Julio Arguello Jr. is currently the Online Media & Information Technology Program Manager for AMCHP. In this position, Julio is in charge of online communications and technology projects, including AMCHP’s website, membership database, social media strategies, IT contractors, and other online media and technology activities of the association. He has more than 13 years of communications and publications management experience. He previously served as AMCHP’s Publications & Member Services Program Manager. Julio has been with AMCHP since 2008.
Agenda

• Welcome & Introductions
• Overview of Learning Objectives
• Overview of MCH Leadership Competencies
• Overview of Social Media
• Facebook Profile Set Up
• Twitter Profile Set Up
• SPHARC Grantees Success Stories
• Q & A
Learning Objectives

By the end of today’s webinar you will learn the following:

• How to define social media
• How to create profiles on Facebook and Twitter
• How to post content to Facebook and Twitter
• Basic Facebook and Twitter terminology
• Learn how SPHARC Grantees are using Facebook
MCH Leadership Competencies

The three competencies you will gain are:

• Self-reflection
• Critical Thinking
• Communication
Polling Questions

• Are you currently using Facebook or Twitter? (Facebook, Twitter, Neither)

• How would you rate your level of knowledge about Facebook or Twitter? (No knowledge, Beginner, Intermediate, Advanced)

• This webinar increased my knowledge related to using Facebook and Twitter. (Strongly agree, Agree, Neither Agree nor Disagree, Disagree, Strongly Disagree)
Social Media Defined

Social media is simply a set of publishing tools that use Web-based technology to facilitate communication. This communication is interactive, rather than one-directional, and emphasizes dialogue between users or between users and organizations. Social media takes many different forms, including blogs, microblogs, wikis, internet-based forums, social networking platforms, podcasts, and sites that host photos, videos, or other user-generated content.

Social Media Overview

What is the nature of Social Media?

• Transforms monologue to dialog
• Allows for sharing content, experience, perspectives
• Encourages participation and engagement
• Is highly adaptable and constantly changing
Social Media is not a Fad

But a fundamental shift in the way we communicate

- 200,000,000 Blogs
- Facebook gets about 1 Trillion hits per month (June 2011)
- Google gets about 1 Billion hits per month (May 2011)
- Twitter has 200 million users (Aug 2011)
- YouTube is the number 2 Search Engine with 92 billion views. (Feb 2011)
Gauging Audience

• Social Media now reaches the majority of Americans 18+, with 67% having a profile on one or more social networks.
• 57% of Facebook and Twitter Users are under 30
• 71% of Women are more likely than men to be on a Social Media site

Top Visited SM Networking Sites

• Facebook
• Twitter
• Pinterest
• LinkedIn
• Google+
• My Space

Source: Experian Marketing Services, March 2012
Connect with friends and the world around you on Facebook.

News Feed  See what’s up with friends, family and anything you’re into.

Timeline  Tell your story — from where you grew up to what you’re doing now.

Graph Search  Find more of what you’re looking for through your friends and connections.

Messages  Chat and send private messages with the important people in your life.

Sign Up

It’s free and always will be.

First Name  Last Name

Your Email

Re-enter Email

New Password

Birthday:

Month:  Day:  Year:

Why do I need to provide my birthday?

Female  Male

By clicking Sign Up, you agree to our Terms and that you have read our Data Use Policy, including our Cookie Use.

Sign Up

Create a Page for a celebrity, band or business.
Are your friends already on Facebook?
Many of your friends may already be here. Searching your email account is the fastest way to find your friends on Facebook. See how it works.

Gmail
Your Email: zesartest13@gmail.com
Find Friends

Windows Live Hotmail
Find Friends

Yahoo!
Find Friends

Other Email Service
Skip this step

Facebook stores your contact list for you so that we can help you reach more people and connect friends. Learn more.
Step 1: Find your friends
Step 2: Profile Information
Step 3: Profile Picture

Fill out your profile info
This information will help you find your friends on Facebook.

- High School:
- College/University:
- Employer:
- Current City:
- Hometown:

Your schools and employer are currently public to help you connect with classmates and coworkers. You can manage the visibility of your schools and employers by editing the About section on your Timeline.

Skip  Save & Continue
Set your profile picture

Upload a Photo
From your computer

OR

Take a Photo
With your webcam

Profile pictures and cover photos are public. You can control the audience for other photos you upload to Facebook.
Zesar, go to zesartest13@gmail.com to complete the sign-up process.

Welcome to Facebook, Zesar.

