

Social Media Tools You Can Use:



Twitter



Facebook

Blogs



YouTube



LinkedIn

Broadcast Yourself™



Twitter

What is Twitter?

- Twitter is a micro-blogging site. Users create a profile and post links, photos, and other content in 140 characters or less. A post is called a “tweet.”
- Users Follow others to see what they tweet.
- Users can share others’ posts—known as retweeting, mention other users in tweets, send private messages to users that follow them, save favorite tweets, and create lists of their favorite users.

Who Uses Twitter?

- Twitter has nearly 200 million users.¹
- 54 percent of Twitter users are ages 25-44.²
- The average user is 39 years old.³
- Nearly 13 percent of U.S. adults who are online use Twitter.⁴
- One in 10 African American internet users now visit Twitter on a typical day—double the rate for Latinos and nearly four times the rate for whites.⁵
- Twitter is used primarily by young professionals to discuss current, real-time issues including world events and business- related topics.⁶

Who uses Twitter?

% of internet users within each group who use Twitter

All internet users	13%
Gender	
Men	14
Women	11
Age	
18-29	18*
30-49	14*
50-64	8
65+	6
Race/Ethnicity	
White, non-Hispanic	9
Black, non-Hispanic	25*
Hispanic	19*
Household Income	
Less than \$30,000	12
\$30,000-\$49,999	15
\$50,000-\$74,999	12
\$75,000+	15
Education level	
High school grad	8
Some college	12
College+	16*
Geographic location	
Urban	15*
Suburban	14*
Rural	7

Source: The Pew Research Center's Internet & American Life Project, April 26 – May 22, 2011 Spring Tracking Survey. n=2,277 adult internet users ages 18 and older, including 755 cell phone interviews. Interviews were conducted in English and Spanish. * indicates statistically significant difference between rows.

1. <http://www.bbc.co.uk/news/business-12889048>

2. <http://socialmediatoday.com/paulkiser/285851/who-uses-facebook-twitter-linkedin-myspace-4thq-1stq-stats-and-analysis>

3. <http://www.flowtown.com/blog/older-people-flocking-to-social-networks>

4. <http://latimesblogs.latimes.com/technology/2011/07/twitter-delivers-350-billion-tweets-a-day.html>

5. <http://pewinternet.org/Reports/2011/Twitter-Update-2011/Main-Report.aspx>

6. <http://socialmediatoday.com/paulkiser/285851/who-uses-facebook-twitter-linkedin-myspace-4thq-1stq-stats-and-analysis>

Why Use Twitter?

- Using Twitter as a way to share links to content on your website or blog can help increase traffic and improve your search standings.
- Twitter is a phenomenal tool for crisis communications because it allows you to send rapid response messages to a broad network of users.

What to Look Out For

- You only have 140 characters to post your message, which means every word counts. It is important to use URL shortening services like bit.ly or tinyurl.com to save space.
- To get followers, tweet regularly and make sure your content is unique and engaging.
- Use hashtags—a word preceded by the hash symbol # that groups like content on Twitter—to make it easier for people to find your messages

How YOU Can Use Twitter

- Create a Twitter profile for your organization and use it to make connections with other organizations and professionals as well as to amplify the content on your website or blog.
- Identify a hashtag for your organization, project, or event. This will help group all of the Twitter messages about you or your event. Be sure to do a quick search to make sure your hashtag isn't already in use.
- Use Buffer (<http://bufferapp.com/>) to automatically post your tweets at optimal times throughout the day.
- Use software such as TweetDeck (<http://www.tweetdeck.com/>) to manage your account.
- Use CoTweet (<http://cotweet.com/>) to allow multiple users to manage and post to the same Twitter account.

Analytics Tools

- When you create a hashtag use hashtags.org to track the frequency that the hashtag is tweeted.
- Regularly track retweets, mentions, and followers to get a picture of your reach on Twitter. TweetStats.com can help with this. Capture this content on a weekly or monthly basis to track your progress.
- Twitalyzer.com is a tool that can help you understand your influence on Twitter, which can help you illustrate the effectiveness of your outreach.

