



Let's Get Social!

Overview of Social Media

Presented by Jennifer Snider, SGNA Marketing and Communications Manager

SGNA Leadership Conference, November 2017

Your Questions

- I don't really understand a lot of it, I am fairly low-tech.
- How to keep it going...
- How to use it
- Is there a social media marketing strategy that can grow SGNA membership
- How we can use it to increase attendance at conferences.
- How to post documents to group pages. How to find clip art that meets the pixel requirement for event photos.
- SGNA thoughts on what is appropriate
- How to get started

Today's Discussion

- Brief overview of social media
- Looking into different platforms
- Building your presence
 - > Getting started
 - > Maintaining a channel
- Planning content

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SOCIAL MEDIA

- It is about the Individual
- It is about Connections
- It is about Customer Service
- It is about Engagement



**SOCIAL MEDIA IS ABOUT
RELATIONSHIPS**

NOT THE TOOLS, THE TECHNOLOGY

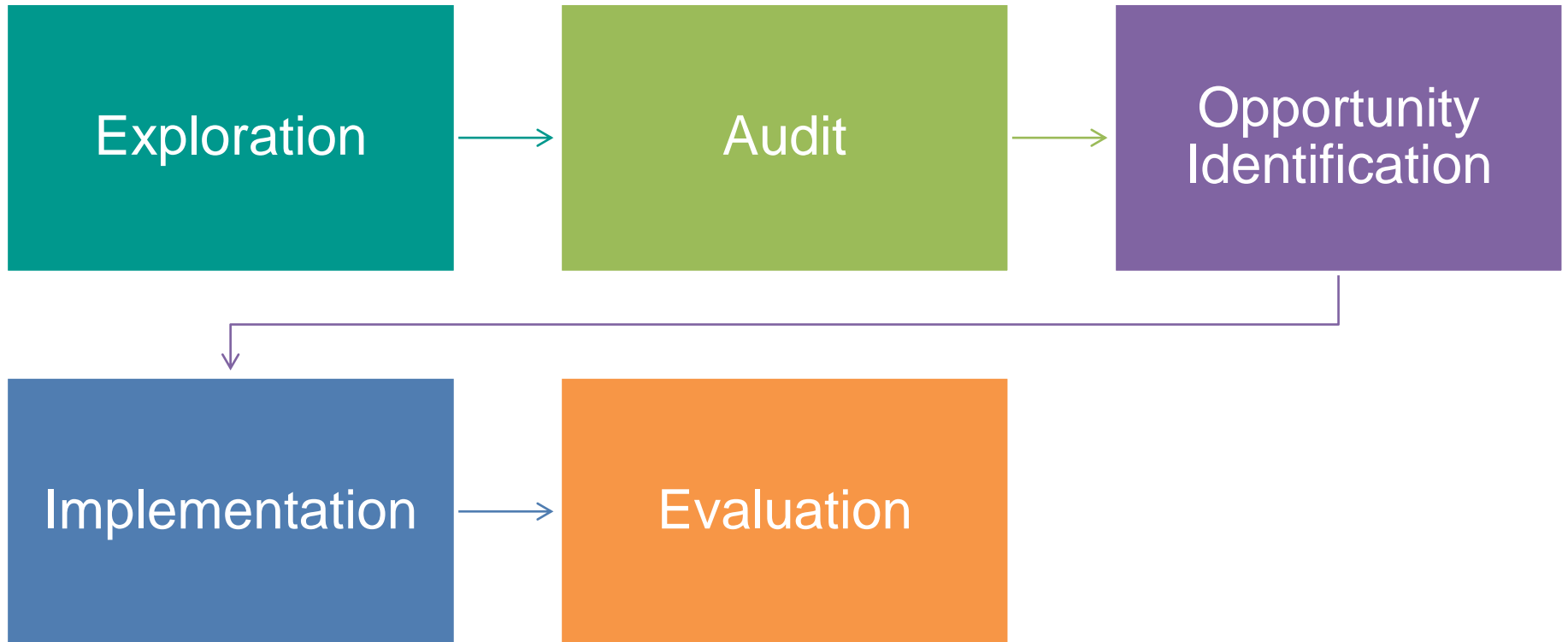


NEED DIRECTION

- Who?
- Why
- What?
- Where?
- When?



SOCIAL MEDIA PROCESS



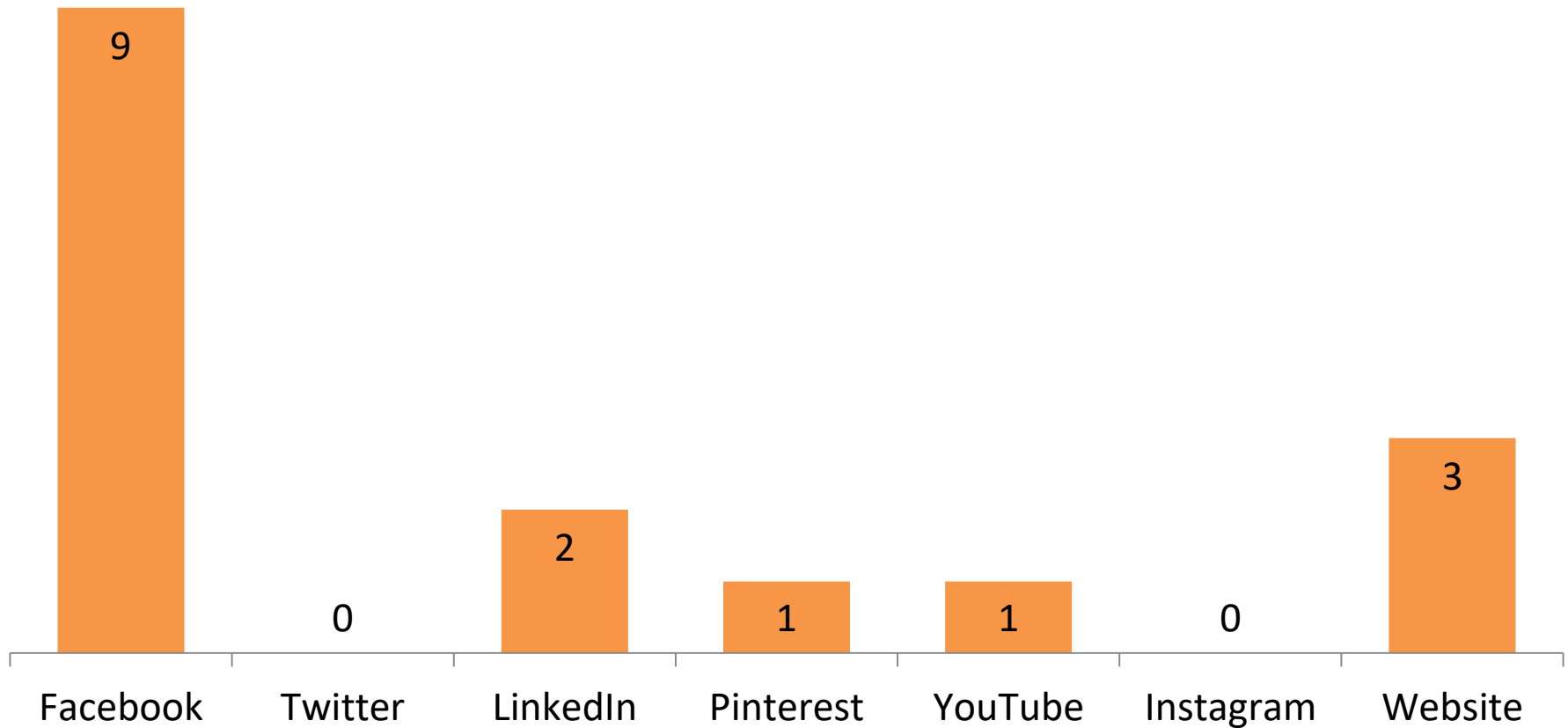
SUGGESTIONS FOR REGIONAL SOCIETIES

- Who are we trying to reach?
 - > GI and endoscopy nurses
- What are we trying to achieve?
 - > Encourage participation with SGNA
- What do we want people to learn or do?
 - > Awareness and adoption of SGNA resources
 - > Registration to event
 - > Join as member

