

Crisis Communication: Understanding and Communicating with an Evolving Audience

Produced by the Alabama Department of Public Health
Video Communications and Distance Learning Division

Social Media: The Changing Face of Communication

Objectives

- Explain various types of social media, including “The Big 3”
- Explore the benefits of using social media
- Examine how to use social media effectively
- Discuss best practices and federal/state agency use of social media

Defining Terms

- Online
 - Connection to the Internet via a computer, mobile, or smartphone device
- Mobile device
 - A small, hand-held computing device
 - Examples: Smartphone, Tablet PCs

Defining Terms

- Smartphone
 - A high-end mobile phone with advanced computing ability and connectivity
 - Examples: Android, iPhone, Blackberry

Defining Terms

- Social Networking Site (SNS)
 - An online service or website that focuses on building social relations among users who may share interests or activities
- Real-time
 - Events portrayed at the same rate the audience experiences them

Defining Terms

- **Social marketing**
 - “Marketing for a social good”
 - Commercial practices to achieve non-commercial goals

Defining Terms

- Two “parents”
 - A “social parent” (social sciences and social policy) + a “marketing parent” (commercial and public sector marketing approaches) = Social Marketing

Defining Terms

- **Social media marketing**
 - Social marketing that utilizes social media sites to provide messages and gain website traffic
 - Platforms: SNS and mobile devices

Defining Terms

- **Social media**
 - Media disseminated through social interaction using Internet- and mobile-based tools

Defining Terms

- Social media can be organized into six types:
 1. **Collaborative projects**
 - Wikipedia
 2. **Blogs and microblogs**
 - Twitter
 3. **Content communities**
 - YouTube

Defining Terms

4. **Social networking sites**
 - Facebook
5. **Virtual communities**
 - The Sims
6. **Virtual game worlds**
 - World of Warcraft

Statistics

- **Internet and social media use by Americans is increasing**
 - **78% of Americans are Internet users**
 - **92% of online adults use email**
 - **61% use it on an average day**

Statistics

- **92% of online adults use search engines to find information on the Web**
 - **59% do so on a typical day**
- **80% of Internet users gather health information online**
- **65% of adult Internet users use social media**

Statistics

- **60% of e-patients access social media related to health**

“The Big 3” SNS

- **Facebook**
 - **February 2004**
 - **845 million active users**
 - **1.8 billion registered users**

“The Big 3” SNS

- **YouTube**
 - **February 2005**
 - **#1 video sharing website**
 - **More than 3 billion views per day**

“The Big 3” SNS

- **Twitter**
 - **March 2006**
 - **140 million active users**
 - **300+ million registered users**

Facebook

- **Anyone with Internet access can view pages**
- **Creating an account is free**
- **Users must create a personal profile to interact with people, groups, pages, and places**

Facebook

- **Users can share information at a high capacity in various formats, including interests, contact information, blog postings, photos, videos, documents, links, and more**
- **Users can communicate with Facebook friends and users publicly or privately, or use a chat feature**

Facebook

- **Users may join networks organized by school, college or workplace, and create their own "like" pages and interest groups**
- **Posts are listed in real time**

Facebook Stats

- **More than 800 million active users**
- **More than 50% of active users log on to Facebook in any given day**
- **Average user has 130 friends**
- **More than 900 million objects that people interact with**
 - **Pages, groups, events, community pages**

Facebook Stats

- **Average user is connected to 80 community pages, groups, and events**
- **On average, more than 250 million photos are uploaded per day**

– Source: www.facebook.com/press

YouTube

- **Provides on demand viewing of videos and creates a venue for viewers to provide feedback about the videos**
- **Anyone with Internet access can view**
- **Creating an account is free**

YouTube

- Users can watch, upload, and share videos, add and accept friends, and subscribe to other users
 - Enables them to interact and receive notifications when new content has been uploaded
- Videos may be embedded and shared on websites and other SNS

YouTube Stats

- More than 3 billion views per day
 - Nearly double the prime time audience of all three major U.S. networks combined
- 48 hours of video uploaded every minute

