

Social Media Workshop

Tuolumne County March 6, 2014





Kerry Shearer

www.KerryShearer.com



Introductions

-Name
-Title/Agency
-What you hope to get out of today!



About Me

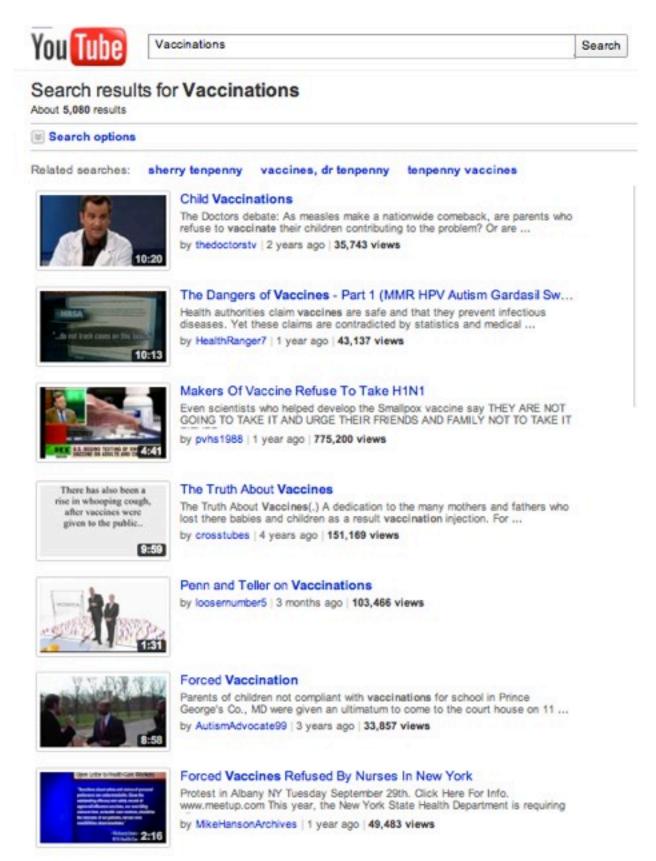
-Background in radio & TV
-News & traffic reporting
-Longtime PIO/Media Officer
-Focused on social media/web video
and crisis/emergency communications
-Certifiable technogeek

Social Media Helped Me Get My Message Out And I Did Not Get Fired

(Sacramento County Public Health Flu Season Plug Fox 40 Live)

Health Agencies Must Be Part of the Conversation!

Case in point: vaccinations!



What We're Covering Today

Social Media Update Emergencies **Twitter** Facebook Writing/Posting Monitoring Video/Audio



90 Second Share

Turn to one other person, and the two of you take less than 2 minutes to share the concerns you each might have about using social media at the County

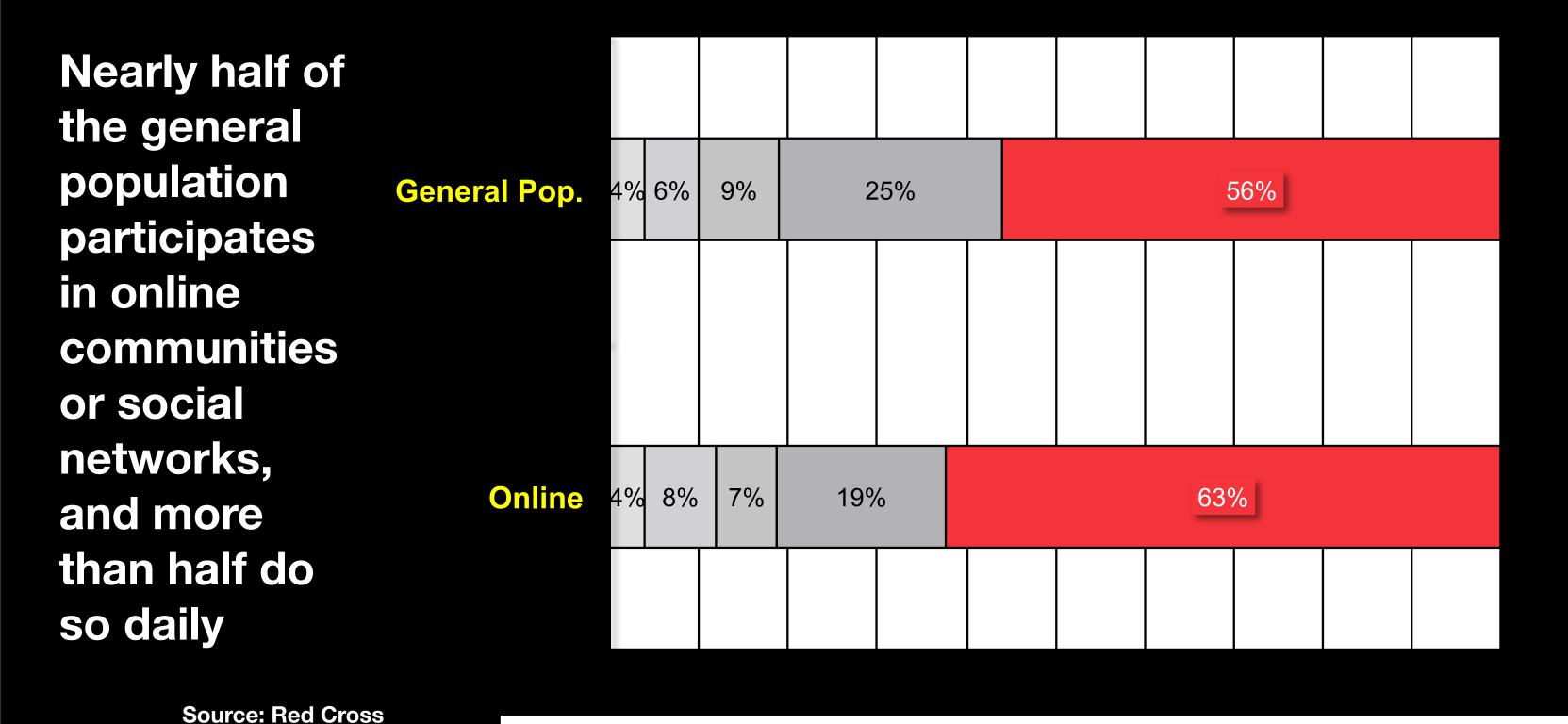
NEXT: Dr. Barbara Reynolds, CDC Social Media and Communication

Social Media Reaches People Where They Are!

