

Behavioral Health is Essential To Health



Prevention Works



Treatment is Effective



People Recover



Using Social Media for Your Town Hall Meetings

Rose Hooks

Underage Drinking Prevention
Education Initiatives

March 25, 2014



Participation Pointers

For this webinar:

- Enter the call-in number to hear the presentation. Call 866-740-1260, and enter access code 4874955#.
- Use the chat box (on the lower left) to submit technical problems.
- Use the same box to submit questions for presenters.
- Submit questions at any time. Please do not hold your questions until the end.

Agenda

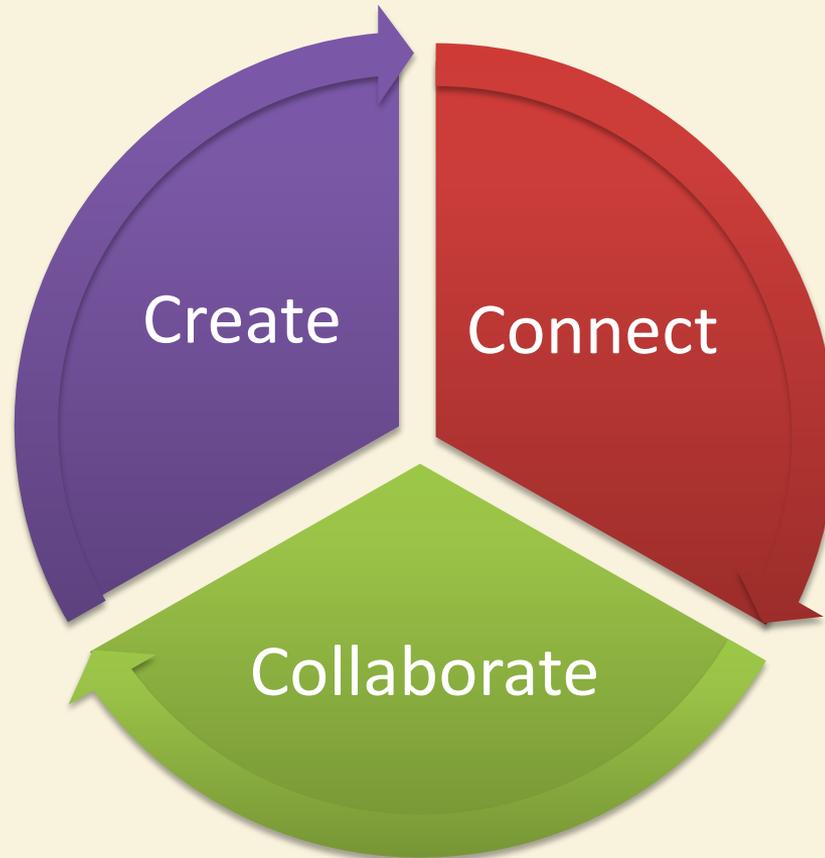
This webinar will cover:

- Social media basics;
- Using social media **before** your event;
- Using social media **during** your event; and
- Using (and measuring) social media **after** your event.

A question-and-answer period will follow.

Social Media Basics

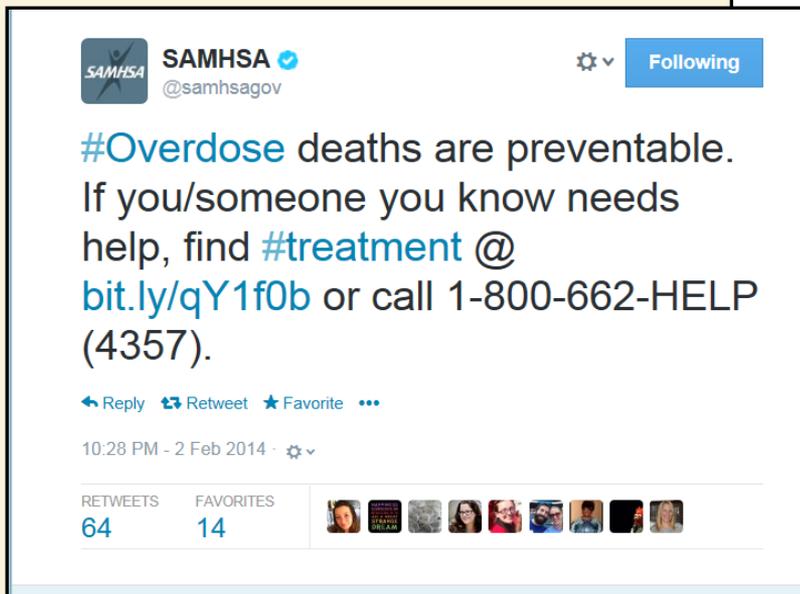
What are social media?



