

Social Media Playbook

Guidelines and Best Practices

Pitt CTSI

Clinical and Translational
Science Institute

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I. The Big Picture

Using social media – interacting and engaging with your audience and learning more about them – can be a lot more fun and rewarding than other forms of marketing, both online and off.

The difference between managing your own Facebook profile and managing an organization page, for example, is in the way you communicate. Talking to your audience will be very different from talking to friends and family.

Being successful on the internet is about communicating the value of your organization. It is about showing people why they should interact with you. This playbook will give you the information you need for using social media to your advantage.

What Is Social Media?

Wikipedia gives as good a definition as any:

***Social media** refers to the means of interactions among people in which they create, share, and exchange information and ideas in virtual communities and networks.¹*

First, social media is about **interaction**. The general pull of social media lies behind the fact that people are seeing what you create and are reacting to it.

The second key point is about **creating, sharing and the exchange** of information and ideas. Every time you put something out there, you have the opportunity to generate a reaction. With users checking their newsfeeds frequently throughout the day, you have a good opportunity to engage your audience with valuable data.

The third part of the definition involves ‘**virtual communities and networks**,’ referring to the interaction occurring online. People see what you create and choose to share and they have an opportunity to react to it.

¹Wikipedia entry on Social Media. http://en.wikipedia.org/wiki/Social_media. Adapted from Ahlqvist, Toni; Bäck, A., Halonen, M., Heinonen, S (2008). "Social media roadmaps exploring the futures triggered by social media". VTT Tiedotteita - Valtion Teknillinen Tutkimuskeskus (2454): 13. I use this because I think it's a great definition.

Why Use Social Media?

Simply put, because your audience uses social media. You want your audience to see you everywhere. You don't have to be a social media expert to know that users are daily – even hourly – logging onto Facebook, Twitter, and other social media networks. However, individual users are not the only ones on social media anymore. Businesses, organizations, and even research studies are online as well.

Social media is very different from traditional forms of advertising. It allows you to put your brand and messaging in front of your audience online.

Awareness and Listening

When you use social media, your audience has the opportunity to become aware of you, to begin listening to and even to expect your updates. This shows your audience a few things about your brand:

1. You care enough about how you are perceived by ensuring you are listening to your audience everywhere they can be found – including social media networks.
2. Your audience doesn't have to call a number or even send off an email to contact you. You're making yourself available to tackle issues in a manner that may be more convenient for some users.
3. You are completely transparent – you want your audience to know about you. From this perspective, social media is a major trust-building tool between you and your audience.
4. You want to know more about who your audience is and how they are finding you.

With a properly monitored social media account that shares timely updates with your audience, you can ensure that you are aware of and maintain control over your brand over time.

Social Media Reach

As of January 2017, 1.87 billion users, worldwide, were registered for and active on Facebook.² Seven in ten Americans use some type of social media to connect with one another, share, and engage with news content.³

As an organization, you need to be active on social media in order to reach the individual user. Being active means that you engage your audience by commenting, liking, and sharing other user content. It is not just about posting your own content. It is good to note that you don't want to over post and flood your audience's timeline. Social media allows you to increase brand

²Statista "Leading social networks worldwide as of January 2017, ranked by number of active users (in millions)" <http://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>

³ PewResearchCenter "Social Media Fact Sheet" <http://www.pewinternet.org/fact-sheet/social-media/>

awareness, interest, and reach. By being present on social media, you are bringing your message to where your audience is.

The Power of Engagement

Timely responsiveness is crucial. If a comment is made on your social media pages and they have received no response, there is a good chance that your follower may become disillusioned and unlike/unfollow your page.

For example, imagine if a recent study participant who had a bad experience complained to two friends each, that initial bad experience may get magnified exponentially beyond originally imagined.

Make sure that when you begin interacting with your audience, your posting frequency and messaging is consistent, and you're paying attention to what they have to say. Ignoring your audience has a way of backfiring on you when it comes to a forum as public as social media.

Brand Awareness

Brand awareness is about letting an audience know who you are and what you have to offer. Being consistent is one of the most important things you can do for your brand.

Your audience doesn't just need to read your words or listen to you. The visual experience is just as important. Brand consistency is about making sure your social media profiles are visually similar across networks. Your logo and colors should be visibly consistent across your website and all your social media networks. Everything needs to look like part of your brand.

When working with social media, it is important to understand that the purpose is NOT a direct sell. Social media is meant to build your brand – to get more people to know who you are. Having a page alone won't do this either. Staying engaged with your followers – this is what translates to converting people to your organization and brand.

If you're providing good information to your audience base and posting consistently, you are keeping your organization in front of your audience members several times a day. Many people constantly check their social media accounts, if you know the right way to add value to your audience's life and online experience through posts, your brand's name will be fresh in their mind.

To summarize, is social media a conversion tool? Absolutely. Your goal is to create a desired action within your audience. Every kind of advertising, no matter what it is, should be done with the bottom line in mind. However, social media is not going to be a fast or overnight conversion tool – rather, the cumulative effect of getting more people to know about you will benefit your brand over time.

The Dollar Value of Social

The idea behind starting a social media campaign is to get people into your *conversion funnel*. The ultimate value of the funnel, path through the funnel, and how long clients stay in there varies from organization to organization.

The graphic to the right shows a modernized conversion funnel that is particularly relevant to social media.⁴



The **awareness** level is the top of the funnel. When a member from your audience, discovers that you have social media networks set up and begins following you, they have become aware.

The **interest** level is when the audience members keep watching you because they are interested in what you have to say – your content has proven useful to them.

Desire is when the audience member wants what you have to offer.

Action. Signing up for a study or joining a registry are examples of action. A “like” on Facebook or a retweet on Twitter are examples of actions as well.

Advocacy. Advocacy is the “sale” stage for social media. A person may not be on board right away, but advocacy is when they will tell a friend about you. This is the kind of thinking and activity that turns into conversion.

⁴ Image from Terrence of Hash Meta. <http://www.hashmeta.com/blog/how-social-media-impacts-conversion/>

It is difficult to put a dollar value on social media because it works so differently from other forms of advertising, *but it does work*. It puts your name in peoples' mouths and your images in their minds. Social media is absolutely an effective advertising method worth pursuing.

Risks Involved

Social media might seem like a safe place for your business, organization, project, or even friends and family to be but unfortunately, there are risks involved with sharing things about your life online.

Social media is a platform that was built for individuals and organizations to share the information they choose about their lives and experiences. However, social media also encourages and allows others to comment, share, and engage with those posts. As a result, there will always be some level of risk involved.

It is important to put action plans, procedures, and protocols in place that your team can follow if an emergency arises. In this playbook, we discuss some tools you can prepare and have on hand whenever you may need them.

When doing research on social, study teams are faced with a unique set of risks. Some research studies may involve a sensitive topic or a vulnerable population (e.g. youth experiencing bullying at school). Even if they don't, it is always important for the research team to make sure the individuals they are engaging with online, are safe and protected to the best of their ability. We cannot express enough how important this is if you plan to interact with participants on social media.

Chances are that individuals using social media are already aware of the potential risks involved since they have chosen to have an online presence but it never hurts to remind them. Facebook and Twitter both have Help Centers online which offer information on using the platforms, how to manage your account, privacy and safety, and other policies and reporting procedures. If you plan to interact with potential research participants on social media, it is a good idea to direct them to these sites to serve as a sort of orientation or refresher course on social media best practices. It is just as important for your team to take advantage of these resources paying special attention to the things you can control on your page to protect your audience.

For example, make sure your account name and about descriptions don't give away potentially private information about your followers. If you are conducting a study on

youth with ADHD, you should not include the specific diagnosis in your profile name. Doing so would allow others to connect your followers to potentially having an ADHD diagnosis. This is the kind of information you do not want to make public about your followers and potential research participants.

It is also important to be aware of the information exchanged on social. The University of Pittsburgh does not have a contract with Facebook or any other social media platform. Therefore, they own any information exchanged while using the channels. For example, all Facebook profiles are subject to targeted ads based on their browsing history, page visits, and conversations held on the social networking site. Algorithms scan the site for keywords and send targeted ads to individual users. Everyone has the ability to control the ads they see on their page though. It is good practice to remind your audience that they can update their ad preferences in their account settings. For specific details, visit the Facebook Help Center.

In some instances, University offices may *discourage* use of social media due to the sensitive nature of the study and/or subjects. However, if the University approves your request, it is your responsibility to assume the risks involved. Risks may include but are not limited to a potential breach of confidentiality or any other unwanted exposure that may result from your social media engagement.

In addition to making sure your audience is protected, you may encounter disgruntled individuals that feel negatively about the work you are doing. Internet trolls are often scouring the internet trying to start fights with anyone who will listen. It is best to ignore internet trolls. Responding often makes things worse.

You might even find yourself becoming a victim of comments that snowball out of control and have nothing to do with the content you initially posted. These are common things that happen on social media but don't be discouraged. You're not alone!

Remember, there are page moderations you can put in place on Facebook business accounts that allow you to control the types of words people are able to include in a comment they leave on your page. You have the ability to hide or delete comments left on your page that may be in bad taste.

Twitter offers less control over other profile's tweets, however, the platform does give you the option to report a post or specific account for any number of reasons that you may find offensive.

Social media is meant to be social so engage with your audience as often as you can but don't forget to pay attention to what they are saying about you.

II. Social Media Platforms

One of the most daunting things about getting started with social media is the amount of networks available.

If you visit knowem.com and enter your brand's name, you'll see dozens of social media sites grouped by category. You can choose to market on all of these sites and update/engage on them all if you want to – but who has time for that?