- Via text on a mobile phone
- Through the web on a mobile smartphone
- On social networks, such as Facebook and Linked In
- On blogs and microblogs
- * Through online video



Red Cross Survey - August, 2012



Thursday, March 6, 14

□Once a month or less

□ Few times a month

□Once a week

□ Few times a week

■Every day or nearly

The Public's Expectations Are Changing

No longer are we "experts" the sole voice of authority ("top-down" communication)

Social media - i.e., our friends, colleagues and others, have become more trusted and influential information sources



Why Do We Need To Have A Social Presence?

For our agency to connect effectively online with those we serve

To increase the chances of the media helping us communicate our message

To be able to communicate critical messages quickly in an emergency



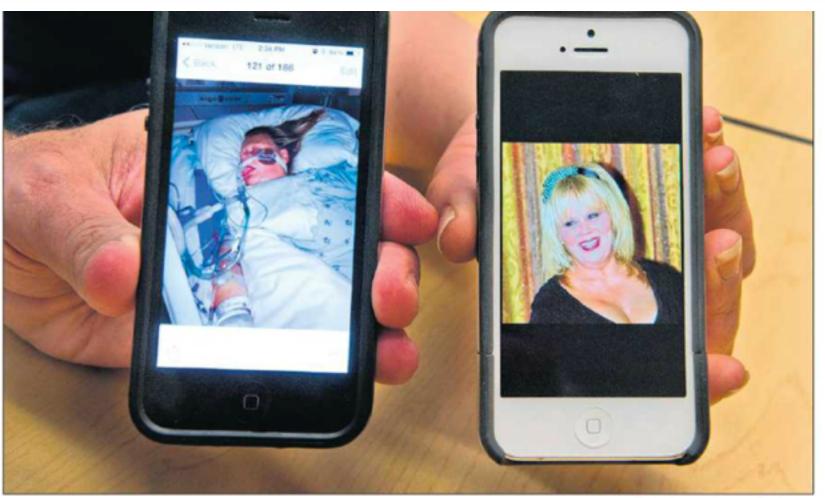
The Power of Social Media to Spread Your Message





THE SACRAMENTO BEE

sacbee.com Saturday, February 15, 2014



Lesley Bunning is a Granite Bay mother of three who is on life support for symptoms from H1N1 flu at Kaiser hospital in Roseville. Her family said they decided to show the current photograph of Lesley, left, because they want people to see the consequences of not getting a flu shot.

Granite Bay woman fights for her life

By Cynthia H. Craft ccraft@sacbee.com

made him answer this one.

he'd never heard of before, saying, gathered under the window of "Her case has touched At 2:58 on Wednesday after- trouble, and God sent us to her to intensive-care unit to form a large SO many people of noon, Bernard Bunning's cell- pray for a miracle," Bunning re- circle, all holding hands, uttering different religions. phone buzzed. He'd vowed to ig- called. With the push of social healing prayers. One young womnore calls while standing vigil media, Lesley Bunning's fight for an unknown to Bernard Bunning This has gone across over his wife's hospital bed at survival over bodily damage got down on her knees, he said. Kaiser Permanente Medical Cen- caused by the H1N1 influenza vi- Then, Bunning was contacted ter in Roseville. But something rus had apparently gone viral. out of the blue by a Buddhist

On the phone was a woman had joined friends and family

"We know your wife, Lesley, is in Lesley Bunning's room in the

By Thursday night, strangers monk in Sri Lanka. Next, the fam-

the world."

BERNARD BUNNING, on the impact of the story of his wife, PRAYERS | Page A10 who is in a coma because of H1N1 flu



2014 Oscars





Ellen DeGeneres @TheEllenShow · Mar 2

If only Bradley's arm was longer. Best photo ever. #oscars pic.twitter.com/C9U5NOtGap

◆ Reply ♣ Retweeted ★ Favorite \$ Buffer

Flag media



Retweeted by Kerry Shearer



Ellen DeGeneres @TheEllenShow · Mar 2

If only Bradley's arm was longer. Best photo ever. #oscars pic.twitter.com/C9U5NOtGap



RETWEETS

FAVORITES

3,183,936 1,759,590











7:06 PM - 2 Mar 2014 · Details

Flag media











Whitney Houston's Death Feb. 11, 2012



First tweet 4:02 PM

(7 min after Houston was pronounced dead)



Second tweet 4:15 PM

(niece of Tiffany, Houston's hair stylist)



Third tweet 4:30 PM

(tweeted a text he received from a Houston family member)