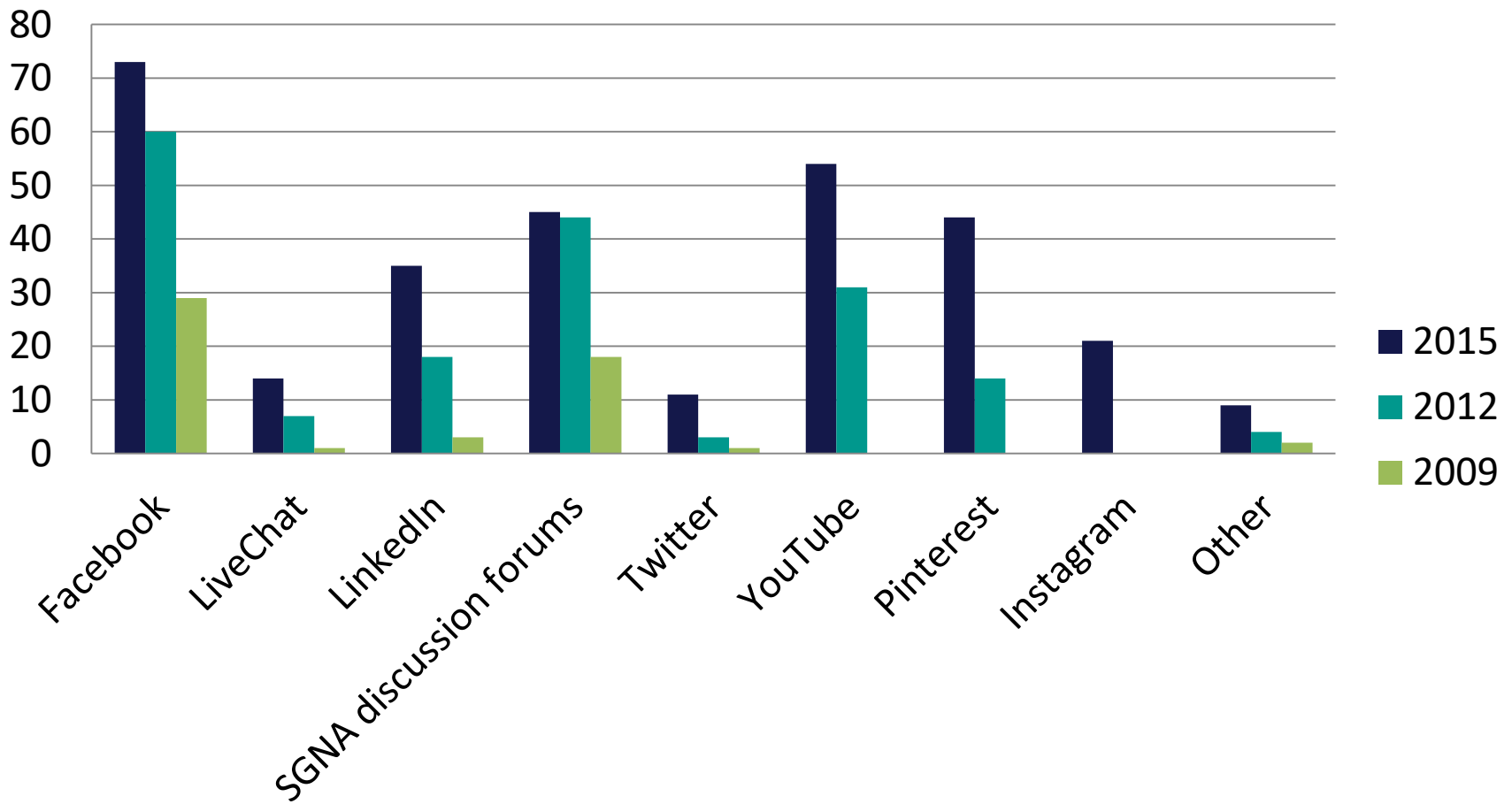
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WHAT CURRENTLY USING

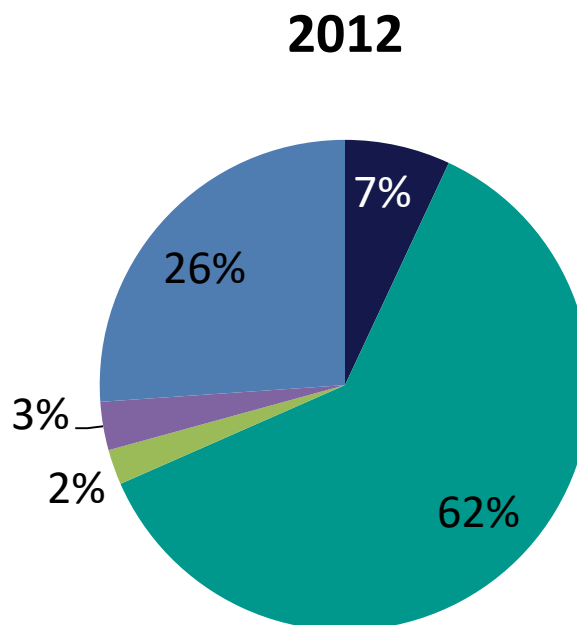
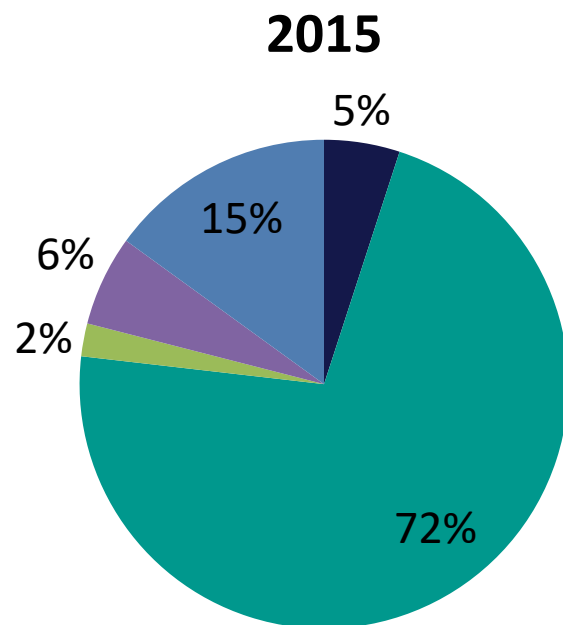


