

Conquering the Social Media Monster

Engaging Young Adults and the Mental Health Community on the Web

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| *Lisa M. Smith*

| *July 7, 2015*



Acknowledgements

The Transitions RTC aims to improve the supports for youth and young adults, ages 14-30, with serious mental health conditions who are trying to successfully complete their schooling and training and move into rewarding work lives. We are located at the University of Massachusetts Medical School, Worcester, MA, Department of Psychiatry, Center for Mental Health Services Research.

Visit us at:

<http://labs.umassmed.edu/transitionsRTC/index.htm>

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What are we doing here?

Conquering the Social Media Monster is an interactive workshop about strategies to engage young adults by using several social and video media relevant to them.

Outline

Who Are You – Activity
Social Media Use
Young Adult Behavior
Successful Social Media Pages
YouTube
Social Media Plans
Engagement
Other Resources
Discussion



What is Social Media?

so·cial me·di·a

noun

websites and applications that enable users to create and share content or to participate in social networking.



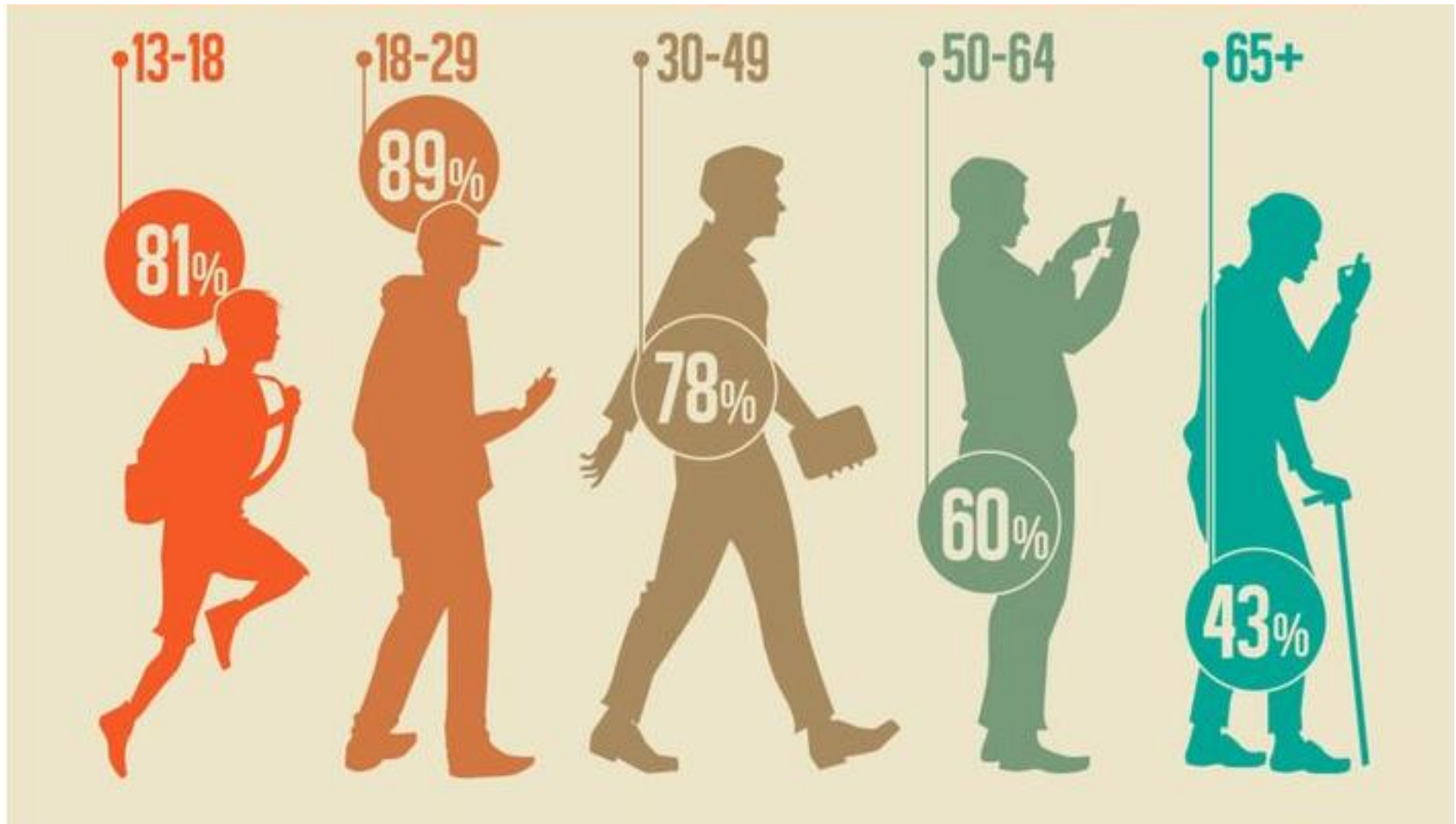


SOCIAL MEDIA USE



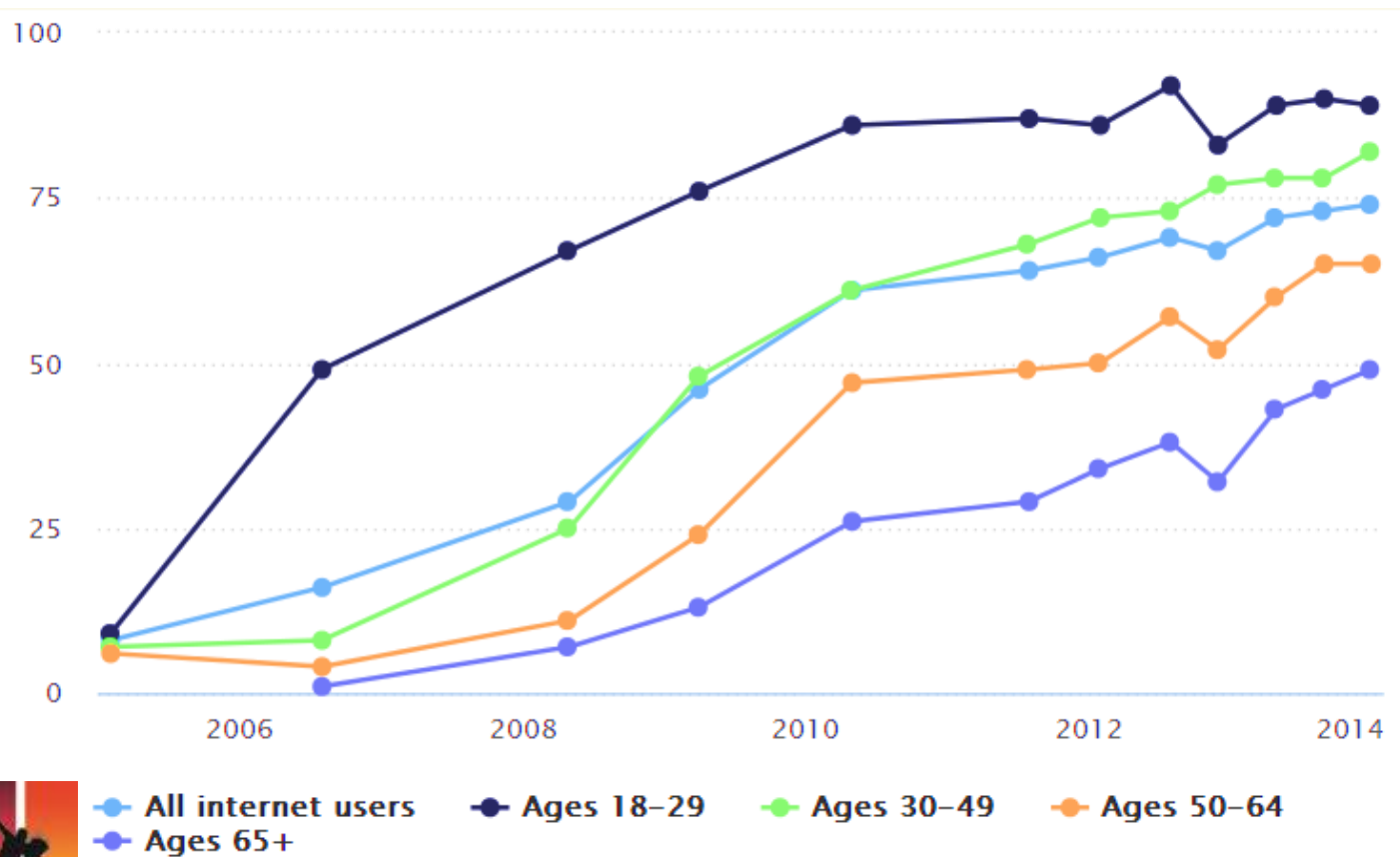
Who Uses Social Media?

