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

Exploration → Audit → Opportunity Identification

Implementation → Evaluation
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

- Facebook: 9
- Twitter: 0
- LinkedIn: 2
- Pinterest: 1
- YouTube: 1
- Instagram: 0
- Website: 3
2015 vs 2012 Social Media

How Are Members Using Facebook?

2015
- Professional networking: 5%
- Connecting with old friends/peers: 15%
- Promoting Regional Society/Unit: 6%
- Getting professional news/info: 2%
- Getting personal news/info: 2%

72%

2012
- Professional networking: 7%
- Connecting with old friends/peers: 26%
- Promoting Regional Society/Unit: 3%
- Getting professional news/info: 2%
- Getting personal news/info: 62%

62%

Professional networking
Connecting with old friends/peers
Promoting Regional Society/Unit
Getting professional news/info
Getting personal news/info
Want to learn more about...

1. Instagram
2. Twitter
3. YouTube
4. LinkedIn // Facebook // Website // Pinterest
LET’S TALK… INSTAGRAM

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
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 🌟

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

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.

4,153 likes
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
@SGNAOnline

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

bit.ly/2slBGWI

312 Following  841 Followers

Beware! Inner damage to endoscopes could jeopardize their cleanliness. Here's what you need to know: bit.ly/2slk41h
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
Share what you know!

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

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

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

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

@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
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
Ketogenic Diet: Its Influence On Weight Loss & Cancer

6 Easy Recipes Rich in Magnesium

quakeroats.com
A breakfast choice fit for fitness buffs! Quaker® Overnight Oats are made with...

Promoted by QuakerOats

25 Foods That Help Relieve Constipation In Kids

34 Best Plant-Based High-Fiber Foods

- Lentils
- Peas & beans
- Strawberries
- Pears
- Artichokes
- Black beans
- Avocados
- Blackberries
- Sweet potatoes
- Coconuts
- Apples
- Peaches
- Chickpeas
- Edamame
- Okra
- Split peas
- Broccoli
- Brussels sprouts
- Lima beans
- Almonds
- Beets
- Carrots
- Flaxseeds
- Quinoa
- Millet
- Dark chocolate
- Kale
- Buckwheat

Promoted by focusfitness.net
LET’S TALK... LINKEDIN

Jennifer Snider
Marketing and Communications Manager
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
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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 foods are high in dietary fiber.
Visual posts improve engagement
Build closer relationships with your customers by creating a post using your Page's images.

WELCOME TO AMSECT'S QUALITY & OUTCOMES
October 18-21, 2017 | Portland

414% response rate, 104-days response time
Respond faster to turn on the badge

2,387 likes +16 this week
2,481 follows
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/

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Content

facebook

twitter

rss

SGNA

youtube
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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?
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, CNAN, CGRN, ponders whether nurses know how to do the job of the technician they're supervising. http://t.co/lzK5Oqg8Fp

Lisa Fleming: So I've been a GI nurse for almost 20 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 part... See More

Dyann Davis: Great question! In our small unit all nurses know all roles. Not usually the case with larger centers. Sager to hear the pros and cons of this story!

Society of Gastroenterology Nurses and Associates - BONA
October 27 at 12:37 pm
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

AUGUST

SUN  MON  TUE  WED  THU  FRI  SAT

Facebook  YouTube  Twitter  Facebook  YouTube  Twitter  Facebook  YouTube  Twitter  Facebook  YouTube  Twitter  Facebook

YouTube  Twitter  Facebook  YouTube  Twitter  Facebook  YouTube  Twitter  Facebook  YouTube  Twitter  Facebook

YouTube  Twitter  Facebook  YouTube  Twitter  Facebook  YouTube  Twitter  Facebook  YouTube  Twitter  Facebook

YouTube  Twitter  Facebook  YouTube  Twitter  Facebook  YouTube  Twitter  Facebook  YouTube  Twitter  Facebook

YouTube  Twitter  Facebook  YouTube  Twitter  Facebook  YouTube  Twitter  Facebook  YouTube  Twitter  Facebook

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THANK YOU!

Email: jsnider@sgna.org