Social Media Usage Trends



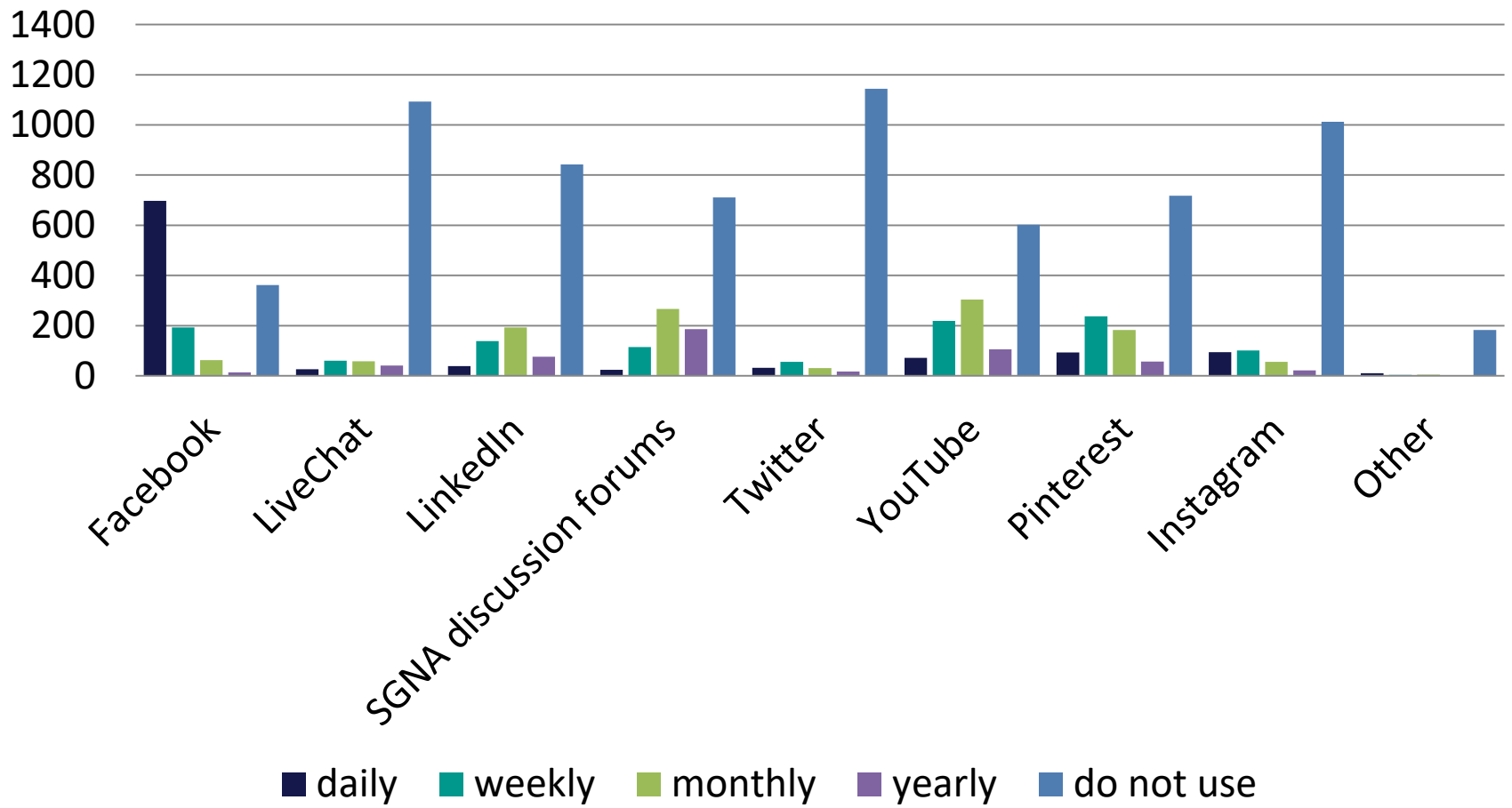
2015 vs 2012 Social Media

How Are Members Using Facebook?



- Professional networking
- Connecting with old friends/peers
- Promoting Regional Society/Unit
- Getting professional news/info
- Getting personal news/info

Social Media Usage



Want to learn more about...

1. Instagram
2. Twitter
3. YouTube
4. LinkedIn // Facebook // Website // Pinterest

LET'S TALK... INSTAGRAM





sgnaonline

Follow

SGNA Headquarters SGNA is a professional organization of nurses and associates dedicated to the safe and effective practice of gastroenterology and endoscopy nursing. www.sgna.org

23
posts

167
followers

0
following

A grid of 12 small photographs showing various scenes from a professional conference or event. The photos include: a chalkboard with handwritten notes and the word 'MESSAGES' at the top; people networking and eating at a table; a large crowd of people in a hall; a group of people posing for a photo in front of a blue backdrop; a view of a city skyline across a river; a group of people standing together; a person holding a blue sign; a large hall with many people; a group of people posing; a person holding a blue sign; a group of people standing together; and a person holding a blue sign.

LET'S TALK... INSTAGRAM

According to Wikipedia...

A photo-sharing application and service that allows users to share pictures and videos either publicly or privately. Instagram lets registered users upload photos or videos to the service.

Features include:

- Apply various digital filters
- Add locations through geotags
- Add hashtags to their posts
- Connect to other social media profiles

LET'S TALK... INSTAGRAM

A few highlights...

- Overall users tend to be female
- 90% of users are under 35
- 53% of users follow brands
- How does engagement compare?
 - > 10 times higher than Facebook
 - > 54 times higher than Pinterest
 - > 84 times higher than Twitter

LET'S TALK... INSTAGRAM



wendys



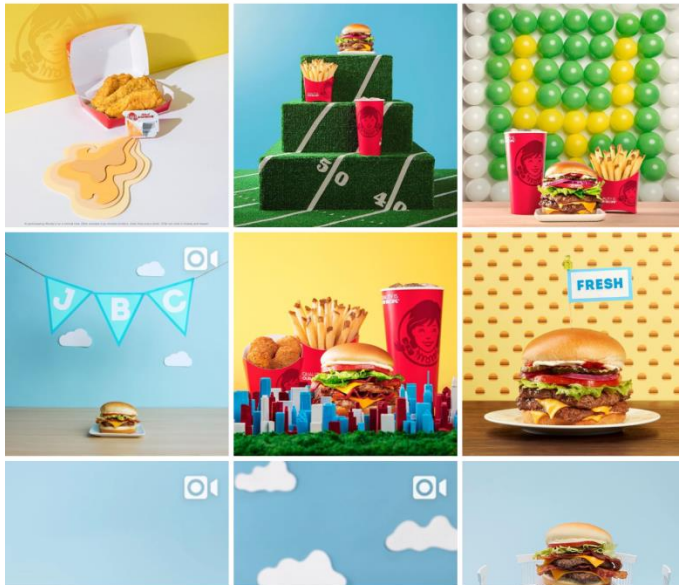
Follow

Wendy's 🍔 Setting ourselves apart every day by not cutting corners at all of our 6,400+ locations worldwide.
wendys.com

225
posts

619k
followers

44
following



4,153 likes

wendys It's like a junior, but you know, GIANT. Grab the Giant Junior Bacon Cheeseburger Meal for just \$5. Offer includes Giant Jr. Bacon Cheeseburger, 4-piece nuggets, small fries, and small drink. For a limited time at participating Wendy's.

