So social—Developing a Strategy for Creating a Social Media Campaign. Social media is possible to learn. You can use to share messages, connect partners and advocate for change. You can forward something online in using a social media. You can use a social media to achieve program goals, it's critical to develop strategy to guide your activities. And in this section, participants will be introduced to the four-step process for creating a social media strategy. Participants will also hear examples of how social media have successfully developed strategies and launched social media campaigns to bring about change in their communities. Our presenter is Kimberlee Homer Vagadori from CYAN. And she's--of course, you know, she was our keynote speaker. She's been in tobacco control for 13 years. She's a national expert of college tobacco-free policy, college advocacy, and tobacco industry sponsorship issues among other things, and has successfully coordinated system-wide policy initiatives in California. And her role as project director, she provides technical assistance in training the local, state, and national organizations on issues such as tobacco and the environment, emerging tobacco products, campus-based cessation services, and tobacco industry targeting of young adults in social media in tobacco control. So with that, I will turn it over to Kimberlee or Kim. Kim.

>> Good morning everyone.

[ Applause ]
OK. Can you guys hear me OK if I yell? Great. I'm a yeller versus a microphone kind of girl. So what I'm going to do today is I'm going to talk to you guys about building a strategy or your plan for using social media. So everybody looks like using social media a little bit differently. Some people just want to kind of have a plan for getting online and maybe using Facebook to connect with people. And then other people are ready to launch full-blown campaigns. This is whole process is nothing new. This is very similar to the strategizing that we do when we do policy campaigns. But what I've come to learn recently, I've been in tobacco control for 13 years. And in tobacco control, Shelly can testify to this. In tobacco control, you have to do policy. So you actually can't get funding from the State of California to do tobacco control work unless you do policy. So when you do policy, you need to have a strategy. Because if you don't have a strategy, what you do is you run up to the decision maker and say, "Hey, this is a brilliant idea, we need to change this policy," and then, all of a sudden, they look at you and start laughing and say, "That's never going to happen," and you just ousted all of the works that you're going to do and then you fell behind 15 months of what you had to do. So, this is the same thing that we're doing online. It's just a different context and we're just looking at giving you a roadmap how to get to where you want to go and to do it wisely and strategically so that you don't waste your time and you don't create something online that, all of a sudden, starts to create so much storay that all of your bosses look at you and say, "Why did I let you online?"
So there's a four-step process that we use when doing any policy work and also doing social media. But before I talk about that, I just want to remind everybody that social media platforms and social media tools are really great to use just as that, as tools. So, we don't--I'm not here today to tell you guys that Facebook is the greatest in the world and that you should stop going out into your communities and collaborating with your communities and all you have to do is communicate with Facebook. That's not true. Developing relationships, working with people out in the community, bringing them into your office, partnering with them, that is still essential to the works that we all do, but Facebook is a good way to keep them engaged and invested when you can't be out in the community with them. And social media can also be used to enhance existing activities. So, this is something that I recently experienced as very different with our public health grant that we're working on, the Community Transformation Grant which is a federal grant. They have funded a bunch of rural counties to do these public health initiatives. And what we found is a lot of our country partners is they are health educators, they are not advocates. And a lot of times, when you do policy advocacy work versus health education, with the policy work, again, in tobacco control, we're required to do is have a strategy. So I can't actually go out and do any of my work without having a strategy that I actually have to submit to the State of California. But what we found with our partners with this Community Transformation Grant is that that's a completely new territory for them because they're doing a lot of health education.
So they still have plans on how to do this work, but they don’t have "we’re going to do A, B, C and D so that we can affect change with this decision maker and this decision maker so that we can then get to our end goal". And so, that's something that we've really been working on and that's something that I really encourage you guys to incorporate social media into. So hopefully, everybody has a current strategy for the work that you all do. Are most of you all grant-funded?

>> Yes.

>> Yes. OK. How many of you--actually, I'm just going to have you shout out the kind of work that you do so I have a better understanding.

