OK. We're going to go ahead and start. This is a military family here. I'd like to keep things on track because we have a lot to cover. Welcome to our second annual CEO Summit called Harnessing Social Media. I want to let you know that we are being recorded. Is that OK now? Yes? OK. We're being recorded because we are going to be posting this main keynote session and then the session that will take place here also right after for those who have signed up. So, if--don't worry, you won't be on camera unless it pans and so forth. So, I'm Tatiana Fassieux, the Program Manager for HICAP, the Medicare Counseling Program at PASSAGES. PASSAGES is also the Local Area Agency on Aging. I want to recognize and thank the steering committee for making this event possible. Seema Sehrawat who is the Associate Professor at Chico State School of Social Work and Director of the CSU Interdisciplinary Center on Aging. As I mention your names, if you could please stand up and we'll just hold applause until the end, OK? And Natasha Colson Latori [assumed spelling], the brain child of this event and the whole CEO effort, our HICAP Outreach Coordinator; Raul Raygoza, Program Coordinator for the Tobacco Education Program and the Butte County Public Health Department; Steve Nyman and Jenny Sharkey from Chico State Center for Nutrition and Activity Promotion; Brian K [assumed spelling] and Ed Rona [assumed spelling] from the Social Security Administration. A little bit of housekeeping. Women's restrooms downstairs, men's restrooms upstairs.
Now, for the breakout sessions, please note on your agenda that is in your folder, Room 101 is going to be for the Spell [assumed spelling] Nuts and Bolts session. So, anybody that has signed up for that, you'll go to Room 101. Room 106 will have the Privacy and Protection—or Protecting your Social Media Image. The Plain Tree Room, which is down the hall, around the corner and—Creating Social Media Policy, and Room 102, this one, is Developing a Strategy for Creating a Social Media Campaign. If we have your email address, we will be emailing you any PowerPoints or handouts that are not copied in your packet. So, now why are we here today? The impact of the economic downturn affects businesses, service organizations and especially the community at large. Seeing the challenges our community and individuals are facing, community educators and outreach professionals in Butte County joined together and turned the challenges into opportunities. This group called itself the Community Education Outreach, CEO. And we developed our own little logo there with a—its not a teardrop but it's a water drop. And this new collaborative held their first summit last August. Now, how many of you participated in last year's summit where all we got together and we got to know each other? Not many. Wow. Well, it's good to see a whole new bunch of faces here. With over a hundred businesses and service agencies from Butte County in attendance, participants were given a form to address their needs, broaden their network capabilities, reduce the duplication of services, office support and provide mentorship. We all know that in a grant-based program, our funders are always looking for collaboration.
And this is a venue for you to maybe make new links. It was decided to keep the collaborative alive in our community and provide educational outreach opportunities. It was identified via feedback questionnaires, via a SurveyMonkey, and believe me, if you haven't used SurveyMonkey, it's wonderful. We decided, based on those surveys, what workshops we were going to have today. And so technology was decided to be the medium to build community outreach. Therefore this year's summit focuses on that. Now, we are looking for new members to this steering committee because it's a core group that has worked very diligently over the last year, and we want to pass the baton. This core group has no funding. Everything that we have done has been through the graciousness of the core committee, and lo has donated the use of this facility, our snacks and so forth and coffee, water, everything was a result of donations--including the printing. And you will see on the back the acknowledgment. Please make sure to complete all of your evaluations because it is through your feedback that this core group, the steering committee and the new steering committee which I'm sure some of you members will jump right on. And you don't have to do it every single day or every single month. It took us a year to come up with this event. So, please seriously consider that and be as frank as possible in your evaluations. One small typo, and it's my fault, the Developing Strategy for Creating a Social Media Campaign, the keynote speaker for that will be our Keynote Speaker, Kimberly Homer Vagadori. So, let me tell you about her. Kimberly Homer Vagadori is the Project Director for California Youth Advocacy. She's worked in the Tobacco Control area for 13 years.
Ms. Homer Vagadori is a national expert on college tobacco-free policy, college advocacy and tobacco industry sponsorship issues, and has successfully coordinated a systemwide policy initiatives in California. In her role as Project Director, she provides technical assistance and training to local, state and national organizations on issues such as tobacco and environment—the emerging tobacco products, campus-based cessation services, tobacco industry targeting of young adults, and what we are here for is the social media in tobacco control. So, what you will learn today with respect to social media, you'll be able to take it to your own organizations and see how you can fit social media into your own outreach events. So, without further ado, I'd like to introduce Kimberly. And I did not ask for an applause for the steering committee. I'm sorry.

[ Applause ]

>> So while we are on the steering committee, we [inaudible] one member, a very important member is Diana Reed from NLO [phonetic].

>> I mentioned--I'm sorry. I had it listed here. I didn't mention her. Diana Reed from NLO. Thank you.

[ Applause ]

