

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

The screenshot shows the Zero Fatalities National Portal website. The browser window title is "Zero Fatalities National Portal" and the address bar shows "http://www.zerofatalities.com/". The page features a dark background with the "ZERO Fatalities" logo in red and white, and the tagline "A Goal We Can All Live With".

REGGIE SHAW

Texting and Driving Destroys Lives

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

[Download Video](#) | [Duration](#) | [Watch](#)
[Subtitled Version](#) | [Quicktime](#) | [Webcam](#) | [Transcript](#)

Visit A Participating State In The Zero Fatalities Program

Remember Me

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 34 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 ZERO 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 outcries 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 unbuckled, 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.

ZERO Fatalities

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



ZERO Fatalities

- 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



ZERO Fatalities

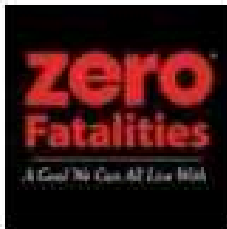
- How did ZERO Fatalities **Engage**?
 - Created interesting content (video)...
 - Posted it in an online community...
 - listened to what people said...
 - and responded back!

ZERO Fatalities

- How did people engage?
 - Talked about it on their own pages
 - Shared it with their friends
 - Commented on Zero Fatalities' pages



Michael Palazzo Texting is Fatal – PLEASE watch this all the way through – It will save your life!



Zero Fatalities
www.youtube.com

Share your videos with friends, family, and the world.

 about a week ago

ZERO Fatalities

- How did people engage?
 - Talked about it on their own pages
 - Shared it with their friends
 - Commented on Zero Fatalities' pages



Jerri Walker Very Powerful. I will never text and drive. Be careful and always think about the other driver on the road.

July 22 at 2:21pm · Comment · Like · Flag



Zero Fatalities Thank you for speaking up Jerri and spreading the message.

July 22 at 3:05pm · Like · Flag

ZERO Fatalities

- Does all content have to be created?



ZERO Fatalities

- Does all content have to be created?



Zero Fatalities "Fatalities going down in every category is a strong indication that safety programs are working,"

"All crashes (fatal, injury and property damage) were down by 5.3% in 2009 from a year earlier."

This is great news, lets keep it up until we reach Zero Fatalities.



Traffic deaths at lowest in 60 years - USATODAY.com

www.usatoday.com

Traffic deaths in the USA are at a 60-year low despite a slight uptick in miles driven, the Department of Transportation says.

📅 September 9 at 11:35am · Comment · Like · Share · Flag

ZERO Fatalities

- 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!

Primary Children's

- December 2009
 - www.facebook.com/primarychildrens
 - www.twitter.com/primarychildren
 - www.youtube.com/primarychildrens



Primary Children's

- The first six months
 - Videos
 - Contests
 - Health and informational links
 - Photos
 - 10,000+ fans
 - **“Now what?”**

Primary Children's

- 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

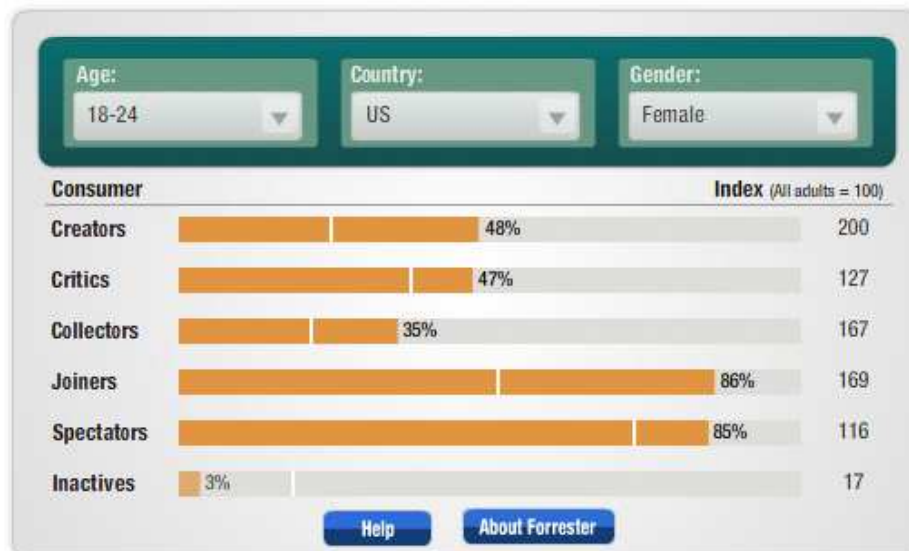
Primary Children's

- 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

Consumer Profile Tool (now with 2009 data)