The important things to consider when choosing the right social media networks for your organization are:

- Where your audience is
- Which network gives you the best chance for engagement
- Which network allows you to best represent your brand visually and with your content

For example, a business-to-business (B2B) organization selling something like point-of-sale (POS) systems for organizations would want to consider focusing most of their marketing efforts on LinkedIn. LinkedIn.com is a site that allows organization professionals to network and share ideas. The POS organization should focus their direct engagement on LinkedIn because that's where their main audience is and that's where they trust the POS organization to share information about their services.

The table on the next page provides brief details about some of our favorite social media sites available. We hope this will help you identify which one is best for you to utilize.



Social Media Platforms

PLATFORM	Site Focus	Content to Post	Tips + Best Practices
Facebook 	Social utility that allows users to connect with individuals and organizations to share and express what matters to them.	• Announcements and updates • Educational information, articles, links • Storytelling • Short videos	• Use images and video as much as possible • Share information from other accounts that you follow so they are more likely to promote your content in return • Consider your audience, use emotional appeals
Twitter 	Social platform used to share quick, frequent messages (Tweets), which may contain photos, videos, or links within a specific character limit.	• Short announcements and updates • Links to articles • Images that tell a story • Time sensitive pieces • Appeal to share	• Use photos and videos to make your tweets more engaging and shareable • Create a hashtag for your project to make it easy to find • Follow hashtags and trending topics (ex: #H2P) • Encourage others to retweet your messages
LinkedIn 	Professional social networking site that allows users to connect with colleagues, get industry insights, find professionals in the same industry, etc.	• Information about your project • Important announcements • News and articles • Contribute to discussions within groups	• Begin building your network early • Join LinkedIn groups related to your topic and become an active part of the community by commenting and sharing • Encourage discussion around your specific topic
Instagram 	Social sharing site that allows users to share pictures and videos	• Images that tell a story • Engaging video	• Post photos that show your team actively working on your project • Share pictures that tell a story about your business • Create short videos that will capture your audience's attention
YouTube 	Video sharing for educational and entertainment purposes.	• Project information • Interviews • Event clips • Animated stories	• Can serve as your video database • Powerful form of media to educate the community, establish relationships, and document events

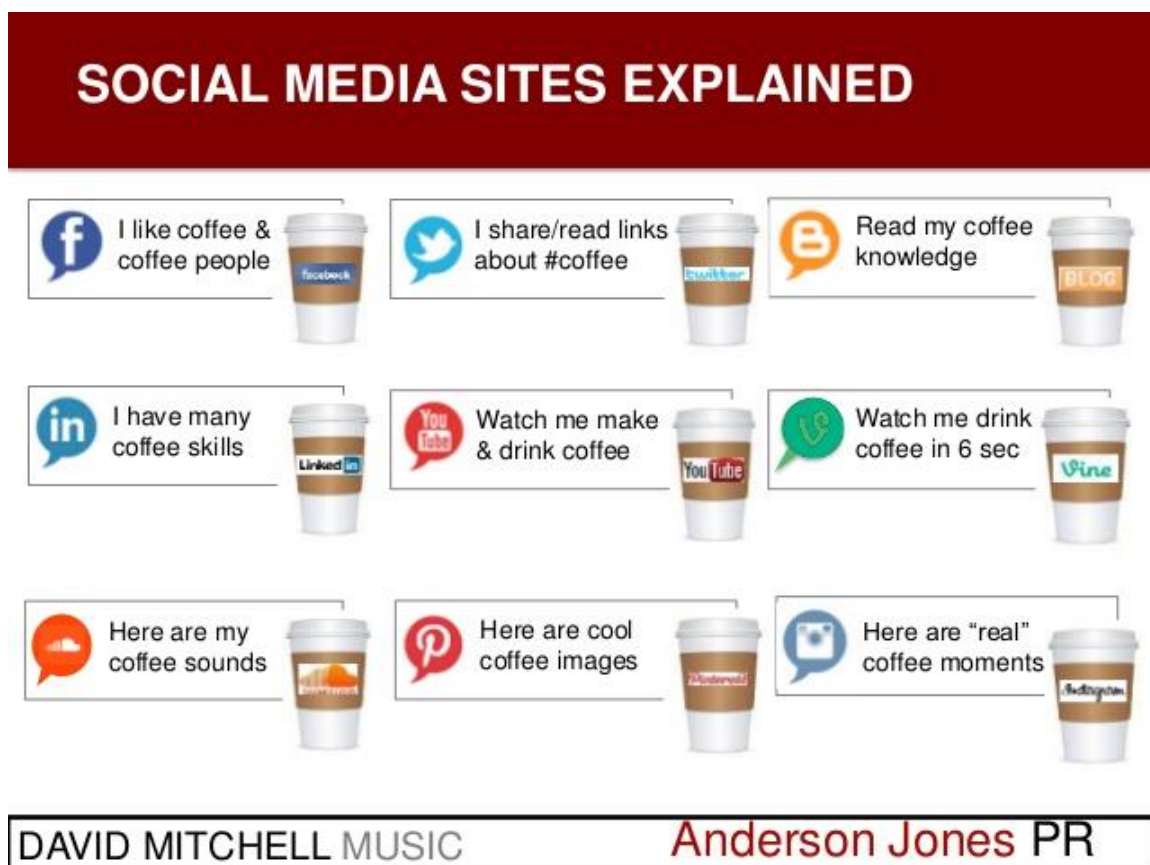
Differentiating Your Content

If you choose to use more than one social media platform, you can share the same message across each one. Your message will change based on the social media site. The below graphic

uses coffee to explain how your interactions with your audience and content will vary from network to network.

For example, the Twitter post gives users an idea of what you're currently doing (microblogging), compared to the LinkedIn graphic, which shows your qualifications (Remember, LinkedIn is meant for prospective hirers and those you're doing organization networking with.) Likewise, the YouTube cup has the tagline, "Watch me as I drink coffee." The rest of the cups illustrate different social media networks that are worth considering in the future.

The more you learn about these networks, the more you'll see all of them are not a great option for you – but the ones that do work for you are networks where you can get a lot of great leverage over time.



III. Social Preparation

Find Your Voice

What does your group stand for? Revisit your mission statement and clearly define the goal of your social media activities. Is it to create awareness, excitement, participation, etc? How do you want your followers to see you?

Set your tone. Are you:

- Friendly and helpful
- Caring and relatable
- Energetic or laid back
- Seriously trustworthy or sarcastically humorous
- An expert educating the community or are you learning from them

Account Details

Username

After selecting which social media platforms your group will utilize, make sure to reserve usernames across the board. You may have to explore alternative names that are close enough but not an exact match to your official title.

For example, special characters cannot be used when setting an account name so we were unable to use the plus symbol in Pitt+Me®. Instead, we reserved @PittPlusMe spelled out on Facebook, Twitter, and YouTube. We also reserved accounts with the same name on LinkedIn and Instagram even though we are not currently using them. If we ever decide to expand, all of our profiles will have the same name, which is easy for our audience to remember and recognize.

Descriptions

You will need to write up the about sections of each platform. The company overview, mission statement, etc. allow your followers to learn more about you at a glance without navigating out of social media. Make sure to include a web URL if applicable and links to your other social media pages.

Graphics

If you have a logo, use it or any other recognizable image as your profile picture. Designing a header graphic that includes people helps to humanize your social media pages.

Settings

Finally, make sure to customize the various settings available on each platform. It is important to spend some time clicking through the different features offered depending on the social media site. For example, on Facebook, remove the tabs not needed for your page, such as shopping, offers and jobs.

Organize List of Sources

Trusted Sources

Compile a list of sources that your team believes to be reliable sources for trusted information related to your topic. You will reference this list throughout your campaign for material to push out on your social media platforms. Always tag the source in the post if they are on social as a way to give them credit for the content and engage them.

Your list of sources should include a variety of educational and social/cultural content. Curating content from other news sources will be a large part of your social media content strategy. The [UPMC Health Library](#) is a great resource for up to date and consistent health information.

Below are some examples of approved resources to start with. This list should always be growing.

- National Institutes of Health (NIH)
- Centers for Disease Control and Prevention (CDC)
- American Academy of Pediatrics (AAP)
- American Heart Association (AHA)
- Visit Pittsburgh
- Venture Outdoors
- Healthy Ride
- Bike Pittsburgh

Appropriate Amplifiers

Identify people with large networks outside of your own that would be willing to share your messages. This is anyone who can reach people that you cannot reach on your own. Think of people who can benefit from your project.

Strive for quality contacts – individuals that are directly connected to your project, your team, or the area of concern addressed by the project (i.e. one degree of separation). Their connection will make them more likely to share your message about your campaign.

You should begin reaching out to individuals on this list prior to launch to tell them about your project and explore ways to work together. Reference this list for the social media accounts at Pitt: <http://www.pitt.edu/social>.

Suggestions for individuals to include on your amplifier list:

- Colleagues
- Friends and family
- Advocates of your project
- Experts in your area of interest
- Community group and nonprofit leaders

Social Media Influencers

In addition to compiling a list of trusted sources and amplifiers, consider other influencers. A social media influencer is an active user of social media who has established credibility in a specific industry. They have access to a large audience and can persuade others by virtue of their authenticity and reach. Social influencers can include high-level stakeholders, popular bloggers, media, local celebrities, and more.

Build Your Network

Once your source lists are organized, make sure to follow everyone from your social media account. You'll want to follow your trusted sources for shareable content because they'll likely share yours in return. You should connect with your amplifiers to ensure they have access to your content and are ready to share your message. Don't be discouraged if your social influencers do not follow you back. It's still important to like their posts and share their material. This is still making your presence visible on their accounts, which can reach a very large audience.