>> OK. Well I'm part of a major agency that is [inaudible] agency on aging. So we're a federal, primarily state. The program that I manage is Medicare counseling. So anybody who has Medicare--

>> OK.

>> --and health insurance.

>> Great, thank you.
Before We Begin

- Social media sites can be great tools.
- Social media can be used to enhance existing activities.
- Social media can be used to strengthen policy activities.
- Social media can be used to gather information, educate, collaborate, promote, and advocate.

[ Inaudible Remark ]

OK, great.

>> Tobacco control, American Lung.

>> Use prevention, County Office of Education.

>> OK.

[ Inaudible Remark ]

Great.

[ Inaudible Remark ]

OK, perfect. Thank you.

[ Inaudible Remark ]

Great.
I work in Chico in tobacco and nutrition issues.

OK, great. Thank you.

I work in Butte [inaudible] County, the Far Northern Regional Center, providing services and resources to people with developmental disabilities, adult and it's state and federal-funded.

Great.

[ Inaudible Remark ]

OK, great.

[ Inaudible Remark ]

OK, great. Thank you.

I work for the Caregiver Program Passages.

OK. OK.
Before We Begin

- Social media sites can be great tools.
- Social media can be used to enhance existing activities.
- Social media can be used to strengthen policy activities.
- Social media can be used to gather information, educate, collaborate, promote, and advocate.

[ Inaudible Remark ]

OK, great.

[ Inaudible Remark ]

OK.

[ Inaudible Remark ]

Great, thanks.

[ Inaudible Remark ]

Great, thank you.

[ Inaudible Remark ]

OK, great. Thank you.

[ Inaudible Remark ]
OK.

[ Inaudible Remark ]