Source: Forrester Research's Consumer Technographics data.
Part of Forrester's [Groundswell](#) content.
Copyright 2009 Forrester Research



http://www.forrester.com/empowered/tool_consumer.html

Primary Children's

- Objectives
 - Increase Web traffic (outcome)
 - Produce safety videos (output)
 - Increase car seat checks (outcome)

Primary Children's

- 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**

Primary Children's

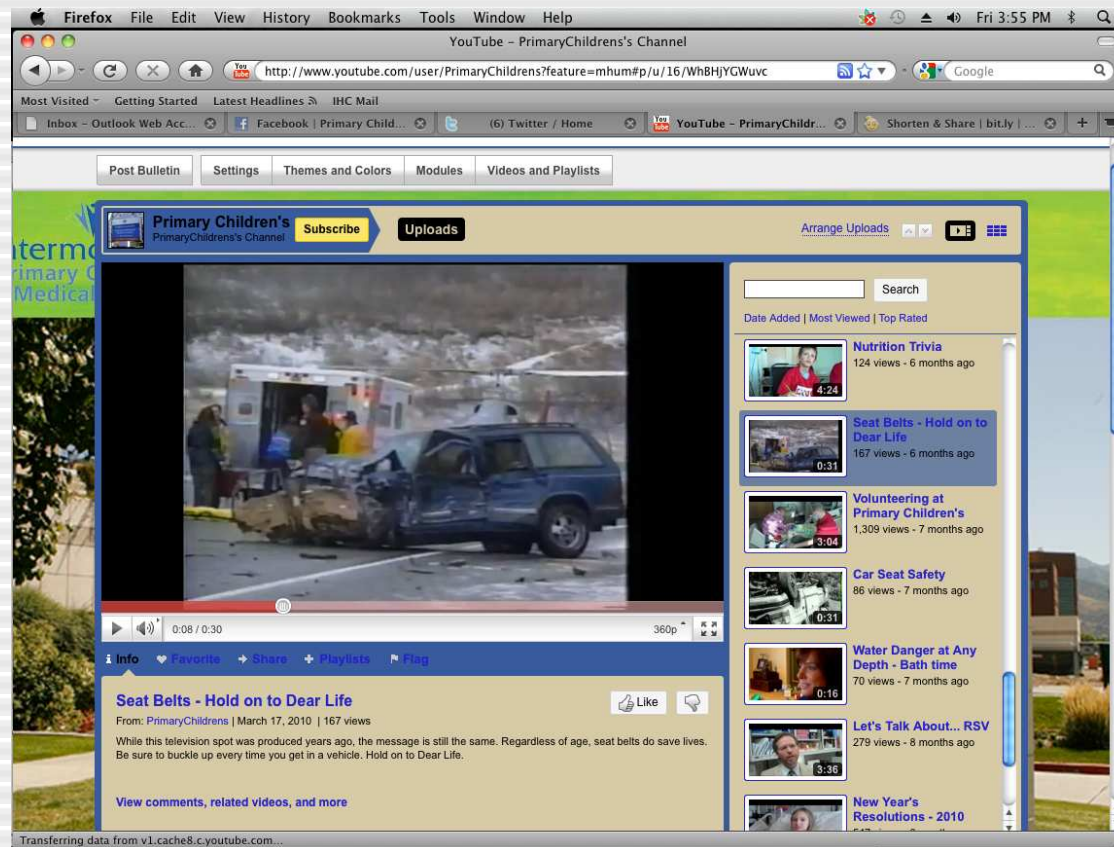
- Creating an interactive atmosphere
 - *“Instead of news feeds, consider sharing content in ways that provoke dialogue. Phrase updates as questions and rework news headlines into call to actions.*
“While reposting news may generate some comments, relying on these types of posts will cause your supporters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

Primary Children's

- 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)

