Helping Your Hashtags: Publicity via Social Media

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Faculty Disclosure

- Faculty Name: Kailee Bennett
- Conflicts of Interest: None
- Employer: Sigma Theta Tau International
- Sponsorship/Commercial Support: None

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- Conflicts of Interest: None
- Employer: Sigma Theta Tau International
- Sponsorship/Commercial Support: None
Objectives

• Understand the features and advantages of a few popular social media platforms and the skills needed to utilize them

• Develop a social media campaign
Social media lets any-sized business have a presence on the other side of the world.
Trust

Awareness
YOUTUBE
LAUNCH DATE: 2005 FEB 14
1 BILLION UNIQUE USERS

USER’S PERCENTAGE BY GENDER

FEMALE USERS: 38%
MALE USERS: 62%

TOP 5 COUNTRIES USING YOUTUBE

1. U.S.
2. INDIA
3. JAPAN
4. RUSSIA
5. BRAZIL

YOUTUBE USER’S PERCENTAGE BY AGE

18-24: 11%
25-34: 23%
35-44: 26%
45-54: 16%
50-64: 8%
65+: 3%
UNKNOWN: 14%
• Let’s you share video without taking up space on your website.

• Consider recording:
  • Snippets from events
  • Welcome message from the president
  • Share member testimonials during induction or orientation
  • Record the results of a contest or drawing
Facebook
Launch date: 2004 Feb 04

1.6 billion active users

User's percentage by gender:
- Female users: 52%
- Male users: 48%

Top 5 countries using Facebook:
1. U.S.
2. India
3. Brazil
4. UK
5. Germany

Facebook users' percentage by age:
- 18-29: 34.5%
- 30-49: 31.5%
- 50-64: 16.5%
- 65+: 9.5%

Global Media Insight
• People use Facebook to stay connected with friends and family, to discover what’s going on in the world, and to share/express what matters to them.

• You have a profile as an individual

• Individuals can also manage pages or groups for organizations
Individual Profiles

Non-commercial space to share personal stories and photos and interact with family and friends.

- **Privacy:** Set by each individual. You can have customized privacy groups (i.e., these people can see my photos, but these people cannot).

- **Audience:** People you have indicated as a friend (through friend requests). Some components may be open to the public, and can be adjusted through privacy settings.

- **Communication:** You will receive a notification when someone interacts with you or something you’ve done. This includes posting to your wall (profile), commenting on something you have posted, tagging you in a photo or their own status, or commenting on something you have also commented on.
What's on your mind?

Michelle Coburn shared Sigma Theta Tau International's post.

Not long after seeing brake lights, she was running down the highway toward the crash to see how she could help. Everyday, we are amazed at the bravery of nurses like Angela. So thankful she is okay!

Sigma Theta Tau International
August 5 at 9:59am
Groups

Groups are private spaces where you can keep in touch with people by sharing updates, photos or documents.

• **Privacy:** In addition to a public setting, more privacy settings are available for groups. In secret and closed groups, posts are only visible to group members.

• **Audience:** You can adjust group privacy to require members to be approved or added by admins. When a group reaches a certain size, some features are limited. The most useful groups tend to be the ones you create with small groups of people you know.

• **Communication:** In groups, members receive notifications by default when any member posts in the group. Group members can participate in chats, upload photos to shared albums, collaborate on group docs and invite members who are friends to group events.
When might your chapter use a group?

• For small subsets of your membership who need private interaction:
  o Board of directors
  o Induction class
  o Committee members
  o Event attendees
Pages

For businesses, brands, and organizations to connect with users, members, or consumers.

• **Privacy**: Page information and posts are public and generally available to everyone on Facebook.

• **Audience**: Anyone can like a Page to connect with it and get News Feed updates. There is no limit to how many people can like a Page.

