



Social Media in Global Health Strategy, Tactics, and Messaging

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We are...



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Today...



- Introduction
- Web 2.0 Communications
- Top social media tools
- Resources
- Q&A



2. Web 2.0 Communications

WHY Social Media in Global Health?



- Find new stakeholders
- Raise awareness
- Draw people in to your cause/org/program
- Be a thought leader
- Promote your pubs, events, staff
- Stimulate discussion
- Get donations or subscribers

**Understand your goals and where your audiences are...and
then create a social media strategy**

It's not about the technology

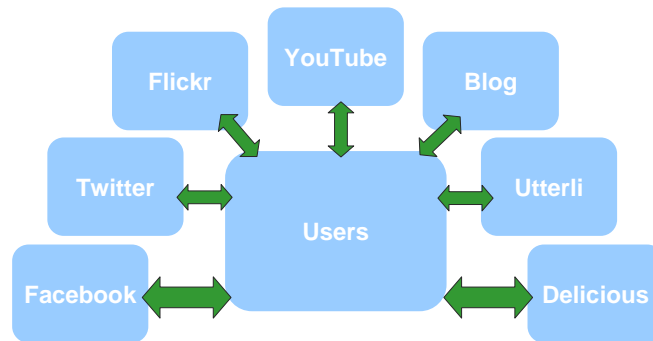


1. Start with your goals and audiences
2. Pick one or two tools and do them well
3. Be interesting and useful

The New User-Centric Internet



Users want meaningful **participation**



Successful Social Communications



- Short
- Linkable
- Conversational
- Selfless
- Opinionated
- Resourceful

**Make your message
stand out.**

3. Top Social Media Tools

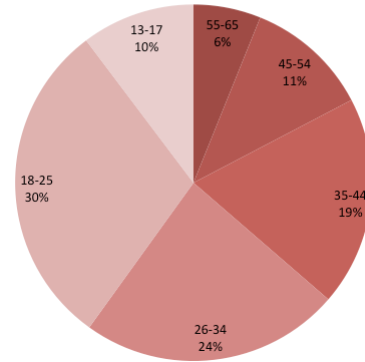


Facebook: Audience



US Facebook Users by Age Group
InsideFacebook.com, 7/6/09

- Growing increasingly female
- ~80 million monthly active users
- Generally well-educated
- Average user has 130 connections
- Seeking diversions

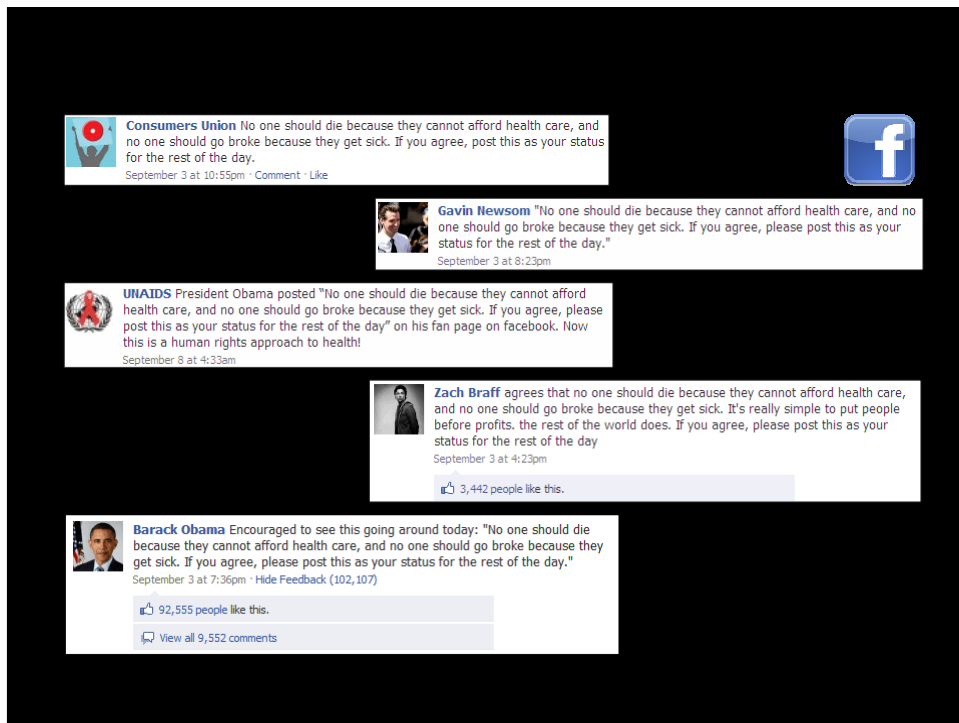
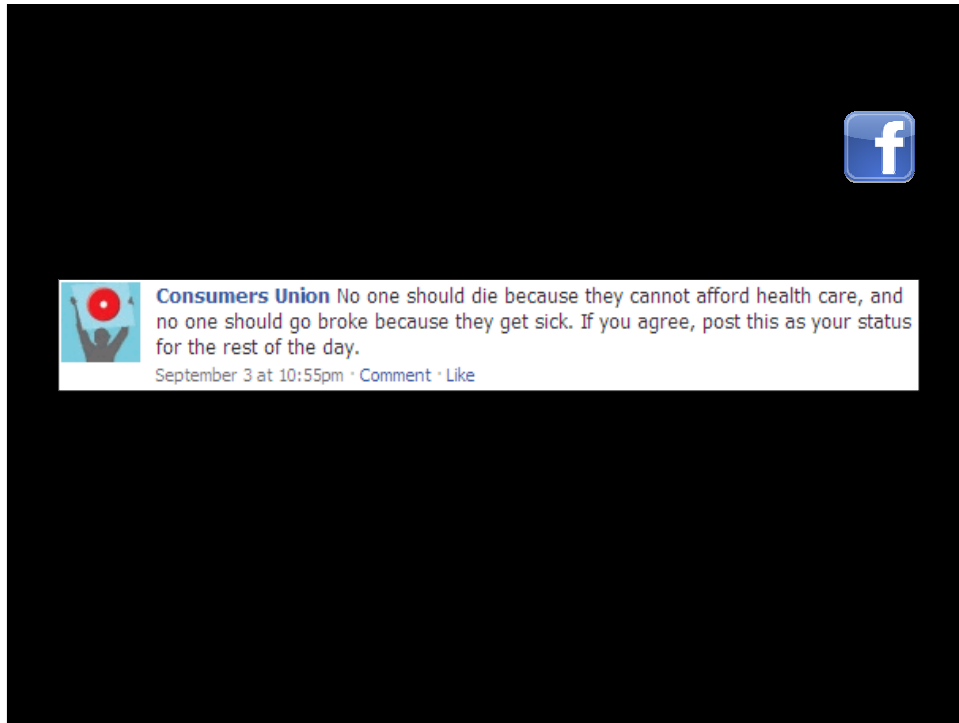