Firefox File Edit View History Bookmarks Tools Window Help

YouTube - PrimaryChildren's Channel

http://www.youtube.com/user/PrimaryChildrens?feature=hum#p/u/5/O0YVauzzjI0

Most Visited - Getting Started Latest Headlines IHC Mail

Inbox - Outlook Web Acc... Facebook | Primary Child... (5) Twitter / Home YouTube - PrimaryChildr... Shorten & Share | bit.ly

Post Bulletin Settings Themes and Colors Modules Videos and Playlists

Primary Children's PrimaryChildren's Channel [Subscribe](#) [Uploads](#) [Arrange Uploads](#)

Search

Date Added | Most Viewed | Top Rated

Seat belts
21 views - 1 day ago

Booster seats
84 views - 2 days ago

Forward facing car seats
51 views - 3 days ago

Rear-facing car seats
76 views - 4 days ago

Primary Penny Song
304 views - 1 week ago

Can you see me now?
389 views - 1 month ago

Seat belts

Can you see me now?
From: PrimaryChildrens | August 20, 2010 | 389 views
Find out how far behind the vehicle this four-year-old needed to be before she could be seen by the driver of the car. Also listen for other safety tips for your kids. For your FREE "Spot the Tot" window decal, call (801) 662-6580 or visit www.primarychildrens.org for additional information.
... (more info)
[View comments, related videos, and more](#)

Transferring data from v14.lscache4-c.youtube.com...

Primary Children's

- Examples (Twitter)



tiffanysself @primarychildren thanks so much; that is my hope, too.

about 21 hours ago via Twitter for iPhone in reply to primarychildren



primarychildren @tiffanysself 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 tiffanysself



tiffanysself @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



tiffanysself @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 @tiffanysself 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 tiffanysself

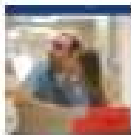


tiffanysself Hey @visitsaltlake, is there a day spa near Primary Children's Hospital? Would like to treat a friend there for daughter's liver transplant.

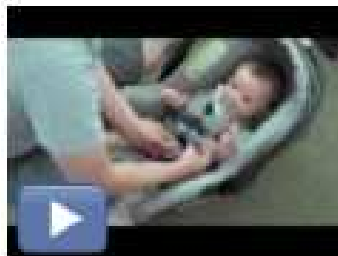
7:35 AM Jul 14th via web

Primary Children's

- Examples (Facebook)



Primary Children's Medical Center Want to win a FREE car seat or booster seat during Child Passenger Safety Week? Watch our series of car seat videos and email the correct answer to the trivia question shown at the end of the video. All correct answers will be entered in a drawing - Five winners will be drawn next week!



Part I of IV: Rear-facing car seats

www.youtube.com

Infants and young children should ride in the appropriate rear-facing car seat. This video highlights the recommendations for children riding in rear-facing car seats and the elements of installation that parents should check.

10,770 Impressions · 0.07% Feedback

 September 20 at 4:51pm · [Comment](#) · [Like](#) · [Share](#) · [Promote](#) · [Flag](#)

Primary Children's

- 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)

The screenshot displays a Facebook album page for "Holiday Ice Sculpture 2009" by Primary Children's Medical Center. The browser window shows Firefox with the URL <http://www.facebook.com/primarychildrens?v=photos&ref=ts#/album.php?aid=132014&id=2043>. The album features a grid of 15 photographs showing individuals engaged in ice carving. The right-hand sidebar includes a "Requests" section with a "See All" link, a "Recent Checkins" section listing a checkin by Jake's Del Mar, and a "Sponsored" section with three advertisements: "Medical grants for kids" from UnitedHealthcare Children's Foundation, "Save 50% on McAfee" for computer protection, and "Disneyland Halloween Time" for family gatherings.

Primary Children's

- Examples (Facebook)



Primary Children's Medical Center Today is Neonatal Nurses Day, so we thought you might enjoy seeing just how small a baby's hand can be – from just over one pound to 7 pounds 9 ounces. How much did you or your children weigh at birth?



Small Hands

5 new photos

9,998 Impressions - 0.90% Feedback

📅 September 15 at 10:02am · Comment · Like · Share

👍 27 people like this.

💬 View all 63 comments

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**