[ Noise ]
>> All right. Thanks. Hi everyone. My name is Kim. I’m from the California Youth Advocacy Network and I’m glad to be here today. I haven’t been up in Chico for a while so I’m really excited to be back and to see all of you. As was mentioned, I work in tobacco control. So, if you hear me talking a lot about tobacco, I apologize, but that’s where I work. So, a lot of my examples will come from that area.
To tell you who we are, I work with an organization called the California Youth Advocacy Network. And we are a statewide organization funded through the California Department of Public Health to work on youth and young adult tobacco-related issues. And so we work throughout the state of California with anyone and everyone working on tobacco within the youth population, young adults, and then we also work specifically with the military.
So, we have four projects. Our youth project really works closely with agencies to help them understand the value of engaging youth when doing whatever kind of work that they're doing. We also do a lot of work on transforming young people into advocates from being health educators, and getting them involved in creating change in their local communities. Our college project is very policy focused. So, we've actually done some work with Chico State. We've been working with Shelly Brently for a long time on some of the work at Chico State, and we've done some systemwide work, we've been working with the UCs on their campuses going tobacco free. And then we also try to help young people quit using tobacco which is definitely an interesting challenge these days because a lot of young people wouldn't classify themselves as being regular tobacco users. And then we work with the military which is an entirely different population and their tobacco use behavior is extremely different from the other two populations we work with. And then finally, we work on emerging issues. So, social media is one of those issues. We also work on new and emerging tobacco products. And we've recently gotten into working on safe routes to school, sugary sweetened beverages. Is there anyone in here that works on those initiatives? One person. So, that's something that we're doing through the Community Transformation Grant which is a statewide grant that's run on Public Health Institute. So, we're coordinating all the youth activities and trying to get them to work--trying to get the counties to work with youth on their activities. So, we started to work on social media several years ago.
One of the main reasons was because we were having a hard time working with the populations that we work with. So, we were trying to reach out to our youth and we would send them emails and find out that they just didn't check their emails. We work with our college students and we thought we were so smart because we [inaudible] blisters and we would send out these email listers and we would have all these great things for our college students to get involved with and no one would email us back. And we started to realize that it's because the people that we work with don't communicate the same way that we do. So, we started to explore social media. And along the way, we got really, really focused on what tools young people are using. But not only what tools but how they're communicating with those tools. And then we've looked within our organization to find out how we can utilize these tools to reach the young people that we're partnering with, reach the young people that we want messages given to. And then also try to collaborate. We're a statewide agency. We have a staff of five people and we're based in Sacramento. And so we can't really get out to a lot of our partners so we need to bring them into us, and the best way to do that is through social media. Another reason, just like many of you are experiencing, we don't have a lot of funding anymore. Our funding primarily comes through our tobacco tax, and as people quit smoking we lose money. So, we had to get really creative and social media was one way to do that. I do want to preface this by saying that I am not a full-time social media person. In my day-to-day life, I am a policy person. I do some social media. I do a lot of tobacco control.
And so we use social media as a tool, and what I'm here today is to introduce you guys to what social media, and then talk to about how, within your organizations, you can utilize social media, and then how collaboratively as a group you can all social media to make sure that you guys are partnering with each other at the local level and not duplicating services or activities that you're doing. There are people in this world who spend a 110 percent of their weeks focusing on social media. And those people are lovely. But generally, they're not found in public health because realistically we don't have money to actually develop a full-time staffing position to social media. So, what I'm sharing with you today is, realistically, something that you guys can do, and if you do have funding for a full-time social media staff, let me know, I would love to meet you and find out where you get that funding because we need it too. Along the way, I'm a pretty informal speaker, so if you have questions you can shout it out to me or you can raise your hand. What I'm doing, I was explaining to Shelly earlier today that social media is always something that's very interesting because there's those of you who use social media all the time. You have a Facebook app on your phone, you're constantly tweeting, you know what it means to hashtag. So, you're familiar with the basics. And then there's some of you who have no concept what Facebook is. You don't have an account. You think that if you'll look at somebody's profile picture on Facebook that you're Facebook-stalking. And that is co-worker of mine I'll something like "Oh, I just found out this person is pregnant." She's like "You're Facebook-stalking them, aren't you?" And I said "Well, no. It's on my newsfeed." "No, you're Facebook-stalking them."
And I have to remind here, nope, that's just social media. It's what people put out there and you can read it and understand it. So, when we're doing these presentations, we kind of have to cover all of you in the room who are very familiar with social media, and those of you who have no concept what that means. So, bear with me if you are familiar with this. And if you have something to add I love to hear it and I welcome it.
So, when we look at social media, the first thing I want you to understand about social media is that it's social. A lot of times we--we've done this within our own organization. We'll put something out there and then we forget about a site for a long time and we don't do anything with it and we wonder "Why the heck isn't anyone following us on Facebook anymore?" And then we realize, "Yeah, we forgot to, you know, have a dialog on our social media site." You have to constantly feed it and engage it. It's like a relationship that you have to give a lot of time and energy to. What's different with the internet today which where it was 10 years ago is that we are--a lot of us in this room are used to just being given information. So, when--I remember when I was in high school, I used to have to actually look into an encyclopedia to get information. And the information was the same a 100 years ago that it was when I was looking for that research. Well, today, with Wikipedia, it's not. It's so interesting. If you look at Wikipedia,
which is one of my examples with this new internet, if somebody were to pass away right now, if you go on to Wikipedia now, their date of death would be on Wikipedia already because that's how quick the internet is. So, the first form of internet we had was somebody was putting the information online and then you were just taken in. But now what happens is you can feed the information online. There's current discussion of Web 3.0. Has anyone heard of the Web 3.0? This is, I think, in a--if they can do what they're hoping to do, the example that I read about Web 3.0 is if you're looking to say you want to go see a movie and you think, "OK, well, before I see the movie I want to go have Mexican food. But I want Mexican that's really, really spicy. I don't want, you know, just kind of bland Mexican food. I want really spicy, good Mexican food I want it to be within walking distance of the movie theater I go to. I don't know what movies are out but I want kind of a funny movie. And then after the movie, I think I want to go get dessert, maybe something light. It's hot, so maybe some frozen yogurt." So, right now you would have to go, if anyone is a foodie like me, the first thing you do is you go to Yelp and you look to see who has the best Mexican food. And then, again, if you're like me, you actually base your movie theaters off of the restaurant location because that's the most important part of the night. And so you find where you want to eat and then you go through all the reviews, you get that, maybe if you're really crazy like me you look at the menu and you already decide what you're going to have, and then you go to the movie theater and you look at all the movies and you can go to Rotten Tomatoes' website or you can go different sites and you can find out what people think about the movie.
Then you decide on the movie and then you say "OK, well, now it gets on at 9." So, you go back to Yelp and you look for a yogurt shop. And you now have to find a yogurt shop that's open until you can get from the movie to the yogurt shop. Well, with Web 3.0, what they're saying you could do now is type in a question that says "I want to go to a funny movie and have spicy Mexican food and yogurt in Chico." And within that one phrase, they would recommend to you where you can do all of those things with one search. So, now that internet keeps getting smarter. I haven't seen this perfection yet. It would save me a lot of Yelp time if they had come up with that already. But that's what they're saying the next frontier is with the internet. So, just as quickly as we've changed from Web 1.0 to Web 2.0, we're getting to Web 3.0. And with all of this, another interesting thing with social media is its always changing. So, just as you think you know it, it changes again. Just as you think you know a website, Facebook changes their securities and everyone's upset, or they change the newsfeed and that's all you hear for the next day is the fact that it's changed again. And then all of a sudden, two days later, you forget that they changed it because it's constantly changing.
So, I just want to make note that this is a great quote on social media that really social media is an online tools and technologies used to create dialog and foster the transfer of information. And that's really important for the work that you all are doing here. From what I understand of your group, you all are working with a similar population within similar communities, and a lot of times the work that you're doing might be stepping on the toes of other people or you're working with communities who are getting tired of everyone coming and trying to work them and give them services. And so now using social media, you all can work together and make sure that you know what's happening with this community, you can foster these relationships with one another, and then you can utilize technologies to make sure that your collaborations are working effectively in the communities so you're not burdening them with too much information or with too many needs for these communities that you're working with.
So, just an overview on some of the different platforms and tools. So, social networking is one of the more common tools. It's essentially networking with the social--with social websites. So, Facebook—who are here—I'm going to do reverse--does not have a Facebook page? OK, so most of you are familiar with Facebook. You understand how Facebook works. I know that there is a session later today on Facebook, so if you're not familiar with it or don't have any specifics of how to work with Facebook that would be a great session to go to. These are just essentially communities where you can share socially, but you can also use them for other purposes. So, for example, with my Facebook page, I work with college students. So, with my Facebook page, I have a lot of my student advocates, I work with LinkedIn to my Facebook page. And I can actually make it so that if I have things that I want to post about my family and I don't necessarily want colleagues or students to know about them, then I will have a certain list that I can post that too. So, you can really organize these social networks and you can put a lot of information out there. And for those of you that are younger in this room and are seeking employment, I highly encourage you to be careful what you put on your social media pages because most people now go to social media pages to find out who you are and what you're about before you get a job. I know that that's the first thing that we do because we like to see what people are saying online and who they are and what they're interested in. So, that's a very, very interesting way to utilize social media and to utilize these social networks. LinkedIn, who else is on LinkedIn?
So, lot of you are in LinkedIn. It's kind of their professional networking site that you can do anything from trying to get a job on to recruit people to come work with your organization. And then Google Plus. Any Google Plus users? Do you guys actually use Google Plus?