74% of all online adults use social networking sites.



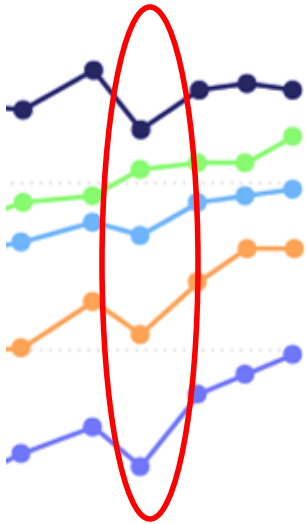
Who Uses Social Media?

Everyone has been using it more and more!



Who Uses Social Media?

Dip in 2013?



New Social Media apps/sites that do not require social networking (i.e. Snapchat, etc)

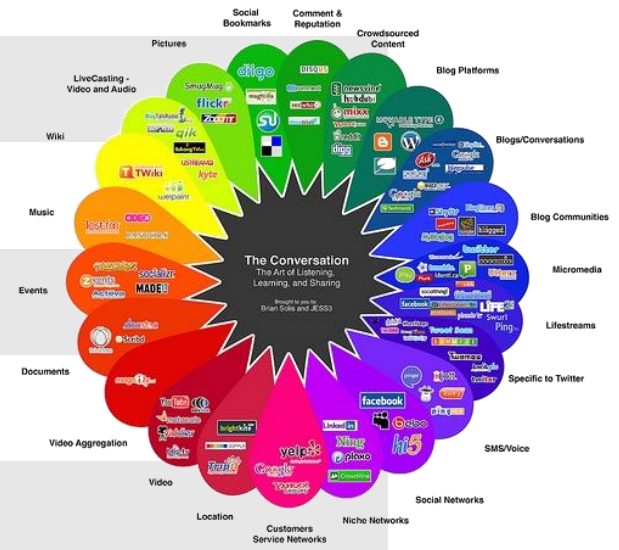
More use of messaging apps on smartphones for social interaction

Social Media constantly changing with new platforms and formats



Most Popular Platforms?

| Platform | Unique Monthly Visitors |
|-----------|-------------------------|
| YouTube | 1 Billion |
| Facebook | 900 Million |
| Twitter | 310 Million |
| LinkedIn | 255 Million |
| Pinterest | 250 Million |
| Google+ | 120 Million |
| Tumblr | 110 Million |
| Instagram | 100 Million |
| Flickr | 65 Million |
| Vine | 42 Million |



Largest Audiences in Different Platforms

| Platform | Audience |
|-----------------|--|
| YouTube | 67% is 18-34 years old |
| Facebook | 79% is 18-54 (almost equally distributed) |
| Twitter | 35% is 18-29, 20% is 30-49 |
| LinkedIn | 51% is 30-64 |
| Pinterest | 51% is 18-49 (mostly women) |