Facebook: Useful for...



= 50% login everyday

- Extending presence into extremely popular site
- Hosting conversations
- Viral sharing of interesting/unusual items
- Extending leaders' personal networks
- Targeting by demographics, interests, geography





Twitter: Good for...

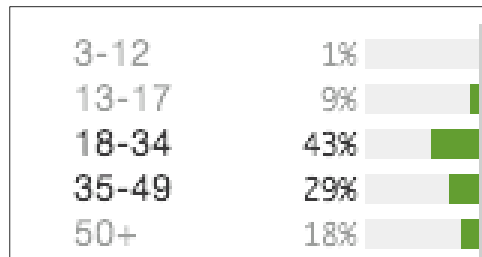


= 1.3 million tweets
During MTV VMA

- Breaking news / content alerts
- Rapid link sharing
- Field reports
- Simple conversations
- Finding out what people are saying
- Conversations with influentials

Twitter: Audience

- 30 million users
- Popular among young and middle-age adults: 25-54
- Curious, news-seekers
- Have nice cell phones
- Use for referrals products, events, TV shows



Source: Quantcast.com

Twitter: How to write for it

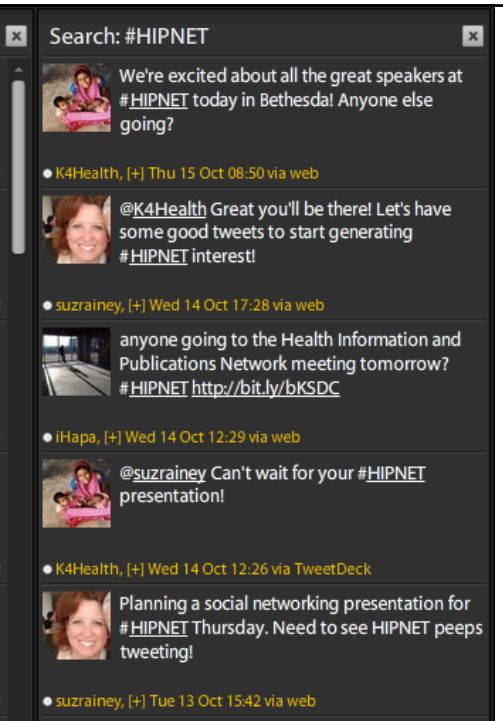
- Post frequently: 4-6 times daily
- Re-tweet, reply, recognize
- Omit needless words. Phrases not sentences

- Make it scannable
- Be dramatic and clever. Use intrigue.
- Use @user, keywords and hashtags (e.g. @URC, #HIPNET)



What if HIPNETers Tweet?

