

Nuts and Bolts About Social Media

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About Us

Uptown Studios has been a creative source since 1992.

We are a Sacramento-based visual communications firm specializing in website design, graphic design, video production and social media management and training.

We do not outsource our work – it is done by our team in Sacramento, California.

Visit our website to find out more about us.

UptownStudios.net



Discussion Points

- What is social media?
- Why social media?
- What works for you?
- Getting started
- Q&A

What is social media?

- #1 - Social media is social!
- Connect with friends, advocates, share ideas and passions.



Why Social Media?

- Access
- Real time conversations
- Relationship building
- Build personal brand
- Connect and influence decision makers including legislators that make decisions on your practice.

What works for you?

- Make time to engage and share
- Share and discuss things that matter to you
- Use hashtags and share from other NPs and healthcare leaders
- #CANPsLead and #CANP39th

Rule of Thirds

- 1/3 organization specific
- 1/3 industry related
- 1/3 just because



Facebook

www.Facebook.com

- Largest audience
- Participate in groups and events
- Directly reach people that care about your issues



Facebook Demographics

Among internet users, the % who use Facebook

	Internet users
Total	72%
Men	66
Women	77
White, Non-Hispanic	70
Black, Non-Hispanic (n=85)	67
Hispanic	75
18-29	82
30-49	79
50-64	64
65+	48
High school grad or less	71
Some college	72
College+	72
Less than \$30,000/yr	73
\$30,000-\$49,999	72
\$50,000-\$74,999	66
\$75,000+	78
Urban	74
Suburban	72
Rural	67

Source: Pew Research Center, March 17-April 12, 2015.

PEW RESEARCH CENTER

Instagram

www.instagram.com

- Reach more followers
- Connect with other advocacy leaders
- Share easily to other social media platforms



Instagram Demographics

Among internet users, the % who use Instagram

	Internet users
Total	28%
Men	24
Women	31
White, Non-Hispanic	21
Black, Non-Hispanic (n=85)	47
Hispanic	38
18-29	55
30-49	28
50-64	11
65+	4
High school grad or less	25
Some college	32
College+	26
Less than \$30,000/yr	26
\$30,000-\$49,999	27
\$50,000-\$74,999	30
\$75,000+	26
Urban	32
Suburban	28
Rural	18

Source: Pew Research Center, March 17-April 12, 2015.

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Twitter

www.Twitter.com

- Fast paced micro-blog
- Breaking news
- Connect and influence decision makers
- Establish self as leader



Twitter Demographics

Among internet users, the % who use Twitter

	Internet users
Total	23%
Men	25
Women	21
White, Non-Hispanic	20
Black, Non-Hispanic (n=85)	28
Hispanic	28
18-29	32
30-49	29
50-64	13
65+	6
High school grad or less	19
Some college	23
College+	27
Less than \$30,000/yr	21
\$30,000-\$49,999	19
\$50,000-\$74,999	25
\$75,000+	26
Urban	30
Suburban	21
Rural	15

Source: Pew Research Center, March 17-April 12, 2015.

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LinkedIn

www.Linkedin.com

- Connect with leaders in healthcare
- Showcase expertise
- Be visible to other professionals and concerned groups
- Share experience on LinkedIn Pulse platform



LinkedIn Demographics

Among internet users, the % who use LinkedIn

	Internet users
Total	25%
Men	26
Women	25
White, Non-Hispanic	26
Black, Non-Hispanic (n=94)	22
Hispanic (n=99)	22
18-29	22
30-49	32
50-64	26
65+	12
High school grad or less	9
Some college	25
College+	46
Less than \$30,000/yr	17
\$30,000-\$49,999	21
\$50,000-\$74,999	32
\$75,000+	41
Employed	32
Not employed *	14
Urban	30
Suburban	26
Rural	12

Source: Pew Research Center, March 17-April 12, 2015.

*Not employed includes those who are retired, not employed for pay, disabled, or students.

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Questions?

#CANP39th | #CANPsLead