Taking Social Media
to the Next Level

Working with Partners to Promote
Our Message via the Web

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Overview

• Introduction
• Objectives
  ▪ Learning to work with partners
  ▪ Understanding social media strategy
  ▪ Creating an interactive atmosphere
• Case studies
• Conclusion
Introduction

- What is social media?
- Are you using social media?
Objectives

• Learn how to work with partners via social media formats to **promote and disseminate** information

• Understand how to create a **social media strategy** directed to the target audience

• Learn how to create an **interactive atmosphere** to promote a cross-educational format between SafeKids, partners and the target audience
ZERO Fatalities

Texting and Driving Destroys Lives

Find out how one teen's actions led to a tragic story of loss that changed countless lives forever.

REGGIE SHAW

Why Zero Fatalities?

The intent is to alter the public's current perception that traffic fatalities are an inevitable reality that must be accepted. Instead, by making minor changes to our driving behaviors, our roads will become safer for drivers and passengers. We can prevent the deaths of thousands of people.

Traffic fatalities are preventable - not inevitable, yet they are the leading cause of death for children, for teens, and for everyone between 3 and 35 years old. In fact, according to the National Safety Council, your chance of dying in a car crash sometime in your life is one in 84. How many crashes can be prevented each year if everyone in the car is properly restrained, or not drunk, or drowsy, or speeding?

We understand that we may not be able to affect things globally, but each of us already has the goal of Zero Fatalities for our families and loved ones. If everyone adopted that philosophy, they'd understand why ZEAL is the only goal that we could or should shoot for.

When someone in our community is killed from a violent crime, the result is breaking news coverage, public outcry and a concerted effort to shun those who committed such a crime. However, when someone causes a fatal crash by falling asleep at the wheel, driving recklessly or unsecured, too often, our community just accepts it as just a "tragic accident." Why? The loss of just one life is unacceptable. We need to be as vigilant at ridding our communities of unsafe driving behavior, just as we do with violent criminals.

Visit A Participating State In The Zero Fatalities Program

SELECT A STATE & Remember Me
ZERO Fatalities

• How would the campaign have been executed seven years ago?
  - Television ads
  - Print ads
  - Radio ads
  - Outdoor ads
  - Media stories
  - Website (?)
How is the campaign executed today?

- Traditional media
  - TV spots, Internet ads, etc.
- Website
- Community events
- School presentations
- Social media
  - Facebook, Twitter, YouTube
ZERO Fatalities

• What does social media allow them to do?
  ▪ Engage with their target audience
How did ZERO Fatalities Engage?

- Created interesting content (video)...
  - Posted it in an online community...
    - listened to what people said...
  - and responded back!
How did people engage?

- Talked about it on their own pages
- Shared it with their friends
- Commented on Zero Fatalities’ pages
ZERO Fatalities

- How did people engage?
  - Talked about it on their own pages
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ZERO Fatalities

- Does all content have to be created?

10-85 ECHO:
OBVIOUS FATALITY

The video tells the story of two Utah men who were killed by the actions of a...
ZERO Fatalities

- Does all content have to be created?
How was success measured?
- 24,000+ views of **10-85 ECHO** on YouTube
- 2,100+ fans on Facebook
- 1,200+ followers on Twitter
- Greater awareness about dangers of texting and driving
- Appearance on Oprah!
• December 2009
  - www.facebook.com/primarychildrens
  - www.twitter.com/primarychildren
  - www.youtube.com/primarychildrens
The first six months
- Videos
- Contests
- Health and informational links
- Photos
- 10,000+ fans
- “Now what?”
• Questions
  • How can we use the online community?
  • How can we grow our fan base?
  • What content is appropriate?
  • How can we measure success?
  • How can these sites be integrated with existing online elements?
Primary Children’s