Tips for Building Your Network Prior to Launch:

- Sort by hashtags, lists, and the followers of those similar to you to find and gain followers
- Post interesting and compelling content to get your followers to pay attention to you
- Follow your trusted sources and social influencers, many will follow you back.
- Contribute thoughtful comments on other pages and share their content
- Interact with posts

Paid media is a great way to increase your following if you have the budget to spend. You should wait to launch social media ads until after you've established some sort of social media presence and have a network to show for.

Facebook allows you to individually boost a post for only a few dollars or to put more money into an entire campaign that runs during a specific time-period that you assign. Here is a link to a great "Beginners Guide to Facebook Ads" <https://adespresso.com/guides/facebook-ads-beginner/why-you-should-advertise-on-facebook-now/>

Twitter Ads not only increase your number of likes but also help to amplify your message and get more people talking about your project. To learn more about Twitter ad campaigns, visit <https://business.twitter.com/en/twitter-ads.html>

Instagram also offers media ads to help drive awareness and share your story via photo or video. You can run an Instagram ad without actually being active on the platform. For more details, visit <https://business.instagram.com/advertising>

Response Tools

Decision Tree

This is a good resource to have when responding to any and all issues that may arise while on social. This helps your team organize who should be contacted when a specific type of activity or threat occurs online.

Threat Level	Definition	Report to	Examples
HIGH	System hacker	IT, leadership, IRB	Channels taken over by hacker
Medium	Negative comments	Leadership, advisory board	"I hate your organization!"
low	Spam	Leadership as needed	Automatic follows on new accounts

Message Matrix

You are expecting (and hoping) that your network will respond to the information you post on social. As a result, you should be prepared to respond to any comments both positive and negative. Building a message matrix helps provide your team with a spreadsheet of potential comments and a template to follow when responding.

You don't always have to have an immediate answer, but let them know you're working on it. Your followers like to have their comments addressed and others will like seeing that you respond and engage with your network.

Managing Content

Content Library

It is best practice to start building a content library early. This allows you to tap into a gallery of images, video, content, etc. to choose from when drafting content for your social media pages. Organize everything in one place and make sure to label files with keywords that makes searching for them later a lot easier.

Take inventory of what content you have available to share about your project topic that will help build awareness and educate the community. Has your team taken any photographs or video of past events and activities you were involved with? Do you have any graphics or charts that would help explain your project to the community?

If you have the budget, photos can be purchased online. We recommend iStock: www.istockphoto.com. You will need to set-up an account and purchase a certain number of credits. Each time you purchase and download a new photo, credits are withdrawn from your account.

The University of Pittsburgh's Health Sciences Library System (HSLs) has a great collection of resources for images and multimedia available on the web at little or no cost: <http://hsls.libguides.com/image-web>

<i>Infographics</i>	<i>Personal stories</i>	<i>Videos</i>
<i>Statistics</i>	<i>Local activities/events</i>	<i>Community partners</i>
<i>Published articles</i>	<i>Current events</i>	<i>Photos</i>

Google Alerts

In addition to checking your list of trusted sources for content to push out, you can also program Google alerts to receive emails when new results for a topic show up in a Google search. Go to <https://www.google.com/alerts> and set-up alerts related to your project topic, breaking news, published articles, or if someone from your team is mentioned online. Enter a topic you want to follow, set how often you'd like to receive notifications, and the types of sites you'd like Google to search. When new content is available online, you'll receive a message with a link to the material. This is a good way to keep up on current events and a great source in general for collecting content.

Editorial Calendar

The best way to get your content out there is to develop an editorial calendar (ed cal). One of the most helpful steps you can take to plan your content for social media channels is to have a reoccurring editorial meeting to identify key dates and events for the organization. Putting everything in one document that can be shared with other team members, is ideal.

Additionally, not all pieces of content on your editorial plan have to be time-sensitive. It's good to balance timely material with evergreen content as it secures your reputation as a useful resource year-round. Plan at least 2-3 weeks ahead on your ed cal. When there are gaps in the calendar, fill them with evergreen posts. Also, be flexible when last minute items come up, as they will.

Include as many details as possible for each piece of content on your ed cal so that any team members viewing the calendar will be clear on what's scheduled to run and where.

Details to include in scheduled ed cal posts:

- The image/video featured in the post
- Draft copy
- Full and shortened url
- Which social media channel
- Specific date and time

We recommend using an Outlook shared calendar. This allows multiple team members to access the editorial calendar after it has been shared with that specific user. Color-coded categories help identify which platforms the content will be pushed out from. Specific dates and times can be scheduled for each post including the actual text, graphics, links, etc. It is also

really easy to print the Outlook calendar to PDF so you are able to share the scheduled content with your group at the next editorial meeting for review.

Posting Frequency

The chart below outlines some recommendations for posting a variety of content and frequency per platform.

Pitt + Me POSTING FREQUENCY SUMMARY

	FACEBOOK	TWITTER	LINKEDIN
Curated news/info	1 x Weekly	6 x Weekly	2 x Weekly
Shares, reposts and retweets	1 x Weekly	6 x Weekly	3 x Weekly
Replies to comments	When necessary	When necessary	When necessary
Identifying and following/liking new people, media, orgs, companies	4 x Weekly	Daily	2x Weekly
Conversation/Influencer Outreach	1 x Weekly	3 x Weekly	1 x Weekly
Liking Other People's Content	6x daily	6x daily	6x daily
Blog post	1 x Weekly	1 x Weekly	1 x Weekly
Video	1 x Weekly	1 x Weekly	1 x Weekly
Factoid	1 x Weekly	1 x Weekly	1 x Weekly
Infographic	1 x Weekly	1 x Weekly	1 x Weekly

Choose a combination of content types to post, based on recommended number of days per week and posts per day. See sample schedule.

Roles and Responsibilities

It is important to determine who on your team will be responsible for which tasks while managing a social media presence. It can be a group effort finalizing profile copy, graphics, and procedures but there should be a designated team leader. This person is responsible for managing the account and delegating tasks to others.

Sample Timeline

Here is a basic timeline you can follow to help guide your team in organizing your social profile and preparing for launch.

START-UP

- ☐ Assign roles for all team members including internal editorial review board
- ☐ Set goals and target audiences
- ☐ Reserve social media handles (private), write profile information, and finalize graphics
- ☐ Set social media account settings, filters, notifications, etc.
- ☐ Organize a draft list of trusted sources & social influencers
- ☐ Customize internal tools for drafting, reviewing, and posting content
- ☐ Build content library (images, video, articles) and trusted sources list for content
- ☐ Determine launch date on social media platforms

PRE-LAUNCH

- ☐ Make accounts public
- ☐ Start following list of contacts, amplifiers, trusted sources
- ☐ Engage with your network, like their posts, and leave comments
- ☐ Schedule your first round of content using the ed cal

OFFICIAL LAUNCH

- ☐ Plan post formally announcing your presence on social
- ☐ Follow editorial calendar posting schedule and monitor feeds
- ☐ Share content and engage with your network

IV. Rules and Regulations

It is your social responsibility to be aware of the proper use of social networking. Make sure you are adhering to the University of Pittsburgh networking and UPMC social media policies as well as the Human Research Protection Office (HRPO) guidelines.

University of Pittsburgh Social Networking

<http://technology.pitt.edu/security/social-networking>

UPMC Social Media policies (UPMC InfoNet access required)

<http://infonet2.upmc.com/Policies/systemwide/Documents/HSR0748.pdf>

Children's Hospital of Pittsburgh of UPMC

Requires all CHP research studies to go through the main CHP accounts. (@ChildrensPgh)
Please contact Media Relations for more information.

Social Responsibility

Treat social media with the same professional standards as any other personal interaction. Your activity creates perceptions about your organization so make sure your content is consistent with your organization's values and standards.

Research Responsibility

HIPAA regulations apply to all posts and comments. Do not post, share, or mention patient information of any kind. Interactions with patients about their health should be avoided and handled off-line.

Research projects interested in having a social media presence must work with the HRPO before any content can be made public. Make sure to include language and specific details in your OSIRIS submission about your plans to use social media.

Identify the **social media manager** and any other team members who will be contributing to content creation, social management, and regular monitoring of the account activity.

Outline **action plans** your group has put into place to respond to an emergency if one were to arise online.

Identify **which platforms** specifically and how you plan to use them (ex. Increasing awareness, study recruitment, participant engagement, etc.)

Upload **screenshots of your profile** pages into OSIRIS for HRPO review. Make sure to include profile and header images as well as the about descriptions and setting details.

Include **example posts** that you would push out from your account. Provide a good mix of education, updates, and current events.

Remember that the same rules apply on social that apply to print and other electronic study advertisements. As a reminder:

- Your message must contain the word “research” or “study” making it clear that the individual is viewing something related to a research project.
- Study posts cannot state or imply a certainty of favorable outcome or benefits beyond what is outlined in the protocol and consent form.
- It is best practice to use “investigational” instead of terms such as new treatment, new medication, or new drug.
- Compensation can be noted but should not be highlighted in any way.

- Pediatric advertisements should never list an actual dollar amount nor should they ever be targeting the pediatric population directly. All posts related to pediatric research should be directed to the parent to learn more about an opportunity for their child.

All of these restrictions apply to re-tweets, shares, and comments made by your team regarding a specific research study. Any time you invite your audience to consider learning more about a research study, it is considered a study advertisement and must be approved by the HRPO.

Any other social media content (non-study specific) does not need HRPO approval before posting. Non-study posts can be educational, informative, news sharing, or spreading awareness in general about your research topic.

DOES NOT need HRPO approval→

Sharing information about a local Health Fair in the area.

DOES need HRPO approval→

Inviting your followers to learn more about your specific study.

