

Social Media Marketing 101...



What is social media

- media for social interaction
 - access and scalable
- web-based and mobile technologies
- turn communication into interactive dialogue.



Social media and technologies that are **used social interaction between people and /or organisations**

These technologies are highly accessible and scalable.

Social media is usually found in using of web-based and mobile technologies to **turn communication into interactive dialogue.**

It is device/platform independent

What is social media marketing

- content that attracts attention and
- encourages readers to share it
- Resonates from a trusted source
- CONVERSATIONS
- Leads back to a central source

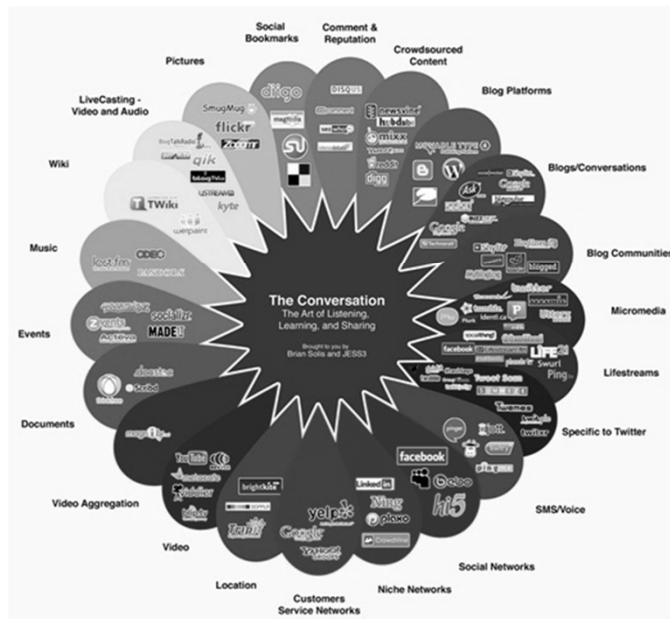


Social media marketing programs usually centre on efforts to create content that attracts attention and encourages readers to share it with their social networks.

A message spreads from user to user. It resonates because it is coming from a trusted source, as opposed to the brand or company.

Its leveraging content that sparks a CONVERSATIONS and leads that to a the source of information

What's is social media marketing



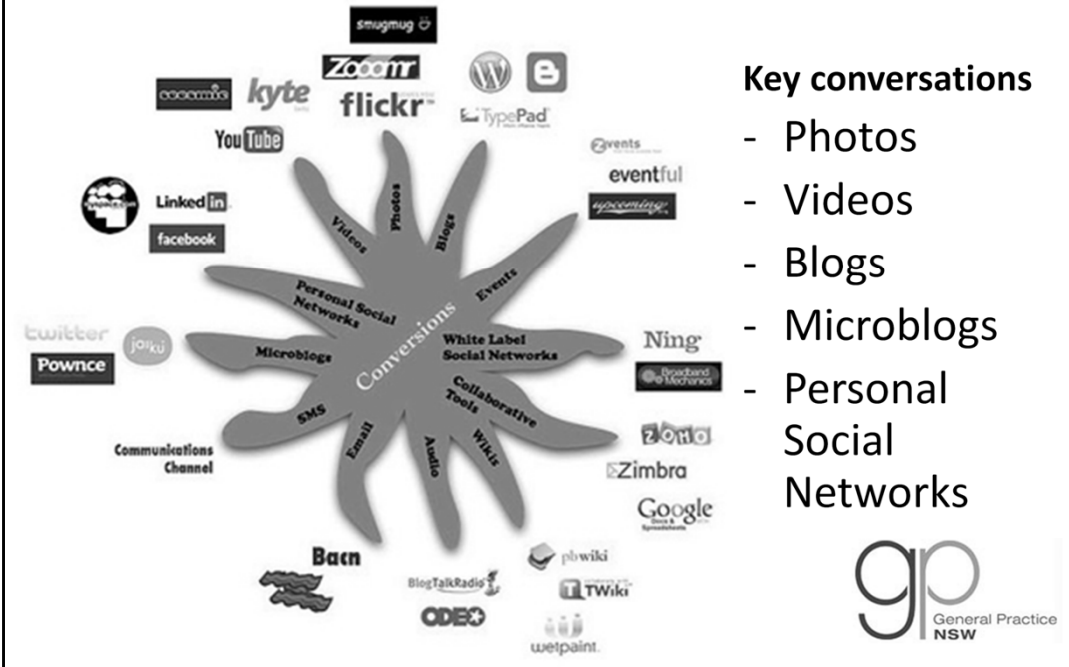
100's of channels and conversation areas