YouTube Stats

- 800 million unique visitors each month
- #2 search engine after Google

– Source: www.youtube.com/tpress

Twitter

- Anyone with Internet access can view
- Creating an account is free
- Users can post short text updates called "tweets" of 140 characters or less on their profile page

Twitter

- Users can subscribe to other user tweets and lists which contain more than one user
 - This is known as "following" and subscribers are known as "followers"
- Users may also share links to blog postings, photos, videos, documents, links, and more

Twitter

- Followers may reply or "retweet" the tweet
 - When retweeting a tweet, a follower shares that tweet with their followers
- Tweets are listed in real time

Twitter Stats

- As of June 2011, users on Twitter are now averaging 340 million tweets per day
- 55 million users log in to Twitter from their phone or tablet each month
- 40% of users don't tweet every month but watch others tweet

Twitter Stats

- Today, Alexa (Web Information Company) ranks Twitter 10th in the world's most trafficked sites with Google.com in 1st position, Facebook 2nd and YouTube 3rd

ADPH SM Presence

- The Digital Media Branch is a two-person branch that works with ADPH programs to create and maintain program websites and utilizes social media tools to:
 - Improve the timeliness of information-sharing

ADPH SM Presence

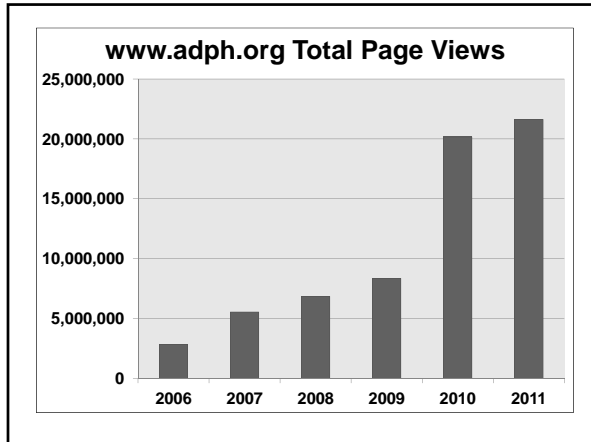
- Increase the frequency of messages delivered to the public
- Lead people to detailed information

ADPH SM Presence

- The Digital Media Branch has established ADPH's presence on the following social media websites:
 - Facebook
 - Twitter
 - Flickr
 - Wikipedia
 - LinkedIn
 - YouTube

ADPH SM Presence

- As of December 2011, adph.org comprises more than 107,000 web pages and 170 websites
 - The drastic increase in page views can be attributed to our recent social media efforts and marketing campaigns
 - Get 10 – Get Ready for Emergencies
 - GAL – Get A Healthy Life



- ### ADPH Facebook
- Established in 2009
 - Updated 3 to 8 times per weekday to:
 - Promote departmental campaigns and activities
 - Communicate warnings and alerts
 - Share informative videos
 - Connect with Alabamians

- ### ADPH Facebook
- Benefits include:
 - Developing the departmental brand
 - Educating and informing residents of programs and services
 - Providing citizens with information in real time

- ### ADPH Facebook
- Building a two-way relationship with citizens and creating more of a connection between the department and the citizens
 - Allowing citizens an opportunity to voice their concerns and questions as the emergency/activity is occurring

- ### ADPH YouTube
- Established in 2010
 - Provides an on demand review of departmental commercials and educational videos for viewers and creates a venue for them to provide feedback about the videos

- ### ADPH YouTube
- Benefits include:
 - Allowing viewers an opportunity to receive information that they may have missed in the first viewing
 - Generating feedback that be can used in the development of future advertising

ADPH YouTube

- Allowing the department and others to embed videos on websites to further promote messages

ADPH Twitter

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ADPH Twitter

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ADPH Twitter

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Additional SM Tools

- RSS Feeds (Really Simple Syndication)
 - Subscriptions to website or blog content that allow subscribers to see updated information as it is published online