HRPO Submission Checklist

- ☐ Team members and responsibilities
- ☐ Desired platforms and intended use
- ☐ Screenshots of account, profile information, graphics, and settings
- ☐ Details about how, when, and where notifications will be sent
- ☐ Sample content (a variety of posts that may appear on your page)
- ☐ Decision Tree to follow during an emergency
- ☐ Message Response Matrix to follow when responding to comments
- ☐ Disclaimer that personal and confidential information will not be collected
- ☐ Any other applicable security measures and regulatory best practices

Regulatory Best Practices

We recommend opening a **Facebook business/brand page**. Facebook has an impressive number of active users, which only increases your chances of successfully reaching your audience. Facebook allows a lot of customizable settings in your profile to protect your research team and page followers. The platform offers a space where you can share as much or as little information as you choose in each post. Commenting and engaging with other pages is relatively easy. A business page is only able to follow other business pages. This way, you are

not following personal profiles of potential research participants and therefore being exposed to what they post. You can only see the comments they leave on your page.

Check the **Facebook Newsroom** <https://newsroom.fb.com/> on a regular basis for recent news and announcements related to Facebook. This serves as another way to make sure you are staying up-to-date on security changes.

Assign "**trusted contacts**" that can be reached in the event of a Facebook security breach or profile hack. These contacts assist in the process to unlock your account so the intended user can regain control of its content. (unlikely to happen but possible)

Utilize all Facebook **security settings** available depending on the type of profile you create:

- Business page - offer a profanity filter, visitor post permissions, and page moderation where a list of words can be blocked from appearing on your page.
- Personal profiles can (and should) hide their friends list from the public.
- Groups can be set as secret so that no one outside of the group can see any information about the group or its members.

Make sure to periodically **View Facebook page as "page visitor"** to make sure all of your posts that should be private are in fact marked accordingly. If they are not, they can be hidden from the public at that time.

Regardless of which platform you choose to utilize, make sure to program **Google Alerts** <https://www.google.com/alerts> to send emails in real time with information related to:

- "[name of social platform] Privacy" - allows you to stay up-to-date on security changes made to whichever social media channel you are using.
- Your project - create alerts that include keywords about your research study specifically. There are also social listening programs available for purchase.

Be mindful of your participants. Are they a vulnerable population? Could engaging with them on social media cause more than minimal risk to them or your research team? If you answered yes to either of these questions, make sure to set your profile defaults to private to protect your participants and your research team. Refrain from including any photos of actual research participants in your study posts.

V. Tips and Tricks

Must Haves

Your **profile picture** should always be an identifying logo. The recognizable icon as the profile picture adds a dimension of trust to the page. Users will quickly recognize the logo.

Choose a great **cover graphic** that includes people and make sure cover photos are consistent across pages. Maintain the same look and feel so your logo/cover photo are easily recognizable in the header section.

The **“About” description** should contain information about your organization as well as the appropriate website. It is important to add the URL in your page description so you can get an immediate clickthrough. Include handles to other social media accounts you have active to cross promote.

Customize the buttons at the top of the page to provide relevant information, promote an event, or make a call to action.

Things to Know

Use a **3:1 ratio** of educational/information posts to promotional posts. Do not spam your network with solicitations. Provide them with something interesting.

Photos and videos significantly increase social media engagement.

- iStock photos can be purchased online.
- The University of Pittsburgh HSLS has a great library of image resources available at little to no cost.

Share posts from other accounts that you follow and consider valuable pieces of content. Share success stories, breaking news, etc. and make a connection to your community.

Publicly **respond to comments** and thank people for their involvement.

Refer to your organization as “we” rather than “I”. This helps create a sense of community and teamwork.

Ask your contacts for support and to share your message when appropriate.

Use questions in your posts to grab attention and encourage interaction.

Be a part of the conversation by inserting yourself into topics already being discussed online via **trending hashtags**.

Learn from your analytics and know when your audience is active.

Try posting **off peak hours** to avoid competing with other messaging in an attempt to reach your audience.

Keep your **post length short** keeping mobile users in mind.

Always **monitor your feeds** and be prepared to react. Turn on email notifications and/or link your phone to the account and turn on notifications. This will help you monitor the accounts in real-time.

Remember to **engage** with your network! This is what ultimately keeps you active on social.

VI. Measurement Basics

Analytics

You’re not on your own when it comes to analyzing the performance of your social media profiles. There are several services out there that allow you to track and measure your social media success over time.

This section provides a brief summary of some of the many platforms that are available for you to use while managing your social media presence. The best part about most of these solutions is that they’re completely free. You won’t have to pay an arm and a leg to use them. Every network or interface we’ve listed here has a wealth of tutorials online and help resources you

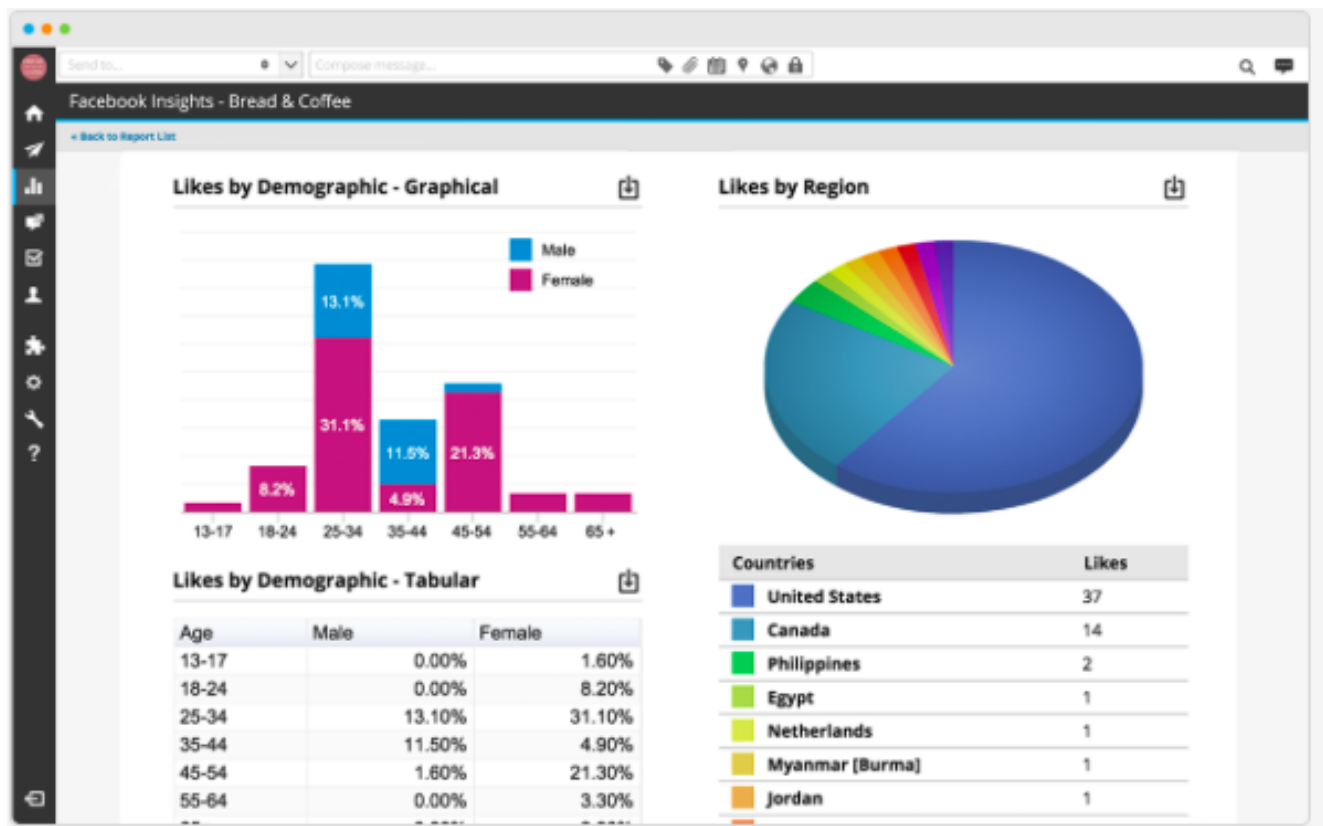
can access (most of the time for free) if you can't get the hang of a network or measuring platform. As you have time and your reach increases, try them all and see which ones work best for you!

There are always new social media networks popping up all over the place. It's important to keep track of what's going on in the social world. You can go to Google Alerts (alerts.google.com) and create a Google Alert called 'social media measuring tool' or 'new social media network'. This way you'll get an email each time a news story involving one of these topics breaks.

Remember that you don't necessarily have to get profiles started on all these social media networks tomorrow. It's much better to strike deep at first, and then spread outward, joining new networks once you get an idea of what your users are responding to the most. Don't be afraid to try new things – as long as you're engaging your audience, they'll start to take notice over time.

Hootsuite

Use a service like Hootsuite to load and post content to your social media pages according to a schedule. Hootsuite also helps to give you an idea of how your accounts are performing. Hootsuite Analytics allows you to track the profiles you are managing through the tool's dashboard.