Resources

The Twitter Guide Book: <http://mashable.com/guidebook/twitter/>

Facebook

What is Facebook?

- Facebook is a friend-based social network where users create profiles featuring information about themselves and create a network by finding and adding Friends.
- Users can upload photos, links, and videos to their profiles, and install applications that allow them to play games and connect with other social media platforms such as Twitter and YouTube.
- Users connect with their Friends by sending private messages, posting messages to their Friends' Wall and commenting on pictures and posts.
- Users are able to see what their Friends are doing on Facebook through the News Feed, a real-time display of updates within a user's network of Friends, Groups, and Pages, and the people they are Subscribed to.
- Organizations, companies, politicians, and causes can create a Fan Page, or a Group. Groups are usually more private and are usually for people that already know each other and want to connect. Fan Pages are more public forums where celebrities or organizations can interact with their fans or stakeholders and disseminate information.

Who Uses Facebook?

- There are currently 750 million users on Facebook.¹
- Facebook reaches almost 57 percent of the people in the United States.²
- The majority of Facebook users—60 percent—are female.³
- The fastest growing group of Facebook users are over 65 years old.⁴

Why Use Facebook?

- You can quickly create new relationships based on mutual interests and mutual Friends. Often people discover new Facebook Friends, Pages, and Groups based on recommendations of those in their Friend network.

1. <http://www.facebook.com/press/info.php?statistics>

2. <http://socialmediatoday.com/paulkiser/199133/social-media-3q-update-who-uses-facebook-twitter-linkedin-myspace>

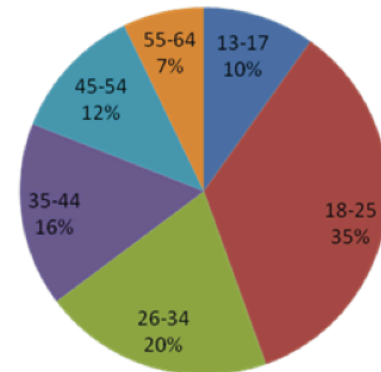
3. <http://www.flowtown.com/blog/older-people-flocking-to-social-networks>

4. <http://socialmediatoday.com/paulkiser/285851/who-uses-facebook-twitter-linkedin-myspace-4thq-1stq-stats-and-analysis>

5. <http://techcrunch.com/2011/02/01/facebook-averaged-almost-8-new-registrations-per-second-in-2010/>

6. <http://socialmediatoday.com/paulkiser/285851/who-uses-facebook-twitter-linkedin-myspace-4thq-1stq-stats-and-analysis>

- Facebook allows you to easily update all of your stakeholders with news about your organization or an activity that you want them to take part in.
- Facebook creates new opportunities to interact with your audience in a space where they are already active users. It also allows your stakeholders to share information about you and your organization with their Friends.

US Facebook Users by Age - 3/1/11

Source: Web Business by Ken Burbary,
www.kenburbary.com

What to Look Out For

- If you create a Fan Page or Group for your organization, it is important that the page be monitored daily in order to create an engaging experience for your fans. Post about once or twice a day at most.
- Safety and privacy are two areas of concern for many Facebook users. It is important that organizations have social media policies in place that provide guidance for social media use and that individuals understand how to use privacy settings. It can also worthwhile to develop a disclaimer to put on your Facebook Page.

How YOU Can Use Facebook

- Create a Fan Page for your organization. On your Page you can post information about upcoming events, about the work your organization does, and about the issues that are central to your organization. This is a great place to engage with your audience as well as disseminate information, so be sure to interact with your audience.
- Create a Group and limit its membership to members in your organization. This can become a virtual space for collaboration.
- Encourage colleagues within your organization to create profiles and connect with partners, members of the community, families, and youth.
- Engage members of your community—especially families and youth—to contribute content for your Fan Page and Share posts from your organization's Fan Page.
- Scan the news to find stories that would interest your stakeholders and share them on your Fan Page. Google offers tools that can help you monitor news such as alerts (www.google.com/alerts) and Google Reader (www.google.com/reader).
- Use your smartphone to get immediate updates about your organization's Fan Page. Download the Facebook app and set up alerts so you can keep track of activity and respond quickly, even when you're away from a computer.