Perfect. So, in this room, we have a mixture of people who try to get services out to people and to get them familiar with what you have to offer and help them to utilize the services. And then we have people who do advocacy work and who do policy change. So, this is, again, the model that we're taking is really based on going out and creating that change but then you can also use this information as part of that education. What we always look at is to create that change. You always have to have education. That it's not just either/or. That education is key along the way through everything that you do. And social media can be used to help with that education, to help with that promotion. Also, it can be used to do advocacy. So for those of you in here that have to do advocacy, who have to lead to change, create change, be part of creating change, social media is a great tool to help with that. And then, you know, what we really promote is for social media to be used to get information to educate people, to collaborate, to network, to promote, to advocate, and to do evaluation which we'll talk about evaluation in this.
So our four steps are to assess, figure out who is doing what, what you have the capacity to do to create your plan to then implement the activities that you want to do and then to evaluate what you want to do. For those of you who are like me and you're not a big fan of evaluation, which my evaluator hates because she's an evaluator, evaluation is critical to social media work because, again, it changes so quickly that you constantly need to know that the work that you're doing is worth your time and energy. And for a lot of you, you might have to sell that you need to be online so that you can show through evaluation that "hey, look, we've reached this many people" or "we've done this stuff". You know, just looking at that ad campaign that UC, San Diego. That's a great sell to be able to show that, you know, we pushed merely a thousand people to this website to educate them on this new policy for a really small amount of money, so it's really important.
So, before you begin this whole process of trying to create your plan and going online, you saw the worldwide web is huge. There's so much information on it. It does definitely get very, very overwhelming. So the last thing that you want to do is just say, "I want to use social media," period, and then just start from there. You need to have a general plan, just kind of think about, you know, working for TUPE. OK, I work for TUPE. For those of you who don't know what TUPE is, it's Tobacco use Prevention Education grants for a lot of our schools here in California. And so, if I'm working on a TUPE grant, there's a number of different ways that I can utilize social media. One way is I might want to get on to Facebook so that I can engage or use partners and get more youth volunteers to participate in what you can use during with our tobacco control program. Or I might want to create a Facebook page so I can start a dialogue with our high school students to find out what products they're using. This is something a TUPE partner just did in Orange County. They used social media to engage their youth and they started asking them, "Hey, what tobacco products do your friends use?" And so, they just had all of these young people who were really excited to share information. And they told them, you know, they use this, this, this and this. Well, one product came through that they didn't know. It's called sigafoos [phonetic] and it's a new nicotine product that's basically just a flavored powder that's in a tube and you just put in your mouth and you can swish it around your mouth and you swallow it. Well it's a new nicotine product. So, lo and behold, little did that young person know that they were sending in that information to the TUPE coordinators.
And now, the TUPE coordinators can actually use that information to partner with either their county or with the state tobacco control program or whoever to maybe even look at that product and start a social media campaign to then encourage decision makers to make this product illegal to those under the age of 18. So now, they collected information and with that, they can do so much more with that inside how they want to take that in and do something with it. Or, they can just use it so that they can educate young people on how bad nicotine can be for you if it's not a safe form of nicotine to help you quit using tobacco. So, make sure that you just have a basic understanding of what you think you want to do. And again, that is constantly evolving. We always talk about when you build any plan or strategy. You want to make sure to write in pencil because it changes very, very quickly and don't get too connected to anything you want your heart broken when something changes so fast. But here are some examples of things that you can do. And again, there's some of you in this room that might want to do something like "we just want to get word out about our organization's website, if people were aware of our website, they might know about the services that we have for them and they might be more likely to utilize those services". Or, you might want to do a full-blown campaign. You might want to increase awareness about a food in a basket that somebody in the community has and in order to do that, you need to promote the dates, you need to get volunteers. You have to, you know, get food. You have all these things that are part of this larger campaign and you can use social media to organize all of that.
So the first thing we're going to do is we're going to look in the organization and we're going to look outside of the organization to see what we can do and then what we can get from the outside world and then also what's already going on and what's already out there.