Use this hash tag:
#HIPNET



Search: #HIPNET

We're excited about all the great speakers at #HIPNET today in Bethesda! Anyone else going?

• K4Health, [+] Thu 15 Oct 08:50 via web

@K4Health Great you'll be there! Let's have some good tweets to start generating #HIPNET interest!

• suzrainey, [+] Wed 14 Oct 17:28 via web

anyone going to the Health Information and Publications Network meeting tomorrow? #HIPNET <http://bit.ly/bKSDC>

• iHapa, [+] Wed 14 Oct 12:29 via web

@suzrainey Can't wait for your #HIPNET presentation!

• K4Health, [+] Wed 14 Oct 12:26 via TweetDeck

Planning a social networking presentation for #HIPNET Thursday. Need to see HIPNET peeps tweeting!

• suzrainey, [+] Tue 13 Oct 15:42 via web



twitter

Home Profile Find People Settings Help Sign out

  **IntraHealthOPEN**

✓ Following

Follow @niyyie @Nnenna @camega for tweets from The West African Internet Governance Forum #waigf

about 3 hours ago from TweetDeck

RT @camega: In 2008, there were 166 root servers globally. Seven of those instances in Africa #waigf

about 3 hours ago from TweetDeck

Maurice Middleberg form.GHC joins IntraHealth.As new VP and Policy Czar. Maurice will lead new HRHQS proj &IntraHealth DC office

about 9 hours ago from TweetDeck

RT @wayan_vota: RT @iCT_Works: Emerging tech Africa Online course by Siemens at Wikiversity ict concerns & opps <http://bit.ly/43LXtF>

about 11 hours ago from TweetDeck

RT @baconmiller: RT @whiteafican African devs, Nokia offers \$175,000 prize for you to build a "uniquely African" app - <http://bit.ly/1lCM6D>

about 11 hours ago from TweetDeck

Name IntraHealthOPEN
Web <http://www.intrah.org>
Bio Help put open source technology in the hands of African health care workers - Charity EP with Youssou NDour, Nas, Peter Buck, Q-BAM and more.

1,953 following 1,115 followers

Tweets 491

Favorites

Actions
block IntraHealthOPEN
report IntraHealthOPEN for spam

Following

View All...

RSS feed of IntraHealthOPEN's tweets

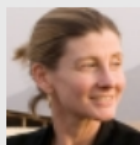


Blogs: Useful for...



- Building reputation
- Putting people in your shoes
- Passing along news
- Sharing stories
- Organizing

About Nancy Lindborg



Nancy Lindborg is Mercy Corps' President, based in Washington, D.C.

[Nancy Lindborg's profile >](#)
[Nancy Lindborg's blog >](#)

Blogs: How to write for it



- Write regularly
- Write posts, not poetry
- Be yourself
- Respond, recognize, and converse



Blog conversations



On Friday, August 14, 2009 (11:00 am), Akhtar Jamal wrote:

Dear Nancy Lindborg,

I am really thankful that you personally visited Swat and Mardan and I am also thankful to Mercy Corps that it has helped the displaced persons in the area.

It is good that people like you can explain to the world that Pakistan people are neither fundamentalists or extremists. Of course there are few hundred militants and there are misguided unemployed youth who suffered a lot in the past.

We in Pakistan appreciate the efforts of armed forces to crush foreign-backed militants who tried to hijack the heavenly areas of Swat and Malakand.

We are happy that peace has returned to the area and we have a chance to live in peace and harmony.

Hats off to Mercy Corps.

Akhtar Jamal
Editor
Pakistan Press Agency (PPA)
Islamabad

“I am really thankful that you personally visited Swat and Mardan...”

--Akhtar Jamal, Pakistan Press Agency


A daily look into the work, thoughts and ideas of our team around the world.

Nancy Lindborg's blog

BLOG POST Posted October 2, 2009, 8:40 pm by Nancy Lindborg

A chance for the people of Zimbabwe

Country: Zimbabwe
Topics: Peaceful Change, Livelihoods, Hunger, Food/Nutrition, Emergencies, Economic Development, Civil Society



Mercy Corps President Nancy Lindborg testifies before the Senate Foreign Relations Committee on Zimbabwe. Photo: Sardi Group, Inc.

This week I had the honor of **testifying before the Senate Foreign Relations Committee** on Zimbabwe, along with representatives from the State Department, USAID, the Treasury Department and several think tanks. As the sole representative of an international humanitarian organization, I focused my remarks on how to advance recovery and reconstruction efforts in the country.

