

Social Media Engagement: Strategies and How to Protect Yourself

Tuesday, March 01
12:15-1:15PM

The webinar will begin at 12:15pm.



Housekeeping



Join via computer audio when possible



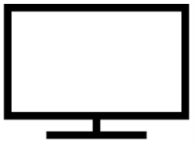
Questions/comments can be added to the chat box



Attendees will be muted for the duration of the presentation



A recording will be available on the CPF website under Resources → Webinars
<https://championprovider.ucsf.edu/webinars>



Put Zoom in “full screen mode”

Upcoming Events



2022 Mini College ***DATE CHANGE!***

Thursday, September 8, 2022

Sacramento, CA | All-day

- Registration: <https://minicollege2022.eventbrite.com>



Media Training (*Fellows Only*)

Thursday, April 21, 2022

Oakland, CA | All-day

- 10 fellows - Cohort 4 priority until 3/17
- Travel related expenses (excluding meals) will be reimbursed by UCSF
- Registration: championmediatraining.eventbrite.com
- Past agendas: <https://championprovider.ucsf.edu/media-trainings>



Engaging Policymakers Webinar

Tuesday, May 3, 2022

12:15 – 1:15pm

Today's Presenters

- Michael Miller
- Muriel Bañares



BROWN•MILLER COMMUNICATIONS, INC.

Social Media Engagement: Strategies and How to Protect Yourself

Michael Miller
Muriel Bañares
Brown Miller Communications



SOCIAL PLATFORMS EXPLAINED BY ADVOCATES



AGENDA

When, How and Where to Engage as an Advocate

- Understand emerging trends
- Strategies on how and when to use social media as an advocate
- Best practices
- Social media safety

Why use social media?



- Cheap, fast, efficient way to share information
- Monitor public opinion
- Build networks, trust
- Create relationships
- Inspire direct action
- Become a news source
- Educate and Inspire
- Combat misinformation

STAGES OF ENGAGEMENT

 ADVOCACY

 LOYALTY

 ACTION

 BELIEF

 CONNECTION

 UNDERSTANDING

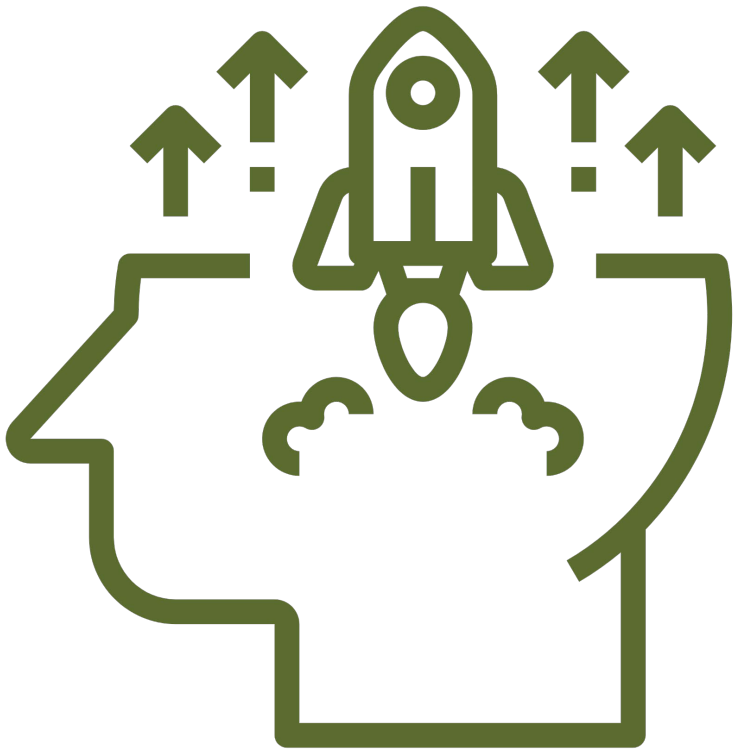
 AWARENESS



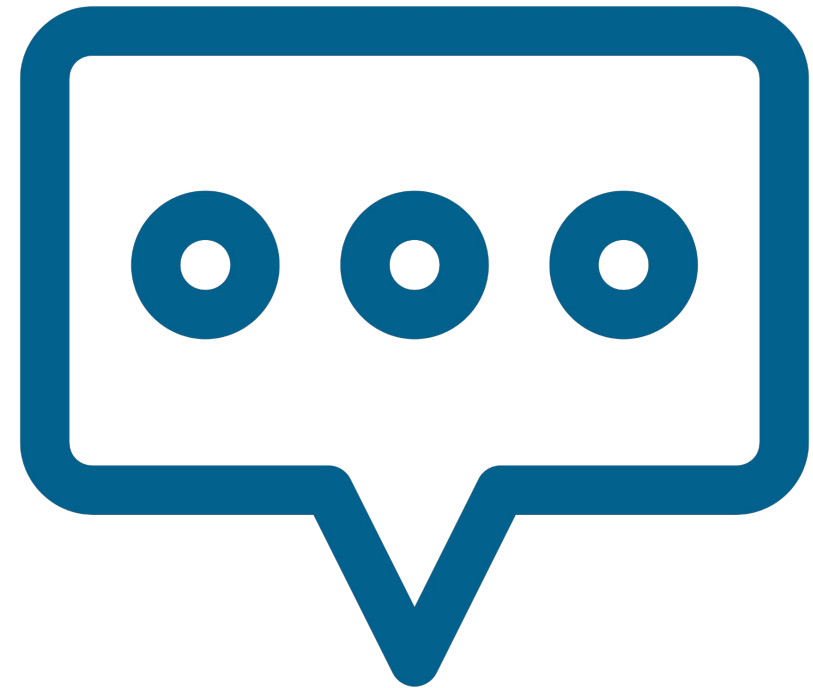
Have a plan

- Set goals
- Do your research
- Monitor what other people or organizations are doing

Two Ways to Engage



CREATE



COMMENT



Creating Powerful Posts

- When drafting messages, think about the *why* and the *benefit* to the person.
- When your draft says “you”, think about how you can turn that around to “we”. For example, “what is your issue?” can be “how can we help?”
- Stay away from passive voice... “was” and “were” with an “-ing” verb.
- Don’t be preachy! Strive to be supportive, educational and informative.
- Cite & link to respected sources

When and How to Comment



- Comment to correct, inform, educate or inspire
- Avoid spitting matches. Opinion-based arguments in Social Media are deadly
- Link to existing scientific information
- Messages should sound like there's a person behind them.
 - Use name of person you're responding to
 - Strive to show compassion
- Comment and step back.
 - You don't need to reiterate or retaliate if you made your statement correctly

Establish your social media voice and tone



- Develop the voice and vibe for your personality
- Write like you talk
- Avoid jargon
- Write from the reader's perspective, to make them, not you, the story's hero
- Better to be clear than clever



Use Good Judgement

- Will CDC, CDPH, or CPF post this?
Definitely safe
- Would a reasonable person understand and appreciate your message without being offended?
Likely safe
- Not sure? **Get a second opinion**

Social Media Tips for Patient Advocacy

1. Optimize your Social Media profiles
2. Focus on being the expert on one platform at a time
3. Schedule your posts
4. Curate content
5. Create visual impact
6. Use relevant hashtags
7. Live-report conferences and events
8. Take part in Twitter chats
9. Create a YouTube channel
10. Maintain a consistent content creation and promotion schedule

Protect Yourself from Cyberbullying



- Boundaries
- Privacy settings
- Never respond
- Block and report
- Try to understand
- Believe in yourself
- Talk to someone

Questions?



Keep the Conversation Going

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Thank you



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