What do social media look like?



How do social media work?



SAMHSA  [@samhsagov](https://twitter.com/samhsagov) 

#Overdose deaths are preventable. If you/someone you know needs help, find **#treatment** @ bit.ly/qY1f0b or call 1-800-662-HELP (4357).

 Reply  Retweet  Favorite 

10:28 PM - 2 Feb 2014 · 

RETWEETS **64** FAVORITES **14**



 Search for people, places and things 

sfw **Smokefree Women**

Let's help our gal Smokefree Amy B out! "Feel completely helpless.. the more I try to quit..the more I smoke.. help..I need an accountability partner." Any of our fabulous gals willing to be Amy's quit buddy? 😊

Like · Comment · Share · 15 hours ago · 

 42 people like this.

 **Jillian Bridges** Chantix!!! Gotta do it or just start working out! You will quickly find out your lungs are more important than cigs!
15 hours ago · Like ·  1

 **Virginia Pifer** Amy B friend me, we will work on this together.
15 hours ago · Like ·  3

 **Amy Konecny Smidga** i will help be a buddy u can do it i did cinnamon and just keep busy.
15 hours ago · Like ·  2

 **Carrie Dennis** I read an awesome story yesterday about how Joyce Meyer quit. Start talking differently. I am not a smoker. Smoking stinks. Smoking leaves a horrible taste in my mouth. Even while you are smoking, eventually you will have less and less cravings because you will think these thoughts before going to lit up.
15 hours ago · Like ·  7

 **Justine Tremblay** i can be a buddy im also struggling!!! been trying.to.quit.for 2 months and have smoked 3 times.throughout those months. A buddy is always helpful!!!
15 hours ago · Like ·  4

ABOUT UNDERAGE DRINKING[Home](#) > [Underage Drinking](#) > [Power of Youth](#) > [Video Contest](#)[Tweet](#) 51 [Share](#) 377 [+1](#) 4 [Print](#) [Email](#) [Share](#)**WHY 21?****POWER OF PARENTS****POWER OF YOUTH**[Knowing the Facts](#)[Making Good Choices](#)[Take a Stand](#)[Youth Pledge](#)[Sponsors & Partners](#)**WHAT YOU CAN DO****RED RIBBON WEEK****NATIONAL PRESENTING SPONSOR**

IF YOU DON'T DRINK ALCOHOL TODAY what could your tomorrow be?

Enter the Power of You(th) Video Contest by answering this question with a 15-second Instagram video.

Drinking before you turn 21 can seriously impact your health, ability to get into college and even future employment opportunities. It's just not worth it!

Your video will be judged on:

- How well you answer the **theme** question, "If you don't drink alcohol today, what could your tomorrow be?" (**Your video should focus on underage drinking prevention, NOT drunk driving!**)
- How well you use **creativity** to grab attention and make a point.
- **Quality** of the video (needs only minor audio or visual enhancements to be "ready for prime time").

The contest winner and the school with the most submissions will EACH win \$1,500!

Upload your 15-second Instagram video to our contest page by 11:59 p.m. (CST) on December 20, 2013. Entrants must be U.S. citizens between the ages of 13 and 18 ([parental acknowledgement](#)). [Click here to read the official rules.](#)

CONTEST IS NOW CLOSED



Tobacco Free Jeffco @TFJeffco · Jan 22

Jefferson County youth are working to create a tobacco-free future.