1. Search your email for friends already on Facebook
   People on Facebook find an average of 20 friends and family using the Facebook Friend Finder. Have you found all of your friends? Try it.
   zesartest13@gmail.com
   Find Friends

2. Get to know your privacy settings
   You control how you share your stuff with people and apps on Facebook.
   Take a Privacy Tour

3. Upload a profile picture
   Upload a Photo
   From your computer
   OR
   Take a Photo
Facebook: What It’s All About

Keys to success

• Connect to ALL areas of the organization
  – For AMCHP, that includes: policy and advocacy, education, sharing member resources and stories, opportunities to get involved, opportunities to share the message

• Connect to partner organizations

• Add content, including photos, videos and upcoming events

• Encourage dialogue and be present!
What Facebook Can Do

POST
• Messages w/members, partners, funders

EVENTS
• Host sign-ups for an event and send messages to attendees

LIKE
• Allow constituents to interact w/your comments and each other’s comments
Facebook: Comparison

PAGES
- Allows everyone to be part of the conversation
- Viewable outside of Facebook
- Clear distinction between Organization posted content and Fan posted content

GROUPS
- Open, Closed, Secret
- More intimate
- Message all members
Welcome to Twitter.
Find out what’s happening, right now, with the people and organizations you care about.
Join Twitter today.

Full name
Zesar Arguello
Name looks great.

Email address
zesartest13@gmail.com
We will email you a confirmation.

Create a password
Password is okay.

Choose your username
ZesarArguello
Username is available. You can change it later.

Suggestions: zesar test13 Arguello Zesar arguello_zesar

Keep me signed-in on this computer.

Tailor Twitter based on my recent website visits. Learn more.

By clicking the button, you agree to the terms below. Learn more.

Printable versions:
Terms of Service - Privacy Policy

Create my account

Note: Others will be able to find you by name, username or email. Your email will not be shown publicly. You can change your privacy settings at any time.
Build your timeline.
Follow people to get their Tweets.

Great!
Next

Search for...

Preview
Examples of Tweets from people you choose to follow appear here. You’ll see your full timeline once you’re all set up.

Oprah Winfrey @Oprah
"I'll give my stone to the first man who tells me he has never sinned."... One of my fav moments @bibleseries

Ellen DeGeneres @TheEllenShow
I gave away lots of money in Sydney. Now I’ve gotta restock for Melbourne. Where’s the nearest casino?

Jennifer Lopez @JLo
Happy Sunday #LOVEIRS "@InspirebyJlo: I don’t have time to hate people who hates me, coz’ I’m too busy loving people who loves me."

Chris Rock @chrisrock
Today is the 16th anniversary of the death of Rapper Biggie Smalls and schools are closed all over America. Thank you President Obama

Justin Timberlake @justintimberlake
What's your favorite song on #The2020Experience ??! - teamJT
http://t.co/RKLEhYrbS
Add character.
Upload a photo and describe yourself.

Bio
0 / 160

Preview
Examples of Tweets from people you choose to follow appear here. You’ll see your full timeline once you’re all set up.

CNN Breaking News @cnnbrk
Tiger Woods regained the No. 1 spot in world #golf rankings, winning Arnold Palmer Invitational. http://t.co/hNeH1WpMyZX
#TigerWoods

The Washington Post @washingtonpost
No water until she's heard. Jailed activist risks it all, asks U.S. to rethink support of #Bahrain's king. http://t.co/HeCpbkNqBe

BBC News (UK) @BBCNews
Powys’s firm Eurger Manufacturing Company cleared over #horsemeat http://t.co/JsEukUxpMM

CSPAN @cspan
TONIGHT: #FirstLadies - Rachel Jackson, Emily Donelson &amp; Angelica Van Buren - LIVE at 9pm ET on C-SPAN. VIDEO preview http://t.co/h8KW4Btb7g
Reasons to Participate

• Listen
• Educate
• Build awareness and generate buzz
• Engagement
• Build loyalty
• Demonstrate progress and successes
• Reach new supporters
• Relationship building
Lingo

- **Handle** is a Twitter user’s username. i.e., @DC_AMCHP
- **Hashtag** is a word or phrase that is prefixed by the # (number) sign. It groups tweets into categories. i.e., #AMCHP13
- **Retweet (RT)** is passing on someone else’s tweet.
- **Favorite** is a way to bookmark a Tweet as one of your favorites.
- **@** before a username means I’m talking to you or about you. The use of it is called a **Mention (MT)**
- **Direct Message (DM)** is a private one-to-one message.
URL Shortener

bitly.com
TinyURL.com
Ow.ly.com
Q & A

• What are your burning questions?
AMCHP Social Media Channels

- https://twitter.com/dc_amchp
- http://www.youtube.com/user/AMCHPDC
- http://www.linkedin.com/groups/AMCHP-4145590?gid=4145590&trk=hb_side_g