>> No.

>> No. Yeah. I just signed up for a Google Plus account the other day and I thought, "Oh, I have some friends on here." And when I went to the news feed portion, the last post from a friend of mine was from 2011. And she had posted on Facebook earlier that day. So, I don't think that Google Plus is going very far in anytime soon.
Blogging. So, blogging is essentially, you just having the opportunity to put out whatever you want to in narrative form on the website but in longer terms. So, it's really just an online journal. You can use blogs for your organization. We work with partners who have great blogs that say, "You know, this is who our staff is." They go through the ABCs of their whole staff and assign, you know, A is about me, and B is the books I like to read, and they go through and they utilized blogs to introduce staff. You can use blogs to give point of views of your communities. So, if you have community members, for example we work with you. And so, that would be--a blog would be a great place for our young people to have a voice and to say what as you say care about and then people can read them. And blogs are also more popular I think for food websites. A lot of people have blogs with recipes or sharing sites really easy to get information out there. So, Blogger and WordPress are--shows the more common. Blogs--It's really easy to create blogs, and it's very quick and it's mostly free.
And then microblogging which is essentially just Twitter. There’s a bunch of other microblogging sites out there but Twitter is really the microblogging site. Who all here has a Twitter account? And how many people regularly tweet? OK. And how many people check their Twitter all the time for news or updates? Just a few people. So, I find—what’s so funny to me about Twitter, my husband has a Twitter account and he doesn’t tweet at all but he is on Twitter all day long. But only between April and this September and good years, October, early November, because all the days from news comes out very, very quickly on Twitter. And a lot of the news, before it even hits the internet, it's twitted, and the information is out there. And so, it's a great place to get news. It's also a really great place. And one of the ways that we view Twitter is to LinkedIn to influencers and decision makers that we want to reach. Because usually, if you start to follow someone, often times they'll start to follow you. And then if you want to get messages to them, you’re able to do that. So, for example decision makers of the State Capitol, a lot of times, they'll start to follow you if you follow them. And even though it's probably just a 22-year-old staffer who is reading the tweets that you put out there that might catch their attention, it might draw them to the issue that you're working on and you never know where it can go from there. So, it's a really good tool, it's very easy, and it's on your phone pretty quick and it's also free.
And then image sharing and video sharing. So, this is Instagram. That whole craze of taking pictures and posting them anywhere that you can post them on Facebook, you can post them on Twitter, you can post them on blogs, you can text your pictures, put them out there wherever you want to. There's even applications now where if you take a picture and you can send it to somebody and then after five seconds the picture just disappears and it can never be seen again. A lot of people are using even that technology. Essentially if you have an idea of something, there's probably 500 other people who've already come up with it, and there's some apps out there and you do have an idea that nobody else has. Do it quickly 'cause there's good money in those apps and then you can hire a social media person. Some of the more popular sites for these are Instagram and Flicker, and then for the videos, YouTube and Demos. So, YouTube is a great place to go. If you talk to a lot of young people these days, they actually spend more time on YouTube than they do watching TV.
And then mobile phone technology. So, again, I'm going to do this reverse. Who here does not have a smartphone? OK. So, a couple of people. And yesterday, we’re joking our offices is split between Mac and PC. And I have a Macframe. So, the way that I work, I scroll my phone like I have an iPhone, and then I scroll my Mac like I have an old school mouse. And one of our staff members, our youth coordinator, scrolls her computer the way that you would scroll your smartphone. And so, I was talking to a coworker about that because she has her own settings on our laptops. We all have to have our own accounts because it's incredibly difficult to think that way if you’re not used to working with Macs. And so I said, "Gosh, she's so funny 'cause she scrolls on the Mac the same way that she does on iPhones." But the irony is, she's the only one in our office who doesn't have a smartphone. So, she has, you know, the good old flip phone and yet her brain is programmed like a Mac that scrolls the other way. I know it's not that funny but it was a big a-ha moment for me because I thought, "Gosh, I've--I am an old PC around a Mac." So, mobile phone technology, it's basically all the different apps that you can put on your mobile phone, the text messaging which we usually use the most. How many of you in here do work with youth in young adults? A lot of you. So, do you find that the best way to communicate them is through text messaging? Do a lot of them e-mail still?
The young people that you work with? So, we found that the smartphone that we use at mostly when working with our partners to do the texting and then also for video because they really love to video themselves, and then to show videos to other people and post it, and they're geniuses with these things. They can create a video and post it online in a matter of minutes and then text it to their friends. And then of course, there's all of these different stories that have all of these different apps and a lot of them are very purposeful, and then of course, a lot of them are just for fun.
And then the Internet is filled with a world of all sorts of other webs. So, Wiki is—which is essentially just Wikipedia. So, you can go on there. When I was doing my undergraduate education, it was--well, actually Wikipedia wasn't out yet, but towards the end of it, you could never use Wikipedia as a source. And when I did my master's degree, you could because Wikipedia is actually now a credible source of information because everything on there is cited. But again it changes so, so quickly. RSS feeds. There's a lot of people who have used RSS feeds. It's a way to get a lot of your information in one place but those are now going away. Google Reader which was one of the top RSS feeds is now ended. It ended on July 1. So, there's this question of how long those feeds will last. And then the widgets--gadgets and the widgets, those are things that you can put on your websites. You can link in. If you have a Twitter account, you can link in your Twitter to your organizational website. And every time you tweet, then that comes up on your website. And then social bookmarking which is most well known as Pinterest. And we actually started to use Pinterest which I'll talk about in a little bit for our organization. And we found that it's been amazing for our professional setting. But very few people actually use Pinterest for professional reasons. And we're really trying to encourage more and more people to do that, because again, a lot of people put information out on the website on their webpages. Instead of printing manuals now, we have 120-page social media manual that we created.
And last minute, we decided to put it on a website because it's easier to access and easier to read and easier to change. And that something that organizations can pin and then recommend to other people, "Hey, this is a great site. You should check it out." So, we've been using Pinterest a lot and again encouraging other organizations and professionals to get on Pinterest so that you can do more than--just look at what foods you should make and how horrible of a mother you are because you don't have a famous party for your child, which is what I'm going through right now with my daughter. And then, of course, the web base sharing. So, the iCloud or cloud services which are great ways. Does anybody have a cloud that they use for work settings? Great, so clouds are great. There are ways that you can get everything on your computer sent out to this magic cloud and it's stored there and then if you're traveling wherever, you can access that information from that cloud. You can make changes in the cloud and then it saves and then it bounces back onto your computer and changes the documents in your computer. We also use clouds to make sure that we don't lose our hard drives because that's happened before. Or you have a hard drive crash and everything you've worked on for the last 10 years is erased. Now, it's all saved up in the cloud. And then virtual worlds which a lot of people have avatars and they live in these virtual worlds. I personally cannot speak a lot to those I'm not familiar with then, but if there's anyone in here that's part of that, maybe stand on the corner afterwards and people can go talk to you and find out who your avatar is.