Email tobaccofree@jeffco.us to join them! #SGR50

pic.twitter.com/WGk5R6j5ze

↩ Reply ↻ Retweeted ★ Favorited

Flag media



Social Media *Before* Your Event

Plan your social media posts.

| Sample Social Media Content Calendar | | |
|--------------------------------------|----------|---------|
| | Facebook | Twitter |
| Week 1 | | |
| Week 2 | | |

Hashtags



Results for #DCEvents

Top / All

DC Thrifty Mom @DCThriftyMom · 2h
@NWDCScoop: 2014 WHITE HOUSE EASTER EGG ROLL - Lottery Opens on FRIDAY, March 7th at 10:00am EST dcthriifymom.com/2014/03/06/ann... #DCEvents #WashDC
← Reply

Self Guided DC Tour @SelfGuideDCTour · 10h
#DCEvents Want to go - Washington Post - Want to goWashington PostCharles St. Charles. A new series of paintings b... ow.ly/2ErPcm
← Reply

Self Guided DC Tour @SelfGuideDCTour · 11h
#DCEvents Pentagon sends warplanes to Baltics over Ukraine crisis - Sacramento Bee ow.ly/2ErF7j
← Reply

SLAMgmt & Consulting @SLAMConsulting · 12h
There's still time! Join us at the Tigerlily Foundation Pajama Glam Party 3/8!! #breastcancer #advocacy #dcevents pic.twitter.com/Ugns0XxS3i
← Reply

ANTHONYTILGHMAN™ @AnthonyTilghman · 13h
Only 10 Spots Left! Check Out My Marketing & Branding 101 Workshop on 4/6 ow.ly/3hLfm5 #dcevents pic.twitter.com/OKJZO4Ld5b
← Reply

Kate Bakes @KateBakesBars · 14h
@grassfedmedia Hope you can join us! It will be a great night for sure #glutenfree #dcevents #local
← Reply

Results for #DenverEvents

Top / All

VIP Real Estate Co @VIP_RE_Co · Feb 28
Today is the last day to take advantage of Denver Restaurant Week! #viprealestateco #food #denverevents #restaurants ow.ly/tXuAe
← Reply

Denverspeax.com @Denverspeax · Feb 26
Check out our newest #feature on The Oriental Opry! #music #visitdenver #denverevents #livemusic #denverspeaxhttp://wp.me/p3Efn9-CS via
← Reply

Out Front Colorado @OutFrontCO · Feb 5
Locals use meetup.com for #LGBT social invasions of restaurants, pools, museums around town outfrontonline.com/focus/colorado...
#DenverEvents
← Reply

Followed by HootSuite

Distilled Art&Design @DistilledArt · Jan 9
Spend a night with @DenverMuseumNS , the zoology coll, Audubon, and artist Resident Lindsey Wohlman #denverevents distilledartdesign.com/news-events/sp...
← Reply

#UADTHM14
#DCTHM14

Example of a Tweet

Save the Date: Underage Town Hall Meeting @ Anacostia HS, 4/25,
6 PM: bit.ly/1234. #DCTHM14 #UADTHM14

Hashtags



Images and Video



YouTube

SADD Shines Day - Join Us!

SADD Nation · 13 videos

114 views

Subscribe 49

0:23 / 2:24

Portsmouth Health @PortsHealthDept

Join us for the cause on March 10th! Spread the word! Contact Brittany Watson (757)393-8585 x 8573 for info #NWGHAAD pic.twitter.com/A2liVAvkiq

12:30 PM - 1 Mar 2014

JOIN US!!
National Women and Girls HIV/AIDS Awareness Day Wellness Fair
 Monday March 10th, 2014 6PM TO 8PM
 Portsmouth Health Department
 1701 High Street Portsmouth VA 23704
 4th Floor Community Room

"Every 47 minutes a woman is tested positive for HIV"
 Today is the day to share our knowledge and take ACTION!!!