[Load more comments](#)



LET'S TALK... INSTAGRAM

What does this mean for SGNA Regional Societies?

- With its focus on images, it works best with visually-based content.
- Could be great opportunity to reach new or different audience.
- The frequency of posts needs to be high in order to encourage engagement.

LET'S TALK... TWITTER



 **SGNA**  

[Sign up](#) [Log in](#)

Your Gastroenterology
Nursing Resource



www.sgna.org

[Follow](#)

SGNA
@SGNAOnline

SGNA is a professional organization of nurses and associates dedicated to the safe and effective practice of gastroenterology and endoscopy nursing.

bit.ly/2sIBGWI

312 Following **841** Followers

[Tweets](#) [Media](#) [Likes](#)



SGNA @SGNAOnline · 1h

Beware! Inner damage to endoscopes could jeopardize their cleanliness. Here's what you need to know: bit.ly/2sIBk4h



LET'S TALK... TWITTER

According to Wikipedia...

An online news and social networking service where users post and interact with messages, "tweets", restricted to 140 characters.

Features include:

- Microblog
- High volume of interaction
- Wide practice of hashtags

LET'S TALK... TWITTER

A few highlights...

- Overall users predominately male
- Mostly 18-29 year olds
- 53% of users never post updates
- Users spend ~2.7 minutes on app each day



SGNA @SGNAOnline · Oct 26

Become an SGNA volunteer & share your knowledge & skills with the [#gastroenterology](#) community! Get involved: bit.ly/2zKu2il



SGNA @SGNAOnline · Oct 25

Here's why people skip their [#gastroenterology](#) appointments. Would any of these resonate with your patients? bit.ly/2i0ilvJ



SGNA Retweeted

Gastro & Endo News @gastroen... · Sep 12

Underwater Colonoscopy Beats Air Insufflation for Detecting Polyps Especially Proximal Lesions. goo.gl/zhfbNJ



SGNA @SGNAOnline · Sep 11

The debate on duration of [#coloncancer](#) adjuvant chemotherapy takes center stage at ESMO 2017. bit.ly/2wWAu4G



SGNA @SGNAOnline · Sep 7

[#BackOffColonCancer](#)

Andrew Albert MD MPH @DrAndrewAlbert



.@SGNAOnline we have incredible GI nurses

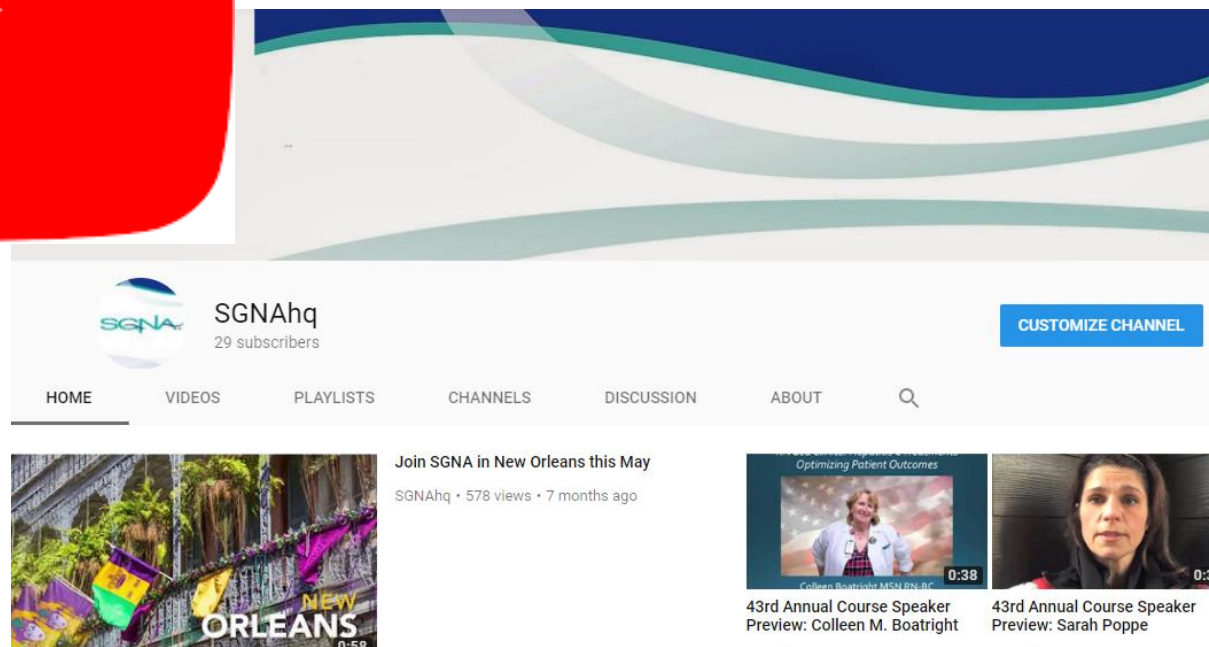


LET'S TALK... TWITTER

What does this mean for SGNA Regional Societies?

- The short form is a great way to maximize content.
- High engagement could be a factor, as it may require closer monitoring and active responses.

LET'S TALK... YOUTUBE



LET'S TALK... YOUTUBE

According to Wikipedia...

Allows users to upload, view, rate, share, add to favorites, report, comment on videos, and subscribe to other users.

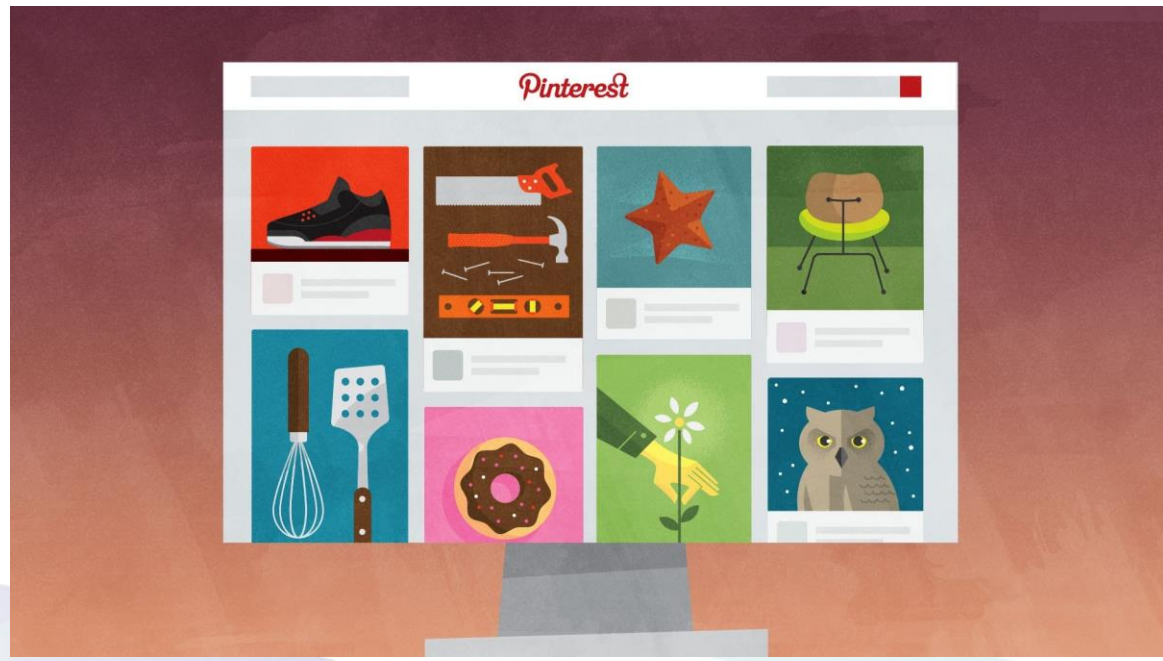
Available content includes video clips, TV show clips, music videos, short and documentary films, audio recordings, movie trailers, live streams, and other content such as video blogging, short original videos, and educational videos.