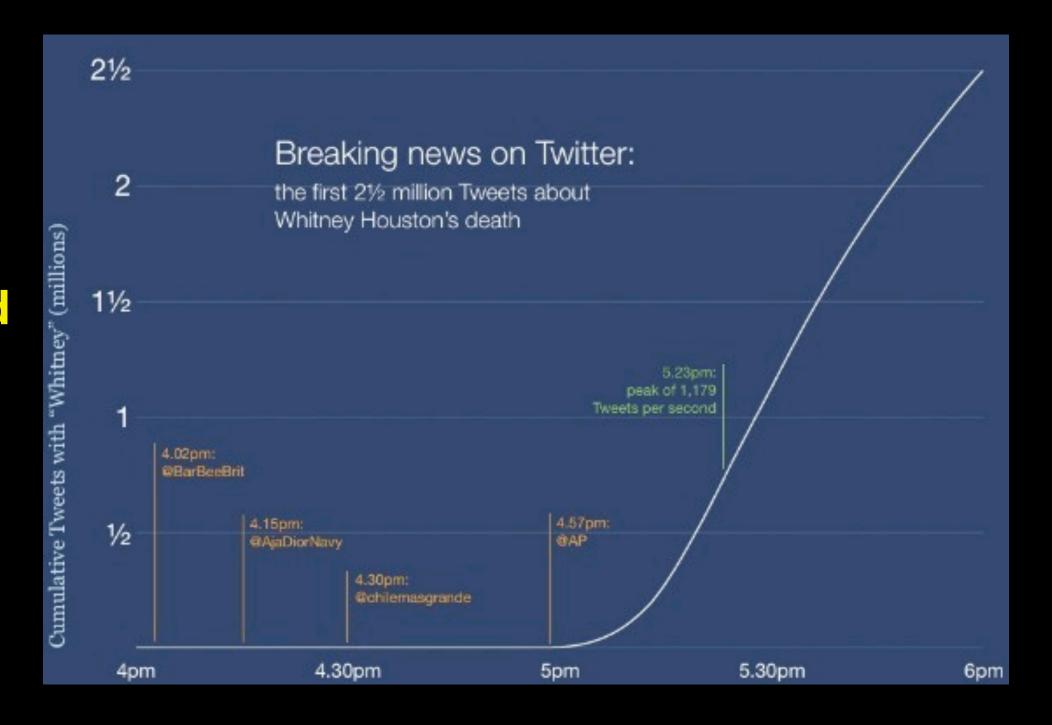


Associated Press 4:57 PM



Whitney Houston's Death Feb. 11, 2012

Tweets
exploded
to 2.5million
by 6 PM





The Latest Stats

Facebook reached

1.15 billion active users

600,000 are checking in at any one time

Active users = people who log in at least monthly





The Latest Stats

500 million+ registered users

Fastest-growing social network. 44% growth from March 2012 - June 2013

Fastest-growing demographic is 55-64 year olds





Second-largest search engine!

1 billion unique monthly visitors

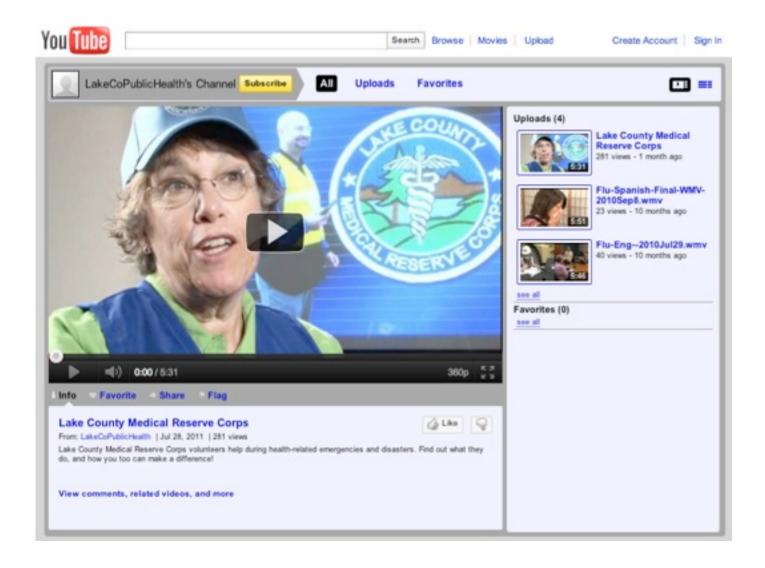
2-billion views a day

60 hours of video uploaded every minute

Average person spends 15 minutes a day on YouTube

More video is uploaded in 60 days than the 3 major networks created in 60 years!





Advantages of YouTube

Since it's a huge search engine, it's easy for people to find your content

YouTube's Embed code allows you to quickly place the video on a web site or blog, or link it to social media pages



People Flock to YouTube for News

A PEW study found most viewed event on YouTube was the Japanese tsunami (96 million views on top 20 videos in 7 days)



http://www.journalism.org/analysis_report/youtube_news

People Flock to YouTube for News

The most popular videos tend to depict natural disasters

Citizens play a big role in producing and supplying footage



We as response agencies can use this tool to our advantage!

http://www.journalism.org/analysis_report/youtube_news



What's HOT!

Instagram stills AND video

Shoot stills; add filters

Shoot 15-sec videos

Share to social media





What's NEW!

Image sharing, bulletin board style!



Users 80% female/20% male

1-billion monthly page views

Grew 4,000% in one year!

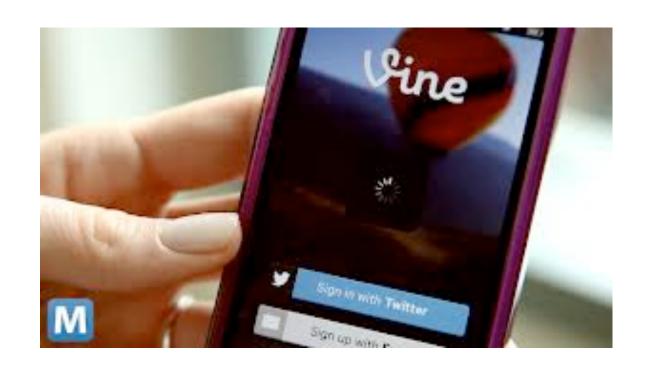


What's NEW!

Vine is a Twitter product

Shoot and share 6-second looping videos. (That is not a typo!)

Share to Vine, Twitter and Facebook



How Has Social Media Transformed Newsgathering?