Questions? Contact Brittany Watson
 Phone: (757)393-8585 x8573
 Email: Brittany.Watson@vdh.virginia.gov

Healthy Eating

Healthy Relationships

HIV/AIDS

This is not just a woman's event, EVERYONE IS WELCOME!

Hashtags



Images
and Video



Tagging



 **The Red Pump Project**
@RedPumpProj

Following

@V1019fm @TheRealMikeEpps
@ChirlGirl looking forward to
Saturday 3/8!!!! Going to be great
#RockTheRedPump

Reply Retweet Favorite

2:08 PM - 4 Mar 2014

Reply to @RedPumpProj @V1019fm @TheRealMikeEpps @ChirlGirl



 **National Clearinghouse on Families & Youth**

We're excited to announce our next #NCFYchat with Break the Cycle!
Join us February 27 at 2 p.m. Eastern to talk about the overlap between
teen dating violence and pregnancy--and how we can come together to
address both issues.



**Building Healthy Relationships: Collaborating on Teen
Dating Violence and Pregnancy Prevention #NCFYChat**

Thursday, February 27 at 2:00pm
Twitter - see details for instructions

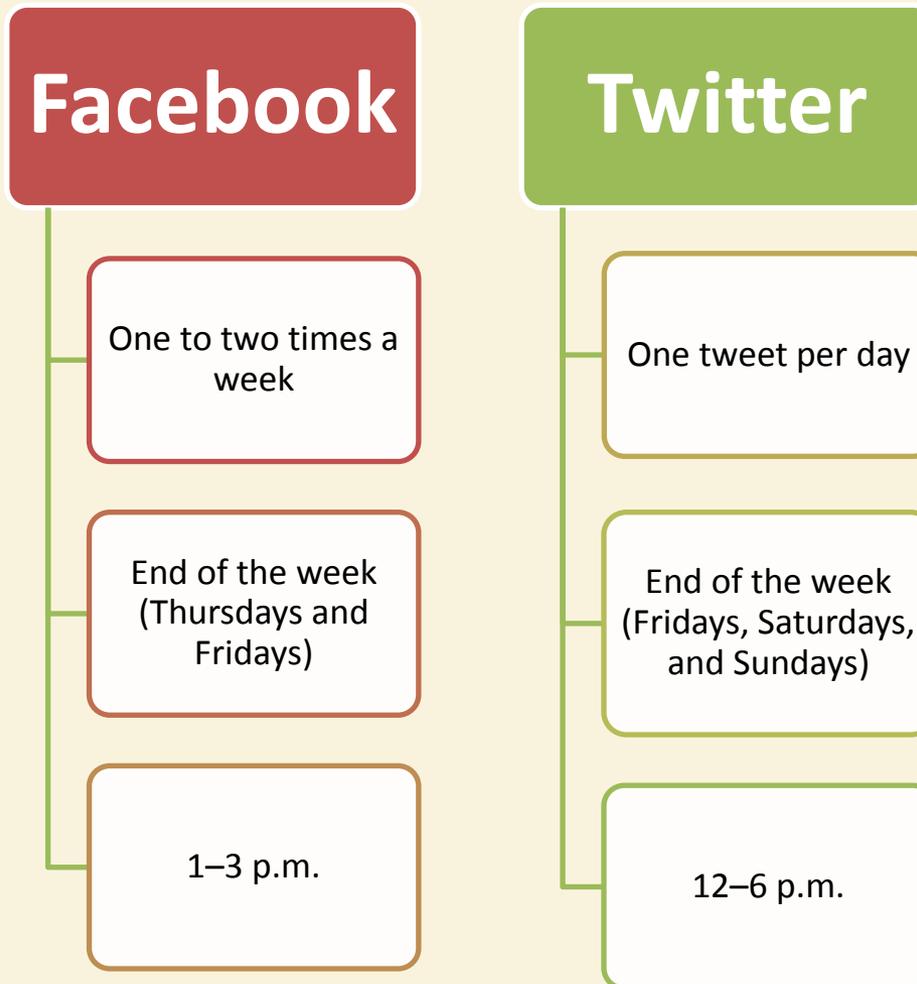
Join

You declined

Like · Comment · Share · February 18 at 12:24pm ·

4 people like this.