Analytics Tools

- Use the Facebook Insights dashboard to track activity on your Fan Page: <http://mashable.com/2010/09/03/facebook-insights-guide/>
- Keep track of your audience's engagement by monitoring activity surrounding individual posts to your Fan Page: www.socialmediaexaminer.com/how-to-measure-your-facebook-engagement
- Create a badge encouraging visitors to find you on Facebook and use Google Analytics (<http://www.google.com/analytics/>) to track the number of visitors who visit Facebook from your website.

Resources

The Shoestring Guide for Facebook Fans

<http://socialmediatoday.com/ralphkooi/324352/shoestring-guide-facebook-fans>

The 10 Facebook Privacy Settings You Need to Know

<http://www.allfacebook.com/facebook-privacy-settings-2011-02>

How to Create a Facebook Page

<http://www.squidoo.com/facebookpage>

Blogs

A blog, or a Web log, is a type of website made up of individual journal entries or posts. Blogs often feature the opinion of the author, but they can range in topics from arts and crafts to local events and news. They can also be valuable tools for raising awareness about your organization and the issues that are important to your organization or community.

How Does a Blog Work?

- A blog includes the author's original thoughts and perspectives as well as links to other content, pictures, and videos on the web that may interest their readers.
- A blog can include posts from one author or a group of authors.
- A blog needs to be maintained regularly in order to keep readers engaged. It is important to have a plan that dictates how often your blog will be updated, how many authors will contribute, and what type of content you will publish.

Who is Blogging?

- Two-thirds of bloggers are male and 65 percent are ages 18-44.¹
- Bloggers are more affluent and educated than the general population:²
 - 79 percent have college degrees and 43 percent have graduate degrees.
 - One-third has a household income of more than \$75K., one-quarter has a household income of more than \$100K.

Who Reads Blogs?

- Thirty-three percent of Internet users (the equivalent of 24 percent of all adults) say they read blogs. Eleven percent of Internet users read blogs daily.³
- Forty percent of readers say they agree with the views of the blogs they visit and their trust in mainstream media is dropping.⁴
- Reporters monitor blogs for story ideas. A story that starts on a blog can become big news.

Why Do Blogs Work?

- Blogs are free to create. While it does take time to maintain a good blog, the actual blog itself can be done at no cost.

1. <http://technorati.com/blogging/article/who-bloggers-brands-and-consumers-day/>

2. ibid

3. <http://www.pewinternet.org/Commentary/2008/July/New-numbers-for-blogging-and-blog-readership.aspx>

4. <http://technorati.com/blogging/article/state-of-the-blogsphere-2010-introduction/>

- Writing a blog allows you to bypass traditional media and tell your story your way. If you do not want to write your own blog, you can often post comments on other blogs that your target audience or stakeholders read.
- Blogs allow your readers to give you feedback instantly in the comments section, which can help you improve your message.
- Almost half of Americans trust blogs more than they do traditional media so if you want to say something and have people trust it, blog about it rather than give it to a traditional news outlet.⁵

What To Look Out For?

- If you plan to start a blog, remember that you need a lot of content. This requires an investment of time to organize authors, edit content, and write original posts. It helps if you invite authors that your audience respects and admires.
- You will need to take steps to promote your blog. Some easy ways to let readers know when you have new content on your blog: set up an RSS feed, post updates on social networking sites such as Facebook and LinkedIn, promote content on Twitter.

How YOU Can Use Blogs?

