Expanding Your Social Media Presence

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Substance Abuse and Mental Health Services Administration
www.samhsa.gov • 1-877-SAMHSA-7 (1-877-726-4727)
Archive

This Training Teleconference will be recorded. The PowerPoint presentation and the audio recording of the teleconference will be posted to the NEC website at:
http://www.power2u.org/information-technology.html
Questions?

At the end of the webinar, there will be a Q & A session. You are invited to ask questions at any time through the “question” function. During the Q & A session, you may ask a question via the “hand raise” function, if you wish to ask a question verbally. Questions will be taken in the order they are received.
Today’s Agenda:

1. Housekeeping and speaker introductions – Oryx Cohen
2. PEERS media team presentation
3. Q&A
4. Adjourn to live Twitter chat: follow @peersorg
Contact Us

National Empowerment Center
www.power2u.org, info4@power2u.org, 1-800-power-2-u
Twitter: @natlempowerment, @peersorg
NEC’s Social Media/IT resources:
http://www.power2u.org/information-technology.html
Who We Are

✤ Media team for PEERS, an Oakland-based consumer-run organization

✤ Use media to promote social inclusion and execute anti-stigma campaigns

✤ Collective experience includes graphic design, web and print copywriting, blogging, video, podcasting, and social media, among others!
Game Plan

- Overview of what makes an effective website
- Introduce major social media platforms and how to use them
- How PEERS has used media to promote its messages
- Questions, resources, and wrap-up
"Almost overnight, the Internet's gone from a technical wonder to a business must."
-Bill Schrader, CEO of PSINet

What makes an effective website?

- Strong and clear message
- Easy navigation
- Content
- Clean design
- Accurately reflects who you are (Consistent branding)
- Updated frequently
- (Kitties optional)
How to Get Started

- Wide range of varied template designs
- Both free and paid options, easily upgradable

- Online courses for a low monthly fee
- Wide array of subjects
SOCIAL MEDIA
Social media platforms (just a few!)

[Images of social media icons: Facebook, Pinterest, Twitter, YouTube, Instagram, Podcast]
Facebook 101

- Over 1.1 billion users.
- Great for engaging and connecting with audiences, sharing news, doing contests.
- Can customize and control content and image.
- Uses “likes” and comments.
How can my org use it?

* Announce upcoming meetings or events.
* Post photos from an organizational event, either live or after the fact.
* Post videos of interviews, events, etc.
* Share inspirational quotes related to your mission.
* Share relevant news items related to your field.
* Give a shout-out to current allies and form new relationships.
* Create a poll to capture your audience’s opinions.
Best Practices

* Use a conversational tone.

* Share breaking news updates or exciting announcements.

* Start conversations by asking questions and responding. Make sure to respond to comments by users!

* Share stories with photos and videos to grab users’ attention. Photos receive 50% more likes than non-photo posts!

* Use engaging thumbnails for linked stories.

* Use Page Insights to see what your audience does and doesn’t like.
What is Twitter?

>*</p>

- A social networking service that allows users to send and read Tweets.
- Tweets are short messages, no more than 140 characters
- Use it via phone, tablet, desktop or laptop computers
- 230 million active Twitter users
- 76% of users Tweet from their mobile devices
- An average of 500 million Tweets are Tweeted daily
Things to Know

**Twitter Handle** – The username and web address for the user’s Twitter page.

Twitter Handle: @peersorg or www.twitter.com/peersorg
Things to Know

- Hashtags mark keywords or topics in Tweets. They are composed of a single word or phrase beginning with a "#" and with no spaces or punctuation.

- You'll see them around Twitter in a variety of locations—including in trending topics.

- Clicking on one will lead you to a search featuring Tweets with that same hashtag.

- Think of it like choosing what a Tweet is filed under.
#Hashtag

PEERS @peersorg
We're covering Alternatives 2013! Check out last year's coverage.
peersnet.org/alternatives20...
#Alt2013 #mentalhealth #mentalillness #recovery

2:46 PM - 30 Oct 13 · Details

Reply to @peersorg
Why use Twitter?

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- Network online and connect with other orgs
- Spread a social message
- Publicize your business or organization
- Publicize your events or one you’re attending
- Increase visibility online for your business or self
- Communicate with your favorite celebs, shows, thinkers, writers, brands, etc.
HuffPost Live @HuffPostLive
Is Katt Williams spiraling out of control? [huff.liv/QCqzZB](huff.liv/QCqzZB)

Expand

Jenee Darden @CocoaFly
@HuffPostLive Where was the discussion about him possibly needing mental health care? I don't think what's going on w/ him is funny.

Expand

HuffPost Live @HuffPostLive
@CocoaFly That's fair. We did discuss the potential mental health issues, but agree it could have been addressed better.

Expand

Jenee Darden @CocoaFly
@HuffPostLive Thanks for recognizing that the hosts could've done better. I look forward to more convos about mental health on your site.

Expand

HuffPost Live @HuffPostLive
@CocoaFly @Peersorg You're welcome. We've done a number of segments on mental health: [huff.liv/YlmYg1](huff.liv/YlmYg1) and [huff.liv/QCAmp](huff.liv/QCAmp).