Know when and how often to post.



Additional social media tactics.

The screenshot shows the homepage for National Women and Girls HIV/AIDS Awareness Day on the Womenshealth.gov website. The page features a navigation menu with options like Home, A-Z Health Topics, Publications, News, About Us, and Contact Us. A sidebar on the left contains a 'National Women and Girls HIV/AIDS Awareness Day' section with links to 'Learn', 'Spread the word', 'Share it', 'Email it', 'Post it', 'Join', 'Partners', 'Ambassadors', 'Health Resources', and 'En español'. Below this is a 'Subscribe for National Women and Girls HIV/AIDS Awareness Day updates' section with an email input field and a 'SUBSCRIBE' button. The main content area includes the title 'National Women and Girls HIV/AIDS Awareness Day' with the date 'March 10, 2014' and a 'Share Knowledge. Take Action.' slogan. A 'Share it...' section lists social media channels: Social media posts, Thunderclap, Facebook cover photos, Twibbon, and Infocards. Below this are 'Sample Facebook posts' and 'Sample tweets'.

The screenshot shows a Facebook post from the 'Office on Women's Health - U.S. Department of Health and Human Services'. The post features a red background with the text 'SHARE KNOWLEDGE TAKE ACTION' and 'National Women and Girls HIV/AIDS Awareness Day'. It includes the OWH logo and a link to 'www.womenshealth.gov/nwghaad'. The post has 21,666 likes and 3,415 comments. The Facebook interface shows the user is 'Following' the page and has a 'Message' button. The footer of the page includes the text 'Government Organization · Public Services' and 'The Office on Women's Health, part of the U.S. Department of Health and Human Services'.

Consider a social media event page.

Addiction Incorporated - Free Documentary Showing

Public · By CDC Tobacco Free

Wednesday, November 14, 2012 5:30pm until 8:00pm

<http://academicdepartments.musc.edu/scquits>

Follow the above link to register for this live event. By registering in this manner, you are agreeing to a one-time secure login access condition and acknowledge that downloading the documentary is illegal and not permitted.

Going (5)

- Kim Raymond is going. Like · Comment · November 13, 2012 at 2:38pm
- This comment has been hidden. Unhide · Report · Block Faid Osman
- Write a comment...
- Amit Lifestyle is going. Like · Comment · November 15, 2012 at 5:49am

Maybe (1)

- Kay Kelly

Invited (1)

- Joni Christian

Export · Report

Eventbrite Create an event Find events Share Tweet Like Questions? Contact the org

This event has ended

National Drug Facts Week and Teen Drug and Alcohol Movie Awareness

Like That Drug and Alcohol Program
Saturday, February 1, 2014 from 3:30 PM to 5:00 PM (PST)
Washington, DC

| TYPE | REMAINING | END | QUANTITY |
|---|-----------|-------|----------|
| RSVP - Drug Facts Week/Prevention Movie | 4 Tickets | Ended | Free N/A |

Who's Going

Connect to see which of your Facebook friends are going.

Connect with Facebook

Share National Drug Facts Week and Teen Drug and Alcohol Movie Awareness

Share Tweet Like Be the first of your friends to like this.

Event Details

Teens will be transformed as they watch a 30-minute movie about the consequences and effects of using drugs and alcohol.

When & Where

Capitol View Library
5001 Central Ave SE
Washington, DC 20019

Saturday, February 1, 2014 from 3:30 PM to 5:00 PM (PST)

Add to my calendar

Get your metric tools ready.

- Start to monitor the engagement and click-throughs for your social media posts:
 - Facebook Insights (<https://www.facebook.com/insights>); and
 - Twitter Analytics (analytics.twitter.com).
- Track the hashtag activity on a daily basis as it relates to your upcoming Town Hall Meeting:
 - Use Topsy;
 - Use RowFeeder; and
 - Search on the social media platforms.

Be grateful and thankful!

 **womenshealth.gov** 
@womenshealth

We're happy to see others supporting #NWGHAAD. Thanks, @CDCNPIN @AIDSgov @HRSAgov @NASTAD.