So the first part is looking at your organizational capacity. So you want to look at realistically what your organization can do. Do you have the staffing to use social media? If you are a staff of three people and you have all of this other work that you have to do, realistically, how much time can you put in to social media? And of that, the person who's going to be responsible or the persons who are going to be responsible for social media, what's their experience with social media? Do they have a lot of knowledge? Is there one person that has a lot more experience with Facebook and another one that has more experience with Twitter? Does everybody like social? What, I have no idea of what you're talking about. You have to look at that and think, "OK, well if that's the case, then how can we increase that education? How can we get people really comfortable?" You might have somebody that's just a brilliant social media mind. You might have volunteers. You might have youth volunteers that you work with who are really dependable young people, who, you know, sleep in social media. They are just constantly online and constantly engaged, and they would be part of your capacity. They're individuals that can help you do your work. And then, also, money. I said earlier that social media is free but there are places online that do cost money. So some of the evaluation in metric tools cost money, but they can do a lot of work for you. So you have to look to see, do you have a budget for social media and can you get really creative with your budget?
So, for example, we have a media budget. The media budget is for all media. But in the past, we've always done print media. Well we started to look and say, "Well, our budget is starting to get smaller, but yet we have more requests coming to do more media." And so, we actually now are doing most of our media online because we get more responses that way and we have a greater reach than what we're doing with our paper media. So look at your budgets and see, do you have funding within your budget that you can use for social media? It is important to note that a lot of these social media tools, once you can utilize free tools, but then once you use them, you sometimes not only have to update to a pro account, which you have to pay for, but then sometimes you also have to update your computers. So we have this where we have a cloud account, so all of our files go to a cloud so they can be accessed from wherever and then we can send them through the cloud instead of having to email things. And in order to get that cloud on to our computers because half of our computer is on Mac, we had to update the operating system on our Mac computers. But not only do we have to operate the--update the operating system, we have to--the way Mac works 'cause they released a new operating system like every other day, we had to go from--I can't remember, I think we were Lion to Leopard or something and to Mountain Lion. So we had to do an update in order to do the update that we need for our cloud service. That all cost us money to be able to do just to use this cloud service.
So, really investigate this stuff before you start to do this. And then look at some challenges and weaknesses. So again, having staffing is always a big issue because it takes a lot of time to do this. But if you have people familiar with the instruments or if you have somebody who is dedicated to marketing and promotion, they can easily take this on. Look at policies. So, if your organization does not have a social media policy, I highly encourage you to get one. This is everything from, you know, what are images that you can use on your Facebook account? You have to have the decision. This is something that we talk about all the time. Because we work with youth, can we put images of youth on our social media pages if we don't have their media release forms from those young people? And if that's the case, how do we access them? Can we put videos on our YouTube page if we don't have media release forms from people that we work with? You know, what posts do we put on there? There was this big thing going around when Prop 8 was at the courts and everybody was changing their Facebook profile pictures to the equal sign, the red equal sign. You know, is your organization going to be OK with that? Is that a political statement? The person in charge of your social media pages needs to know whether or not they have the permission to change that image or if they have to keep it a consistent look. You also have to look at, this is something that we just learned the hard way. When we put up all of our Facebook pages, you have to have a user who is able to then administrate them.
So you can't just create a group page or a fan page without having an individual personal account. And so, we had one person that was coordinating all of our social media pages. And when she left and canceled her account, what happened to the 2,000 people following our page? So then we thought, "Oh, well we didn't think of that," because we just thought, you know, everyone wants to work with us forever and that didn't happen. And so, we even had to backtrack and recreate things and have new administrators. So that was a huge thing that our social media policy did not cover. So just looking at all of this. And then you also have to have that really difficult conversation about how do you respond to responses on your walls and to your posts? You know, if somebody posts something negative, what does your organization say? Who has the authority to say that? And that's a really questionable thing because you might have your social media person feel comfortable like they can respond but your administration might not agree with their response. So, you have to know about all of that because that is a huge challenge. And then, again, does your administration support the work that you're doing online?
Next, you want to look outside of your organization and what you guys are doing, and listen to what people are saying. So if you're working on a nutrition issue with your high schools, you want to look at what are kids talking about, where are they going to get food. You know, you might find out that one of the big issues that you have are energy drinks that a lot of youth are drinking this kind of energy drink. And if that's the case, then from there, you can start to explore, "OK, well they're drinking this energy drink because they're getting it here." So not only are we collecting this information for our online use, but we're also able to use that information to go do some stuff outside of the internet world to get stuff. You can also--again, I mentioned the e-cigarettes earlier, you can find out how people are talking about your issues and the words they're saying. If you're not familiar with the Urban Dictionary, I encourage you to get familiar with it if you work with young people. You can put anything in there, it's just urbandictionary.com, any slang words, any phrases, whatever, and you can find out what it means. And again, you can kind of sound a little bit cool.

