

Social Media



Objective

- To learn how to communicate through Twitter, Facebook and other social networking tools while complying with ADH social media policies.



Social Media-What Is It?

- What is social media and why is it important?
- What is happening with traditional media?
- Examples of social media use
- Getting started tools



What is Social Media?

[SocialNomics by Eric Qualman](#)

<http://www.youtube.com/watch?v=Z4gt62uAasE>

What is Social Media?

Social media are “primarily Internet-based tools for sharing and discussing information among human beings.

The term most often refers to activities that integrate technology, social interaction, and the construction of words, pictures, videos and audio.”

Source: Wikipedia

What is Social Media?

It is a change in how people discover, read and share news, information and content.

It transforms one-to-many monologue into many-to-many dialogue.

Source: Wikipedia

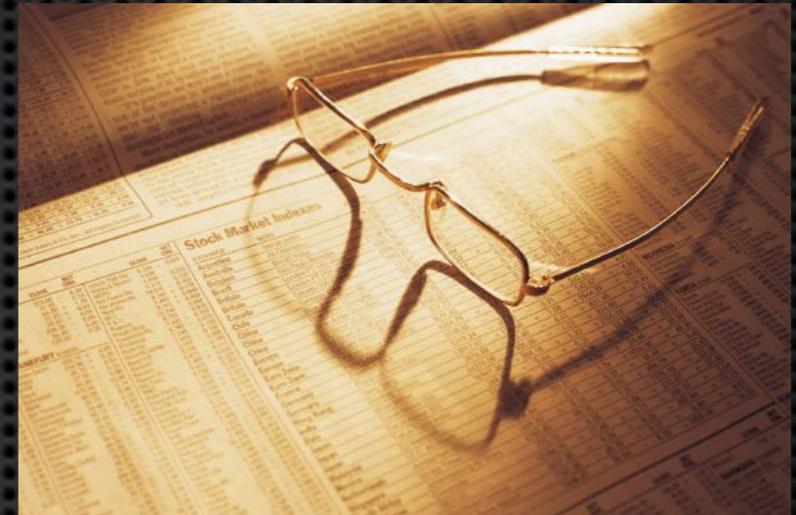
Reaches People Where They Are!

- Via text on a mobile phone
- Through the web on a mobile smartphone
- On social networks, such as Facebook and Linked-In
- On blogs and microblogs
- Through online video



Where Americans Get Their News

- **58% of Americans watch local news**
- **23% under age 30 read local newspapers**
- **34% of the public goes online to get news (same % as those who listen to radio news). Adding in cellphones, social media, and podcasts increases it to 44%.**
- **36% get news from traditional and digital sources**
- **39% rely solely on traditional sources**



Source: www.People-Press.org Sept. 2010 survey

The Public's Expectations Are Changing

- No longer are the “experts” the sole voice of authority (vertical communication). Now, it’s a horizontal model.
- Social media, i.e. one’s friends, colleagues, and others, have become more trusted and influential



Channels are Multiplying!

- The number and diversity of sources of information will continue to multiply rapidly.
- That makes it more challenging to get your message to the right person with enough frequency so that they hear it.



Social Media Leads the News

**“Miracle on the Hudson” U.S. Air jet into the river:
first reports are from social media sources**



Getting Started- Get to know your rep

The Arkansas Department of Health's Social Media Workgroup: Regional Representatives

Northwest Region

- Lisa Holt
- Teresa Gates
- Sharon Loftis

Northeast Region

- Amy Howell
- Kimberly McCray
- Drew Pannell

Central Region

- Cindy Pruett
- Lucy Towbin

Southwest Region

- Julie Huntley
- Andy Threlkeld

Southeast Region

- Judy Miihlbach
- Dena Poteat
- Shealese Washington

Getting Started- get to know your rep

The Arkansas Department of Health's Social Media Workgroup: Center Representatives

Center for Health Advancement

- Adam Nelsen
- Miriam Karanja
- Jane Costello
- Katrina Betancourt

Center for Public Health Practice

- Melody Smith
- Brandy Sutphin

Center for Health Protection

- Tina Long
- Ashley Boccarossa

Center for Local Public Health

- Andi Ridgway

Getting Started-get to know your rep

The Arkansas Department of Health's Social Media Workgroup: Center Representatives and At Large Members

Public Health Administration

- Michelle Smith
- Katheryn Hargis
- Selestria Guy

Public Health Laboratory

- James Bishop

At Large Members

- Ann Russell
- Ed Barham
- Dianne Woodruff
- Racheal Odom
- Jerry Pack
- Ken Ridgway

Use social media to promote your program, HHI coalition, local health unit



[Washington County Outreach Health Clinic Opening 2011](#)

Social Media Policies



- Make sure you are knowledgeable of all ADH Social Media Policies

For questions contact your social media liaison or

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