There are 100s of channels and conversational areas

They key is to understand the key ones and concentrate effort within them

What's is social media marketing



Key conversations

- Photos
- Videos
- Blogs
- Microblogs
- Personal Social Networks



What's is social media marketing

facebook

twitter

- Need central content
- Outlying channels



YouTube

Blogger

flickr

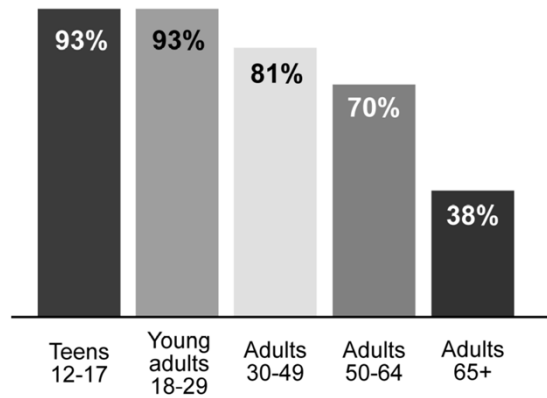
gp
General Practice
NSW

In our context, it is all about leading people back to a core piece of content

This is usually housed on your website

Demographic

Who's online? The internet by age groups



Pew Internet
Pew Internet & American Life Project

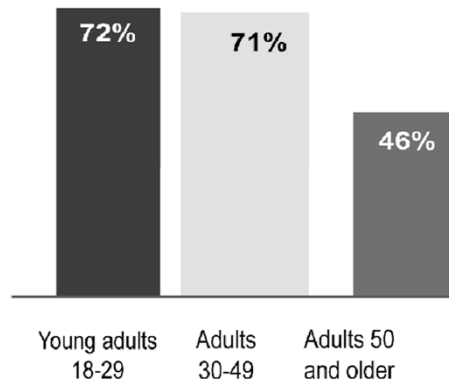
Teens (12-17) data from September 2009.
Adults (18+) data from December 2009.



Interesting statistic from a recent report out of America with regards to age groups using the internet

Demographic

% of all adults who look for health information online



Pew Internet
Pew Internet & American Life Project

Percentages are for all adults.
December 2008 data.



And of those who is searching for health related information

Can send the report to you later

Channels



Lets start with the social networking site Facebook

facebook

- Facebook launched 2004
- personal profile
- exchange messages
 - automatic notifications
 - Personal/Group messages
- common interest user groups



Facebook is a social network service and website launched in February 2004

Users may create a personal profile, add other users as friends and exchange messages, including automatic notifications when they update their profile.

Users may also send Personal messages to their friends similar to email like environment

Additionally, users may join common interest user groups, organized by workplace, school, or college, or other characteristics such as an interest in eHealth



Lance Armstrong

Athlete



Wall Lance Armstrong · Top posts

Share: Post Photo Link Video

Write something...

- Wall
- Info
- Discussions
- Events
- Video

1,665,383 people like this

Likes See all

- FRS Healthy Energy
- Athletes for Hope
- Nissan Leaf
- Lollapalooza
- Cancer Free World

Lance Armstrong
 Can a stadium impact the fight against cancer?
www.livestrongsportingpark.com Tune in @ 1pm CST.
 09 March at 04:23 via iPhone · Like · Comment

1,193 people like this.

View all 131 comments

Write a comment...

Lance Armstrong
 Happy Birthday to Steve Jobs.
 24 February at 23:53 · Like · Comment

3,424 people like this.

View all 313 comments

Write a comment...

RECENT ACTIVITY

Lance Armstrong edited their Affiliation, Birthday and Website.

Lance Armstrong
 Thanks for all the messages on retirement 2.0. And thanks for ALL the

You and Lance Armstrong



4 friends like this.