• **Communication**: People who help manage a Page can share posts from the Page. Page posts can appear in the News Feeds of people who like the Page. Page owners can also create customized apps for their Page and check Page Insights to track the Page’s growth and activity.
http://twitter.com
TWITTER

LAUNCH DATE: 2006 MARCH 21

325 MILLION ACTIVE USERS

USER’S PERCENTAGE BY GENDER

FEMALE USERS: 55%
MALE USERS: 45%

TOP 5 COUNTRIES USING TWITTER

1. U.S
2. JAPAN
3. INDIA
4. UK
5. SPAIN

TWITTER USER’S PERCENTAGE BY AGE

18-29: 37%
30-49: 25%
50-64: 12%
65+: 10%

GLOBAL MEDIA INSIGHT
• “Start telling your story”

• Asks “tweeps” to make posts that are 140 characters or less:
  
  ➢ What does 140 characters look like?? It isn’t much!! Especially if you share a complete hyperlink with followers: [www.nursingsociety.org](http://www.nursingsociety.org)

• This forces you to share only the most important aspects of your message

• Your profile can be for an individual or an organization
I thought that was a pound sign?

- Hashtags let you follow the content; not the individual/organization
  - #NursesWhoTweet
  - #NursesInfluence
  - #STTILC2016

- Use – Don’t Abuse
  - Multiple tags look messy and are difficult to retweet

- Don’t make them too long. Remember, you only have 140 characters!

- If you created it – follow it
  - Retweet those who are using your tag
Changes coming soon!

- **Replies**: When replying to a Tweet, @names will no longer count toward the 140-character count. This will make having conversations on Twitter easier and more straightforward, no more penny-pinning your words to ensure they reach the whole group.

- **Media attachments**: When you add attachments like photos, GIFs, videos, polls, or Quote Tweets, that media will no longer count as characters within your Tweet. More room for words!

- **Retweet and Quote Tweet yourself**: We’ll be enabling the Retweet button on your own Tweets, so you can easily Retweet or Quote Tweet yourself when you want to share a new reflection or feel like a really good one went unnoticed.

- **Goodbye, .@**: These changes will help simplify the rules around Tweets that start with a username. New Tweets that begin with a username will reach all your followers. (That means you’ll no longer have to use the ”.@” convention, which people currently use to broadcast Tweets broadly.) If you want a reply to be seen by all your followers, you will be able to Retweet it to signal that you intend for it to be viewed more broadly.
Individual Profiles

• Allows individuals to highlight their experience and professional strengths

• Your connections can give you endorsements and recommendations

• The quickest way to edit and enhance your profile is to click the Complete Your Profile button in the top section of your profile.
Michelle (Lilly) Coburn
Constituent Engagement and Training Specialist at The Honor Society of Nursing, Sigma Theta Tau International
Indianapolis, Indiana Area | Professional Training & Coaching

Previous
The Honor Society of Nursing, Sigma Theta Tau International

Education
Franklin College

Experience

**Constituent Engagement and Training Specialist**
The Honor Society of Nursing, Sigma Theta Tau International
February 2012 – Present (4 years 7 months)
I specialize in developing engagement and training resources for members of the organization.

**Chapter Training Specialist**
The Honor Society of Nursing, Sigma Theta Tau International
August 2011 – February 2012 (7 months)
I specialize on providing resources and training opportunities to chapter leaders to support chapter leadership and operations.
Volunteer Experience & Causes

Opportunities Michelle is looking for:

- Joining a nonprofit board

Causes Michelle cares about:

- Children
- Education
- Human Rights
- Disaster and Humanitarian Relief

Skills

Top Skills

- Leadership 63
- Training 57
- Public Speaking 51
- Newsletters 41
- Program Development 34
- Nonprofits 33
- Copy Editing 28
Groups

• Provide a place for professionals in the same industry or with similar interests to share content, post and view jobs, make business contacts, etc.

• Find groups to join by using the search feature at the top of your homepage or viewing suggestions of groups you may like. You can also create a new group. A few types of groups that are currently on LinkedIn:
  ➢ Corporate
  ➢ College alumni
  ➢ Nonprofit
  ➢ Trade organizations
  ➢ Conferences
  ➢ Industry-specific
Sigma Theta Tau International

Start a conversation with your group

Enter a conversation title...