[ Laughter ]
So, this is just a map right now of all the different tools and platforms there are on social media. There's a lot. It's very overwhelming. And like I said, once something gets really, really hot, who knows a few months later, it might be nothing. Myspace used to be really popular. Everybody had a Myspace account. And then all of a sudden, Facebook came in and Myspace is no more. Facebook was there and then Google Plus came in but, oops, no, Google Plus isn't good enough so Facebook is still there but Google Plus still there. What should I do? What are my friends doing? It's overwhelming and it's confusing. So, again, unless you are doing social media 100 percent of your day and your time, what we recommend is just stick with the basics that you know people are using and wait until things come and get hotter before you utilize them. But with that said, there's a lot of ways to use some of these tools to collaborate with one another and just explore the new tools and have to test them out and spend a lot of time playing around with them to find out if it's something that you want to invest your time in.
So, the great thing with these pages, a lot of them are now connected to one another. So, if you're on Twitter and Facebook and Instagram, gone are the days when you have to go to all three sites. Now, you can just take a picture and then you can post it at the same time to Facebook and Twitter. So, everything is starting to get integrated so that you don't have to go to your Facebook page and do an update, go to Twitter and forget what you posted, so then go back and look, and go back on Twitter, and then do it all over again. Everything is really connected in together. And even on Facebook, if you go to Facebook.com/Twitter and sign into your Facebook account. Right there, it gives you an opportunity to link all of your Facebook pages, your group pages, fan pages right into your Twitter accounts so that everything is connected together.
So, social media, who is using it? I put this up here because that is a good question, but realistically, everybody is. There are some people who are still not on social media. But even the age groups that were seeing, we used to think that people between the ages of 44 and 64 weren't using social media. Now, that age population has seen the greatest increase in using social media on the last year of any population. So, a lot of people are using social media, we're not really seeing a breakdown by education, by class, by race, or ethnicity. The point is that most people are using some form of social media whether it's Facebook or following somebody on Twitter or they have a smartphone and they're just accessing the internet through their smartphone. What is interesting to look at and I think that this is definitely going to be growing. Of course, Facebook is still out there as being the number one site that most people look at. And then of course LinkedIn is increasing in access, and then Twitter, a lot of people are using Twitter, but, something that we've been grappling with, and I'm always questioning how they are serving people, but, of course I can say, yes, I use Twitter because I follow people on Twitter but I don't tweet. So, you kind of have to look at what are people doing on this pages to understand how much you want to sync your time and energy into utilizing them. And then Pinterest is increasing.

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Source: Pew Research Center

www.cyanonline.org
But again, you have to look for your purposes. People are on Pinterest. I have a personal Pinterest page to help me plant my garden and figure out meals that I want to cook. But how many people are on Pinterest for their organization? So, how much time do we want to sync in to creating this amazing Pinterest page if no one is going to follow it. So, you have to again weigh the pros and cons of each. And then Instagram and a little bit of Tumblr which is a micro—another micro blogging site that's kind of across between a blogging site and a microblogging site. And the difference, the microblogging site, again, is just a lot shorter. So, if you think about Twitter and the small tweets, it's just getting short information out there.
So, some of the top 10 statistics, and I know that's that--the number one rule not to do is share statistics and presentations. But, I wanted to share this information with you guys so you can just get an idea of what's going on. I would recommend going to the Pew Research Center on a regular basis to get information about the Internet and who is using it. If you're thinking about using social media or any online tools, the Pew Research Center is one group that collects the most information, and they do it on a regular, regular basis. So, again, the social network sites are where most people are going. Facebook is still the number one social network site. And if you look every month, there are 751 million users. So, that's something that is a lot different. Then, you know, again, when we work with young people, I think about my time in high school and kind of my reach for populations that I work with where young people at my high school. But now a lot of the youth that we worked with, they actually are working with youth on the east coast. They partnered on campaigns with youth in India because there is now this forum that allows them to connect to one another and to share issues and to share opportunities to advocate for similar causes. Twitter is also very popular, and then, of course, YouTube. And there's more than one billion unique users that go to YouTube every month. And so, this is a great place for people to post information. And I think what's so interesting about YouTube is that you can post something on YouTube, and within a matter of minutes, it can go viral. And then all of the sudden, you have something that's on the cover of Yahoo and makes it even more popular and more people are going there.
So, hundred hours of video are uploaded to YouTube every minute. So, there's a lot of videos that not a lot of people see, and then there's a lot of videos that, you know, you type in flying cats and it's amazing how many different videos you can get, or singing baby, or, you know, the animal ones are always really popular. YouTube reaches mostly all populations. But, within the 18 to 34-year-old age group, more people are watching YouTube than are looking at cable networks. YouTube also, you can go on there to sometimes get--bring media that you shouldn't actually be looking at but it's expensive to get through other sites like Google Plus or Netflix. And as I mentioned, all of these statistics are for 18 years and older. But when we've met with our young people and survey them, what we found is that a lot of them will spend hours watching YouTube videos, but they're not really watching any TV shows anymore but they are definitely watching YouTube. And then, again, more people are on LinkedIn and Pinterest, and Instagram. So, those are all kind of the hot social media apps right now in the platforms that are being used.
Has anyone heard of a Meme? Are you guys familiar with memes? Memes are—if you see those—if you're on Facebook you've seen memes. But there's usually—there's a cat that is the center of the meme world. And he is this grumpy cat. And then there's like always a saying about something that he has, you know, like "Oh, it's so early, I haven't have my coffee yet." And it's this cat with a really grumpy look. So, apparently memes are these really hot things that you can create, and you can get images of this cat, or you can use any different sayings. I see them all over Pinterest too. But memes are really, really popular with young people. They think of that cat is a star. He is a hilarious cat. And I actually heard he's on national news the other day for something like he did. So, just think memes. And if you say that to somebody that you work with who's 16, they will think you are genius. OK. So, why use social media? There's a lot of reasons. One is to build relationship. So, again, because it is a social place to go, you can get online, and you can build a lot of relationships with people either locally connected with you and people that you may not know who live somewhere else and people who you may connect with online that you never actually connect within the real personal world here. And you can stay connected. And you can only stay connected with the people whom, you know, but with people who—you haven't seen in 20 years.
And a lot of times, you know, that there's that saying that it's not necessarily what you know but who you know. Sometimes now in social media, you can actually go back and find those people who might have influence that you've known for a long time ago and get them connected in with some of the work that you're doing. You can brand your organization or your issue. So, if you're working on an issue, you know how the opportunity to take it and to give a special look and then to really put it out there. And branding is something that is really kind of this up and coming now that we have so many different places online and offline, where we have that similar look. I did a presentation last week to a group of fourth through sixth graders which for those of you who worked with that age, you are amazing. They were a tough crowd. But--so, the first thing that I did, before I even talked about anything, it was on media literacy. And I put up an image of "The Golden Arches." And I said to them, "What is this?" And they all said "McDonalds! McDonalds!" And so, then I went, I just stood the Starbucks logo. And all of these logos there was no words. And I said "What's this?" And they said "Starbucks!" And I said "OK. And how do you guys know that?" I'm hoping that fourth graders aren't drinking coffee but I said, "How do you know that?" And they said "Oh, vanilla frappuccinos" or "They have the best cake pops," and they all knew what Starbucks is. I even had one young person who said "Oh, that's where my mom goes to get happy."