 Reply  Retweet  Favorite ...

4:00 PM - 28 Feb 2014 · 

| | | |
|----------|-----------|---|
| RETWEETS | FAVORITES |  |
| 3 | 5 | |

Reply to @womenshealth @CDCNPIN @AIDSgov @HRSAgov @NASTAD

 **HCRC**
@MUHCRC

Thanks for helping us share this week! #FF @PedNetCoalition @SmartGrowthUSA @EsthiZipori @trackeractivity @RoseHooks

 Reply  Retweet  Favorite ...

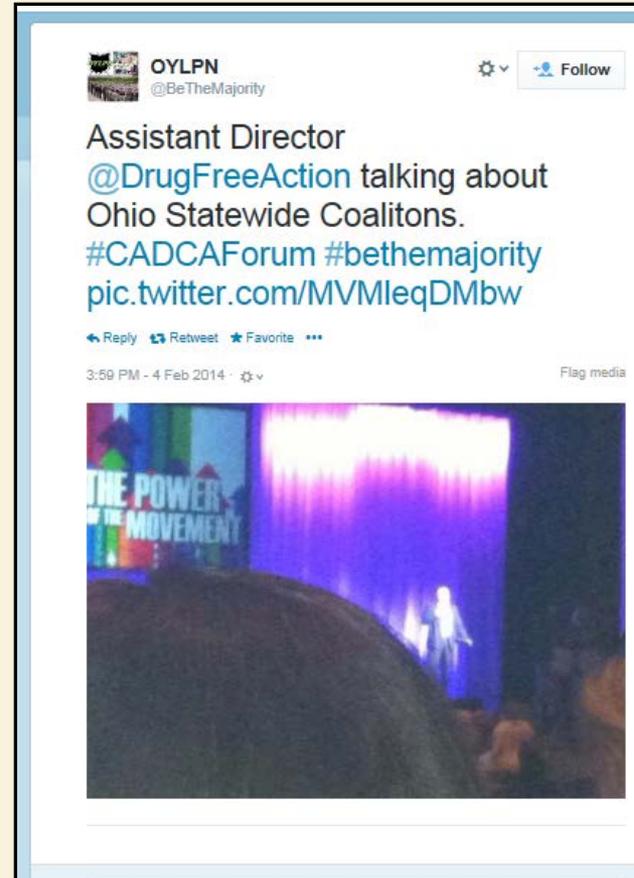
11:55 AM - 28 Feb 2014 · 

Reply to @MUHCRC @PedNetCoalition @SmartGrowthUSA @EsthiZipori @trackeractivity



Social Media *During* Your Event

Encourage attendees to extend your outreach and prevention message.



Keep the information flowing.



 **CDC Tobacco Free** ✓
@CDCTobaccoFree

Dr. Lushniak now welcomes Dr. Samet to the stage & opens the floor for questions from the audience.
[#SGR50](#)

Reply Retweet Favorite



 **CADCA**
@CADCA

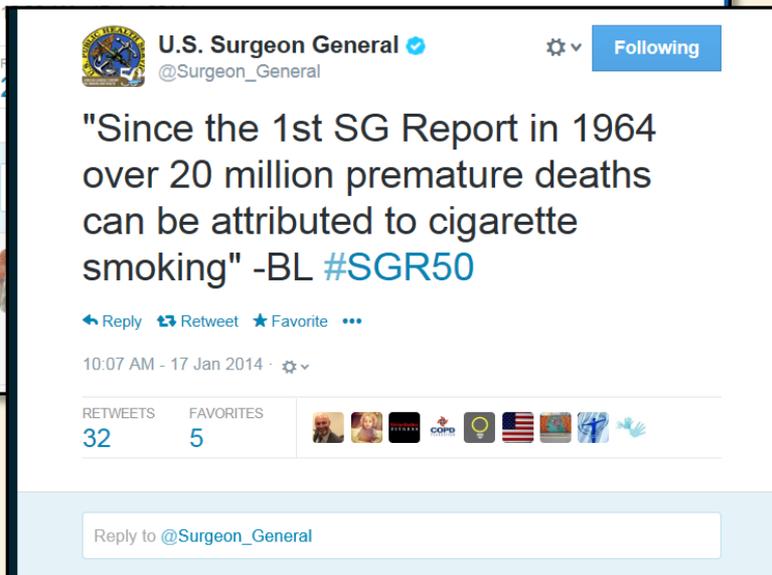
Thanks! [@nursekaren4](#) It's passionate people like you that make the [#CADCAForum](#) so special. Thanks for coming and for your enthusiasm!

