SOCIAL MEDIA LABS, LOUNGES, AND WHAT WE’VE LEARNED

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WHERE ARE WE GOING?

- The what
- The why
- The how
- And the so what
WHAT INSPIRED US?

- Mentoring
- Creativity
- Innovation
- Making space
WHAT IS AIDS.GOV?
THE

WHAT.
WHAT IS A LOUNGE?

- One-on-one or small group sessions
- Often at conferences or meetings
- Often a physical space
- Safe place
- Stations – or be open
- “User generated”
Social Media Lab
THE 2011 HIV PREVENTION CONFERENCE
Lenox Room Hyatt Regency
Monday, August 15 and Tuesday, August 16
10 am to 5 pm

Interested in using blogs, podcasts, Facebook and Twitter for your HIV prevention work but not sure where to start?

Staffed by experts in social media from CDC and AIDS.gov, the Social Media Lab will offer one-on-one consultations on:
- Developing a social media strategy
- Using social media tools like Facebook, YouTube, and Twitter
- Producing short video and audio podcasts
- Ensuring accessibility and 508 compliance
- Monitoring and evaluating your social media efforts
- Text messaging as a low-tech but effective tool

Special sessions will be provided on a range of topics. Check the program book for details.

Social Lounge
Sponsored by: IBM Systems Lab Services and Training

- Sharpen your social media skills
- Join the Twitter conversations, follow @IBMTECHCONFS and use Hashtag IBMtechU
- Check in on Foursquare
- Share your photos
- Give us your opinion on IBM products and this event for special gifts!

DON'T MISS THE
SOCIAL MEDIA LOUNGE
FRIDAY
7-8:30 am and 1-3:30 pm
SATURDAY
7-8:30 am and 12:30-2:30 pm
PRIMROSE ROOM
- Sharpen your social media skills.
- Join the Twitter conversation (or sign up on twitter).
- Learn how to monitor your social media work.
- Develop a social media strategy.

@AIDSgov
THE

WHAT.
WHAT WE HEAR. A LOT.
I'M OVERWHELMED.

I CAN'T EVEN REMEMBER MY PASSWORD.

I DON'T GET THIS TWITTER THING.

I HAVE A STUPID QUESTION. WHAT'S...?
DEMYSIFY TECHNOLOGY
Safe place to ask questions.
THE
HOW.
WHAT YOU’LL NEED

- Place
- Product
- Price
- Promotion
THIS WAY TO THE SOCIAL MEDIA LAB

- HIV Prevention Conferences(s)
- Association of Nurses in AIDS Care
- NAESM Black MSM HIV Leadership Summit
- United States Conference on AIDS
- NY AIDS Institute
- APHA (this fall!)
WHAT HELPS

- Sign in sheets
- Intake forms
- Integrate with conference (work with conference organizers)
- Evaluation and follow-up
- Materials
ANAC SOCIAL MEDIA GAME

LISTEN
- Sign up for a Twitter account
- Follow 5 people or organizations on Twitter
- Search for the hashtag #ANAC12
- Like the ANAC page on Facebook (optional)
- Find a ANAC video on YouTube

NEED SOME HELP GETTING STARTED?
COME THE SOCIAL MEDIA LAB!

SHARE
- Leave a comment on a Facebook Page (optional)
- Tweet about the conference using #ANAC12
- Share a YouTube video on Facebook or Twitter
- Retweet something

PLAN

OBJECTIVES: What are you trying to accomplish?

PEOPLE: Determine your audiences.

TECHNOLOGY: What’s an appropriate social media tool?

STRATEGY: How will you meet your objectives?

CONGRATULATIONS!
YOU’VE LISTENED, SHARED, AND PLANNED! WHAT’S NEXT?

Use the other side of this game to start planning your very own new media strategy.
PROJECT LISTEN

If you're new to social media, listening to the conversation first — before you start talking — will help familiarize you with how your peers and clients are using social media. What are they saying? What are they sharing? This listening activity will help you to learn more about the people you want to connect with.

STEP 1: DETERMINE WHO YOU WILL LISTEN TO.

Who is your target audience?
(e.g., Black men at risk of HIV, peer organizations)

What is the demographic of this audience?
(e.g., age, gender, geographic location)

Which individuals or peer organizations would you like to follow online?
(e.g., an agency that also serves your target audience)

STEP 2: DETERMINE WHAT YOU WILL LISTEN FOR.

What key words are related to your organization, work, or mission?
(e.g., HIV, testing, USCA)

What do you want to learn about your audience?
(e.g., what kind of information they are seeking)

STEP 3: START LISTENING!

1. For your first listening activity, try using Twitter, Facebook, or both. If you don't already have an account, create one now. You can also conduct this activity using other tools (e.g., Tumblr or Pinterest) to better understand how your target audience is using these tools.
2. Search for the organizations and people that you identified in Step 1 and begin to “follow” or “like” them.
3. Look at whom these people/groups follow or like, and begin to follow other users that seem similar to you or aligned with your interests.
4. Make an appointment with yourself for the next three weeks to look at your Twitter or Facebook feed once a day for seven minutes.
HIV PREVENTION GOES SOCIAL
USING SOCIAL MEDIA TO CREATE, CONNECT, AND COME TOGETHER
CDC’S GUIDE TO Writing for Social Media
**SOCIAL MEDIA STRATEGY WORKSHEET**

**Project:**

**Goal:**

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<th>P</th>
<th>People. Who are you trying to reach? How are they using social media? Start a social media strategy by understanding your audience and their use of social media.</th>
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<th>Objectives. What are you trying to accomplish with social media? Decide on your objectives before you choose which tools to use.</th>
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<th>Strategy. How does social media support your objectives? What will success look like? How will you get your project to embrace a social media strategy? Create a plan for meeting your objectives that considers your organizational culture and resources.</th>
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<th>T</th>
<th>Technology/Tool(s). What tools best support your objectives and your audience's needs? How many hours do you need to allocate to using this tool? Select tools after considering your audience, objectives and strategy.</th>
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FAQS

- Where do I start?
- How do I know what tool to use?
- How to I gain more followers on Twitter/Likes on Facebook?
- We’re busy and have limited staff. How do we fit it in?
- Where can I find more resources?
- What’s the role of mobile?
- Can you look at my website and give me advise about usability?
WHAT REALLY HELPS

- Listening
- Mentoring
- *Not* needing to be the expert
- Learning from each other
- Making space
evaluate

•
WHAT WE’VE HEARD
PRE-SESSION

What do you want to learn today?

- General new media question
- Start using new media
- Sharpen my skills
- Sign up for...
- Develop a strategy
- Monitor social media spaces
POST-SESSION

- Satisfaction (scale 1-5)
- What do you plan to do in the next three months
- Three month follow-up
- Did you do it?
- Why or why not
- Additional support? Format?
OUTCOMES

- Smiling faces
- Ambassadors
- New friends and colleagues
- More in-depth TA
- Invited to APHA!
WHAT HAVE WE LEARNED?

- Work with conference organizers
- Put it on the schedule
- Be patient
- Consider a time limit
- Worksheets and materials
- Start somewhere
QUESTIONS?
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facebook.com/AIDSgov
flickr.com/AIDSgov
youtube.com/AIDSgov
foursquare.com/AIDSgov

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