[ Laughter ]
But I went through all of these different things that a lot--that I wouldn't necessarily think that a fourth through sixth grader thinks of. But they all knew it and it's because of that branding, because we don't even have to use words anymore to get our messages across. We can use images. We can use logos. If we want to use words we can use slogans. But all you have to do now is see something and then it makes you think of something. And this is also a great thing to go. When I did the McDonalds, we don't work in--do a lot of nutrition work but I thought, "Gosh, this is brilliant for those who can do nutrition." I put up a McDonalds' logo and I said, "What's the first thing you think of when you see this?" And one of the guy said, "Oh, I'm so hungry. I just--I want a McDouble." And one of the kid said, "Oh, it's so bad for you. It's so bad for you." And so, I actually got to feel the temperature of this group of young people to see the messages that they're getting and the information that they have about some of these issues that we work on that has nothing to do with the logo and has nothing to do with branding but has to do with nutrition, how they're eating and just asking them that. And they just thought it was the coolest thing in the world that they could just shout out what it is and that they knew what it was, and we could learn from them on all of that, then also to get involved and to take action. So, social media is a great place to do advocacy. And you guys can see that a lot--if anyone has ever signed in online petition, if you've ever written to a legislator, if you've ever retweeted messages regarding information out there. It's a really great form to do advocacy work.
And it's a great place to learn. So, you walk and do Google searches and you can learn about the issues that you're working on, and find out what other people are doing. Again, 15 years ago, when we started the organization that I work with, we didn't know, you know, what youth in New Hampshire we're doing, or what young people in Minnesota we're doing. And now, we can connect with those young people and we can learn about their successes and about their challenges. We can connect with them. People who we never knew, I can just friend on Facebook or send a Facebook message, and find out, you know, what were your successes, and how can we take those and change them so that we too are successful with the work that we're doing. And then you can also get information about events and activities. And you can find out again for all of you working in this room. If you find out the over at CSU Chico, if they're doing a big help fair, you can find that online, and then you can think, "Oh, maybe the issue that I'm working on, we can partner up with them even though they didn't think about calling us. But now, I can reach out to them." And then you can find out what issues people care about. So, you can do searches where you search specifically what's going on here. Again, if you take Cal State Chico as an example, I can go on to their website and I can do all sorts of searches.
I can search to see what student clubs are out there. How many people are in the student clubs? Do they have a Facebook page for the student club? If so, how active is it? Do they have a lot of people that are involved with all the work that they're doing. And who's in-charge of that. And then I can actually take that information and contact that person and say, "Hey, we have a free resources, can I help you change this, this or that?" And then you can see what people are saying about the issues that you care about. So, you can really hear from the populations that you work with. And I think that that's one of the more powerful pieces of social media. A lot of times, you know, being in public health, a lot of times, we think that, you know, we're the experts on everything. So--and so, that could control we're having this big battle right now with electronic cigarettes. And so, I think, OK, we create these fact sheets on electronic cigarettes. We educate people on what electronic cigarettes are. And we're done, that's it. Well, when we start to find out and we talked to our young people and we look on the social media pages and say something about what electronic cigarettes, and they look at me with this look of "What are you talking about?" And then I say, "Oh, great, this is--I'm really excited. Electronic cigarettes haven't gotten to you guys yet." And then they start saying "What do you mean by that?" And I explained and they're like "Oh, vaping products?" And it's like "What? And, oh yeah, vapes." And so then, you search vapes and it's like "Oh, my gosh. What is going on in this world online?" And you find out who's using them.
Where they're sold? We used to battle hookah shops and tobacco shops. No more. We now have vape shops where people can smoke electronic cigarettes in these social settings. So, there's all these things that you can learn about and you can find out the terminology that people are using. And then you can also find out where there's gaps in information. So, if there is certain places that you can go to. And then you can use these forms to get your information out there. When I was pregnant, I have one-year old daughter and when I was pregnant with her, I was on the mother's board, mothers all over the world. And there would be people who would post something about how they wanted to quit smoking. And I just kind of perked up and I thought, "Well, this is my personal world but, uh-oh, public health, Kim is coming out." And I would get on there and I would say, "It's great that you've made decision to quit. If you're ready to quit, call 1-800- MAILBOX. What state are you in, because I get you resources for that state?" And there was a lot of missing information that these people have that I could simply feel in just by being on this form with them, and get them some help that they really need because they weren't [inaudible] to these messages that I have information about.
So, the benefits of using it, most of the time it's free which I would say is one of the top benefits. Its how the huge reach, if you find the place where people are out that you want to reach, you can do it yourself. So, you can play around with the tools, get familiar with the tools, and you can do it yourself from your office computer or from your phone. You can really do it anywhere. And then it is easy to access sometimes which I'll talk about in a minute.
So again, one of the things that we really want to drive home is that social media is an addition to the activities that you're doing. It's not a replacement. So, you don't want to take something that you're currently doing and say, "Well, you know, we don't need to do this work anymore because now we have social media, because we don't know which way the wind is going to blow tomorrow. We don't know which pages are going to change." But you can definitely update things by using social media. So, if you do a lot of paid print media, and you're paying 500 dollars for an add in a newspaper, and maybe you get, you know, 10 people who call your helpline or who visit your program after you do that. You have to look and say "OK, we spent 500 dollars and we got 10 people." Maybe we can use social media and get something on Facebook and see how that will change. Is it better spent--is there money better spent? So, you have to look at it. But we strongly encourage you to not get rid of things completely and just use social media because again it changes quickly, and it's really, really time consuming.
So, potential challenges access, so how many of you in here cannot access social media pages from your office computers? OK, a lot of you. So, we get that call all the time. What are we supposed to do if we can't access it from our workspace? You know, there's even things when we deal with people who can't access Dropbox which is just a place where you can go to put free files--big files and you can download them, so you don't have to email them. So, one of the things that we always recommend doing is have your partners utilize the social media websites for you, but sometimes you might not want to do that. So, now you have to do it after hours, you have to do it from your cellphone or you have to do it from your home computer. Again, we worked with the military in our contact at Camp Pendleton. She has a whole social media campaign. A lot of services members are online. And so, she does a lot of her work online. But the Department of Defense does not let them have this with pages on their work computers. But her program can have a Facebook page. So, what she does is she brings her personal laptop to work and she sets it up on her desk and then she does all of her social media work from her personal computer and then she does everything else through her work computer. But the question is if you don't have access on your pages, you have to report from your administration to use social media. And that's a different issue. It is a scary place. You can't always control what people put out there and you can't control what people say once you post something.