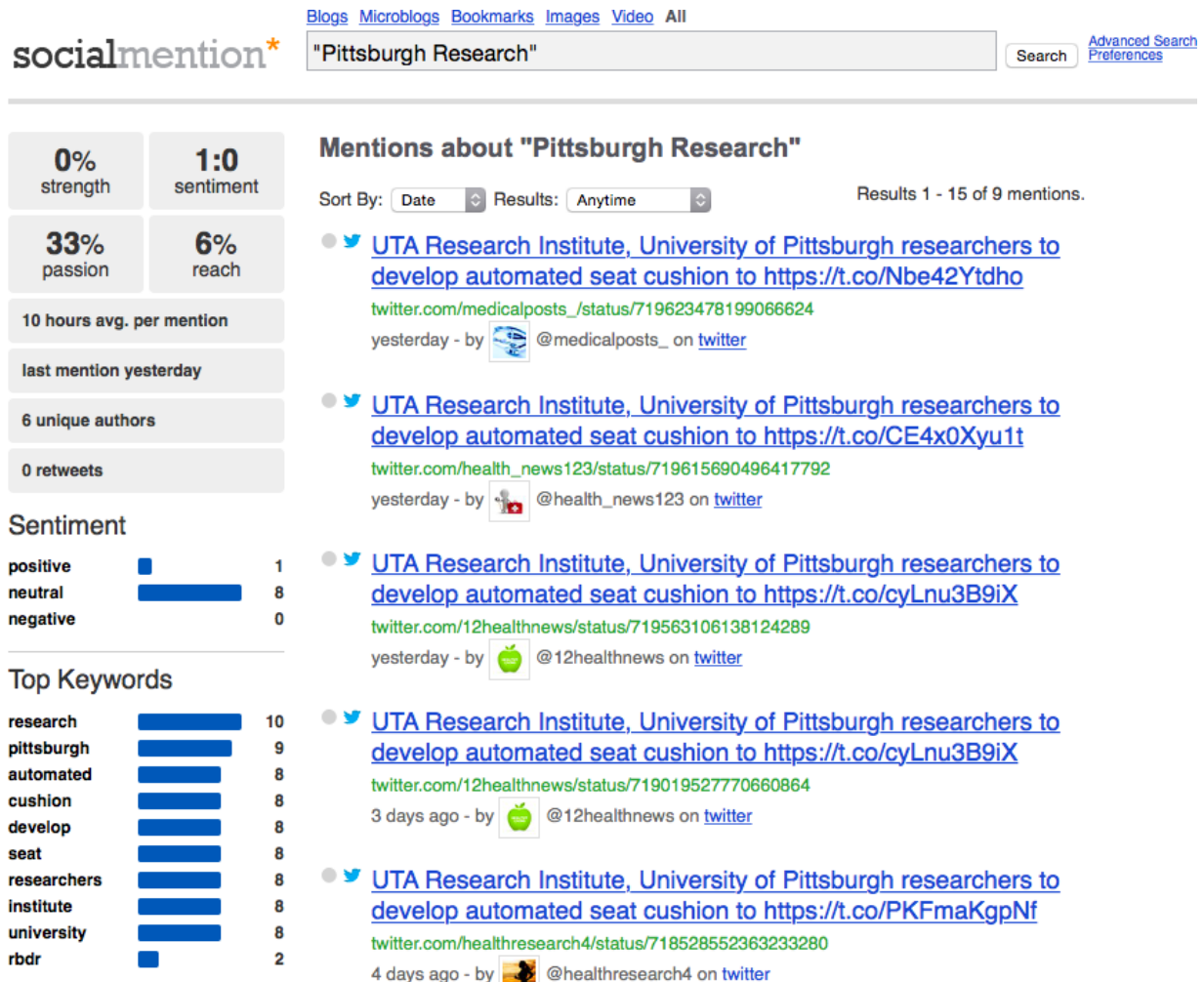


TweetReach (tweetreach.com): Allows you to get a better idea of who is reading your Tweets and how effective they are.



Social Mention is a social media search and analysis platform that aggregates user generated content from across the universe into a single stream of information. It allows you to easily track and measure what people are saying about you, your company, a new product, or any

topic across the web's social media landscape in real-time. Social Mention monitors 100+ social media properties directly including Twitter, Facebook, YouTube, Google etc.



Facebook Insights (facebook.com): On your Facebook administrator dashboard, you will see the insights tab. Clicking on “more” will give you great information about how people are responding to your posts and how your content is affecting audiences over time.



VII. Social Media 101

Facebook

Facebook is a network that is about sharing what is happening. You can tell a story, share news, and give a glimpse of your organization in a timeline.

With the largest user database in the world, Facebook continues to grow. Whereas other social media networks tend to work toward engaging users on their own site, Facebook has

developed a robust suite of app and development tools that allow organizations to include Facebook on their own sites.



If you've ever visited a website and seen the 'like' button on a page or post, you're already seeing the integrative power of Facebook. Rather than trying to force you to stay on their site like other social media networks have done, Facebook allows users to add Facebook to their own sites.

With Facebook's consistent growth, development of their monster-advertising program and consistent improvements to the platform, Facebook isn't going anywhere. Mastering this platform is one of the most important first steps in building a social media brand awareness campaign that really works.

Getting the Hang of Facebook

One of the biggest complaints commonly heard by small to medium sized organizations is the ever-changing learning curve involved with Facebook and other social media. In the last few years alone, Facebook has made several significant structure and design modifications that completely changed the way people use the site.

When terms of service changes or new ways to use Facebook and other social media networks come about, it's important to understand that most changes are in place so you can better leverage the network. Being patient and moving along with the changes will allow you to keep your brand's name in the ears of your audience – a very important part of marketing to your audience over time, and the whole point of brand recognition via social media.

Facebook Pages vs Facebook Profiles

One of the most difficult aspects of Facebook for many to master is how to use a profile verses a page. Many organizations are out there using profiles alone to promote their products and services. Facebook designed the Pages functionality specifically to give organizations a set of tools that regular profile users won't have access to.

The profiles vs. pages setup gets confusing for some users because you must have a profile in order to use or control a page. Your brand should be managed using your Facebook Page only though. Employees or professionals for the organization who wish to interact with your audience online should NOT use a personal profile to do so. If a person from your team wants to interact with participants, that person should utilize the team Facebook page to do so.

If employees are interested in and given permission to engage with “fans”, you should use the admin panel in your Facebook page settings to give them permission to become an admin. You don’t want to use a personal profile because individuals should not have access to any employee’s personal details. This is rule #1.

Engagement involves:

- Answering questions in a timely manner
- Inviting your audience to comment
- Creating an event or promotion that gets your audience involved with the brand
- Commenting on current news and events that are relevant to your target audience
- Maximizing partnerships by engaging with other brands

Engagement in the social media marketing world is synonymous with paying attention. First, ignoring an audience member is a missed opportunity for your organization. In fact, ignoring your audiences’ inquiry or not responding with the appropriate answer can actually be considered a social faux pas and can make your organization look considerably bad. Not responding actually makes your page look like it’s not being managed, so it’s important to make sure you’re responding and working on that area of engagement as soon as possible. The only time you should ignore or not respond to someone on your page is if it is an individual trolling the internet. It is best not to engage with people picking fights on social.

Profile Differences

Facebook offers a few different kinds of accounts. Each have their own unique set of customizable features and permissions as well as privacy settings and engagement opportunities.

Business/Brand Page (RECOMMENDED)

INTENDED USER: business or an organization

PURPOSE: public profile that gains “fans” rather than “friends”

- Anyone can follow/like the page and receive updates from the administrators (creators)
- Cannot be made private. People don’t even need to have a Facebook page to view your information, nor do they have to “like” or “follow” the page to visit and see content
- The administrators are not easily identifiable; they act as the face of the organization

- Provides insights on the time users spend online, and the demographics of people who visit your page
- Will appear actively on follower's newsfeed
- When followers interact with your page, your information will also appear on their friends' page
- Can only follow other organizations, cannot follow individual profiles
- Pages are allowed to interact with other profiles through comments and personal messages (PM's)

Facebook Group

INTENDED USER:	group of people (via their individual profiles)
PURPOSE:	interacting with a small team, and sharing information within the members of an organization. Created for an organization or business to promote activities and start discussion threads.

- Group members can add anyone who's a friend of someone in the group
- Members can also leave a group at any time. Once they leave, they can't be added back in by anyone else unless requested to be re-added.
- Everything has to be approved through the administrators (creators) of the group
- Aren't shown on a newsfeed, unless notifications are turned on for the members of the group to receive the information
- If privacy is a concern for your audience, please make sure to set your Facebook group to "secret". This means that only the people within the group can see what information you are displaying and members have to be invited to join. The group is not searchable on Facebook.
- You have the option to turn off the ability for anyone to post within the group
- You can also manually turn off comments on each post you leave in the group, although not recommended unless the conversation gets out of control

Personal Profile

INTENDED USER:	an individual person
PURPOSE:	connecting with friends, seeing their posts, and sharing your own thoughts, pictures, and experiences.

- Required to launch a business page or group but not recommended for regular activity
- Can modify settings to private (who can see your posts, etc.)
- Can “friend” other personal profiles and like/follow business pages
- See posts made by your friends and the pages you follow, only your friends can see your posts (business pages cannot follow personal accounts)

Setting-up Accounts

There are some similarities in setting up any one of the accounts available on Facebook but each one has its own specific steps and settings you should be aware of.

A **Personal Profile** is not recommended to serve as your main Facebook page, however, it is required in order to launch a business page or group. Here are the steps you will need to take to get started on Facebook:

1. Go to Facebook.com
2. Fill in the information under “Create a New Account”
 - a. First and last name has to resemble a real name but it should not be one of your team members’ actual name. Facebook will not allow you to use acronyms or have too many capital letters, spacing, etc. in these fields. Our personal profile is First Name: *ClinicalTranslational* | Last Name: *ScienceInstitute*
 - b. When entering a mobile number or email, avoid connecting your research page to a personal email or phone. We recommend using a general study contact.
 - c. Set your password to something that you and your team members will be able to remember but isn’t easy for a system hacker to figure out. Follow the standard capital letter, special character, and at least one number guidelines that most websites require to make your password strong.
 - d. Enter a date of birth making sure it will make you at least 13 years old (minimum required age to create a Facebook profile). Our date of birth is the day and month we launched our social media account but the social media manager’s actual birth year.
 - e. Select a gender for your profile
3. Once in your personal profile, you can:
 - a. Adjust your privacy settings by clicking the drop down arrow on the right of the blue menu bar across the top. We suggest taking the privacy tour offered by Facebook.