Reply Retweet Favorite More
Joep Holten @joepholten
Our blog about PEERS!: krachtwerkontour.blogspot.nl/2013/01/love-l... (in Dutch) @peersorg

11:59 AM - 30 Jan 13 - Details

Reply to @joepholten

PEERS @peersorg
@joepholten Thank you for writing this and visiting PEERS!
Twitter Chat

- Twitter Chats or Twitter Parties are when people discuss the same topic, and use a specific hashtag on Twitter.

- The event happens at a specific time. The Twitter chat moderator sets the questions, time and hashtag. For example, Fox Sports may host a chat on the NBA playoffs, today at 3pm EST and use the hashtag #playoffs.

- Let people know in advance about the Tweet Chat if you’re the moderator/host.

- People organize chats to discuss hot topics, have contests, get people excited about an upcoming event, etc.

- Join the discussion. Retweet (RT) and favorite comments by others that you like. Always use the hashtag in the discussion so others can follow your opinions. Stay on topic.

Jenee Darden @CocoaFly
@PenguinSF Riddle me this...Who's going to waddle their way into jail tomorrow when #SFBatKid & #Batman get a hold on them?

The Penguin @PenguinSF
@CocoaFly You think #SFBatKid will stop me? I'm the greatest villain Gotham has ever seen! Wahh wahhh wahhh!!

Fuz Edwards @PlanetFuz · Nov 14
@lowpool GO! RT @PenguinSF: @CocoaFly You think #SFBatKid will stop me? I'm the greatest villain Gotham has ever seen! Wahh wahhh wahhh!!"

Jenee Darden @CocoaFly · Nov 14
@PenguinSF I think #Joker is a better villain, but it doesn't matter. #SFBatKid is on to you and peace will return to Gotham.

Samira Tu'Ala @SamiraLV · Nov 14
@PenguinSF #SFBATKID is gonna take you down!
Sophia A. Nelson @IAmSophiaNelson · Apr 12
#2. I have been through severe depression & wanted to die. All while looking flawless on TV, winning awards & seemingly perfect. #Connections

Jenee Darden @CocoaFly · Apr 12
@IAmSophiaNelson Thank you for sharing that. When we share our own stories others realize they’re not alone.

Jenee Darden @CocoaFly · Apr 12
@IAmSophiaNelson May is Mental Health Awareness Month. I will be launching a blog campaign for my job called I'm Good im-good.com

Dijon Rolle @Dijon_Rolle · Apr 12
@CocoaFly @IAmSophiaNelson Please be sure to post updates. I would love to hear more once everything is launched.

Jenee Darden @CocoaFly · Apr 12
@Dijon_Rolle @IAmSophiaNelson Definitely! The site is up but we’re still tweaking. We want to bring a hopeful energy to mental health.
I’m good
A blog campaign for mental health recovery

- www.im-good.com
- #imgood
- Twitter & Instagram: @peersorg
- Email: im-good@peersnet.org
What is Instagram?

Web definitions

Instagram is an online photo-sharing, video-sharing and social networking service that enables its users to take pictures and videos, apply digital filters to them, and share them on a variety of social networking services, such as Facebook, Twitter, Tumblr and Flickr. ...

http://en.wikipedia.org/wiki/Instagram
Photos

- Most functional through the app. You have to upload photos and videos through your mobile device.

- Post inspirational photos

- Post your art

- Photos of events your org is hosting

- Photos of events your attending

- Cool things you’re doing

- Use Hashtags #Yay!
Videos

- Videos can only be 3-15 seconds
- Upload through your mobile device
- Use it to share a message and give followers a quick of what you and your org are doing
What is YouTube?

- Users go to Google to find readable content – they go to YouTube to find video content.
- 2nd largest search engine (behind Google)
- More than 1 billion unique users/month
- 100 hours of video uploaded every minute
- Nonprofits have 4 Billion+ views on YouTube
- 17,000+ non-profits on YouTube
- According to Nielsen, YouTube reaches more US adults ages 18-34 than any cable network
• Updated content, post constantly

• YouTube as a holistic video strategy

• Make sure you’re telling real stories with real people, real situations (staff, donors, volunteers)

• All play a part in your branding and marketing strategy (what are the goals?)
Eligibility

* Hold current 501(c)(3) status, as determined by the U.S. Internal Revenue Service

* Some organizations are not eligible for the YouTube Nonprofit Program. Find more information at: http://www.youtube.com/nonprofits
YouTube Nonprofit Program
Tell your organization's story through videos on YouTube

Benefits of joining

Donate button
Viewers can use your channel's Donate button to contribute to your cause online right from your YouTube videos. Available only in the US and UK at this time.

Call-to-action overlays
Place a Call to Action on your videos, which viewers can click to visit your website, donate, or learn more.

Community forum
Connect with fellow nonprofits and get advice from pros on the free YouTube Nonprofits Forum.

Live streaming
Stream video footage live onto your YouTube channel, great for events, conferences, and reporting.