I was looking at a site the other day and it was smokefree.gov and there were all these people who are talking about they were quitting smoking and they were really excited. And then a bunch of people underneath them were saying "Oh, we'll try the E-Cigarette. It's a great alternative. You should try this. Here's a link to this E-Cigarette company." And you have to question it as an organization, how do you respond to that? What do you do when somebody keeps pushing stuff on your website? That's a lot of information. So, to plug another session I believe there's a social media policy session after this that hopefully will provide you guys with some good information on how the developed policies and you know what to say. And how do you get that information out there. And then how do you get support so that your administration feels comfortable utilizing these social media pages. It's definitely a time commitment. It takes a lot of time to use social media. We did have a staff member who is a full time social media person in that position ended on June 30th due to funding. And most of her time was spent researching what is social media. What pages are people using and then managing our social media in pages. And so, we always have to kind of check back in with our staff and look at why are we using social media and what benefits are we getting from social media. And are you getting that return on investment? Are you getting all that energy that you're putting out there?
Are you getting what you want back? So, if you're wanting to increase awareness about a local event, are people seeing that? Are you spending more time promoting that online and are people getting that message? If not, you have to look at alternative ways of doing things. And then, again, it can be really overwhelming. So, I showed you that map earlier of all the different sites out there and what they are. New sites pop-up and we just started using a site called [inaudible]. And it's a website where it's basically an online whiteboard where we can go and we can post things. And we use that with our college students so that they can help us create materials. And then they can post something and it's all live feed and live chats so that they can all stay connected. And it takes a long time to learn some of these new tools. And then you learn them and you figure them out and you get really excited. And then all of a sudden, you realize, "I just do not have the time to do this", or "There's this bug and it didn't work." Or, usually the worst is that, "No, our students don't use that anymore." So now, we have to find something else. So, it does take a lot of time which is why we really encourage using the sites that we know of right now that are really easy to explain. We use to do a lot of, you know, Twitter 101 and Facebook 101. And now, all of these sites, basically, walk you through how to do everything. So, if you're interested in these sites, go to them and learn from them and play around with them. And in that way, you can learn of its beneficial before you can have jumped in and get overwhelmed by everything else.
So, some simple strategies for using social media, the first is with Facebook. So, you can create a group. Groups are really great pages because you can either open it up and make it public or you can keep it secure. So, we use groups and we also have fan pages. And a fan page is something that people follow. So, groups are a great place for people to share strategies, to communicate, to ask questions. If you're working with young people and you don't want images of them out on the internet, you can post this into this close groups and everybody can see them. But you're--Again, you're not posting them out to--for the rest of the world to see. And then, you can have, again, your fan page so you have something to follow people. You can post a news information, information about events, you can encourage people to follow you and you can get them engaged that way. And then, you can do advertisements. Has anyone posted a Facebook ad? One person. So, they are extremely affordable and they take all of about 45 seconds to create. They're really, really easy to do.
We started to do some Facebook ads for our UC campuses. Again, we work with all the three different—the three systems here in California. And what we find is that when we place ads for our campus newspapers, that the same size ad at a community college as that in UC. Other community college, well probably spend about 100 bucks on a quarter page ad. At the UC campus, it’s anywhere from 5 to 800 dollars. And we just don’t have that kind of money to do that. So, we started to partner with our UC campuses. All of our UCs are going completely tobacco free by January 2nd, 2014. And so, right now, we’re in the process of trying to get all of the students and faculty and staff at UC campuses to know that as of that time, you can no longer use tobacco on UC property. So, what we did was, because we don’t have the funding to do a lot of these ads and because we started to think, "Gosh we're going pay 500 dollars for a quarter-page ad at UCLA. And that ad is going to be seen once. And how many people are actually looking at these student newspapers." So, we did three ads, we have three ads going right now or actually just two and then we have one going with UC Riverside. The one at UC Irvine, we did for three months. And we had—you can see almost 2 million impressions and we reached about 11,000—over 11,000 students. So, that's how many people saw the ads. And we had 163 clicks. So, that means that we had 163 people who saw that ad and clicked to go to the UC Irvine policy page.
And on that policy page was information about their new policy and then information on how people can get help quitting tobacco. So, for us when we started to look at that, it was about a dollar 53 per person who got additional information on the policy. This ad process 250 dollars to place. Very, very quick to place it, all it took was for--I think the hardest part was for UC Irvine to decide what image they wanted to use. And then we just had to play around with the language. There is a set number of characters that you have for the top and then for the text language. So, you have to be careful. But again, what these ads do? They just click them and people get redirected to any kind of a site that you want them to go to. Obviously, we did an ad at UC San Diego. We did have more funding for that, we did 500 dollars for that ad. We ran the ad for a shorter period of time. I believe we did two months on that ad. Our reach was much bigger because UC San Diego is a larger campus and for that we also reached the med center and anybody who liked UC San Diego whereas our reach was much smaller for UC Irvine. For that, in two months with 500 dollars, we had 971 people that went to the UC San Diego policy page. So, that traffic was a huge increase, that same amount of money for us would have bought an ad for one day in their student newspaper. And then we have a current ad going at UC Riverside. We just started that ad. So, far, five--about 5,500 people have seen the ad on their Facebook page and we've had 20 clicks go over to the website to get new information about the policy.
So, for us one of the benefits of doing this right now to schools are out. So, a lot of people aren't going to be getting messages until they go back to school. For us, this is one channel of many channels that we can get information to people. But it is a great way to get information. But we do look at trends. So, one of the things that we’ve noticed with UCI, this is our second campaign that we've done for UC Irvine. And we don’t get a great reach with them. So, we have to go back and let--OK, it's the problem the fact that maybe a lot of UC Irvine students look at Facebook on their phones. So, we do write column ads, they don't show up on phones. So, maybe for UC Irvine, we have to look at doing news feed ads. For UC San Diego, we’re doing something right there. So, we’re not really going to do a lot of strategy changes for that because with getting a really big reach. And then for UC Irvine, it's too soon to tell right now. But we can look at maybe doing some center column ads that show up on the news feed versus the right column ads.
So, using Twitter. Twitter is a great place to learn. So, again, you can go and you can tweet or you can just have Twitter so that you can learn what's going on. You can follow people in your community. You can follow your decision makers and find out what issues they care about. Most politicians these days are on Twitter and they're tweeting things that are happening within their legislative districts, the issues that they care about, if they have events coming up. It's a great place to learn what they're doing. And then you can contribute. And then you can organize things. You can organize something like a tweet chat or a tweet up. So, if you ever want to meet your Twitter friends, you can have a tweet up where you can meet at a local place and get to know these people that you know in the internet world. Or you can do a Twitter chat which is a great thing you do hashtag symbol. And then you can say, like, "Hashtag, Chico rocks." And then everybody who wants to say, "I live in Chico. It's a beautiful day in Chico", hashtag, "Chico rocks." Then you can actually search that and see everybody that's saying something about Chico. You'll start to see a lot of people now on Facebook post will say something and then they'll do a hashtag, "I love coffee", hashtag, "I'm exhausted", hashtag, "I don't want to work", hashtag. And they just keep hashtagging over and over again.
It's very, very popular and, again, that's kind of linking in with their Twitter and their Facebook so that they can do all of that. The Tweet Chat is actually a really great opportunity to get people who are on Twitter, even not get them familiar with Twitter involved in an issue. So, one of the campaigns that we work on is getting tobacco use out of youth rated films. And one of our partner organizations at the national level organizes a tweet chat every year. And it's an hour on a specific day where they invite people from across the country to use a similar hashtag. And then it all goes into the same feed and people can ask questions and say, you know, "What's paramount doing about this issue?", Or "Hey, in this place, we've done this successful event, check out our work." And then you just put a link to the work that you're doing right into the Tweet Chat so that people can see what you're doing. So, it's a great place to bring everybody online at the same time through Twitter.