- Set up a blog for your organization using a free blogging platform like WordPress (www.wordpress.org) or Blogger (www.blogger.com).
- Ask your organization's Board, influential stakeholders and partners, family members or youth—authors your readers will connect with—if they would be interested in contributing content to a blog. Establish guidelines for their writing so it is clear how often you would like them to post and on what topics.
- Create and find videos and photos to add to your blog posts. It's important to post interesting and engaging content that users can look at, share, and comment on.
- Open your blog to guests from your community that may want to contribute. Just like your regular bloggers, members of your community might have an opinion to share that would add value to your blog.

Analytics Tools

- Free blogging sites such as WordPress and Blogger come with analytics—or measurement tools—built in.
- Insert Google Analytics (www.google.com/analytics/) to measure traffic, user activity, and other trends on your blog. Google Analytics are free and user-friendly. Google provides instructions to help you in the process.

5. <http://technorati.com/blogging/article/who-bloggers-brands-and-consumers-day/page-3/>

YouTube

What is YouTube?

- YouTube is a place to discover, watch, upload and share videos. Its tagline is "Broadcast Yourself."
- Users create an account and then upload videos to that account or to a channel they have created. Users can 'like' videos, add comments, and embed videos into websites.
- Users without accounts can still watch videos and share or like videos. Over 3 billion videos are viewed a day.¹

Who Uses YouTube?

- More than one-quarter of people who watch videos online say they watch or download video from YouTube.²
- Nearly half of YouTube users are 25-44 years old.³
- Rural Internet users are now just as likely as users in urban and suburban areas to have used online video-sharing websites like YouTube.⁴
- Non-white adult Internet users have higher rates of using video-sharing sites like YouTube than their white counterparts, a consistent finding since 2006.⁵

Why Does YouTube Work?

- Video is a powerful storytelling tool, and with the availability and affordability of digital video cameras, YouTube can help you spread your message far and wide.
- YouTube is an important tool to consider for search since it is now owned by Google. Adding video content to YouTube and embedding those videos in your Web site can create additional incoming links and improve your search standings.
- YouTube interfaces well with other social media services. It is easy to embed YouTube videos on your Facebook page, website, and blog.

What to Watch Out For

- Like any social network, be aware that others can comment on your video. You will want to be sure to monitor comments and have a plan for removing irrelevant and inappropriate content.
- Others can embed your video onto your website or blog, they can also share it with others via Facebook, Twitter and other social media services. This is good because it allows your

content to reach a broader audience, but you should also monitor how people are using your video.

How YOU Can Use YouTube?

- Create interesting and engaging videos that tell the story of your organization, address issues that are central to your organization and community, or help you engage partners and other stakeholders.
- Create a custom YouTube channel for your organization that includes all the videos that your organization has produced. You can also create Playlists that include videos from other organizations that you think support the messages of your organization.
- Embed your YouTube videos on social media sites such as Facebook and Twitter, or on a blog or website. These videos can add a powerful voice to your online communications.
- Watch this video for ideas on how to get started with online video and YouTube:
www.youtube.com/watch?v=9U2BWAoQsYo

Analytics

- YouTube Insight (www.youtube.com/t/advertising_insight) allows users to track important information such as views and popularity of videos, demographics of viewers, and the number of times viewers rate or comment on your video.

Resources

8 Ways to Maximize Your YouTube Marketing Results

<http://www.socialmediaexaminer.com/8-ways-to-maximize-your-youtube-marketing-results/>

1. http://www.youtube.com/t/press_statistics
2. <http://www.pewinternet.org/Reports/2007/Online-Video/03-The-Audience-for-Online-Video/06-Half-of-young-adult-video-viewers-say-they-watch-video-on-YouTube.aspx>
3. Ignite Social Media, 2011 Social Network Analysis Report. <http://www.ignitesocialmedia.com/social-media-stats/2011-social-network-analysis-report/>
4. <http://pewinternet.org/Reports/2011/Video-sharing-sites/Report.aspx>
5. ibid