Reply Retweet Favorite

4:13 PM - 31 Jan 2014

RETWEETS
2

Reply to [@CADCA](#) [@nursekaren4](#)



 **U.S. Surgeon General** ✓
@Surgeon_General

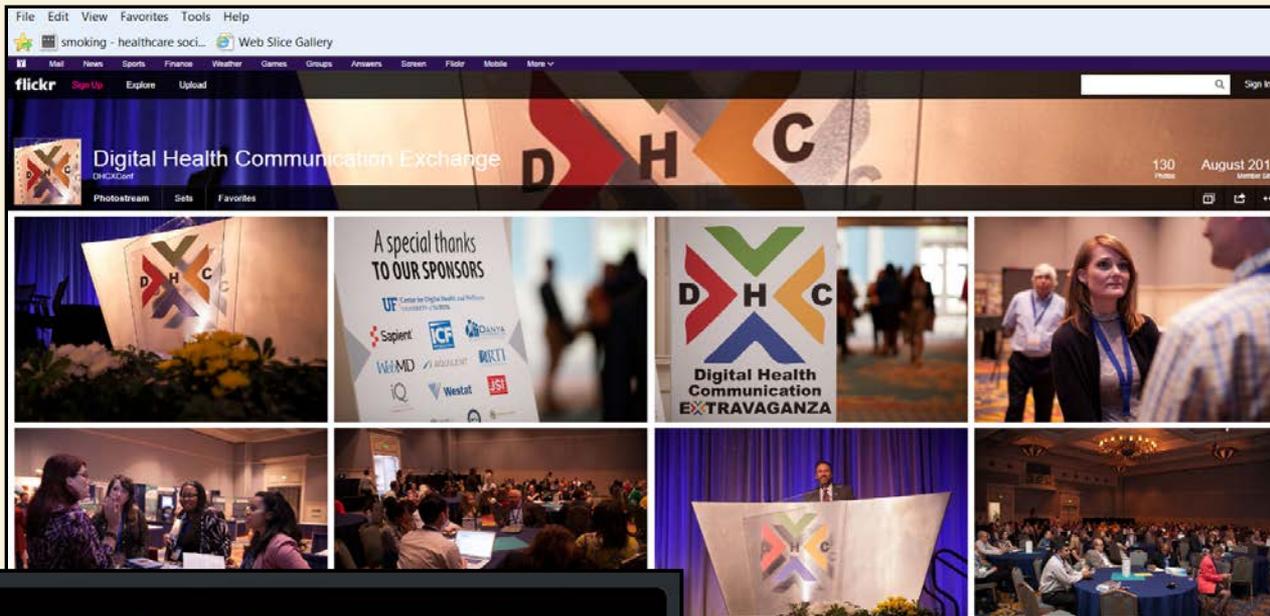
"Since the 1st SG Report in 1964 over 20 million premature deaths can be attributed to cigarette smoking" -BL [#SGR50](#)

Reply Retweet Favorite

10:07 AM - 17 Jan 2014

RETWEETS 32 FAVORITES 5

Reply to [@Surgeon_General](#)



National Drug Facts Week 2014 @ BUHS

BAPC Prevention @BAPC_Prevention · Jan 31
 #Brattleboro Union High School #AT1802 students representing for National Drug Facts Week #drugfacts pic.twitter.com/K79q8ntfB

Reply Retweet Favorite Flag media

Weed & Seed at CADCA Conference



Social Media *After* Your Event

Post a recap of your event.