Video annotations
Use annotations on your videos to encourage users to subscribe to your channel or click to visit your website.

Join now

1. Create a YouTube channel for your nonprofit.
2. Apply to Google for Nonprofits.
3. Enroll in the YT nonprofit program by following the instructions in your Google for Nonprofits acceptance email.

Apply to Google for Nonprofits
CHECK OUT BUTTON
CALL TO ACTION OVERLAYS

VIDEO ANNOTATIONS
PETA (People for the Ethical Treatment of Animals)

Share your thoughts

kamenrider megazord 1 week ago
hey guys i am sorry i said that. i love you guys but dont be to strict about least concern animals think about extinct animals ok. :)
Reply · 16 · 3

ShamuAquariums 3 weeks ago
PETA needs to leave SeaWorld alone and focus on REAL animal abuse
Reply · 9 · 2

zaxtor 1 month ago
Please sign this petition and spread this petition. To all animal lovers and or pet lovers. Please sign these petitions to get this cruel atrocious show called Yukon men off of Discovery Channel.
Read more
Reply · 16 · 3
CAMPAIGN STRATEGIES

SUCCESS!

CAMPAIGN GOAL

591,805 of 750,000 video views
78% progress
422 days left
2,332 new shares

Share

CAMPAIGN GOAL

Campaign successful!
785,151 of 750,000 video views
104% progress
0 days left
3,386 new shares

Share
Where to Start
SHOOTING VIDEO
Links

- Smartphone Journalism
  - http://www.youtube.com/watch?v=tZ8KXj7zEhE

- Quick Shooting Tips
  - http://www.youtube.com/watch?v=4mDk45VNN1k
  - http://www.youtube.com/watch?v=s2L68dwaSeU

- YouTube Playbook
  - www.youtube.com/yt/advertise/medias/pdfs/playbook-for-good.pdf

- Smartphone Apps
  - FiLMiC Pro
  - iMovie

Wednesday, April 30, 2014
Action Steps

- Create YouTube Channel
- Apply to nonprofit program
  - YouTube.com/nonprofits
  - Google.com/nonprofits
- Start to think about a marketing and video strategy and how YouTube can help with getting your mission across.
- Jump in and have fun.
MESSAGING:
Things to Consider
What is your message?
Best Practices for Messaging

• Brevity is beautiful!

• Create a clear and inclusive message across social media and your website.

• Be fluid with language and ready to switch depending on your audience.

• Consider using people with “mental illness” instead of “consumer” and “lived experience” to reach general public.

• Share authentic mental health stories, but don’t forget the recovery message!
What does Google say?
Always update your website, Facebook, Twitter, Instagram and Youtube pages.

Find catchy slogans that everyone can connect with, i.e. Love More, Judge Less
Social media in person!

- Attend community events like art festivals, film festivals, AIDS walks, and youth events.

- Connect with other mental health campaigns, like the Each Mind Matters green ribbon campaign. Have a elevator pitch ready and extra ribbons handy!

- Connect with other organizations by liking their articles, pages, and events on Facebook.

- Live tweet at events and invite the community to join you!

- Have written materials ready with your social media information included.
Targeted Outreach

In the depths of darkness, they found their light.

shine

A PEERS FILM in association with SAMHSA and RYSE. MARKET A PARKER, ARTHUR RENOWTZY, BRIANNA WILLIAMS
EXECUTIVE PRODUCER: LISA SMUZ. PRODUCER: SHANNON ELIOT. DIRECTOR: DAN REILLY. CAMERA, STUNTS AND CARRIERS: DAN REILLY
JOSE ESQUIVEL, GEMIKIA HENDERSON. EDITOR: DAN REILLY. PRODUCTION ASSISTANTS: JENEE DARDEN, KATHERINE EBRAHIMI.
HOW PEERS USES THESE TOOLS
Alternatives Coverage

- Year 3!
- Live!
- First year we have streaming
- @peersorg
- #alt2013
- Engages both attendees and non-attendees
Mental Health Matters

- 30-minute TV talk show
- “Mental health with a twist”
- Guests throughout Bay Area (and country if in town)
- Filmed in professional studio (and sometimes on location)
- Edited in-house at PEERS
- Watch at www.peersnet.org/videos
Stories of Recovery

- Short videos (less than 10 min.) for use alone or in presentations
- Profiles local consumers who have thrived
- Focus on diverse stories, diagnoses, ethnicities, ages, socioeconomic statuses, etc.
- Filmed at home or in the office
- Watch on the PEERS YouTube channel or at www.peersnet.org/videos
Mental Health & Wellness Radio

- Monthly public-radio style podcast
- Covers guests throughout the country
- Recorded both in-studio and over the phone
- Listen on iTunes or on the PEERS website at www.peersnet.org/radio
Wrap-up

PEERS Media Properties

- Website: www.peersnet.org
- YouTube: www.youtube.com/user/peerstv
- Facebook: P.E.E.R.S.
- Twitter: @peersorg
- Instagram: @peersorg

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THANK YOU!