

# 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



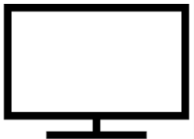
Questions/comments can be added to the chat box



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](https://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

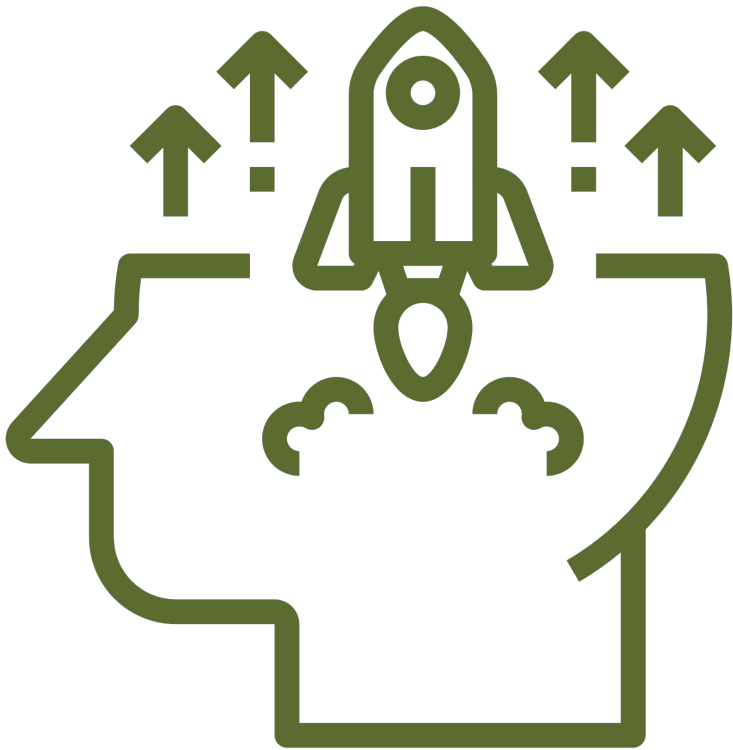
 AWARENESS



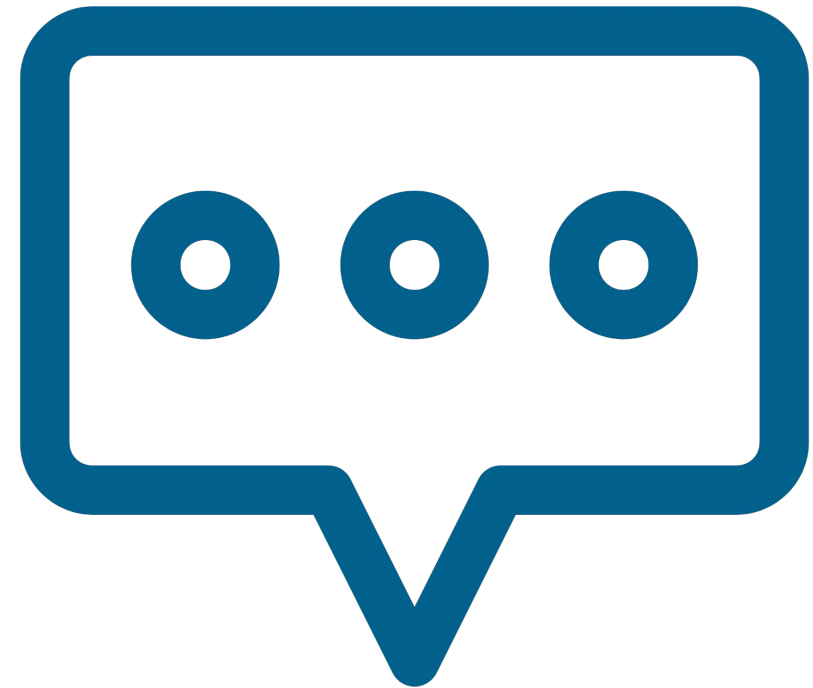
## Have a plan

- 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 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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