>	What do you want?
<b>TARGET(s)</b>	Who can give this to you?
<b>MESSAGE(s)</b>	What do they need to hear?
<b>TIMING/MEDIUM</b>	When do we message/How?
<b>MESSENGER(s)</b>	Who will they listen to?

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# resources

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## SOCIAL MEDIA MISSION STATEMENT

**Idealware's Nonprofit Social Media Decision Guide**

<http://www.idealware.org/reports/nonprofit-social-media-decision-guide>

## SOCIAL MEDIA POLICY

**Mashable.com's "10 Must Haves for your Social Media Policy"**

<http://mashable.com/2009/06/02/social-media-policy-musts/>

## SOCIAL MEDIA AND NON PROFITS

**10 Ways Non-Profits Can Benefit From Social Media**

<http://www.socialmediaexaminer.com/10-ways-non-profits-can-benefit-from-social-media/>

## MEASURING TOOLS

**SocialMention**

<http://socialmention.com/>

**TweetReach**

<https://tweetreach.com/>

**Sprout Social**

<http://sproutsocial.com/>

## MANAGE MULTIPLE ACCOUNTS AND VIEWS

**Tweetdeck**

<http://tweetdeck.com/>

**Hootsuite**

<https://hootsuite.com/>

**Tweet Grid**

<http://tweetgrid.com/>

## SHORTEN AND CUSTOMIZE YOUR LINKS

**Bitly**

<http://bitly.com/>

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# resources

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## TinyURL

<http://tinyurl.com/>

## LATEST NEWS & TRENDS IN SOCIAL MEDIA

### Mashable

<http://mashable.com/>

### Social Media Examiner

<http://www.socialmediaexaminer.com/>

## MORE SOCIAL MEDIA GUIDES

### CDC's Guide to Writing for Social Media

<http://www.cdc.gov/socialmedia/Tools/guidelines/pdf/GuidetoWritingforSocialMedia.pdf>

### The Health Communicator's Social Media Toolkit

[http://www.cdc.gov/socialmedia/tools/guidelines/pdf/socialmediatoolkit\\_bm.pdf](http://www.cdc.gov/socialmedia/tools/guidelines/pdf/socialmediatoolkit_bm.pdf)

### Idealware's Nonprofit Social Media Decision Guide

<http://www.idealware.org/reports/nonprofit-social-media-decision-guide>

## APIAHF RESOURCES

### WEBINAR: Social Media as a Communications Strategy

[http://youtu.be/VUQPZN\\_2hZg](http://youtu.be/VUQPZN_2hZg)

## FOLLOW US ONLINE

### Facebook

<https://www.facebook.com/apiahf>

### Twitter

<https://twitter.com/apiahf> or @APIAHF

<https://twitter.com/apiahfpolicy> or @APIAHFpolicy

### YouTube

<http://www.youtube.com/apiahf>

*Note: Visit the help centers for Facebook, Twitter, and YouTube for more tips on how to use social media!*