People you may know

See all

- Andrea Litto**
Mark Pellas and Wedge Martin are mutual friends.
Add as a friend
- Nadia Khan**
Mark Pellas and Shaz Khan are mutual friends.
Add as a friend
- Tamara Pellas**
Kelly Knight-Pellas and 2 other friends are mutual friends.
Add as a friend
- Marianne Inman**
Mark Pellas and 2 other friends are mutual friends.
Add as a friend
- Carole Barnes**
Kelly Knight-Pellas and 2 other friends are mutual friends.
Add as a friend

Chat

facebook

- over 600 million active users worldwide
- Average user has 130 friends
- Australia has 8.5 million registered users



People on Facebook

More than 600 million active users

50% are active users log on to Facebook in any given day

Average user has 130 friends . This is what the “viral” nature is all about with face book.
Once person can instantly notify their network of friends of something they like

People spend over 700 billion minutes per month on Facebook

Australia has just under 8.5 million people registered on facebook

Channels





- Launched mid-2006
- A micro-blogging service, enabling its users to send and read small messages called tweets.
- Tweets are text-based posts of up to 140 characters
- displayed on the user's profile page
- Users may subscribe to other users' tweets— known as followers
- 190 mill users
- 65 mill tweets | 800 k search per day



Twitter is a website, owned and operated by Twitter Inc., which offers a social networking and microblogging service, enabling its users to send and read messages called tweets.

Tweets are text-based posts of up to 140 characters displayed on the user's profile page. Tweets are publicly visible by default; however, senders can restrict message delivery to just their followers. Twitter is like the SMS service for the web environment

Users may subscribe to other users' tweets – this is known as following and subscribers are known as followers

All users can send and receive tweets via the Twitter website, compatible external applications (such as for smartphones), or by Short Message Service (SMS) available in certain countries like Australia

Since its creation, in March 2006, and its launch in July 2006, by Jack Dorsey, Twitter has gained popularity worldwide and is estimated to have 190 million users, generating 65 million tweets a day and handling over 800,000 search queries per day.

Get short, timely messages from Lance Armstrong.

Twitter is a rich source of instantly updated information. It's easy to stay updated on an incredibly wide variety of topics. Join today and follow @lancearmstrong.

Sign Up >

Get updates via SMS by texting follow lancearmstrong to 0198089488 in Australia Codes for other countries



lancearmstrong

Verified Account

Name Lance Armstrong

Location Austin, TX

Web <http://www.livestrong.com>

Bio 7-time Tour de France winner, full time cancer fighter - LIVESTRONG!

207 following 2,766,430 followers 31,139 listed

Tweets 6,698

Favorites

Following



View all...

Watching 30 for 30's "Pony Express".

4 minutes ago via ÜberSocial

LIVESTRONG Thinking of staffer @LIVESTRONGCB today. Cancer has taken way too many special people away from us. #thisfornow #LIVESTRONG
about 4 hours ago via TweetDeck
Retweeted by lancearmstrong and 63 others

Ahhh, sometimes the office view ain't so bad..
<http://post.ly/1kicE>
about 2 hours ago via Posterous

@patveil cause before me they all wore surf shorts and tank tops?
about 6 hours ago via ÜberSocial in reply to patveil



- Examples
 - <http://twitter.com/nhschoicestalk>
 - <http://twitter.com/yourHealthGovAu>
- **HISA news** HISA
- **6 minutes** 6minutes medical
- **HealthAgeingAU** Dept Health & Ageing
- **PulseITMagazine** Pulse+IT
- **australiandr** Australian Doctor
- **eHealthAus** eHealthInfo



Divisions Strategic Framework

- Objectives – what do we want to say?
- Target audience group – who?
- Platforms – which medium?
- Key messages
- Key responsibilities
- Existing Policy considerations



Each program requires a separate facebook / twitter platform. Eg Immunisation

Objectives:

To increase the profile of primary health care services for consumers

To provide independent, evidence based information about the importance of immunisation to consumers

To feed consumers back to your websites for other health related issues/ questions

Primary Target audience: parents / carers with children under 7 years

Secondary target audience: NSW Division staff

Platforms: Facebook & Twitter (and links to an immunisation website for consumers (eg immunisationsaveslives.com.au)

Key Messages

Key responsibilities- whos going to manage it?

Policy – ensure your current policy allows staff to use platfomrs and behave accordingly (hide admin details)

Examples of uses:

Promotion of the importance of immunisation

Information on relevant evidence based research / information

Discussion on relevance Importance of newly released immunisation research

Links to NSW Provider Directory and Divisions websites

Other immunisation information

Real life stories

Questions?

- Thanks for your time
- Questions?