- b. Here are some details and definitions that you might find helpful while setting up your account:
 - Under “privacy”, make sure to set who is able to view your posts and friends list, who can contact you and search for you via the email or phone number used to register.
 - “Only Me” = information is private, you are the only account that can see details
 - “Friends of friends” = anyone you are “friends” with on your account and anyone your friends are friends with can see your information
 - Under “general”, customize your profile URL so it is easy to remember
 - The blocking section is specific to users that you do not want to see your content, tag you, send event invites, or direct messages. Blocking a page from interacting with your posts, automatically unlikes and unfollows that page.
 - Customize notifications to show up on Facebook, in a pop up message on your screen, via email, or by sending a text message to a cell phone.
 - We do not recommend having text messages sent to a cell phone number. We find it easiest to download the app and customize those notifications instead.
 - Public post settings are the next level of privacy. These are specific to post views and interactions.
- 4. Facebook encourages you to “Find friends” who you will share your updates with, however, your research page should not be connected to any personal information so we recommend skipping this.
- 5. Upload a profile picture and cover photo
- 6. Fill in your profile information. You can also input a biography, at the top of your profile.

Facebook Group

1. From your personal profile, click the drop down arrow in the top right of the blue menu bar
2. Select “Create Group”
3. Give your group a name keeping in mind that you don’t want the group name to disclose any private information about the individuals in the group.
4. Select preferences
5. Add members
 - a. Enter the names of the people you want to add and then click “Add”
 - b. You can also add people by entering their name or email
6. Choose the appropriate privacy settings for your group
7. Click “create”
8. Personalize your group by uploading a cover photo and adding a description

9. We recommend not entering tags in order to reduce the chances that someone outside of the group will discover your page via a keyword search. When set as secret, tags are still only searchable by people in the group but we discourage use of them.
10. If you are dealing with a vulnerable population or sensitive topic, make sure to turn off comments every time you post so that members are unable to add anything to your messages.

Business Page

1. From your personal profile, click the drop down arrow in the top right of the blue menu bar
2. Select “Create a Page”
3. Choose a Page Type that fits your project
4. Select a more specific category from the dropdown menu and fill out the required information
5. Click Get Started and follow the instructions
6. Click through all of the setting options and program accordingly

Twitter

Twitter is a form of ‘microblogging’ – sending out small bits of information – to communicate with your audience. In November of 2017, Twitter expanded their character limit from 140 to 280 characters.

Sharing information on Twitter is all about letting users know what’s going on in the present – what you’re doing, what’s happening at that very moment. It’s not uncommon for individual users to be on Twitter but not tweet. Don’t worry, they are consistently reading tweets for the accounts they follow.

Powerful and easy to use, Twitter brought about the concept of microblogging on a global scale. When you use Twitter, you're sending out "headlines" about your organization, pictures or posts that are useful to users, and more. You can also carry on chat-style-interactions with your audience.

Twitter's powerful interface revolutionized social media in so many ways. Rather than taking the time to write a long blog, Twitter allows you to truly communicate the value of your words by choosing them carefully, in installments that fit within the character maximum.

An organization who wants to use Twitter effectively will have to learn to get to the point, and quickly. This makes Twitter a valuable tool because bite-sized bits of information can be communicated very quickly – sometimes resulting in chat-style dialogue.

The use of images in your tweets is highly recommended as they will increase the chances of your post being seen. Not only does it catch the eye, but it increases the physical size of your tweet. Adding an image to your post will not add to the character count, allowing you to add context to your content.

Twitter doesn't have nearly as many security features as Facebook offers, so it is even more important to pay attention to activity around your account. You can't control what people tweet about your project but you can react to it appropriately.

Hashtags

If you have some space left after writing your tweet, you should consider appropriate hashtags. They are a great way to fill out extra space and provide a search criteria embedded in your tweet. A hashtag is simply the # sign in front of a topic relevant to your posts. The hashtags can also give readers an idea of what your Tweets are about at a glance. Limit the number of hashtags to three per tweet. You don't want to flood your message with meaningless hashtags. Make sure to hashtag something that will get your message seen and is relevant to the content.

@ Mentions

At the top of your Twitter homepage, you'll see a menu option that says "notifications". If you click on this, you'll see a screen that lists public Tweets people have left for you. If someone has mentioned your name or created a Tweet about you, you'll see it there.

You can also use @Mentions to talk to another user. Say that a user leaves you a positive Tweet about a study. You can Tweet them back publicly like saying 'Thanks so much @mention!' Leading a tweet with @mention sends a private tweet to that user. If you want the tweet to be public, make sure to lead with a "." Or tag the account at the end.

One rule of thumb is to make sure you are not spamming users with the @Mention function. As an organization, it is best to wait for users to interact with you before you start interacting and mentioning them. Hundreds of Tweets that use the 'mention' function will clog up your followers' feeds and potentially annoy them, resulting in an Unfollow.

Follows

Each time you follow a user, their content will become part of your timeline. In order for other users to see your content, they must follow your account. It's important that your organization follows the right users. Getting a great list of followers doesn't occur immediately. It's important to use your other social media networks to let people know you have a Twitter account they can follow.

It's also important to make sure that you have a greater number of followers than people you are following. Don't over follow – Twitter actually sets some limits on the number of people you can follow, usually around 1000 a week. If you over follow, you'll have to wait again for another few days to try to find new people you can follow – and your follower count will become disproportionate. Therefore, choose people to follow wisely.

You can find people to follow by using Twitter's search function. Type topics into the search box and if you see relevant Tweets pop up – for instance, if someone is discussing a topic related to your project – you should follow them. As your network grows, your account will increasingly be added to the Who to Follow feature for your potential audience. This tool provides recommendations tailored around the accounts you follow. Ideally, friends of your followers and accounts you follow will be able to discover your account through this tool.

You can start here <https://twitter.com/signup?lang=en> to set-up a Twitter account. And remember, the site offers a Help Center to assist you in the process of initiating your page.



Pitt+Me utilizes YouTube as a video database rather than an interactive social media platform. Keep in mind that when you make YouTube videos, you can post and share them on Facebook and Twitter. All the content you're posting on your social media profiles is interchangeable, and video gives people the opportunity to watch and interact.

Content Generation

When it comes to creating video, the right content is crucial. Videos of researchers talking about their studies, for example, don't just communicate the brand, but allow users to get

engaged by discovering more about the world of research, how research impacts healthcare, and why researchers are passionate about what they do.

Video doesn't need to cost a lot of money to make and it can really get people engaged, so it's important to leverage video services for your organization. Do not feel obligated to produce professional quality videos. Brief videos recorded on cell phones will work too and can actually create a behind the scenes feel.

When you're ready to assemble ideas for what types of content you can record, you should consider creating videos that are in line with your overall content strategy. It's fine to deviate by shooting videos that showcase unplanned events, but don't post anything that would undermine your current content efforts.

Some videos you could consider creating:

- Events
- Interviews
- Researchers explaining studies
- Thank you messages
- Answers to frequently asked questions

When it comes to creating and adding videos to your social media plan, remember that your videos will enhance whatever text content you're posting. Plan video creations around your existing promotional campaigns and ensure that you spread the word – get as many eyes on your videos as possible and make them shareable with great content and interesting images.

If you decide to create simple videos and feel you may have some skill sets in house it would be helpful if you consider reading up on and using programs like the ones listed below to really determine if you are ready to produce video content.

- Windows Movie Maker: This comes free with most Windows Installs
- Wax: <http://www.debugmode.com/wax/>
- iMovie (Free with newer model Macs)
- Camtasia: <http://www.techsmith.com/Camtasia/> (for screen capture videos)

It is definitely recommended to add your organization logo in one of the corners as a watermark. There are some excellent tutorials in whatever video software you'll be using that will teach you how to add a watermark.

If you're interested in video production, <http://www.lynda.com> is a great site where you can watch online tutorials and increase learning to more effectively manage your brand via a video network.

Video Manager

Once you start loading videos to your channel, you'll need to give it an appropriate title and assign keywords. Make sure that keywords are featured in both the title and description so people can find you. You'll also want to choose tags appropriate to your subject matter.

From there, you'll want to select privacy settings, post to your subscribers on other social media networks if appropriate, and choose the correct category for your video.

If you decide to use YouTube, the most important thing is that you're regularly uploading videos with good tags and information. Once you add those videos, don't forget to share them on your other social media networks!

VIII. Social Examples

Facebook Examples to Follow

The American Diabetes Association (ADA)

- Great cover graphic that includes people.
- The recognizable icon as the profile pic adds a dimension of trust to the page. Users will quickly recognize the logo.

- The tabs like “Type 2 Diabetes Risk Test” provide relevant information or promote an event like “Join the Walk”.
- There’s a call to action “Donate” button also on their cover photo



The Pitt+Me Research Registry

- Custom cover graphic that includes real people photographed around Pittsburgh makes the page relatable.
- Pitt+Me logo as the profile picture
- Information listed under the About section including contact and web URL
- The call to action button assigned for followers to “Sign Up” for Pitt+Me

Pitt + Me
UNIVERSITY OF PITTSBURGH
WWW.PITTPLUSME.ORG

Pitt Plus Me
@pittplusme

Home
Posts
Videos
Photos
About
Likes

Advertise

Improving Health Through Research

Liked Following Share ... Sign Up

About [Edit Page Info](#)

GENERAL

Category	Organization	Edit
Name	Pitt Plus Me	Edit
Username	@pittplusme	Edit

BUSINESS INFO

[+ Edit business details](#)

[Edit start date](#)

STORY

Pitt+Me is a program of the University of Pittsburgh's Clinical and Translational Science Institute (CTSI) that engages researchers, patients, and volunteers from the Greater Pittsburgh community as partners in research. Research plays an important role in advancing science and improving health for future generations. Together, we form a community committed to accelerating discoveries that improve health.