The "News Cycle" is DEAD

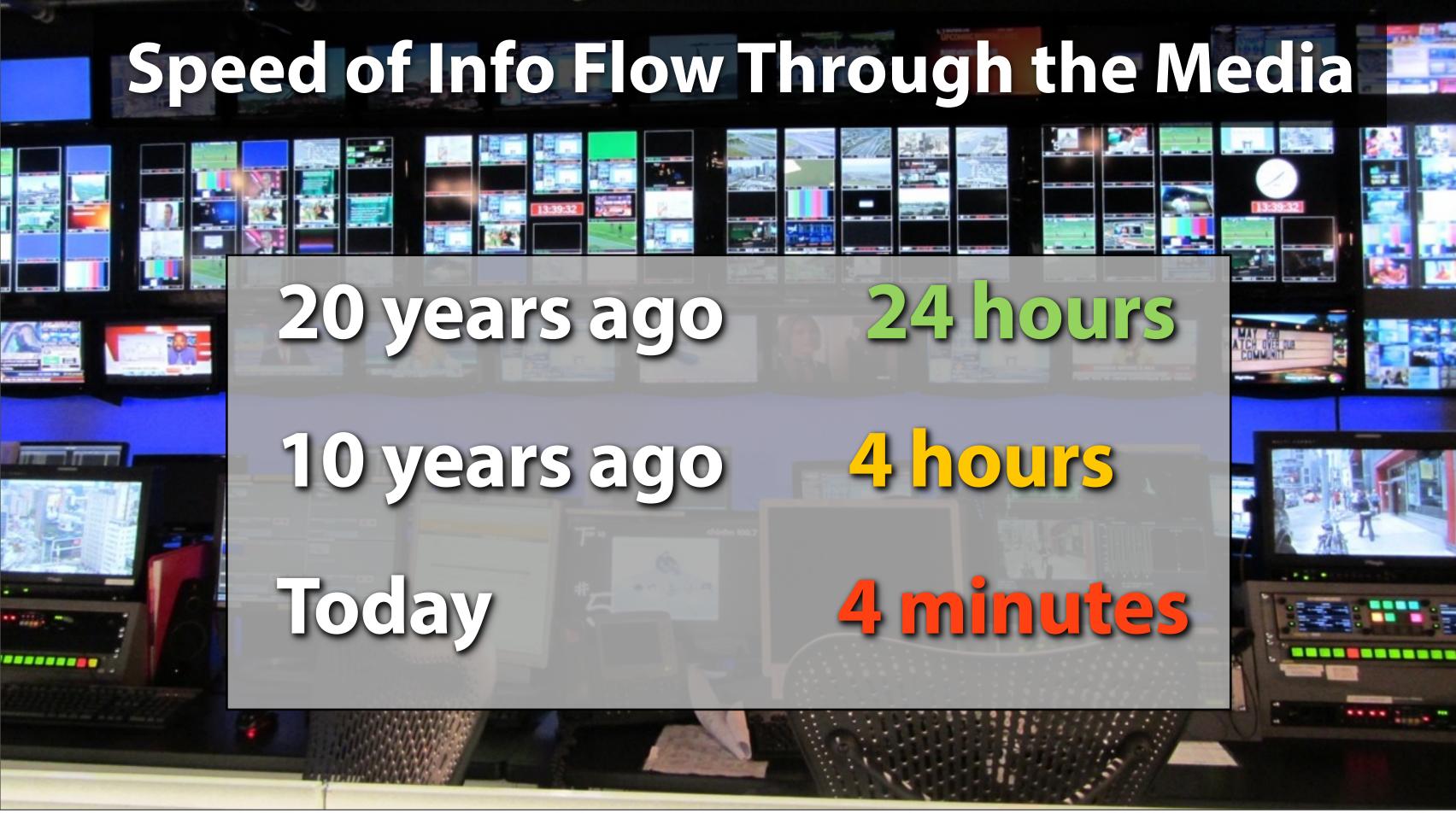
■ In the world of the Internet, there is no news cycle. It is continuous.

Communicators are expected to respond immediately to feed the demand for information.



Sacramento County Public Health news conference - H1N1







Newspapers Are Revamping!

* (May 30, 2012) -- The <u>Chicago Sun-Times</u> announced the appointment of a new managing editor and a reorganization of newsroom personnel as it shifts its emphasis to digital news distribution.

"We are no longer a newspaper company," Sun-Times Media Holdings LLC Editor-in-chief Jim Kirk said in a memo to staff. "We are a technology company that happens to publish a newspaper. We deliver content. And we will deliver content on many platforms and in ways that we haven't yet fully considered."

▼ Then, in 2013, they fired their entire photography staff.

Where Americans Get Their News

- ➤ The Internet is closing in on TV as Amercans' main source of national & international news
- 41% of adults say they get most of their news from the Internet



- 65% of adults ages 18-29 say they get most of their news from the Internet
- ▼ TV as a news source is down to 66% from 74% three years ago

Newsrooms Have Changed!

- Newsrooms have downsized.
 Average are
 30% smaller than in 2000.
- Many TV stations hiring "all-in-one" reporters who shoot, report, edit and upload stories
- Stations now have online producers for their social media spaces



Assignment editors incorporate social media into the days' story planning to get the information out even faster

News Technology is Changing



TVu Pack allows TV stations to go live from anywhere via a cellular data connection.

No satellite truck, no microwave truck needed.



