

Using social media for advocacy



HOW DO YOU DEFINE SOCIAL MEDIA...?



Social Media Explained



I'm eating bacon



I like bacon



I have skills including eating bacon



This is where I eat bacon



Watch me eat my bacon



Here's a vintage photo of my bacon



Here's a recipe with bacon



I work for Google and eat bacon



I'm listening to music about bacon

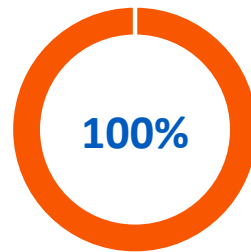
last.fm

... WITH
BACON!

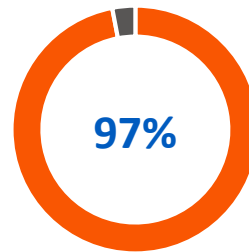
Elected officials are already online .



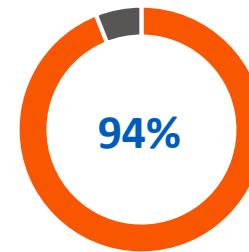
Senate



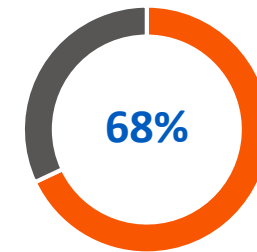
House



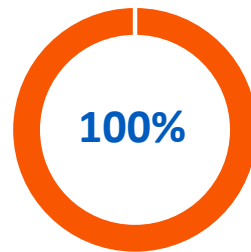
Governors



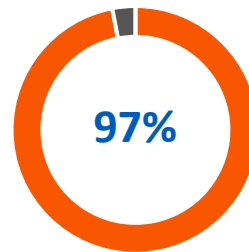
Mayors



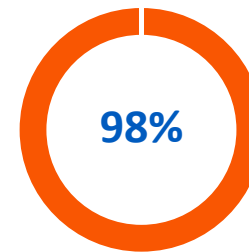
Senate



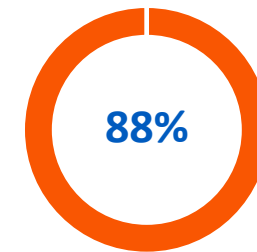
House



Governors



Mayors



They're engaging with constituents.

1.24 Tweets a day

16% Registered voters follow political figures

.63 Facebook posts a day

26% Do so to bypass traditional journalism

... And they are listening.



84%

- offices said MOCs more inclined to use social media

<30

- Thirty or fewer similar comments are enough to get an office's attention – 1/3 says it takes less than 10 comments

72%

- 72% of staffers believe that social media allows their Members to reach people they had previously not communicated with.

Engage your colleagues - they have the power online.

- Social media content shared by employees get 8 times more engagement than content shared through the organization.
- Leads through employee social networks convert seven times more often than other leads.
- Be clear about the rules – give suggested posts.
- Incentivize participation! Contests and raffles are great.



Maintaining a personal v. professional account



Personal: An account you maintain on your own time. For example, you could have an account representing yourself as a “technology manager with a small non-profit in the Midwest”.



Professional: An account that may be used as part of your job. When you identify yourself as staff at your health center on a social media account, you are subject to only posting appropriate content specific to your health center work.



Organizational: Official health center accounts. For example, your health center’s Facebook Page or Twitter account.

The rules: do's and don'ts

DO

- ✓ Action Alerts
- ✓ Petitions
- ✓ Educate Elected Officials
- ✓ Thank Elected Officials (not near election day)
- ✓ Voter Registration and Education
- ✓ Educate Candidates
- ✓ Remind People to Vote

DON'T

- ✗ Endorse a candidate for office
- ✗ Give resources to candidates
- ✗ Rate candidates on your issue
- ✗ Tell people how to vote
- ✗ Show like or dislike for a political party

Great Resource:

Alliance For Justice's legal guide for nonprofits on the appropriate ways to use, or not use, social media: "The Law of Online Lobbying and Election-related Activities":

http://www.afj.org/for-nonprofits-foundations/resources-and-publications/digital_age_public_policy.pdf

Guide for connecting with elected officials



- Don't like with your organizational page (means an endorsement)
- Tag Member of Congress Facebook Page in your post (make sure it is their official page and NOT campaign)
- Ask supporters to write on Member's Timeline (wall), comment, or message



- Follow official account with health center account
- Tweet @Members requests AND thank you's
- Ask supporters to tweet the Member
- www.tweetcongress.org

Tips for getting your message across online.

- People will remember 6 times as much information if they see an image with a message.
- People who follow directions that include words and pictures do 323% better than just with words.
- Tweets with images receive 150% more retweets.
- 4 times as many consumers would prefer to watch a video about a product than to read about it.



Tools for generating content



Key metrics to measure your success online.

Volume = posts, followers, mentions, etc.

Reach = how many people are seeing your stuff?