>> Is it like the reverse one too? So if you want to say the word, I don't know, caregiver, will it give me a slang word for that?

>> Yeah, you can put that in and it can give you--what it does is it shows you all the different meanings and definitions of something, and it has different meanings and words that you can--
So if you didn't know about this electronic cigarette that they're calling whatever, [inaudible] or something--

Yeah. The e-hookah.

E-hookah--

Yeah.

--or the other one. Then you just put that name electronic--

Cigarette and then it will give you the definition and it has--like sometimes, they have five, six, seven different definitions on there.

[ Inaudible Remark ]

A hip [phonetic] cool.

OK.
Yeah. You can find out who cares about your issues and then look at what the comments are being said. So you want to make sure to record all of this stuff. And then I think a huge part is looking at the misperceptions. So, again, a lot of times, because we work in the fields that we do, we have a way of thinking and we just assume that everybody thinks this way. When somebody said that they work with Medicare and MediCal, there's a program that is trying to get people who are on Medicare to call or MediCal to call 1-800-NO-BUTTS. And if they call, they can get a 20-dollar gift card for calling but they have to ask for the gift card. Well, they didn't know this, so they just like went out and told people, "If you're using MediCal, you can call 1-800-NO-BUTTS to get help quitting smoking and then you can get a 20-dollar gift card." And so, all these people who were calling and they weren't getting the gift card, and so they went and they started to see, you know, people were calling but they weren't asking that question. And so, there was this huge misperception over at what they could get, how they could get it. And so then, the agency was able to go back out there and correct it and then do more education on, "OK, well here's how you do it. This is the information that you have to do and you have to, you know, want to quit smoking in order to get it. You can't just call."
And then when you start to listen, you can do so in a variety of ways. You can use existing accounts. So, if you don't already have a Facebook or a Twitter page, I encourage you just to sign up for one. You don't have to go social right away. You don't have to go live right away. You can even use a personal Facebook account. It doesn't have to be a work one if you just want to start listening to what's being said. So, search groups, if they're not closed, you can see what people are talking about. A lot of times, if you—if somebody knows you, you can get added to a group and you can see what questions people are asking, what dialogue people are talking about. And then, also, if you look at your existing accounts, all of these websites have built-in metrics. So you can go on to your Facebook page and you can see how many times people liked your page. Did you see a huge increase in people liking your page after you did an educational campaign? Or, has it been pretty stagnant that that campaign not work? Google should be your best friend because you can Google everything including yourselves and your pictures, and you can see what's out there, what people are saying. And then there's all sorts of online listening tools. Some of the ones that we use just because they're really friendly to use, Google Alerts, you can set up news alerts using Google Alerts and then everyday or every week, they just—Google sends you emails that tag the words that you want. So one that I have is "smoke-free" and then "colleges", and then every week I get three different emails that have all the news about smoke-free colleges throughout the world, essentially.
And then SocialMention, Hashtag, Addictomatic, those are all—again, there's just so many of these tools. There is one that is really popular that helps you listen to what people are saying and tracks what people are saying about your website. It's called Radian6, but that does cost. There's a fee associated with it. I'm not sure what that is, if anyone uses it.

>> Also what that [inaudible] same topic you're talking about, Google Analytics gives you this information for free based off the websites you use or whatever you created. So that's helpful for where you're administration, you're trying to say, "This is why we needed here so many people [inaudible] reaching versus other way you used to do it," you know. So it shows a way that is more cost effective.

>> Yeah, great point. And Google Analytics is something that you can build into your websites. And what's so great about that, you're right, you can look to see where people are coming from too. So, you can see, are people Googling your website or are they being directed from another website, and then that helps you understand, you know, should we put more information about our website on our partner organization's website, and it shows you where, it shows you the geographics of where people are coming from, they get really specific. And Google Analytics is free. Yeah, Google Analytics is free.
Google Analytics is webpages, but Facebook has a lot of these built in the metrics.

>> Facebook should have its own--

[ Inaudible Remarks ]
OK. And as you listen, just make sure to look for trends and patterns. So, are you seeing similar things talked about? Are you seeing the same people saying something? You know, are you noticing that youth within a certain area are all talking about this but the youth in the city over, this isn't an issue for them? Or, are you noticing--you know, there could be similar comments about an issue that you're working on that are not positive. They might be really negative or people might have a misperception about them and you can start to see, "OK, this is what they're talking about, it's completely wrong. What's the source of that information and how can we go online and try to correct it?" And then make sure to record what you find. So essentially, this is just collective qualitative and quantitative data and it's just recording it. It's just making sure to use the web to do that and to get that information that you need. Because the last thing that you want to do is develop a Facebook page that's promoting, you know, like nutrition and there's somebody else that's doing the exact same thing that you are but they're doing different messaging. Or, you know, you're saying this but your partner over here is saying no. This is a huge thing we deal with sugar-sweetened beverages. I was in a meeting the other day where the sugar-sweetened beverage people were saying no to Gatorade and somebody who was actually their key advocate for that was a medical provider and saying yes to Gatorade. And so, they were in the same forum saying two different things but coming from the same place, and that was a huge conflict that they had to work out.
And so, if you know that that's happening, you can kind of stop it and redirect it and work on it. Unfortunately, they hadn't really looked at everything that was being said. And so, when that came out, it was too late and they had already started doing that promotion.