We have an important opportunity to help support the nascent progress of a country that has spiraled into collapse over the last decade. The changes that we have witnessed in Zimbabwe since the advent of the Unity Government in February of this year have been important — improvements to the economy, a vastly improved working environment for non-governmental organizations and a real grassroots desire for positive change. During my trip this summer to Zimbabwe, I saw growing glimmers of hope and increased optimism in the communities I visited.

About Nancy Lindborg
Nancy Lindborg is Mercy Corps' President, based in Washington, D.C.
[Nancy Lindborg's profile](#)
[Nancy Lindborg's blog](#)

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email address **SUBMIT**

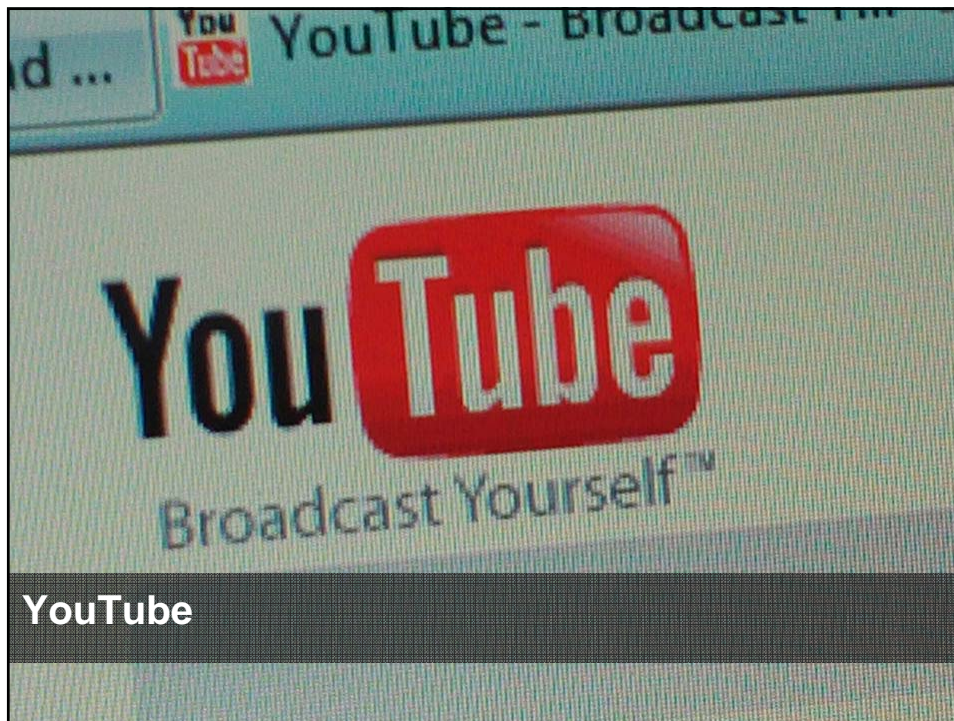
Featured Campaigns
Asia Pacific Disaster Response

Mercy Corps on the Web

- Twitter
- Facebook
- Flickr
- YouTube

Mercy Corps ACTION CENTER
TO END WORLD HUNGER
COMMITTED TO ENDING HUNGER IN OUR TIME

one TABLE
Help us solve world hunger by investing in the world's women



YouTube: Audience



- ~80 million users each month
- Reaches everyone
- Demographics vary by content (just like TV!)
- More about the delivery than community
- Far reach: Google Search, iPhone, TiVo users...
- Embeds well in other social media

YouTube: Useful for



You Tube = 5 billion clips
watched/month

- Field reports
- Short interviews with activists, event attendees
- Storytelling
- Putting a face on your efforts
- Sharing clips from broadcast TV
- Stunts, opposition

YouTube: Example



4. Tying It All Together

WHY Social Media in Global Health?



It's all about your **strategy**. What do you need to do?

- Find new stakeholders
- Raise awareness
- Draw people in to your cause/org/program
- Be a thought leader
- Promote your pubs, events, staff
- Stimulate 2-way conversations
- Get donations or subscribers

How many tools should I use?



- Consider:
 - Resources
 - Audience
 - Goals

Pick 1 or 2 and do them well!

Resources



- **Forum One Facebook resources:**
 - <http://delicious.com/forumone/facebook>
- **Twitter Guide to Advocacy:** <http://tinyurl.com/dd2zxn>
- **Twitter Tools/Dashboards**
 - HootSuite, CoTweet.com, TweetDeck
- **100 Resources to Boost Social Media Savvy:** <http://bit.ly/CwHb>
- **See3 Guide to Nonprofit Video:** <http://www.see3.net/guide>
- **OnlineCommunityReport.com**
- **We'll post this presentation on** www.slideshare.net/forumone

Q&A and Discussion



Thank You!

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