Brandon Mercer News Director, Fox 40, Sacramento

How social media affects newsgathering in an emergency

Jason Montiel, Managing Editor, KCRA.com

Discusses use of Facebook; Roseville Galleria Mall fire

NEXT: Use of Facebook and streaming video in Roseville, CA Galleria mall fire

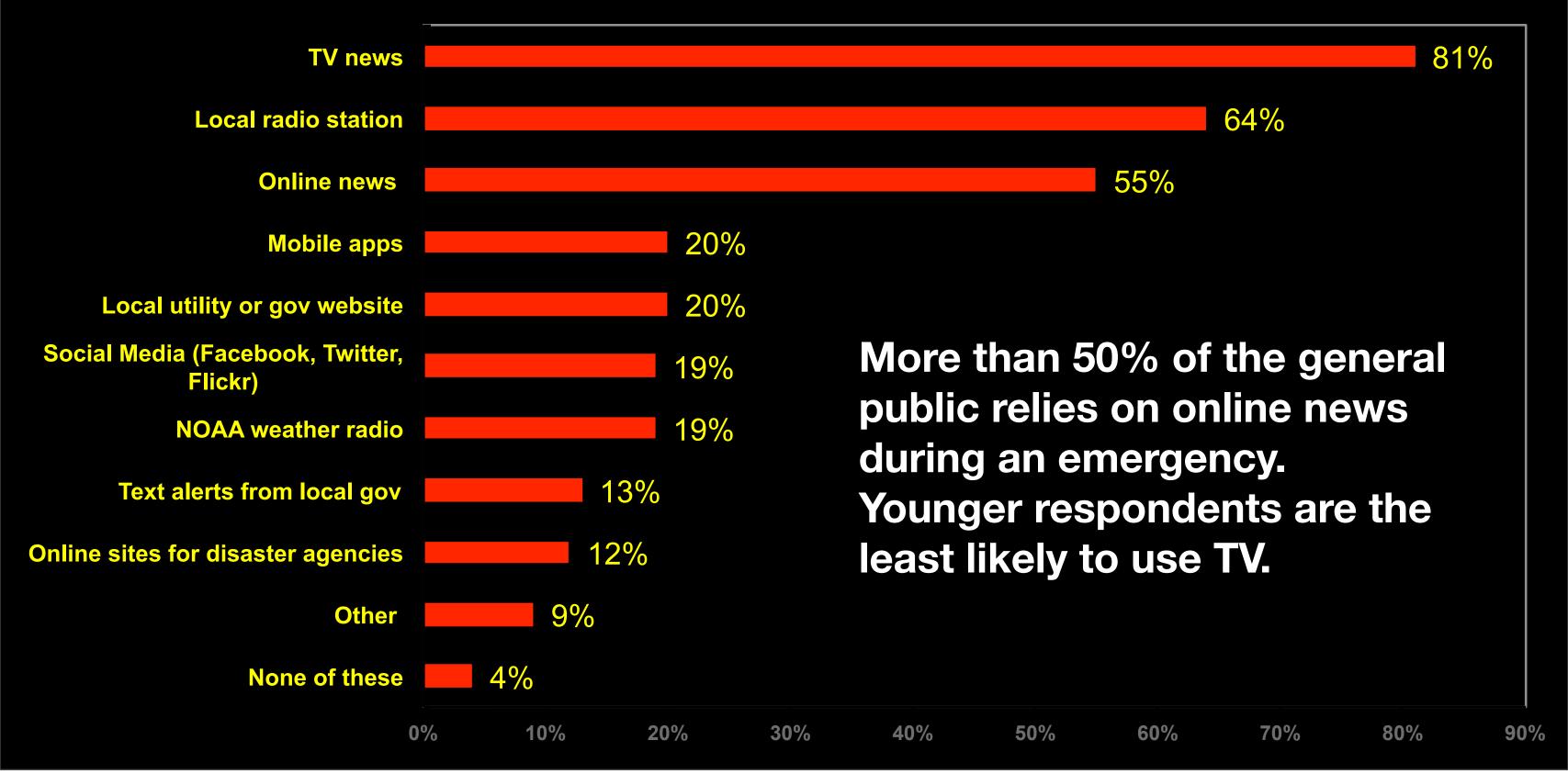
Jason Montiel, Managing Editor, KCRA.com

How reporters used New Media tools in covering a large fire

Source: Kerry Shearer interview of Jason Montiel



Red Cross Survey - August, 2012



Social Media in a Crisis

Dr. Matthew Seeger, Wayne State University

2012 National Public Health Preparedness Conference, San Diego, CA

Using Social Media to Communicate Effectively

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"making public health public"



Member Login

Remember me

Discussion Board Posts

Re: Public Health Writing

Last post by Ken August at 22:39 on Aug 30, 2011

Re: Facebook or Twitter

Last post by Ken August at 22:35 on Aug 30, 2011

messages promoting flu

Last post by Bill Walker at 11:14 on Aug 29, 2011

Last post by Emily Gresham-Wherle at 09:10 on Aug 23, 2011

Last post by Don McCormick at 16:09 on Aug 22, 2011

Last post by Lisa V. Horn at 15:28 on Aug 22, 2011

Last post by Larry Hill at 10:04 on Aug 11, 2011

Last post by Joseph G Rebele at 08:20 on Aug 05, 2011

TWITTER FEEDS - HURRICANE IRENE **NPHIC East Coast States**

State Emergency

TDEMHS Hot shower facilities continue to be available from 10am to 6pm located behind the Center School. 07:14PM Aug 31 CDT

NJSP New Jersey Receives Presidential Disaster

Declaration for Irene fema.gov/news/event.fem...

06:14PM Aug 31 CDT MassEMA Final update for Wednesday 8/31 - 7:00pm Power

Outages: Total 95,042 (NStar 25,221; Nat'l Grid 69,821) 06:13PM Aug 31 CDT CTDEMHS CDC Natural Disasters | PSA: Text Messages for

Mobile Devices fb.me/M9CZ943I

05:59PM Aug 31 CDT

VDEM RT @DomVAPower restores power to the greatest # of people in the shortest amount of time, #vairene #poweroutage

05:29PM Aug 31 CDT

MassEMA 6:00pm Power Outages: Total 105,107 (NSTAR) 26,936; Nat'l Grid 78,171)

05:20PM Aug 31 CDT

MaineEMA MEMA News: Safety Urged Around Storm Recovery Work Crews: The Maine Emergency Management Agency is asking Mai... 1.usa.gov/qlX/W6

05:10PM Aug 31 CDT

VDEM Joyners Bridge on Route 611 near Isle of Wight flooded by the Blackwater River #Turnarounddontdrown #vairene yfrog.com/mgfg4lwj

04:31PM Aug 31 CDT

MassEMA 5:00pm Power Outages: Total 108,923 (NStar 28,153; Nat'l Grid 80,770)

04:30PM Aug 31 CDT

/DEM Joyners Bridge on Route 611 on the boundary of Southampton and Isle of Wight Counties is flooded by the rising... fb.me/13udRi6aQ

04:27PM Aug 31 CDT

mema_feeds Info on open Disaster Assistance Centers in St. Mary's and Calvert County http://ow.ly/6i6L2 04:26PM Aug 31 CDT

CTDEMHS Restoration projections now available for #Cheshire, #Greenwich, #Hartford, #Tolland and #Torrington

areas: bit.ly/p35DNP 04:19PM Aug 31 CDT

VDEM Hurricane Irene status update 5 p.m. fb.me/SJXmx1nc

04:16PM Aug 31 CDT

AlabamaEMA @viequesbound @Prepare4_Org @preparis bkcarp1230 @stuclark24657 Thanks for the RTs today! 04:06PM Aug 31 CDT

AlabamaEMA The National Weather Service has updated survey info on the April 27 tornadoes. See it here: 1.usa.gov/m0nA5A

04:03PM Aug 31 CDT

VDEM We are diligently working to recover from #vairene while keeping our eye on Katia 1.usa.gov/p0Gors 04:02PM Aug 31 CDT

/DEM RT @HumanityRoad Do you know what to do during an earthquake? Take this quiz now it could save your life bit.ly/3xe5m #earthquake 03:52PM Aug 31 CDT

GeorgiaEMA Your kid's class could win a @PapaJohns pizza party in this year's #NPM11 kids contest. See how: bit.ly/nJZBDQ #ReadyGA 03:47PM Aug 31 CDT