And then YouTube, again, it’s a great place to just listen and learn. You can do searches to see what kind of videos people are posting. I saw a study once where somebody wanted to see what the issues were in her community. And so, she did a search for all the videos within her town to see what people were posting on YouTube. And what she found was there was a big problem with illegal drug use. There was a lot of people who posted about marijuana. And there was a lot of people who were posting about hookah. So, she was looking to see what parallels are were, what were these issues and then who were the people posting so she could really target her work. And then, you can also use it to learn about issues that you’re working on. So, we use this all the time to find out how they use a lot of this tobacco products. We don’t usually work with young people who are tobacco users they tend to be tobacco control advocates. And so, we can't go to them and say "Oh, how are you using the product?" But what we do is we can go on to YouTube and we can just YouTube electronic cigarettes or Drip Tips or E Hookah. And then, you pull up videos and you can watch, you know, sadly a 16 year old sit there and say "Oh, this is my new E hookah. It's pretty cool. My mom thinks it's a pen, so I can just have it out whenever she's around." And so then, for us we look at that and say "OK, E hookah problem--E hookah was like a pen. E Hookah is using from the parents." So, now, we need to do educational materials on E Hookahs and we need to target parents, so that they're aware of what's going on. So, it's our way of learning about some of the problems that we're working on. And then, of course you can promote your organization and then you can do video contest.
So, one of the campuses that we work with--and I put this on--mention it now but I put it in a different slide. One of the campuses that work with does an event called Pause for a Cause every year. And it's around Earth Day. And they try to get their students to do videos about how destructive tobacco is to the environment. And so, they go out and they encourage all UCI students to get involved to create these videos. And they give them very specific instructions. You have to mention this, you have to promote this organization and you have to do A, B, and C. And then, when they do, once all of the videos come in, they put the videos out on YouTube. And then, they do a huge blast and they get their student body to watch the videos and then vote on who has the best video. And then after that, they have all these videos that they can use as free media to increase awareness on campus about how destructive tobacco is to the environment. And then, they can put in some additional information about what tobacco services and information about their policy. And it's all free. They get--gets donated for the people who are winners. And a lot of times the students are just really excited to be recognized that they don't need a huge cash some for winning. So, collectively, as a group of individuals here today here's some just ideas that we thought of that you all could use to work together, so having a Facebook group.
So, this group to here can put together a Facebook--Facebook group, so that you all can say, you know, "Hey, we're doing this event on this day. We could really use some volunteers to come out. If anyone's available we'd love for you to come." I'm going to use the county because there's a huge retail campaign right now in tobacco control. And they have this survey all of their--not all of them, but a lot of their local stores to find out what products are being sold. So, that's a great opportunity to go in the group and say "Hey, we're doing these surveys. If anybody has any young people that would be interested in getting involved in doing this. This is what we're doing call Raul for more information." So, it's a great way for you all to be linked into each other. It's a close group so you can share freely, get the information out there and hopefully recruit one another and share updates, what you're doing and where you need help. You can ask to strategies. So, if there is anything that's going on that multiple agencies, you know, there's some sort of a law that's happening. Hopefully, that you all are wanting to advocate for, you can meet together through that group and say "Hey, you know, we went to the city council meeting last night. We ran into some challenges with this council member. Has anyone ever dealt with him before?" And it's a safe space to share this information.
For Twitter, you can follow one another. So again, this is ensuring that you all are actually tweeting. But, if you are tweeting you can follow each other and you can learn about the issues that each group is working on. And this is, you know, we're really in this time now where a lot of issues are starting to overlap and we're not really working in silos anymore. So, you can start to listen and say "You know, if I'm working with somebody on food security issues, but then also with guess doing something with trying to get more mothers to breastfeed so that they're not using formula, you know, how did those two things go along? How can we promote them at the same time and work together and get those resources out there?" And then you can also do--you can organize a tweet shop. You can organize a tweet shop and get, you know, your county members, you can get city members together and say "What issues do you care about?" And have your community members let you know by having this hashtag. And then, you all can learn from your community members about what issues they really care about and what they're saying about the work that you're doing.
For Youtube, again, you can collaborate on a YouTube contest. Send some of the young people out that you work with their smartphones or you can go out yourself and just go up on the street and ask people "What do you care about? What issue do you care about? What do you think about this?" You know, "What do you think about our schools not having a lot of crosswalks?" Or "What do you think about chocolate milk being served in our high schools? What do you think about this issue?" And just video it and then, you can put everything together and, you know, you could always use that information for advocacy effort. You can use it for educational. A lot of people really resonate with videos which the irony is they don't actually have any videos in that presentation. But, a lot of people like to watch videos because they can get stories a lot quicker than you telling it to them. And the great thing with YouTube and Vimeo, you can capture people stories so that they can tell their own story versus you telling it for them. So, go out to your community, get people stories and you guys can collaborate on what you do with them.
And then, this is that Pause for a Cause contest that I have talked about that they have the whole website where people could go and get the information that they wanted to get.
And then Pinterest, so again, not a whole lot of people are using Pinterest professionally. But I highly recommend you try doing so. If you're not in Pinterest it's a really easy website that you can use. All you have to do is log on, create an account, and then you can create your board. So, this is our organizational Pinterest. If you were to look at this you would see that we do a lot of tobacco control and that we work with you youth colleges in voluntary. But, what we have on here for example is we have a Pinterest board that has all of the tobacco-free policy websites of the campuses that we worked with. So, if somebody from say Cal State Chico say they're going tobacco-free, which they actually are going to go tobacco-free pretty soon. So, say they're going tobacco-free and they want to see, you know, we need to do a policy page, but we don't really know what we should put on it. They could check out our board on Pinterest. See all the different policy pages we have from campuses here in California, from campuses we have outside of California and get an idea of what they should put on their policy page. And all they have to do is look at our site. They don't have to go to Google and do some search to try to figure it out. It's all there. So, that's something that you guys can do yourself. Go in the internet and look at the sites that you think are important, the sites that you think your population could use, that they need information from, resources that they can have. And then, you can name it whatever the heck you want.
And encourage people to go there to get information. And then that's a group you guys can learn from each other. So, if that--you can even have a board with your collective group--the CEO group on it and you can, you know, these were all the websites that I want you as a group to know about the work that we're doing in our organization, so that people can quickly learn about who you are and what you care about.
So, that is it for this presentation. I know that was a lot of information very quickly and pretty dry 'cause again, there's no videos in there. We do have a website it's called amplifyadvocacy.org and that is our social media website. You can go on there to get some tips on. If you don't have access to social media on your work computer, here are some tips for helping you convince your administration or your IT people that you need that support. And then, there's also everything that I talked about today. There's a full breakdown on all of the different social media tools. How you can use those to help create a strategy for social media and then also how you can evaluate those social media tools and some recommendations on other sites than can support the work that you're doing online. Thank you very much.