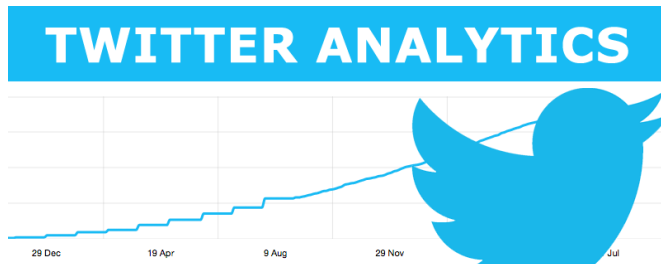
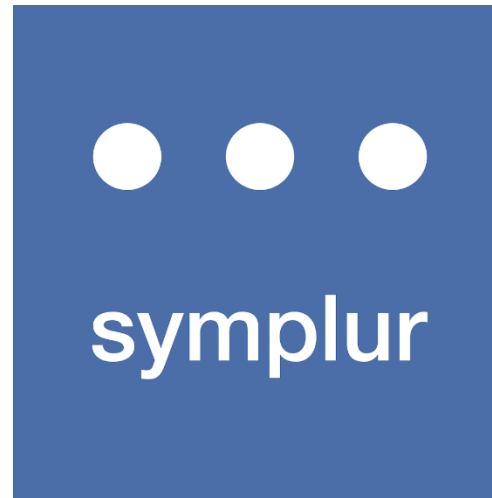
Engagement = what are the people seeing your stuff doing?

Applause rate = ratio of likes to followers

Amplification rate = ratio of shares to followers

Influence = are your supporters generating more supporters?

Conversions = are your supporters doing what you want them to?



Google Analytics

**Tools for
organizing
your social
media
strategy**

A large, diverse crowd of people is gathered outdoors, filling the frame. The people are of various ages and ethnicities, and many are looking towards the camera. The background is slightly blurred, emphasizing the density of the crowd.

National Health Center Week

#NHCW17 #ValueCHCs

LA SEMANA NACIONAL DE LOS CENTROS DE SALUD

Del 13 al 19 de Agosto
2017

**Celebrando nuestros centros de salud:
La clave para comunidades más saludables**

Únase a nosotros del 13 al 19 de agosto, 2017, para nuestra celebración durante la semana nacional de los centros de salud. Para más información sobre la semana y eventos en su comunidad visite: healthcenterweek.org



With The Support of Our Partners



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Established by NATIONAL ASSOCIATION OF
Community Health Centers

#NHCW17
#ValueCHCs

NATIONAL HEALTH CENTER WEEK

August 13-19th
2017

**Celebrating America's Health Centers:
The Key to Healthier Communities**

Join us as we celebrate America's Health Centers during National Health Center Week, August 13-19, 2017. Please visit HealthCenterWeek.org for more information and events in your area.



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This year's focus days



Sunday, August 13
Elected Officials Day



Monday, August 14
Health Screenings Day



Tuesday, August 15
Public Housing Health Centers Day



Wednesday, August 16
Healthcare for the Homeless Day



Thursday, August 17
Agricultural Worker Health Day



Friday, August 18
Consumer Board Member Day



Saturday, August 19
Children's Health Day

Participate in the 2017 Contests.

Collecting pictures and videos from across the country highlights the amazing work health centers do in their neighborhoods.

Where do we use the pictures and videos?

- HCAAdvocacy and National Health Center Week websites
- Facebook and Twitter
- Health Centers calendar!
- National, regional, and local presentations

1) (P9) Su Clinica Familiar- Harlingen, TX by Cheryl Sproles with 748 votes



What's new this year?

- Pictures must be in either .jpeg or .png format, and videos must be submitted via a link to [DropBox](#), [Google Drive](#), [YouTube](#), or [Vimeo](#).
- Please make sure your pictures and videos are submitted in their original size and resolution. Pictures and videos taken via smartphones are accepted.
- Simple photo collages are accepted but must use only 3 or fewer photos.
- Text overlaying picture submissions must be limited to only your health center's name.

What's new this year?

NACHC will determine the contest finalists (25 picture finalists and 10 video finalists) from all submissions received. Finalists will be chosen based on adherence to the rules, creativity, and reflection of one of three major themes:

Theme	Video finalists chosen	Picture finalists chosen
Celebrating America's Health Centers: The Key to Healthier Communities	4	10
Showcasing the value of health centers	4	10
Illustrating the role of health center pharmacies in community health	0	5
Illustrating the role of health center information technology in community health	2	0

Ready, set, mark your calendars!

- **Submission via online form**

Start: Tuesday, August 1 at 12:00AM ET

End: Thursday, August 31 at 11:59PM ET

- **Voting on finalists via form/social media**

Start: Monday, September 11 at 12:00PM ET

End: Friday, September 15 at 11:59PM ET

- **Winners announced**

Monday, September 18 at 10:00AM ET

7) (P22) [Southern Illinois Healthcare Foundation- Sauget, IL](#) by Nicole Plegge with 185 votes



Tips for Winning Photos & Videos

11) (P17) Omni Family Health- Bakersfield, CA by Josiah Lorsung with 111 votes



Story is everything.

Take some time to pre-plan and think about what makes your Health Center special, unique and important to you and your community. You might want to include first-hand accounts from your patients, staff, Board, or elected officials about the value your Health Center brings to your community, for example.

Keep it short and sweet .

Videos submitted to the NHCW contest must be under 3:00 minutes.

Most importantly- be creative and have fun!

Think about using music, trying out different camera angles (such as using a rolling office chair for a cool action shot), or incorporating simple animation, titles, and/or credits.

**Thank you to our picture & video
contest sponsors!**



**Pfizer
RxPathways™**



Post Your Event(s)

Don't Forget!

Health Center Information:

*Health Center Name:

*Address:

*City:

*Postal Code:

*Event:
Required format (mm/dd/yyyy)

* Event Date:

Event Time:

Event Location:

*Location Name:

*Address:

City:

Additional Location

Info (to be posted):

Event Coordinator:

*Name:

*Phone:

*Email:

Invited Public Officials/Community Leaders:

First Invitee:

Please post your event details online as soon as possible!

Benefits:

- Potential for sponsorship
- Public visibility
- Visibility with Congressional offices

Questions?

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