• Goals
  ▪ Build an interactive and supportive online community that participate in:
    • Promoting the image of Primary Children’s
    • Disseminating child health, fitness, safety and well-being information
    • Supporting the on-going fundraising efforts for the Primary Children’s Medical Center Foundation
• **Target Audience**
  - Women, age 25-34
  - Child-bearing and child-rearing years
Primary Children’s

• How to target the target Audience
  - Understand women’s online interactivity

Primary Children’s

- Objectives
  - Increase Web traffic (outcome)
  - Produce safety videos (output)
  - Increase car seat checks (outcome)
• **Strategy**
  - Build and maintain an online presence in social media networks that *encourages interaction* between Primary Children’s and the public, but also interaction among members of the public, related to childhood health, safety, fitness and well-being (i.e., The Child First and Always)
Primary Children’s

- Key Message
  - *The Child First and Always®*
  - Professional, yet friendly tone
  - Engaging
Creating an interactive atmosphere

- “Instead of news feeds, consider sharing content in ways that provoke dialogue. Phrase updates as questions and rework news headlines into call to actions.
  
  “While reposting news may generate some comments, relying on these types of posts will cause your supporters to lose interest.”
Creating an interactive atmosphere

- “There’s a valuable source of creativity and fresh ideas hidden within your brand supporters. They want to contribute - if you will let them”
Primary Children’s

• Examples (YouTube)
Primary Children’s

- Examples (YouTube)
Primary Children’s

- Examples (Twitter)

- tiffanyself @primarychildren thanks so much; that is my hope, too.
  about 21 hours ago via Twitter for iPhone in reply to primarychildren

- primarychildren @tiffanyself We wish you and your friend’s family the best. Hope a trip to the spa helps with the stress level.
  about 22 hours ago via web in reply to tiffanyself

- tiffanyself @GrandAmerica do you ever donate services to families of patients @primarychildren? Friend’s 5 yr-old just had liver transplant there.
  about 23 hours ago via web

- tiffanyself @primarychildren Thanks so much. It’s not looking good, they have a long road ahead.
  about 23 hours ago via web in reply to primarychildren

- primarychildren @tiffanyself Saw your post. @GrandAmerica has day spa nearby (800-304-7834). Also, Finnish Touch Day Spa (801-582-3467). Hope all goes well.
  about 23 hours ago via web in reply to tiffanyself

- tiffanyself Hey @visitsaltlake, is there a day spa near Primary Children’s Hospital? Would like to treat a friend there for daughter’s liver transplant.
  7:35 AM Jul 14th via web
Primary Children’s

• Examples (Facebook)
Examples (Facebook)

Primary Children’s Medical Center Only 85% of adults using public restrooms wash their hands. "Twenty seconds of friction, water and soap are the best way to keep away illness" - Microbiologist Judy Daly. Who do you think is better at washing their hands after using the restroom: Men or Women?

10,419 Impressions · 0.20% Feedback
September 14 at 4:41pm · Comment · Like · Share

Lori F Weyers likes this.
View all 20 comments
Primary Children’s

- Examples (Facebook)
Primary Children’s

• Examples (Facebook)
Primary Children’s

- Examples (Facebook)

Luly Stranger: A hero is someone who has given his or her life to something bigger than oneself. ~ Joseph Campbell

My family and I are forever indebted to the amazing men and women of this facility. Despite the unlikelyhood of his survival and an even greater unlikelyhood of his full recovery, my 4 year old nephew is healthy and with us here today in greater part because of the skill and tireless efforts of its staff and physicians. Their commitment to a job that must at times be as heartwrenching as it is rewarding transcends simply meeting the call of duty. They are truly heroes.

August 18 at 2:43pm · Comment · Like · Flag
Conclusion

• Back to our objectives
  ▪ Learn how to work with partners via social media formats to promote and disseminate information
  ▪ Understand how to create a social media strategy directed to the target audience
  ▪ Learn how to create an interactive atmosphere to promote a cross-educational format between SafeKids, partners and the target audience

• Important take away - ENGAGE!
Conclusion

- Questions