LET'S TALK... YOUTUBE

A few highlights...

- Skews male, with 55% male and 45% female
- Reaches more 18-34 and 35-49 year olds than any other cable network in U.S.
- ~2 million video views per minute

LET'S TALK... PINTEREST



LET'S TALK... PINTEREST

According to Wikipedia...

Save (pin) images and categorize them on different boards. Users can follow other users' boards if they have similar tastes. The evolution of Pinterest is based on the shared interest of its users and relies on its members to produce the content.

LET'S TALK... PINTEREST

A few highlights...

- Predominately female
- Evenly used by 18-29, 30-49, and 50-64
- Referrals are 10% more likely to purchase

< fiber rich foods recipes

Half cup bean with ham soup 19 g
One cup whole wheat pasta and a half cup broccoli 9 g
Tomato paste, canned 5.4 g per half cup
Pumpkin, canned 13 g per half cup

MEALS & CANNED FOOD

Ketogenic Diet: Its Influence On Weight Loss & Cancer

6 easy recipes rich in magnesium

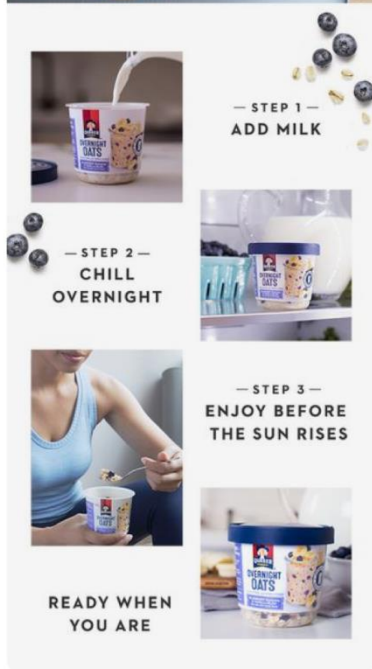
LOVE ITTER CRUNCH



6 Easy Recipes Rich in Magnesium



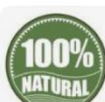
HOW TO MAKE YOUR MORNING HUSTLE HASSLE-FREE



quakeroats.com

A breakfast choice fit for fitness buffs! Quaker® Overnight Oats are made w...

Promoted by QuakerOats



< fiber rich foods recipes

4. FLAXSEEDS

These seeds are rich in omega-3 fatty acids and full of fibre, and can be eaten raw an empty stomach. If you opt for flaxseed as a constipation remedy.



5. CARROTS

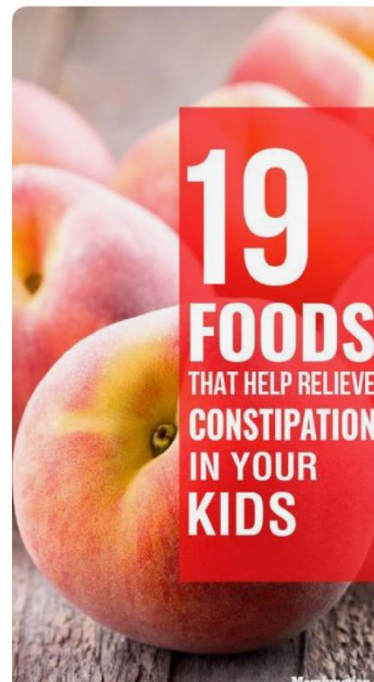
Raw carrots that are part of a healthy fibre-filled diet can improve your stool movement, as they are full of fibre power.

6. BEANS

It takes care of your digestive system and helps you to avoid constipation. Beans have over 10 grams of fiber per cup serving, which is more than almost any other fiber source.



25 Foods That Help Relieve Constipation In Kids



34 Best High Fiber Foods

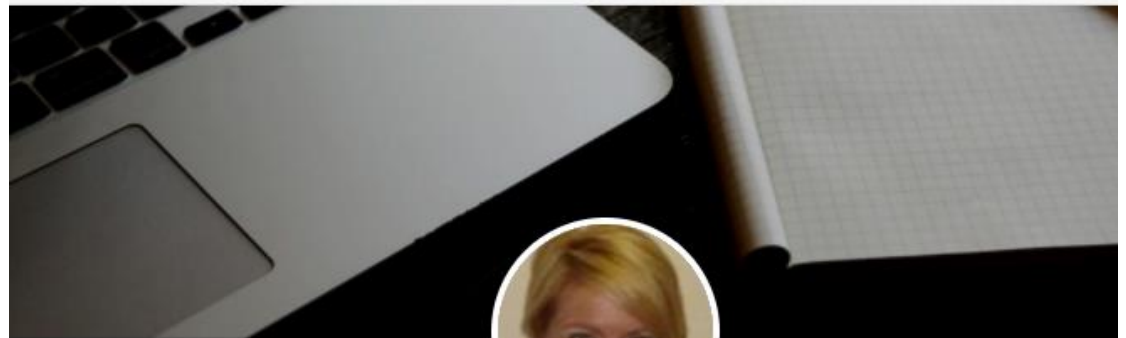
focusfitness.net

 LENTILS 15.4g/ Cup 5.9g/100g	 KIDNEY BEANS 11.3g/ Cup 4.4g/100g
 PEARS 5.6g/ Pear 3.1g/100g	 STRAWBERRIES 3g/ Cup 2g/100g
 AVOCADOS 10.6g/ Cup 8.7g/100g	 BLACK BEANS 15g/ Cup 8.8g/100g
 COCONUTS 7g/ Cup 5g/100g	 SWEET POTATOES 3.8g/ Medium size 2.5g/100g
 ARTICHOKE 6.9g/ Artichoke 5.9g/100g	 APPLES 4.8g/ Apple 2.4g/100g
 RASPBERRIES 8g/ Cup 6.5g/100g	 CHICKPEAS 12.5g/ Cup 7.9g/100g
 EDAMAME 8g/ Cup 5g/100g	 OKRA 8.2g/ Cup 3.2g/100g
 SPLIT PEAS 16.1g/ Cup 8.1g/100g	 BROCCOLI 2.4g/ Cup 2.8g/100g
 BRUSSELS SPROUTS 2.9g/ Cup 3.8g/100g	 LIMA BEANS 7.9g/ Cup 7g/100g
 ALMONDS 15.9g/ Cup 12.5g/100g	 FLAXSEEDS 2.8g/ Tbsp 27g/100g
 BEETS 3.8g/ Cup 2.8g/100g	 CARROTS 3.4g/ Tbsp 2.8g/100g
 W.H PASTA 6.1g/ Cup 4g/100g	 PEARLED BARLEY 1.8g/ Tbsp 4g/100g
 OATS 10.5g/ Cup 10.4g/100g	 MILLET 2.7g/ Tbsp 8.5g/100g
 QUINOA 5.4g/ Cup 3.8g/100g	 CHIA SEEDS 10g/ Ounce 31g/100g
 POPCORN 1.3g/ Cup 3.4g/100g	 FIGS 2.4g/ Tbsp 2.9g/100g
 DARK CHOCOLATE 3.3g/ Ounce 10.7g/100g	 KALE 2.6g/ Cup 2g/100g