>> Question about that is because there's so much misinformation out in the web, how much influence can you have using these tools in changing perceptions, so changing that information?

>> You can have a lot depending on the players that you bring in.

>> OK.

>> Yeah. So, it's all--again, it's all about kind of who you know and bringing in your key partners so that you can make sure that if this group--for example, using high schools again. If you know that there is this group of social influencers and you can get them to come out and to change what is being said about something and then people start to listen to them, that makes a huge impact. So it's who it's coming from. And then, you know, what we're finding too, this is something that we dealt with, with our service numbers and with our college students, they all want to see statistics now. They want to make sure.
[ Inaudible Remark ]

Exactly.

[ Inaudible Remark ]

Exactly. And so just putting that on websites.

>> But most of the finding is that the traditional media, television and print, they like to direct quotes, they like to have statistics. And sometimes, for example, my statistics can only be given on a national basis [inaudible] a local basis, so you kind of have to extrapolate and try to guess.
Yes. But another thing that we can do and we only have five minutes, so I'm going to rush very quickly through all of it. But another thing that you can do, and this would be maybe a goal that you would have during this whole strategy, is you can take national statistics and link them up with stories. And that's one of the greatest uses of social media that we see is getting people from your communities to tell their own stories so that we don't have to do it anymore, so using YouTube to tell the story of a community member. So, you might have a national statistic but you can pair that with a member that you're serving and get them to say, you know, 65 percent of aging individuals, whatever, whatever. In my life, I'm from here in Chico. And in my life, this is true. And then make it personal and a local connection. OK.
And then, again, you just want to learn the audience that you're reaching out and what social media pages that they're using. You really don't want to do a Twitter account of all of the people that you work with or on Facebook, or if people don't listen to YouTube.
And then, again, it's really OK and it's really recommended to ask them in the old fashion ways that we do evaluation, key informant interviews, with surveys. Just going out and asking that question, doing focus groups, get that information.
The next step is to plan. So, it's extraordinarily important to have goals. And the way that we always do it is with short-term, intermediate, and then long-term goals. And the reason that we have three levels of goals is because the first two are really stepping stones to get to that long-term goal. Because the last thing that you want to do is have this long-term goal and then not be able to get there, and so you just keep feeling like you're failing and failing and failing. So this really keeps you on track with where you're going. And then, of course, you want to make sure that your goal is measurable and it's specific and it's something that you can achieve. But at the same time, don't get yourself in a box where you pick something too easy. You want to make sure that what you're doing is something that is achievable but can be really dynamic and exciting.
So here are some examples of social media goals. Short-term might be, you know, we don’t use social media now so we just want to create accounts, get online, play around with Facebook, get a Twitter account, and then we want to do an ad campaign, so we want to launch this ad campaign between September and December. And then our long-term goal is to make sure that we increase the [inaudible] website. So, we have our ad campaign to do that and then we have these tweets and these Facebook posts to bring everybody back to our website.
So once you do that, once you know your goals, really be specific with who you want to reach. And this doesn't have to be only one group. You can have multiple groups. But, do you want to reach community members? Are you looking to reach decision makers? Do you only want to reach supporters? Or, do you maybe want to change the dialogue around your opponents? Again, you're in social media so you can't stop anyone from looking in. You might want to do some great posts. Again, to use e-cigarettes, e-cigarettte, there are so many companies out there, they are like vultures. If you post something online about how bad e-cigarettes are, you will probably have a call from somebody that works from the e-cigarette industry to tell you you're wrong and that the FDA is wrong and that they are right. And so, you can't stop that dialogue but you can control it and you can help change the direction. So who do you want to reach and if there's multiple people, do they use the same platforms and what do they do?