[ Applause ]

>> Does anybody has questions that in the last we've got a couple of minutes here before we have a break and move on.

>> Yeah.

>> I understand that there are amount of previous stuff that are available [inaudible] in order to update [inaudible]--in order--
[ Inaudible Remarks ]

In order to update social media (inaudible) any time, have you heard of those?

>> I have not, I'm not familiar with that. Do you mean--I know that there are--you can update--oh, are you talking about like who tweet?

>> Yeah.

>> OK. So, there are sites where you can go with that social integration piece where you can type-in one thing. And then, post the same message across all of your social media pages. Is that what you're talking about?

>> Yeah. I've heard your statement I was also reading recently that there is an application that is available on--will soon be available. So, that monitoring your sort of media type can be done faster. I guess you have certain accounts (inaudible). And then, you can go ahead and change it before you can see what they look like before you (inaudible).
Oh, faster than who tweet on this other [inaudible]. I haven't heard of that, is anyone also aware of that--yeah.

That's simple advocate all the phase managers and to probably Google it or you place store and you basically was talking about of it going and just, you know, update or check whatever [inaudible].

And you just integrate them all together.

I have a question regarding all of this various social media. You mentioned that the 50 plus for example I know what you specifically said 50 plus. But, organization such as ours who primarily serve older adults and caregivers, we know that they're using Facebook for example because they can communicate with their grand kids or maybe even look up information. Do you have any statistics as to the winning of the different applications as people grow older?

I have not seen. The only study I've seen recently that look specifically at the application as people age is actually has to do with Facebook and teens. That teens are actually not using Facebook as much as other age group populations. But, I haven't seen anything that as you age that the use goes down.
Again, the challenge with a lot this information is that they only look-- usually if you only look at 18 to 64. So, after 64, we don't have a good collection of data on what's happening.

>> Because that's very important for organizations who are considering jumping into that. You know, we can see Facebook for example the feds use a lot of, you know, Facebook sites with their own, but they kind of have it in their office. It's definitely strange but it's the reality. So, any information that where would we--for example amplifying advocacy would they have--would that site have any information, but utilization of the different social media application--

>> So, the best place to go for social media researches is the PCenter--few research center.

>> A few research center OK.

>> They have the most timely information. One of the things that I mentioned in the planning and strategizing session, because we have all these new social media sites we often think that they're, you know, and they'll be all and that we can get everything that we need from them. But, what we find is that it's not true. All of the information that I shared today, everything you get from Hugh [phonetic] that's all national data.
And so, your community might look very different from the national landscape. So, one of the things we encourage people to do is ask. Use good old fashion evaluation tools if you guys are doing surveys, if you do a training for your population or if your doing and use assessment, ask them. Ask them what tools they're using. Ask them how much time they're spending everything online. Ask them where they're accessing the information from, that all makes a big difference. If somebody says that they're only accessing Facebook on their phone, you don't want to waste time with Facebook ads unless they're in the news feed because they're not seeing the one on the right side. So, definitely, ask those questions the same way that you would be asking questions in other forms. And you can also--if you want to do surveys and need assessment you can use smartphones. There's iSurvey which is something that they're using to collect data on what's being sold in the retail environment. That can all be done on your smartphone. So, a lot of these tools that exist offline, do exist online it's just a matter of how much time and energy you can put into getting to know it and having staff to follow things, make it social beyond mind all the time.

>> Any other questions? Great, thank you so much.

[ Applause ]