VDEM 4 p.m. #vairene status yfrog.com/nzyymj 03:41PM Aug 31 CDT

RIHEALTH HEALTH Recommends Beach Closings: The Department of Health HEALTH recommended the closure of the following be... 1.usa.gov/pE7qUR

05:31PM Aug 31 CDT TNDeptofHealth Highlands Get Fit Challenge is on w/ teams from Overton, Putnam and White Counties.

on.fb.me/ouHvPt. yfrog.com/ntd00j

05:19PM Aug 31 CDT

MediaAlabamaGov Antipsychotic PA requirements designed to increase patient safety bit.ly/r88ONN

05:17PM Aug 31 CDT

MediaAlabamaGov Final design work underway for state Health Information Exchange bit.ly/rsPghm

05:17PM Aug 31 CDT

MediaAlabamaGov Governor Bentley spotlights electronic health records use in Alabama bit.ly/nYRW8B

MediaAlabamaGov Recreational water safety is a yearlong goal bit.ly/njPGmb

05:17PM Aug 31 CDT

Delaware_DHSS Shop the Garden Market from 11 a.m.-1 p.m. Thursday in lobby of Springer Bldg on Herman Holloway Campus on US 13 near New Castle.

04:37PM Aug 31 CDT

Delaware DHSS Faith Kuehn with the Dept of Ag has championed a working garden on the grounds of DHSS near New Castle, twitpic.com/6e5aku

04:29PM Aug 31 CDT

CTDPH State Reports First Human Case of West Nie Virus This Season. Mosquitoes in Htfd, Meriden, North Haven, & Tolland, 1.usa.gov/qupvUs

03:35PM Aug 31 CDT

lealthNYGov September is Ovarian Cancer Awareness Month, Wear teal to show your support. Learn more: tinyuri.com/3pazl93

02:58PM Aug 31 CDT

Delaware DHSS Delawareans w/o insurance looking 4 affordable healthcare options; community health ctrs offer critical safety net: 1.usa.gov/r8DNbV.

02:56PM Aug 31 CDT

RIHEALTH Adult Adoptees May Request Copies of Original Birth Certificates Beginning July 2012: Amendments to state law... 1.usa.gov/n1V4tE

02:21PM Aug 31 CDT

aGov Rabid bats in Colbert and Lauderdale counties remind pet owners of the need to immunize

01:36PM Aug 31 CDT

INDeptofHealth RT @PickTnProducts: Looking for fresh fruits and veggies? Take a look at bit.ly/ytxFv to find a local

farmer near you! 01:28PM Aug 31 CDT

NHDHHSPIO Toss any food not refrigerated for 48 hrs or more because of #irene or that came into contact with flood

water. More at www.nh.gov/readynh 01:27PM Aug 31 CDT

01:15PM Aug 31 CDT

SaDPH Publix and Let's Move Salad Bars to Schools Focus on Southeast States to Improve Child Nutrition bit.ly/nPs7WM

ealthvermont Many Health Dept, staff are still without email but phones are working. Call if you need us.

01:04PM Aug 31 CDT SaDPH Georgia Faces Obesity Epidemic bit.ly/n7OXP4

Hurricane Sandy (2012)





Hurricane Sandy: Twitter connected people with critical info, such as closed roads, evacuation centers, and volunteer opportunities.



Hurricane Irene

NEXT: Arlene Stoller, Communicator Morris County, NJ Office of Health Management

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Yosemite National Pk @YosemiteNPS · Sep 4

#RimFire update: 80% contained at 237,341 acres (67,309 acres inside the park). Firing operations continue along the Tioga Road.

◆ Reply ★ Retweet ★ Favorite ■ Buffer ••• More



CAL FIRE PIO Berlant @CALFIRE_PIO · Sep 4

Overnight the #RimFire near/in #Yosemite grew slightly. 237,341 acres & 80% contained. 4,100+ firefighters assigned.

Expand

◆ Reply ★ Retweet ★ Favorite
Buffer ••• More



KTVU @KTVU · Sep 3

#UPDATE: Crews report 80 percent containment in fight against #RimFire, evacuation orders lifted bit.ly/19h63DI

Expand

◆ Reply ★ Retweet ★ Favorite
Buffer ••• More

Retweeted by KTVU

CAL FIRE PIO Berlant @CALFIRE_PIO · Sep 3

Even as firefighters make progress, the #RimFire near/in #Yosrmite continues to remain very active. Photo by Al Golub pic.twitter.com/CH2WGah3Q1



◆ Reply ★ Retweet ★ Favorite Buffer ••• More





Yosemite National Pk @YosemiteNPS · Sep 3

Aircraft have flown 1,543 hrs, dropping 2 million gal. of water and 2.3m gal. of retardant so far on the #RimFire (235k acres 80% contained)

Thursday, March 6, 14 51

2013 Rim Fire

Social Media Involves The "Victims" of Disaster

Dr. Matt Seeger
Wayne State University
CERC 2.0 Plan Co-Author

Sacramento County Public Health

Social Media Use: H1N1 Swine Flu Pandemic (2009-2010)

- Twitter Real-time clinic updates, news releases
- Facebook: Video, photos, interaction, news releases
- YouTube Videos with critical information & clinic updates
- Skype Live news interviews
- uStream.tv: Live news conference webcasting





Using Social Media to Communicate Effectively

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Social Media Monitoring

Social media monitoring can give you insight into what the media is focusing on, and also give you early warning about events



What It Takes To Do Social Media

Commitment

- -To dedicating a small amount of a staff member's time each day or week
- -To having a consistent presence by regularly posting content. Some of this can be automated.
- -To having conversations with the public

What It Takes To Do Social Media

Trust

-That those tasked with the social communications function will be professional and responsible and make good decisions, just like they are when they interact at the public counter, on the phone, or at a meeting

What It Takes To Do Social Media Policy

- -So those trusted with social media outreach are in sync with how social media will be handled.
- -This should allow leeway and not be so restrictive as to tie the hands of the person so they can't take the right action when a quick decision needs to be made

(Who? When? What kind of content? What "voice" will you use? What things get reviewed in advance, and what don't?)