Twitter Examples to Follow

The American Diabetes Association (ADA)

- Twitter cover photo is the same look and feel of their Facebook cover photo.
- The logo and cover photo are easily recognizable in the header section.
- Their web URL is included in the 'about' information on the site.



The Pitt+Me Research Registry

- Twitter cover photo is the same as the Facebook page keeping things consistent across platforms.
- Brief bio explaining what Pitt+Me is within a limited number of characters
- Link to the Pitt+Me website



By understanding what similar organizations and non-competitors alike are doing, it is possible to compile a list of what is and isn't working. Comparison allows you to better gauge how the power of engagement through social media positively affects organizations.

Types of Content

It is important to make sure you're sending the right message from the right platforms. It's also important to make sure you're talking about things your audience is interested in rather than only talking about your organization and product/service you are offering.

Being present on social media not only means you have a platform to education your audience but you also have an opportunity to join in conversations they are engaging in as well.

The next section reviews some examples of the different types of tweets and Facebook posts your social media feed should feature.

Promotional

The Facebook post and tweet feature similar but different text due to Twitter's character limit. Each post uses a different photo that helps identify the target audience without making it obvious that followers are reading the same post twice if they follow both accounts. These posts specifically are promoting a research study available in the Pitt+Me registry.



Educational

This content was pulled from the National Institutes of Health (NIH) website which is one of Pitt+Me's trusted sources.

This post is providing education to the Pitt+Me audience about consequences of over eating and the importance of promoting a healthy diet.



The post text is written based on the article itself and provides a short URL to the full story. The photo automatically populates in Facebook because the platform pulls the first available image from the article.

It is good practice to save the image and manually add it to the version being sent from Twitter. Tweets do not generate an image on their own, they must be assigned.

Interests

It is no secret that the people of Pittsburgh are very proud and committed to their city. This tweet features a video not only highlighting the city of Pittsburgh but also the many successes and discoveries that have been made in the area.



Shared

This re-tweet shows our audience that we are keeping ourselves up-to-date on things happening around campus. The sports dome offers a physical fitness and active lifestyle component so it is definitely something Pitt+Me supports and chooses to promote.

We re-tweeted Pitt Recreation and added our own comment to the message. Take note of our use of hashtags to increase exposure and reach.



PittPlusMe @PittPlusMe · Apr 17

#Pitt students: don't forget to stop by the new sports dome grand opening today & take advantage of all that this facility has to offer #H2P



Pitt Rec @pittrecreation

#Spotted Grand Opening signs on campus! Be a part of the history and meet us #underthedome Monday!! #domesweetdome #pittsportsdome

Video

Video performs very well on social media. You have the option to upload the clip directly to the platform or insert a link to YouTube.

As your followers are browsing through their newsfeed, your video automatically starts to play when they come to that post.



Pitt Plus Me

Published by Hootsuite [?] · April 7 at 11:29am · 🌐

"#Pittsburgh has always been on the cutting edge of medical research."
#ImprovingHealth #ThroughResearch



Questions

Keep a typical newspaper article headline in mind when writing posts. Your goal is to capture your audience's attention and engage them (getting them to click your post for more information).

Asking questions can grab a user's attention when scrolling through their social media newsfeed. In this example, your audience may think to themselves "Yes! This winter weather is making my through hurt. How can I make it feel better...?"



Trending

When logged into Twitter on a desktop, there is a section to the left of your browser page that lists all of the top trending hashtags in real-time. If using the Twitter app, trends can be found on the search page. This is a great way to increase your brand exposure and reach.

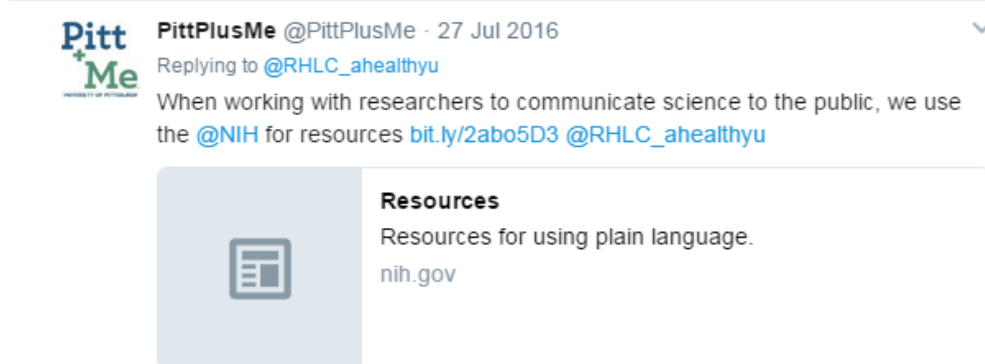
You can join in on the conversation by using appropriate trending hashtags in your own messaging. You'll find that there are a number of recurring hashtags that pop up online. The example here was drafted in advance because we were aware that #MondayMotivation was a recurring theme. The content promotes health and wellness and also provides the community pride given it is a local running group.

Comments

You don't have to reply right away every time someone leaves a comment on your page or mentions you in a tweet but it is important to address any questions or items that are publicly posted on your accounts. Your audience likes to have their comments addressed and other followers like to see that you take the time to engage with your audience. Comments should be replied to in a timely matter, however. If you don't have an answer to a question right away, comment that you are looking into it and will let them know, alerting the person their question has at least been seen and not ignored.




RHLC
 @RHLC_ahelthyu
 Following

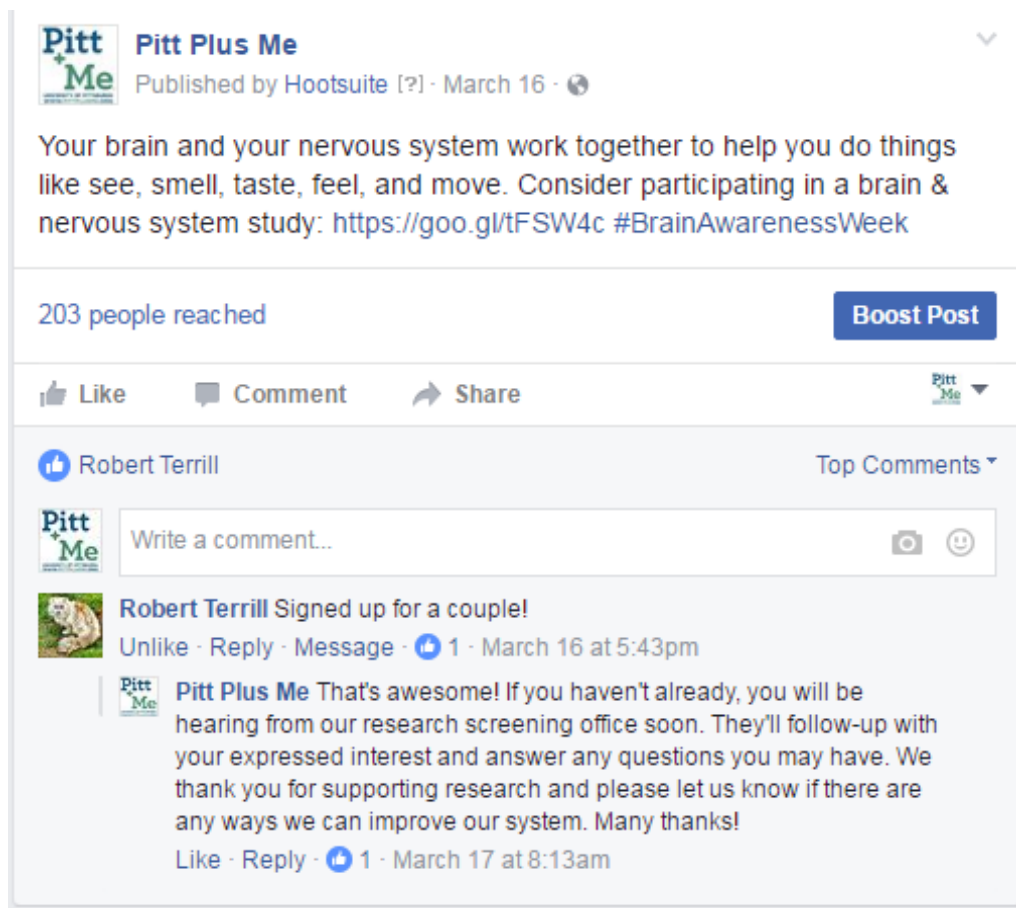


When responding to comments, it's important to make a connection to the audience member.

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looking for advice but we made sure to reply to them because we want our network to socialize with us online.

We tried to connect with the user by showing excitement and thanking them for their interest and support. We also offered some information on what they can expect to happen next. We feel like this connection was successful because the individual liked the comment we left for them. It's all about the back-and-forth interaction.



Action

Remember to cross promote your social media presence. If you're active on more than one platform, invite your Twitter followers to like your Facebook page and vice versa.

It is also good practice to remind your audience of the product/service you are offering to them. This facebook post below encourages our followers to sign up for the Pitt+Me registry if

they haven't already. Not only will they receive health information and research opportunities but they will be helping us to improve health through research.

**Pitt Plus Me**
January 19 · 🌐

Help support our mission of #ImprovingHealth #ThroughResearch by joining #PittPlusMe today.



Pitt+Me: A Community For Health - Join To Receive Relevant Research Studies

Join to be emailed research studies that are relevant to you and your health...

PITTPUSME.ORG [Sign Up](#)

IX. Social Media At A Glance

WHAT IS SOCIAL MEDIA?