Conversations  Jobs

Barbara Isenberg, BSN, RNC-NIC
Aspiring Nurse Educator... seeking preceptor

The Difficulties of Finding Preceptors for Completing Clinicals in MSN programs

ABOUT THIS GROUP

Through its members, STTI strives to improve the health of the world's people.

MEMBERS

16,242 members
Jobs

• LinkedIn offers the ability to create online job postings to advertise open positions.

• These can be searched by job seekers throughout the LinkedIn network and will be recommended to potential candidates through the Jobs You May Be Interested In feature.
Jobs you may be interested in
Set up your jobs preferences so we can recommend the right jobs to you.

Member Engagement Manager
trueU
Indianapolis, Indiana Area
Posted 5 days ago

Executive Assistant to CEO
JBS United
Indianapolis, Indiana Area
Posted 5 days ago

See jobs where you’d be a top applicant.
Try Premium for free

Transmission Training Specialist - ...
Duke Energy Corporation
Shelbyville, IN, US
4 alumni work here
Posted 4 days ago

Manager in Training
Crew Carwash
Columbus, Indiana
2 alumni work here

Audit Senior
Sikich
Indianapolis, Indiana Area
Sponsored

Quality Assurance Administrator
Applied Composites Engineering
Indianapolis, Indiana Area
1 alum works here
Sponsored

Customer Meeting Services Associa...
Eli Lilly and Company
Indianapolis - USA - Indiana
1 connection works here
Sponsored
Additional LinkedIn tips

- Write LinkedIn recommendations for volunteers who go above and beyond the call of duty.

- People are able to see who has looked at their profile, unless the viewer has edited their privacy settings to hide this information.
Available on the Apple App Store & Google Play
How does it work?

1. Snap a photo with your mobile phone
2. Apply an Instagram filter
3. Share the photo with followers
4. Use hashtags to find similar photos and to follow other users
#PugsofInstagram
sigmathetatauintl Congress is officially underway in Cape Town! Visit congress.nursingsociety.org (link in profile) to follow the action, read the live blog posts and tweets from attendees, and see the updated schedule of events. #INRC2016

madmax0624 So proud to be a member of this impressive Nursing Honor Society and for all that STTI contributes to forward global unity that empowers our profession.

kolobe.efraim146 Yes! I saw these ladies
What else?
Who, What, When?

• Who will be responsible for monitoring and posting content to social media?

• What platforms will be used, and what will be posted?

• When will they post? When will they check for questions?
<table>
<thead>
<tr>
<th>Goal</th>
<th>Timeline</th>
<th>Message/Call to Action(s)</th>
<th>Audience</th>
<th>Delivery Method</th>
<th>Responsible Party</th>
<th>Name/Password</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase attendance at chapter events during the fiscal year</td>
<td>The Big Event is our 25\textsuperscript{th} anniversary on 15 February 2015</td>
<td>Thank you for being a part of this chapter milestone</td>
<td>Members and Shareholders</td>
<td>Email, Web, Print</td>
<td>Secretary and Webmaster</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Don’t miss out</td>
<td>Members</td>
<td>Facebook</td>
<td>Publicity Committee</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Get a sneak peek at our membership benefits</td>
<td>Non-members</td>
<td>Twitter</td>
<td>Publicity Committee</td>
<td></td>
</tr>
</tbody>
</table>
25th anniversary social campaign

• Publicity Committee will then determine:
  ➢ Frequency of posting
  ➢ Which committee person will be posting
  ➢ What the message will be on each platform
    • Could do a fun theme like “25 facts in 25 days”
    • Share photos of the first members/officers, chapter charter, etc.
  ➢ Develop a hashtag and share with all the leaders
    • #25YearsYoung
    • #Etai25
Additional social media tips

• Use the “Help” section of the sites. They have videos, descriptive paragraphs and other tools to answer your questions!

• Research platforms that allow you to manage multiple accounts in one place:
  o Hootsuite
  o Bitly

• Remember to remove/delete accounts that are no longer sustainable and active.
Questions?