34 Best Plant-Based High-Fiber Foods



LET'S TALK... LINKEDIN



Jennifer Snider
Marketing and Communications Manager

LET'S TALK... LINKEDIN

According to Wikipedia...

A business- and employment-oriented social networking service. Its primarily used for professional networking, including employers posting jobs and job seekers posting their CVs.

LET'S TALK... LINKEDIN

A few highlights...

- Skews slightly more male
- 45% or people making \$75K or more annually use LinkedIn
- Users typically less likely to use other platforms

LET'S TALK... FACEBOOK

A few highlights...

- Overall users predominately female
- Users range from 18-49 year olds
- 75% of users spend 20 minutes or more on Facebook each day

Your Questions

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Post to Facebook - Google Chrome


Secure | https://www.facebook.com/dialog/share?app_id=140586622674265&display=popup&hr...

Share on Facebook

Share on Your Timeline

Jennie Snider Smith

Say something about this...



High Fiber Foods: How Fiber Keeps You Full, Improves Health, and Aids Weight Loss

Dietary fiber helps you lose weight, stay full longer, and improve your health. Learn which

Friends Cancel Post to Facebook

Facebook share dialog showing a post about high fiber foods. The post includes an image of a bowl of white beans and a title: 'High Fiber Foods: How Fiber Keeps You Full, Improves Health, and Aids Weight Loss'. The dialog is titled 'Post to Facebook - Google Chrome' and shows the URL 'https://www.facebook.com/dialog/share?app_id=140586622674265&display=popup&hr...'. The user 'Jennie Snider Smith' is logged in. The dialog has a 'Share on Facebook' header and a 'Share on Your Timeline' button. The post content includes a photo of a bowl of white beans and a title. The bottom of the dialog has a 'Friends' dropdown, a 'Cancel' button, and a 'Post to Facebook' button. A red arrow points to the Facebook share button in the background page's social media sharing bar.

Facebook interface for the American Society of ExtraCorporeal Technology - AmSECT page. The page is set to "Public" and shows a post creation interface. A red arrow points to the "Add photos or a video to your post" button.

Page Header: American Society of ExtraCorporeal Technology - AmSECT

Navigation: Home, Find Friends, Settings, Help

Page Info: Medical Company

Page Tips:

- Help People Take Action: Add a Button to the top of your Page.
- What's a Boosted Post?: A boosted post is the easiest way to reach more people on Facebook.

Page Stats:

- 14% response rate, 104-days response time. Respond faster to turn on the badge.
- 2,367 likes +16 this week
- 2,401 follows

Post Creation Interface:

Write something...

Add photos or a video to your post

No file chosen

Boost Post Publish

Visual posts improve engagement

Build closer relationships with your customers by creating a post using your Page's images.

WELCOME TO AMSECT'S QUALITY & OUTCOME

October 18-21, 2017 | Portland

Create Post

an Society of Extr

Inbox

Notifi



<https://www.sgna.org/>



Home

Find Friends



Choose images from this website to include in your post, or upload your own. Each image will link to the website.

Society of Gastroenterology, Inc. > Home

Available images Hide



Boost Post

Publish



+ Add



A boosted post is
more people on F

See All F



14% response rate
Respond faster to



2,367 likes +16



2,401 follows



See Pages Feed
Posts from Page



3,860 post reach



3 video views th

Liked Following Share ...



https://www.sgna.org/Portals/0/Practice/Sedation/Sedation_FIN_AL.pdf?ver=2017-10-09-110940-983



www.sgna.org



SGNA.ORG

Available images [Hide](#)



Choose a file to upload



Boost Post

Publish



facebook

160x160px
display as
180x180px

16px



Timelines

Cover Photo

820 x 312 px

176px

667px



Like



Follow



Share

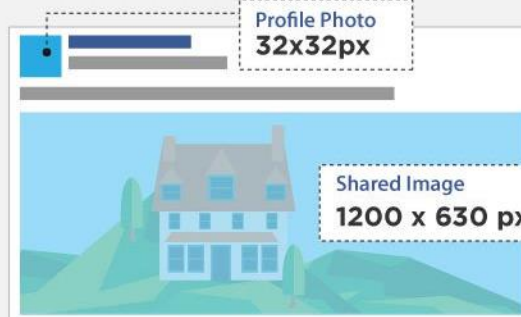
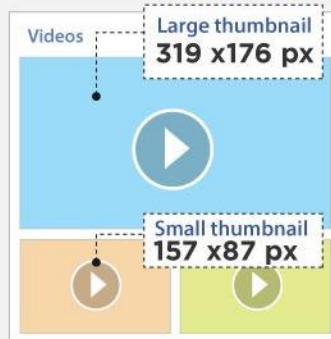
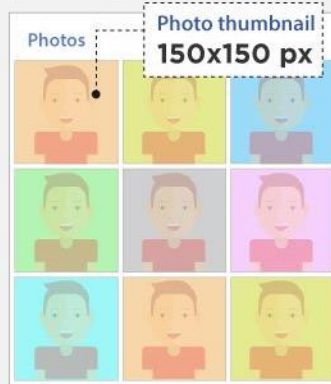
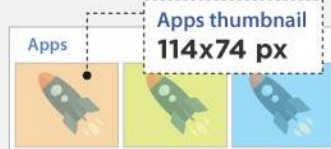


Sign Up



Message





Shared Video
500 x 252 px



News Feed



Profile Photo
50 x 50 px

Status Updates



Text truncates after 5th line with see more

Shared Image (1 of 3 sizes)



398 x 296 px



320 x 320 px



296 x 398 px



Shared Facebook Video

preview
185 x 104 px



ADS

URL AD

URL AD 25 characters

Profile
100 x 72 px Max 90 characters

PAGE AD

Profile
50 x 50 px Max 90 characters

PAGE POST AD

Profile
32 x 32 px

Page Name
Max 90 characters

+ Post Img



90 x 118 px

OR Video 128 x 72 px

185 x 104 px



Shared Video Link



Title (100 Characters)

Preview 130 x 73 px



Shared Link



Title (100 Characters)

Thumbnail 154 x 154 px

PREMIUM PAGE POST AD



32 x 32 px

Sponsored Story Image (1 of 3 sizes)



