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.



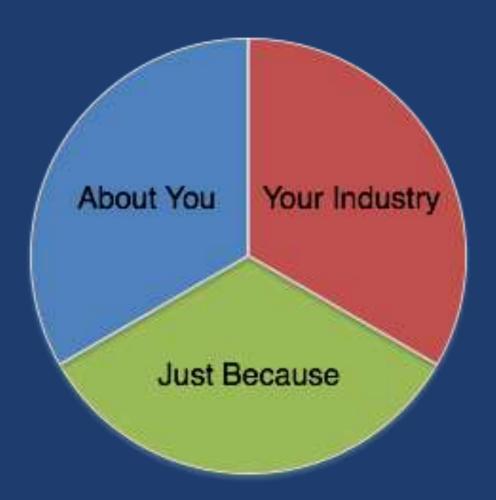
What works for you?

- 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

- 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.		
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Instagram

www.lnstagram.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: Daw Desearch Center, March 17-April 12, 2015		

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Twitter

- 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.

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

Questions?

#CANP39th #CANPsLead