Interactions among people creating, sharing, and exchanging information and ideas in virtual communities and networks.



WHY SOCIAL IS IMPORTANT

7 in 10 Americans use some type of social media to connect with one another, share, and engage with news content.

Pew Research Center



@PittPlusMe  

WHY MOBILE IS IMPORTANT



- **64%** own a smartphone
- **62%** use their phone to look up health information
- Access social media via mobile only:
 - **80%** of Twitter users
 - **50%** of Facebook users

Few Research Center

@PittPlusMe  

SOCIAL MEDIA SITES EXPLAINED



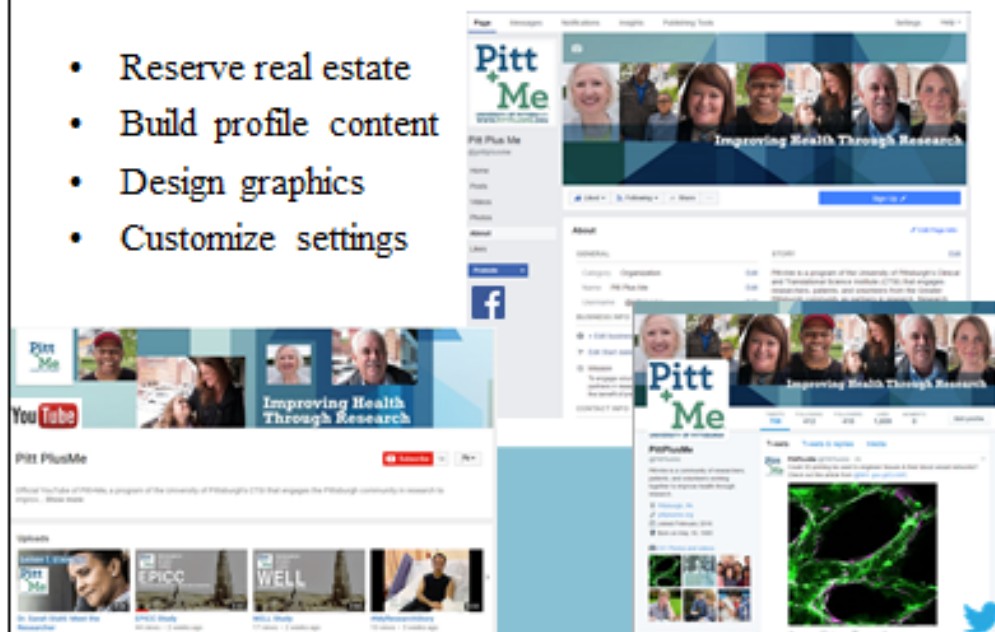
DAVID MITCHELL MUSIC

Anderson Jones PR

@PittPlusMe  

SETTING UP ACCOUNTS

- Reserve real estate
- Build profile content
- Design graphics
- Customize settings



INTERNAL PROCEDURES

- Drafting content
- Review and approval process
- Response tools
 - Decision tree
 - Message matrix

Threat Level	Definition	Report to	Examples
HIGH	System hacker	IT, leadership, IRB	Channels taken over by hacker
Medium	Negative comments	Leadership, advisory board	"I hate your organization!"
low	Spam	Leadership as needed	Automatic follows on new accounts

CONTENT LIBRARY

Infographics	Personal stories	Videos
Statistics	Local activities	Community partners
Published articles	Current events	Photos



The number of polio cases in the US dropped within a few years from a high of 57,000 to barely a handful as the result of the polio vaccine developed by Pitt professor Jonas Salk in 1955.

Pitt
Me



@PittPlusMe  

BUILDING A NETWORK

- Identify accounts to follow
 - Trusted sources
 - Social influencers
 - Other organizations
- Interact on other pages
- Engage your audience
- Share content
- Connect with social media managers



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SOCIAL STRATEGY, TIPS, AND TRICKS

- Educate and talk about shared interests
- Build relationships and trust
- Ask to take action and amplify
- Follow appropriate rules and regulations
- Be a part of the conversation
- Keep posts short (consider mobile users)
- Ask questions!
- Monitor your feed and respond to comments
- Refer to yourself as WE rather than I
- Remember: engage, engage, engage!

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X. Resources

Rules and Regulations

University of Pittsburgh | Social Networking

<http://technology.pitt.edu/security/social-networking>

UPMC | Social Media policies (UPMC InfoNet)

<http://infonet2.upmc.com/Policies/systemwide/Documents/SHR0748.pdf>

****Make sure to double check with your department for any internal rules and regulations about social media use.****

Content Support

Health Sciences Library System | Free Images on the Web

<http://hsls.libguides.com/image-web>

iStock | Photos, video, and images

<http://www.istockphoto.com/>

pixabay | Free images shared by the community

<https://pixabay.com/>

Piktochart | Infographic Builder

<https://piktochart.com/>

Pixlr | Photo Editor

<https://pixlr.com/>

Google Alerts | Monitoring content on the web

<https://www.google.com/alerts>

UPMC Health Library

<http://www.upmc.com/health-library/Pages/HealthwiseIndex.aspx?hwlist=a>

Social Tools

Google | URL Shortener

<https://goo.gl/>

RiteTag | Hashtag Search and Comparison tool

<https://ritetag.com/>

Tagboard | Hashtag search engine

<https://tagboard.com/>

Hootsuite | Social media posting and reporting

<https://hootsuite.com/>

Social Mention | Real-time search and analysis

<http://www.socialmention.com/>

Facebook | Help Center

<https://www.facebook.com/help/>

Twitter | Help Center

<https://support.twitter.com/>

YouTube | Help Center

<https://support.google.com/youtube/?hl=en#topic=4355266>

Google alerts | Help Center

https://support.google.com/websearch/answer/4815696?visit_id=1-636288215337305699-996328796&hl=en&rd=1

Metrics

Twitter | Analytics

<https://analytics.twitter.com>

YouTube | Analytics

<https://www.youtube.com/analytics>

TweetReach | Twitter metrics

<https://tweetreach.com/>

Glossary

GENERAL

Engagement: The combined total of interactions (fan posts, comments, and likes on your content). Engagement can be measured for both specific posts and published content as a whole. This is a good metric to understand ability to capture audience's interest.

Hashtag: A word or phrase preceded by a hash or pound sign (#) used to identify messages on a specific topic.

Month over Month (MoM): Reflects the change in the value of a specific metric as a percentage of the previous month's value.

Social Media Influencer: A user on social media who has established credibility in a specific industry. Has access to a large audience and can persuade others by virtue of their authenticity and reach.

FACEBOOK

Follow: Following an account allows the user to see updates from the followed account in the user's own feed. When you like an account, you automatically follow that account. However, you can follow an account without liking the page.

Impression: The number of times content associated with your page is displayed. Impressions can be paid for via ads or are earned organically.

Like: Represented by the thumbs up symbol, a Like implies that a Facebook post resonated with a reader and that he or she appreciates the content. When a user likes your page and/or your content, that piece will appear in the user's Timeline and maybe appear in the Newsfeed.

Newsfeed: A perpetually updating list of content on a user's home page, including status updates, photos, videos, links, app activity, and Likes from people, Pages, and groups that a user follows or likes.

Reach: The total number of unique users who have seen your content. Your reach can be measured for both specific posts and published content as a whole.

Share: This feature allows users to share a specific post with their friends. Users may comment on a post before they share it on their own timeline, group, or private message.

Timeline: A place where a user shares their own posts, experiences, activity, and events.

TWITTER

Follower: A follower is user that has followed another account to receive their Tweets in their Home timeline.

Impression: The total number of times a tweet was delivered to a unique Twitter stream. Impressions can be measured for both specific posts and published content as a whole.

List: A list is a curated group of Twitter accounts generated by a user. You can create your own lists or subscribe to lists created by others. Viewing a list timeline will show you a stream of Tweets from only the accounts on that list.

Mention: Mentioning other accounts in your Tweet by including the @ sign followed directly by their username is called a “mention.” Also refers to Tweets in which your @username was included.

Retweet: A Tweet that you forward to your followers is known as a Retweet. Often used to pass along news or other valuable discoveries on Twitter, Retweets always retain original attribution.

Helpful Pieces of Information

#Hashtag Advantages and Disadvantages by Heba Soffar

<http://www.online-sciences.com/technology/hashtags-advantages-and-disadvantages/>

Top Hashtag Mistakes and How to Avoid Them by Dhariana Lozano

<http://www.socialmediatoday.com/social-business/8-top-hashtag-mistakes-and-how-avoid-them>

Shorter, off peak posts will increase Facebook engagements by Laure Fullerton:

<http://www.thedrum.com/news/2017/01/16/shorter-peak-posts-will-increase-facebook-engagements-report-suggests>

How to Create a Social Media Report and Explain It by Kevan Lee

<https://blog.bufferapp.com/social-media-report>

Email Marketing Subject Lines: <https://sendgrid.com/blog/email-marketing-subject-lines-dos-and-donts/?login=true>

The Beginners Guide to Facebook Ads

<https://adespresso.com/guides/facebook-ads-beginner/why-you-should-advertise-on-facebook-now/>

Twitter Ads Campaigns

<https://business.twitter.com/en/twitter-ads.html>

Instagram Advertising

<https://business.instagram.com/advertising>

UTimes | Tips for Teaching Students to Use Social Media Credibly, Civilly for Research

<https://www.utimes.pitt.edu/?p=45517>

SchulmanIRB Webinar | Social Media for Research Recruitment: Ethical and Practical Aspects

<https://www.youtube.com/watch?v=HVGBgypVCI&feature=youtu.be>

XI. Attachments

Available upon request. Please contact abby.trainer@pitt.edu

Message Response Matrix

Observances Calendar