What It Takes To Do Social Media Policy

-Also needs to provide guidance on when posts are removed, such as for inappropriate language or content

-It should also provide guidance on how to handle inquiries made via Facebook or Twitter so they can be handled promptly

Getting Started

Familiarize yourself with these tools now so you're comfortable with them. It will especially serve you well when a communications crisis hits.

- Do you have a social media champion who can lead these efforts within your organization? Is it YOU?!
- Get your management and I.T. staff on board. Communications staff need access to these tools if they are to be effective in meeting today's demands.
- Determine your communications objectives by defining audiences, selecting your tools.

Drop the idea that you only release all-encompassing news releases in an emergency

Newsrooms and the public are consuming information 140 characters at a time. Approved information should be released the same way during an event.



Media and the public will be monitoring your social media feeds. You'll get critical information out faster and be viewed as more responsive.



Have an emergency web site ready to go, or launch a free blog and tie it to

your own web sites

SacramentoReady.org



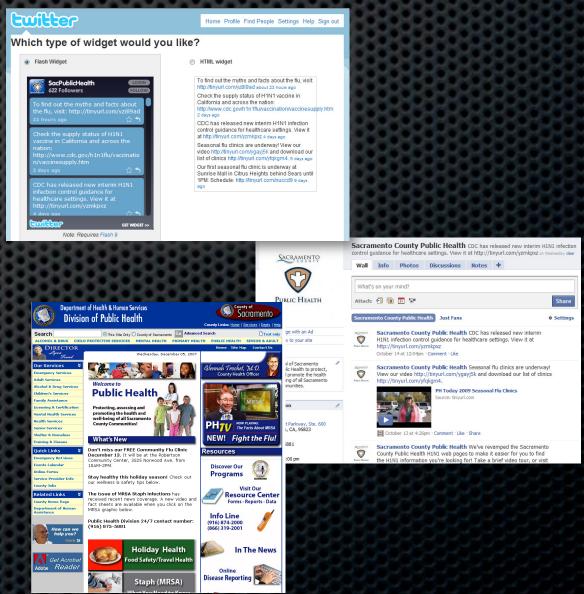
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Use Twitter widgets on your web site. They can save you valuable time in an emergency.

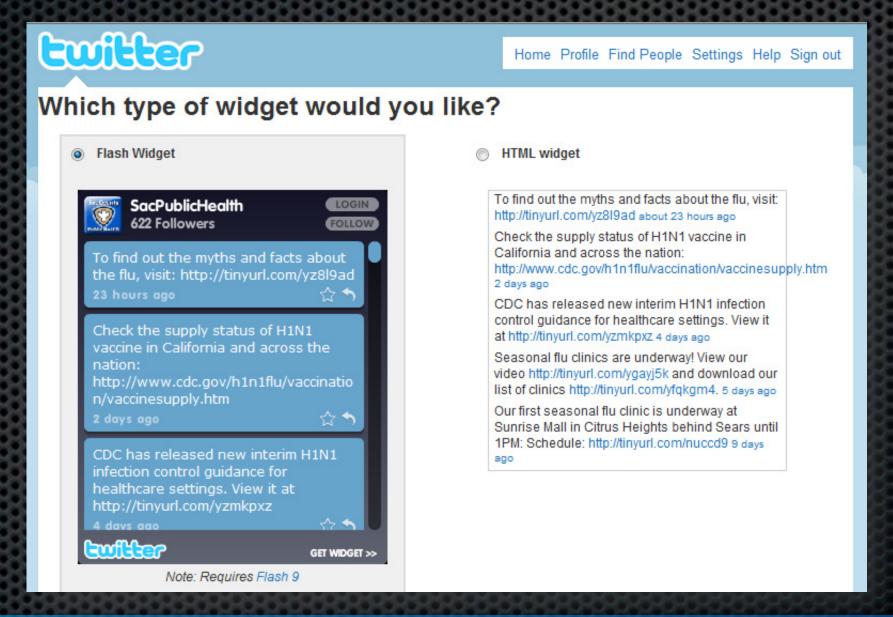
- You can use Twitter to post automatically on your Twitter page, your Facebook page, your blog, your web site, and your Emergency Operations Center web site.
- One message, sent from your phone, goes instantly to multiple locations, so you don't have to log in separately to update the sites.



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Use Twitter widgets on your web site. They can save you valuable time.



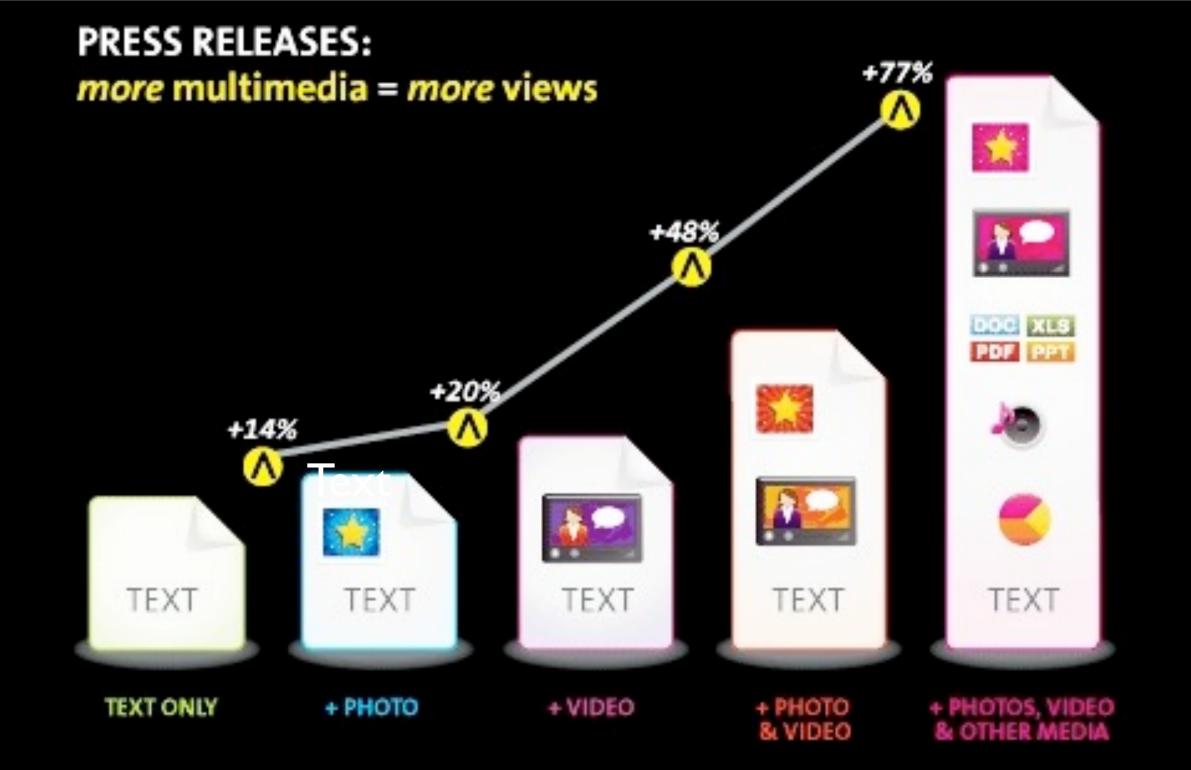
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Social MultiMedia