And then look at the tools. So what tools do you want to do, what tools you want to use, and then the very specific activities using those tools. And if you already have your strategy, so if you already know that by this date this is what we want to achieve, what activities can you take and then update them with social media. So if you're already doing a media campaign, look at social media and say, "Great, we already have this goal of reaching 500 members of our community with media. But now, we're going to look at doing it with social media." And so, we know that our community is on Facebook, so now we're going to do an ad campaign on Facebook and we want 500 people to like our page so that they're getting that information. And then make sure to have your timelines so that you can give people specific things they want to do and enroll. So this is where you can bring in your partners, your IT team, have them maybe set up the accounts. You can bring in program assistants and see if maybe they can help with all of the postings. You want to get very specific and give people deadlines and timelines.
And then you implement it. So you have your accounts, you've been playing around with them to get used to what you can find, what you can see, what people see out there. And then this is where you want to create content. So, let me urge you to not take the general content that you have and just take it from paper and put it online. Because, again, the attention span of people, a lot of times, online is very short. Think of Twitter, it's like 140 characters. So, people don't want to see all of this stuff. This was a huge challenge we had with our social media website. We took 120 pages of content and put it online, and then we have to basically cut 60 pages out of it because no one wants to read all of that information. They want the basics and then they want to be done with it. So, make sure to deduct your messages for the online audience and tell people the exact thing that you want them to hear or to see or to listen to. So again, using videos, using short statements and using images, and then go live. And once you launch your social media activities and your efforts, try to link it into something else that you're doing. For example, when we did a campaign down at UCLA, they had a big launch party on campus and that's the day that they launched all of their social media activities as well.
And then evaluate. So just make sure to evaluate the tools that you're using, those are all the built-in metrics. Evaluate your strategy, did something work, did it not work. Were you trying to reach this decision maker but then you found out that he's actually supportive of the work that you're doing, so now you need to change your efforts to reach this decision maker. And then evaluate your campaign. Throughout all of this, use the internet to listen and to learn. So do searches, do news searches, look at people’s Facebook pages and really learn from what they’re doing.
So again, all of the tools have the built-in metrics so you can look and see, you know, on this day, we had a total reach of 156 people who saw that post that we had on something that R.J. Reynolds was doing. But I can use Facebook, I can pay 30 dollars to boost the post so more people will see it. Do I care enough about that post? Maybe not, but maybe there's something else I can do. All of this stuff is built-in on the pages already so you can if people are using them or not.
And then evaluate your plan, and this is where you look and see did we use that activity, did that activity work, did it not work. Has our audience change? Have our goals changed? Did we already meet our goal? Did we get 300 percent increase of traffic [inaudible] website? If so, we've been very successful with our social media work. Maybe it's time to get them more after your goal and to do something else and kind of revitalize what we're doing.
And then the campaign and that's where, again, you look at your goal and if you reached it. And your goal might change. You might realize, "You know, we don't care if people go to our website because our website is not for this population. Maybe we want to create a new website so that, you know, our young people have their own website versus the adult audience that we're reaching with our current website." So really look at your activities and look at your goals and making sure that they're still applicable. It’s a world that's constantly changing, so you guys want to make sure that you're staying up to date with that.
So final thoughts. I'm five over, I apologize. Just make sure that you have control of the conversation and that you have control of your branding. And then make sure to be part of that conversation. So it's hard to be online all the time. But if you're investing in social media, you have to be and you have to listen. You might have a forum and somebody might go on to that forum and say, "You know, I really need help with accessing this doctor. Where do I get that help?" And if you get back to them a month later, they're not going to need that help after a month. They need it right when they posted it. And again, people communicate differently. So don't think that just because you're using social media that other forms of communication like email, direct communication, meeting people at their homes or meeting people at events that that step is not important anymore because that is also important.
So, I apologize for rushing through. Social media is very social, so be social.
If you guys have any questions about building these strategies or plans, feel free to contact me and we can walk through it and I can actually help you brainstorm ways of doing it and how to get from point A to point B. And again, our organizational website is the top one and then our social media website is amplifyadvocacy. And there's more specifics on what tools you can use to evaluate the different social media platforms.

>> Thank you.

>> Thank you.

>> Thank you.