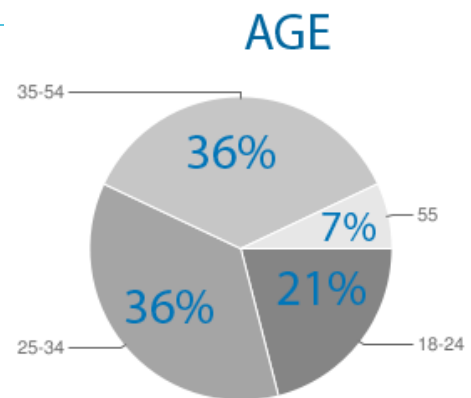
LinkedIn

What is LinkedIn?

- LinkedIn is a social networking site for professionals.
- Users create and maintain a profile that includes a resume and recommendations from colleagues.
- Users can make Connections with colleagues and other professionals in their field. They can join groups, post jobs, look for jobs, and Recommend their colleagues.

Who Uses LinkedIn?

- LinkedIn has over 120 million users.¹
- The average user age is 44 years old.²
- LinkedIn is used primarily by older, male professionals to market themselves.⁴
- 92 percent of journalists have a LinkedIn account because it helps them easily connect with sources.⁵
- 59 percent of users are male.⁶



Source: Socialnomics, www.socialnomics.net/2011/03/28/linkedin-hits-100-million-breakdown-by-country-graphic/

Why Does LinkedIn Work?

- The nature of the network limits anonymous requests for Connections. Each Connection requires users to provide specific details about the nature of your relationship.
- In turn, there are less spammers and scammers on LinkedIn, so you will be more likely to connect with true stakeholders in your community.
- People are not as worried about privacy and safety on LinkedIn because it is a professional group. By nature, the sharing of personal information is limited to career-oriented details on LinkedIn.

1. <http://www.linkedin.com/>

2. <http://www.flowtown.com/blog/older-people-flocking-to-social-networks>

4. <http://socialmediatoday.com/paulkiser/285851/who-uses-facebook-twitter-linkedin-myspace-4thq-1stq-stats-and-analysis>

5. 2011 Arketi Web Watch Media Survey, <http://www.arketi.com/survey.html>

6. <http://www.socialnomics.net/2011/03/28/linkedin-hits-100-million-breakdown-by-country-graphic/>

What To Watch Out For?

- It can be challenging to make new connections for the same reasons the network is good at limiting anonymous connection requests. You must provide the email address of the individual you want to connect with if you don't know them personally.
- LinkedIn reaches professionals interested in industry information and professional networking. Before investing in LinkedIn, be sure you have content that is relevant to this group.

How YOU Can Use LinkedIn?

- Create a profile and start connecting with influential members of the community and other stakeholders and partners.
- Create and moderate a LinkedIn group for your system of care initiative. Use the group to repurpose content from your website and encourage users to post comments and engage with each other.
- Create a 'Company' page so that other professionals can learn about your system of care, see who's employed and learn what you do.
- Post job openings from within your organization, or partner organizations, on LinkedIn to increase the number of applicants.
- Share news items relevant to your system of care with your connections and in your group. You can use Google Alerts (www.google.com/alerts) to find relevant news quickly.
- Install the LinkedIn app on Twitter or Facebook so that whatever you post to Twitter or Facebook gets posted on LinkedIn.
- Use TweetDeck or HootSuite to manage your LinkedIn profile.

Analytics

- Track group membership monthly to measure growth in your network.
- If you have a Company page use LinkedIn's built in analytics service.
- When sharing links to information, use url shortening services like bit.ly or tinyurl.com to track activity. If you create an account, you can begin to see trends over time.
- Create a badge encouraging visitors to find you on LinkedIn and use Google Analytics (www.google.com/analytics) to track the number of visitors who visit LinkedIn from your website.

Resources

LinkedIn Guide for Beginners: <http://www.box.net/shared/zisrecn736>



NATIONAL FEDERATION OF FAMILIES

For Children's Mental Health