Additional SM Tools

- Wikipedia (2001)
 - A free, Web-based, multi-lingual encyclopedia that is written collaboratively with volunteers from around the world

Additional SM Tools

- **LinkedIn (2002)**
 - The world’s largest SNS specifically for professionals
 - The site has 100+ million users

Additional SM Tools

- **Flickr (2004)**
 - The most popular online photo management and sharing application
 - Allows users to upload video
 - As of August 2011, the site hosts 6 billion photos

Newer SM Tools

- **Foursquare (2009)**
 - 15 million users
 - Location-based social network site that lets people “check in” to places, or a business, etc., via mobile device, text message, or a device specific application

Newer SM Tools

- **Google+ (Google Plus) 2011**
 - 62 million users
 - Similar to Facebook in that it allows you to interact with friends with a streamline of information in chronological order

Benefits of SM

- **FREE!**
- **Allows you to reach a large number of people that you might not be able to reach with traditional media**
- **Allows you to target a specific audience or segment of the population**

Benefits of SM

- **Builds relationships with your public/audience**
 - Before an emergency happens
- **Creates immediate redundancy**
- **Provides information in various formats**

Special Populations

- Provides access to information regardless of physical constraints
- Does not require verbal communication
- Allows social interaction without physical contact

Special Populations

- Reduces social discomfort, non-acceptance, and discrimination due to stereotyping
- Provides a platform for specific special populations

Reasons to Use SM

- Keeps public informed in real-time
- Increases the frequency of messages
 - Creates redundancy
- Leads people to detailed information
- Engages people in the emergency response
 - Aid in rapid recovery and resilience

Reasons to Use SM

- Puts emergency–management community in a better position to respond to emergencies
- Creates transparency

Best Practices

- Virginia Tech (2007)
- 2009 H1N1 Influenza Pandemic
- Haiti Earthquake (2010)
- Tornadoes in Joplin, Missouri and Tuscaloosa, Alabama (2011)

Effective Use of SM

- Getting started
 - Research
 - Plan
 - Selection
 - Image
 - Description
 - Contact
 - Disclaimer

ADPH Facebook Disclaimer

The ADPH fan page was created to share health information, news, and events with the public. Posted comments and images do not necessarily represent the views of ADPH, its officers or employees, or of the State of Alabama. We encourage feedback and information sharing, but ask that you stay on topic and be respectful. You may not sell, promote, or advertise any products or services on the ADPH Facebook page nor represent any of such as being endorsed in any way by ADPH or the State of Alabama. We reserve the right to delete comments we deem inappropriate, profane, defamatory or harassing in nature and to block repeat offenders without notification.

SM Etiquette

- Be genuine and honest
- Think before you speak type
- Rethink disciplinary action
- Reply promptly
- Personalize messages

SM Etiquette

- Obey HIPAA regulations
- Less is more
- Communicate effectively
- Reference others

Alabama State Agencies Using SM

- EMA
 - Facebook, Twitter, YouTube
- Forestry
 - Facebook, Twitter, YouTube
- Medicaid
 - Facebook

Alabama State Agencies Using SM

- Tourism
 - Facebook, Twitter
- ADECA
 - Facebook, Twitter
- ADO
 - Facebook, Twitter

Alabama State Agencies Using SM

- ADPH
 - Facebook, Twitter, YouTube
- Conservation
 - Facebook, Twitter, YouTube
- Education
 - Facebook, Twitter, YouTube

Federal Agencies Using SM

- **As of April 2011, 23 out of 24 federal agencies are using social media including “THE BIG 3”**
 - **Department of Health and Human Services**
 - **Department of Justice**
 - **Department of Commerce**

Federal Agencies Using SM

- **Department of Labor**
- **Department of Transportation**
- **Environmental Protection Agency**
- **Social Security Administration**

References

- **Facebook.com**
- **Flickr.com**
- **Foursquare.com**
- **Mashable.com**
- **LinkedIn.com**
- **Pew Internet and American Life Project**
- **Twitter.com**
- **Wikipedia.com**
- **YouTube.com**