Storify by livefyre

Getting ready for SADD Speaks! #Speaks13 vine.co/v/hKA5dgZ73UT

SADD NATIONAL @SADDNATIONAL · 8 MONTHS AGO

#SPEAKs13 Day One: July 22

Day One found students arriving to the nation's capital and hopping right into the action with dinner at Union Station and a general advocacy session facilitated by Soapbox Consulting, a capital-based advocacy training and consulting firm.

SADD National
@SADDnational

Today is the day! Students for #speaks13 are beginning to arrive! #saddNation #retweetIt

7:11 AM - 22 Jul 2013

7 RETWEETS 3 FAVORITES



Just some SPEAKs kids reppin #SADDNation in Reagan airport #dc #adventure #travel #speaks13 @Ronald... [instagram.com/p/cEvgk2iK5G/iK5G/](https://www.instagram.com/p/cEvgk2iK5G/iK5G/)

SADD NATIONAL @SADDNATIONAL · 8 MONTHS AGO

Like 57K Follow @storify 133K followers Report Abuse VIP Guided tour About Help

YouTube



Drug Free Pomona Townhall-Medium.m4v



The Red Pump Project
@RedPumpProj



Following

#FF to the amazing hosts of the
#RedPumpRedTie Affair:
@ItsBrieW and @emcmike!

Reply Retweet Favorite ...

12:38 PM - 22 Nov 2013 · Settings

RETWEETS

3

FAVORITE

1



Reply to @RedPumpProj @ItsBrieW @emcmike



Mike Watson @emcmike · Nov 22
@RedPumpProj @ItsBrieW we should be on TV,
@WCCBNewsRising , check us out

Reply



Bridgette Wright @ItsBrieW · Nov 22
Happy Friday! "@RedPumpProj: #FF to the amazing hosts of the
#RedPumpRedTie Affair: @ItsBrieW and @emcmike!"

Reply



Bridgette Wright @ItsBrieW · Nov 22
@emcmike @RedPumpProj @WCCBNewsRising It was a fun vid :-



CADCA
@CADCA



Follow

Another successful #CADCAForum.
Thank U 4 showing us the
#PoweroftheMovement! Did u miss
it? Read this recap: bit.ly/NuxB3n

Reply Retweet Favorite ...

1:23 PM - 10 Feb 2014 · Settings

RETWEET

1

FAVORITES

2



Reply to @CADCA

Explore your metrics.

- How many people tweeted about your event?
- How many people used your hashtag?
- How many photos/videos were posted about your event?
- How many people RSVP'd via the social media event page?
- Did you gain any new followers? How influential are they?

Sample social media metrics tracker

| Measurement | Week 1 | Week 2 | Week 3 | Week 4 |
|---|----------------|---------------|----------------|--------------|
| Exposure (Reach) | | | | |
| # of new followers | 839 | 845 | 903 | 821 |
| # of unfollows | 308 | 319 | 395 | 241 |
| Total followers | 164,717 | 165,243 | 165,751 | 166,331 |
| % change in followers (Week to Week) | 0.32% (+531) | 0.32% (+526) | 0.31% (+508) | 0.35% (+580) |
| Engagement | | | | |
| # of mentions | 101 | 95 | 71 | 72 |
| # of retweets | 387 | 415 | 195 | 161 |
| # of faves | 84 | 60 | 27 | 42 |
| # of replies | 16 | 19 | 10 | 5 |
| # of clicks | 1,184 | 1,050 | 678 | 679 |
| # of hashtag posts | 44 | 68 | 32 | 50 |
| Total engagements | 1,772 | 1,639 | 981 | 959 |
| % change in engagements | -13.14% (-268) | -7.51% (-133) | -40.15% (-658) | -2.24% (-22) |



Thank you!

- Submit additional questions to info@stopalcoholabuse.net.
- Check the webinar landing page at https://www.stopalcoholabuse.gov/townhallmeetings/whatsnew/webinar_socialmedia.aspx for responses to unanswered or new questions related to social media use.