358 x 268 px



300 x 300 px



268 x 358 px

OR Video 128 x 72 px



OR Link



OR Text

First 120 Characters of
a text only update

PREMIUM PAGE POST AD

Profile
50 x 50 px Body
90 Characters

+ Post Img

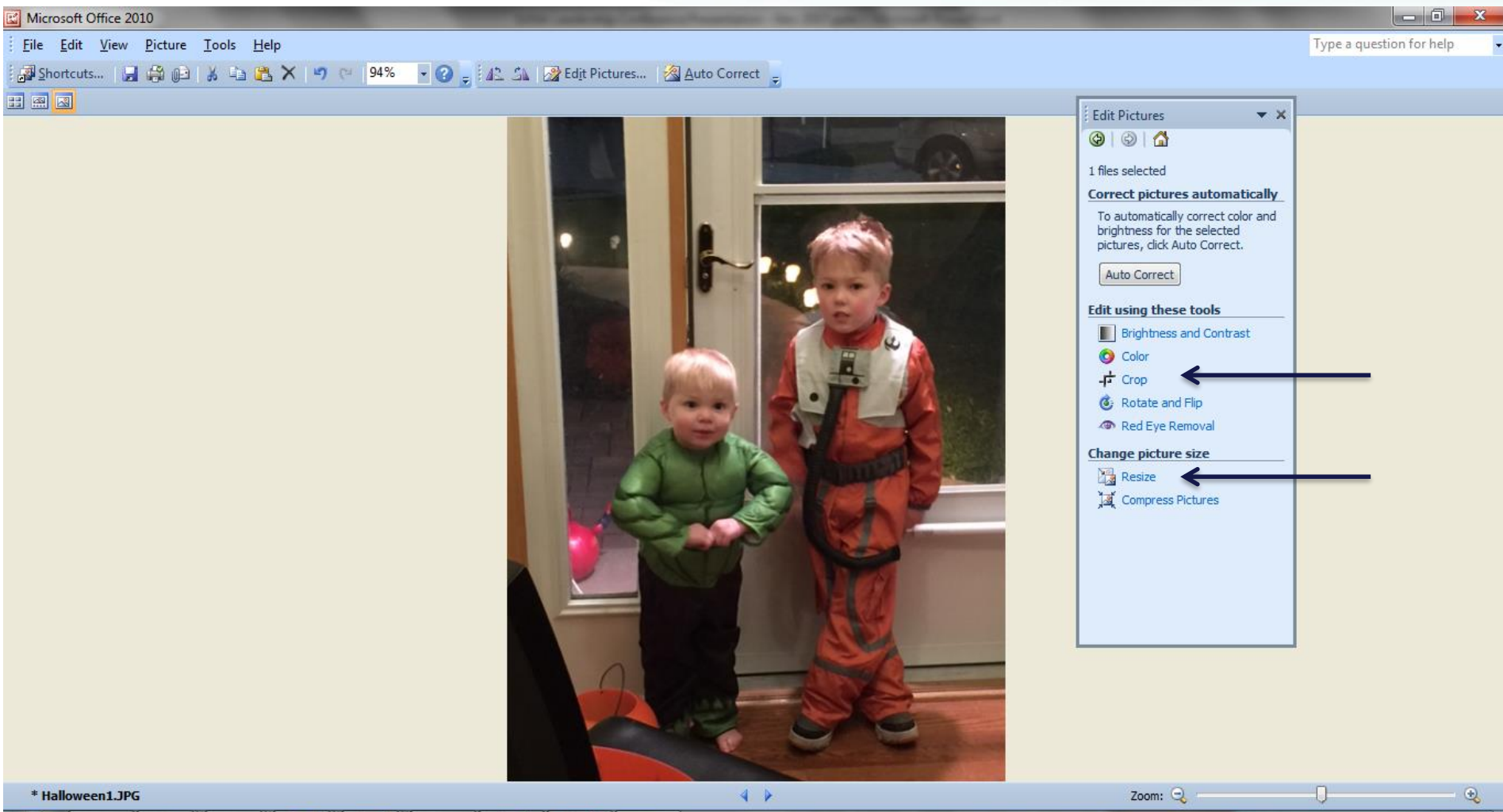


168x 128 px

OR Video Preview



185 x 104 px



RESOURCE LIST

- Free button generator: <https://dabuttonfactory.com/>
- Check Facebook post text percentage:
<http://www.social-contests.com/check-image/>
- Hashtag search: <http://hashtagify.me/>
- Social media image sizes:
<https://sproutsocial.com/insights/social-media-image-sizes-guide/> or <https://www.socialmediatoday.com/social-business/social-media-image-sizes-cheat-sheet-infographic>

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Content



SUGGESTIONS FOR REGIONAL SOCIETIES

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UTILIZE CONTENT

Make sure to rely on content to make social media robust and interesting.



Remember, it doesn't have to be new!

- Helpful dates or reminders that are applicable
- Interesting information shared at event
- Articles, postings of particular interest
- Provocative questions, encouraging discussion



Shared Interests → Connections →
Conversations → Engagement

WHAT TO POST?

Be authentic

**Make your
interests clearly
known**

**Consistently
create content**

Pay it forward

A CLOSER LOOK...

- Is the posting **timely**?
- Does it encourage **engagement**?
- Is there a **big impact** within the limited space?
- Is the **voice** clear?

Press Enter to post.



Society of Gastroenterology Nurses and Associates - SGNA

October 27 at 12:27pm · 🌐

Are the nurses in your unit at their patients' bedside, or are they managing the paperwork? This week on "The Bottom Line" Wendi McDonough, BSN, RN, CPAN, CGRN, ponders whether nurses know how to do the job of the technician they're supervising. <http://ow.ly/IzO93Qg6Fid>



👍 Like 💬 Comment ➦ Share

👤 22

Top Comments

16 Shares



Write a comment...



Press Enter to post.



Lisa Fleming So I've been a GI nurse for almost 30 years and have seen the role evolve and change over the years. When I started in GI there was one nurse in the room with the provider and we did EVERYTHING! Then along came the tech role and this added a second p... See More

Like · Reply · 🌐 1 · October 29 at 10:02pm

👤 1 Reply



Dyan Darge Great question! In our small unit all nurses know all roles. Not usually the case with larger centers. Gager to hear the pros and cons of this story!