Social Media Offers You Unprecedented Opportunities To Communicate Directly With Citizens and Control Your Message

Use of multimedia in news releases has a big impact in the views of what you release



Increase in average online views per press release, when multimedia elements are added. Source: PR Newswire web analytics.





ENGAGEMENT AND WORKFLOW SOLUTIONS FOR PR / IR / CSR / MARKETING

Audio

Become a radio news resource by interviewing your own **Subject Matter** experts and releasing sound bites



Audio Studio In Your Pocket

iRig Recorder recording app for phone (\$4.99)

iRig microphone (\$55)



Post your audio

Use SoundCloud.com to post files to your web site, Facebook or Twitter page.

Free for up to 2 hours of audio





Host a podcast



Length: 2 min to 30 minutes (briefer is often better)

Release them on a regular schedule

Make sure guests are passionate about topic and have fun!

Record with Audacity. Levelator is a free program that helps you balance your levels.

VIDEO!

Example Smartphone:

iPhone 4s, 5, 5c or 5s

-Shoots HD footage

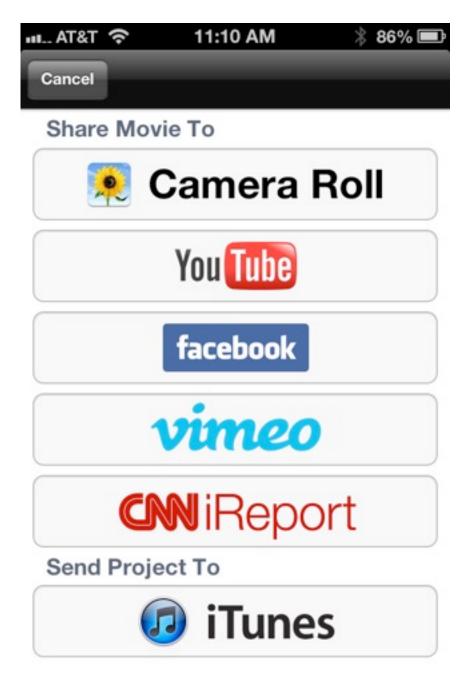
-Accepts an external microphone



-You can edit on your device (iMovie)

Advantages of YouTube

Many video applications allow you to shoot and edit a YouTube video and upload it from your phone, making emergency videos quick and easy to produce



Example: iMovie for iPhone



Video Content Ideas



- Capio

 Signup and joi

 Capic

 January 18, 2

- -News conference excerpts
- -Subject Matter Expert interviews
- -Promotional videos for upcoming event
- -Recap videos after an event
- -Testimonials
- -How-to videos
- -B-roll video at the scene



What Can I Use for a Set?



An LCD/LED HDTV monitor with a USB input connector on it

You can make graphics on your computer, save them to a flashdrive, then display them on the monitor over your shoulder

LIVE VIDEO



Broadcast Your Own Events Live

Go "live" and embed the feed on your web site, or tweet/post a link, and record for later too!

You need: A laptop or desktop computer with a good Internet connection

Built-in or external HD, widescreen web cam, or an external video camera with Firewire output to plug into laptop

A Shure X2u analog-to-digital converter so you can connect to a microphone on your podium or mult-box





BFF (Broadcast For Friends)







Make yourself (or your Subject Matter Expert) available live for TV news interviews via Skype





There's a lot of time to fill on morning news shows. You can save viewers from content like this!

Using Skype for Interviews

Connect with TV news shows

Do live interviews with news anchors

Get your message out quickly to a broadcast audience



EXERCISE!



KerryShearer.com/tuolumne

KerryShearer.com

Home Social Media in Emergencies

About Me Kerry's Blog

With Links to social media information, workshop handouts, and sign up to stay in touch!

SECRET WEB PAGE: KerryShearer.com/tuolumne

Social Media in Hurricane Sandy



Just as Hurricane Sandy was beginning to strike, Kerry Shearer interviewed Philadelphia Public Health Logistics Manager James Garrow via iPhone about the use of social media in response to the hurricane.

Low-Cost, No-Cost Production Music Helps Set the Scene for your Video or Presentation

It's easy to get started shooting and editing video for your web site or for use in presentations. But after you complete the initial edit, you realize there's something missing. What is it?! It's MUSIC! The right music bed for your video can do many things. Read more



Social Media Savvy: Getting Started With Video to Effectively Communicate



Canon Vixia XA10

watching over 4-billion hours of video each month on YouTube alone! And with more agencies and organizations participating in social media spaces like Facebook and Twitter, it's important to realize that videos get more clicks and "shares" from users

Web video is exploding in popularity,

with over 800 million unique visitors

than plain old text-based content alone. Read more



Email:

SIGN UP NOW!

We respect your email privacy

Email Marketing by **AWeber**



Kerry on Twitter

Facebook To Start Super-Sizing Link Previews In News Feed - AllFacebook http://t.co/Ywkz0gPh #CAPIO #smcsac ENPHIC

about 18 hours ago

Low-cost, no-cost production music helps set the scene for your video or presentation http://t.co/QEGPSFWm #CAPIO #NPHIC #Webvideo about 21 hours ago

Thanks, Mel. I couldn't have said it better myself, #goldenglobes http://t.co/h0eF8htv about 3 days ago

Follow @kerrysl