Like · Reply · 🌐 1 · October 28 at 7:23pm

View 1 more comment

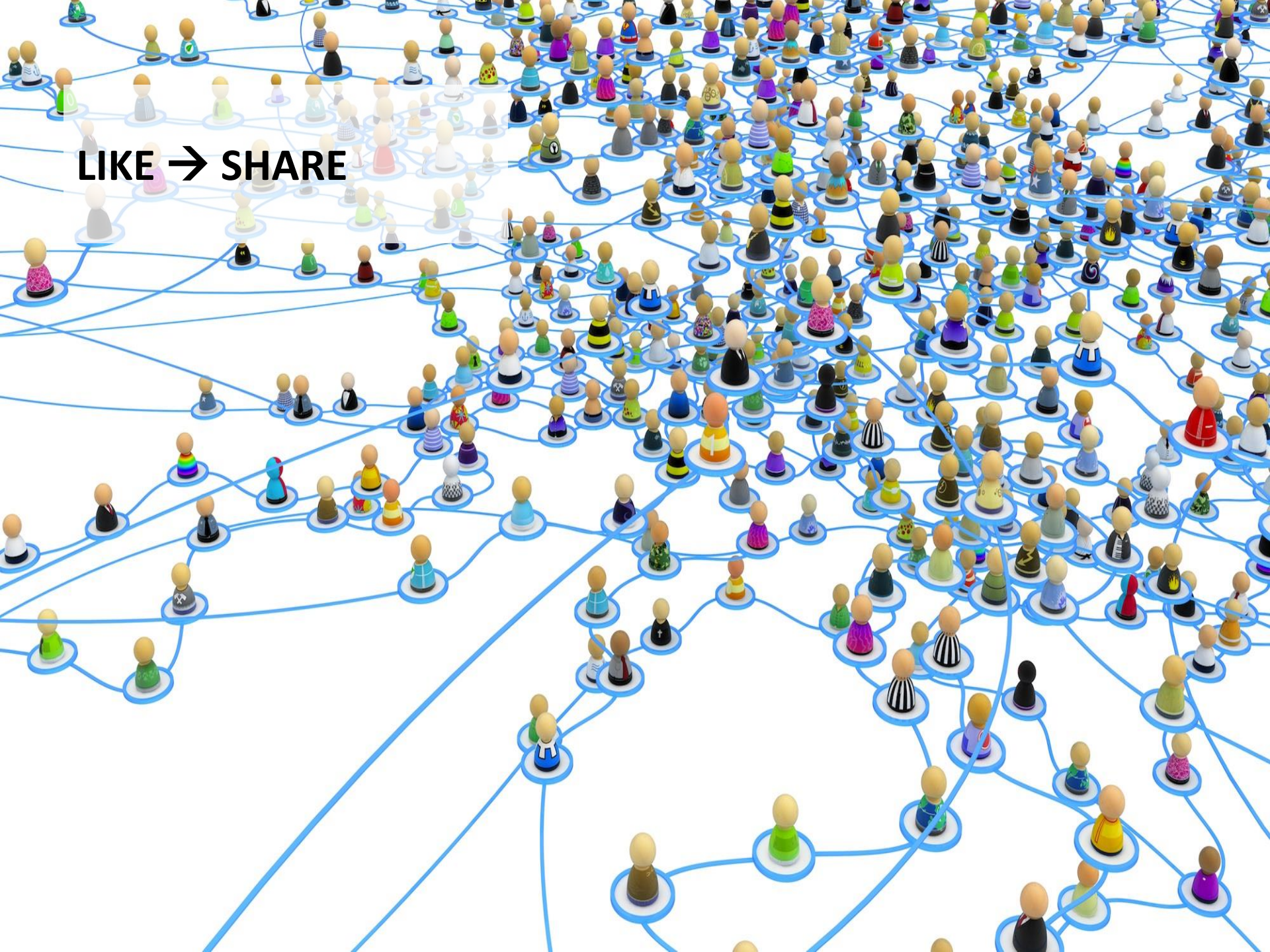


Society of Gastroenterology Nurses and Associates - SGNA

October 26 at 12:55pm · 🌐

SGNA

LIKE → SHARE



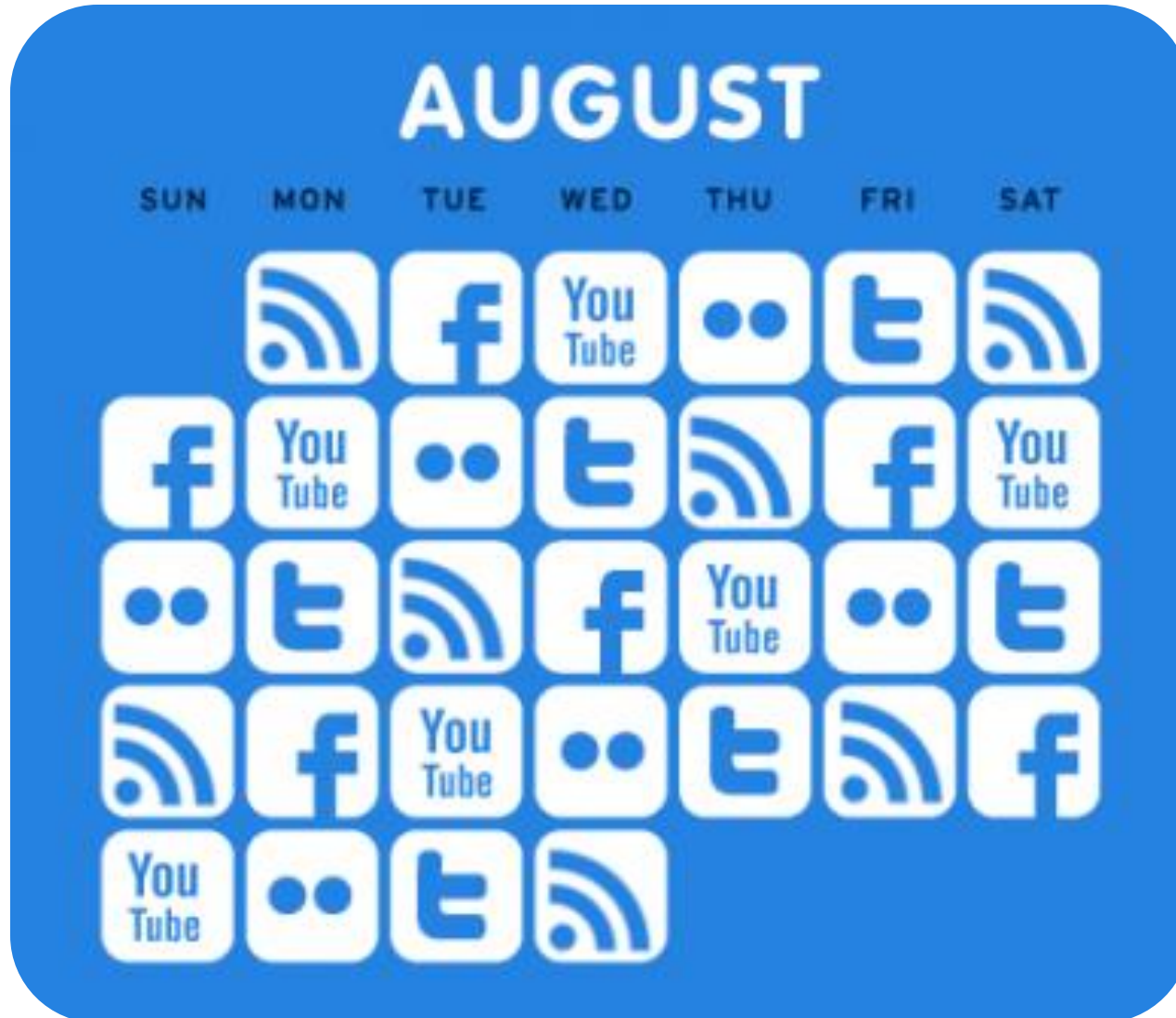
IDENTIFY A COMMUNITY MANAGER

What makes a good community manager?

- 3-5 hours per week
- Knowledge of platform
- Embraces the Society voice
- Awareness of what is going on; able to make conversation connections



CREATE A CALENDAR



THANK YOU!

Email: jsnider@sgna.org