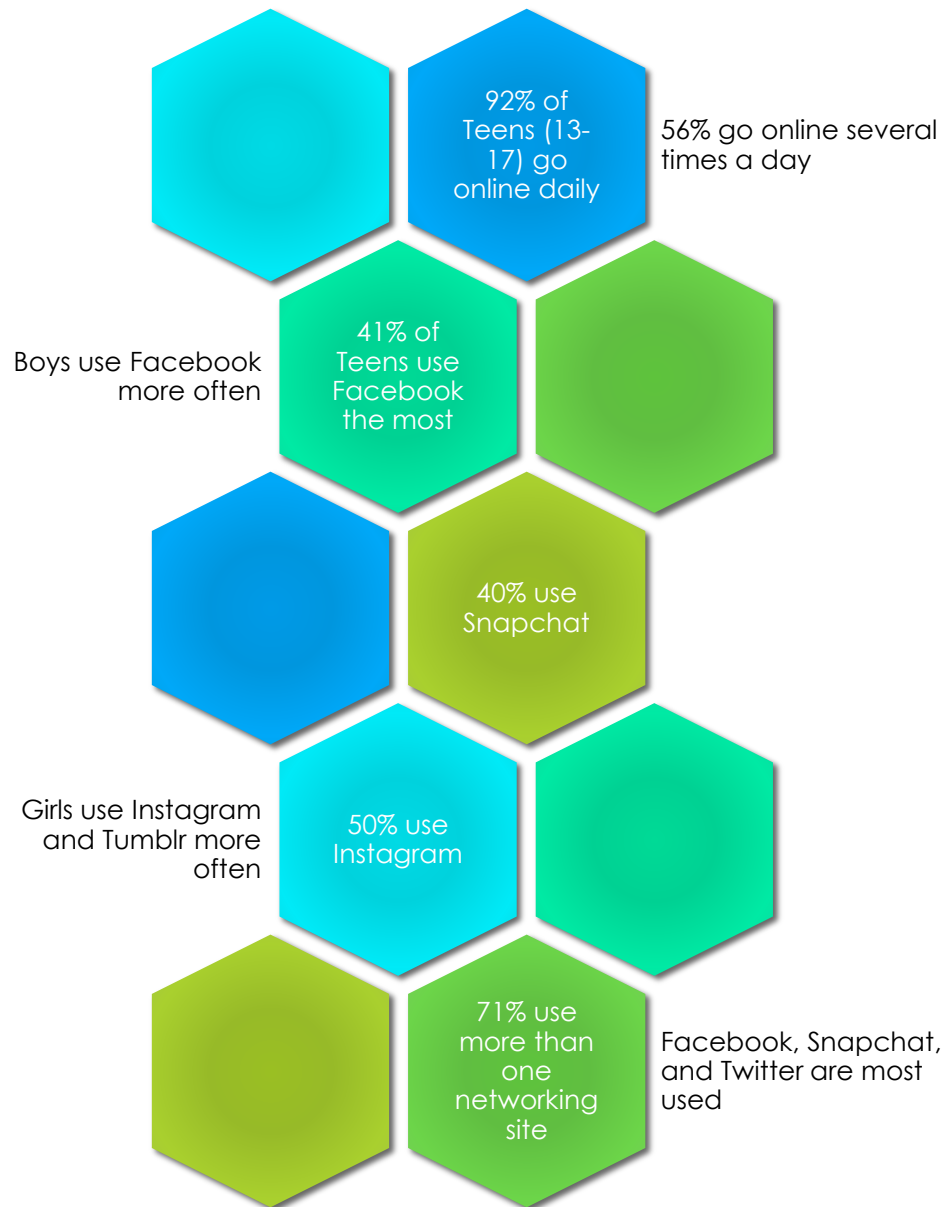


<http://jetscram.com/blog/industry-news/social-media-user-statistics-and-age-demographics-2014/>

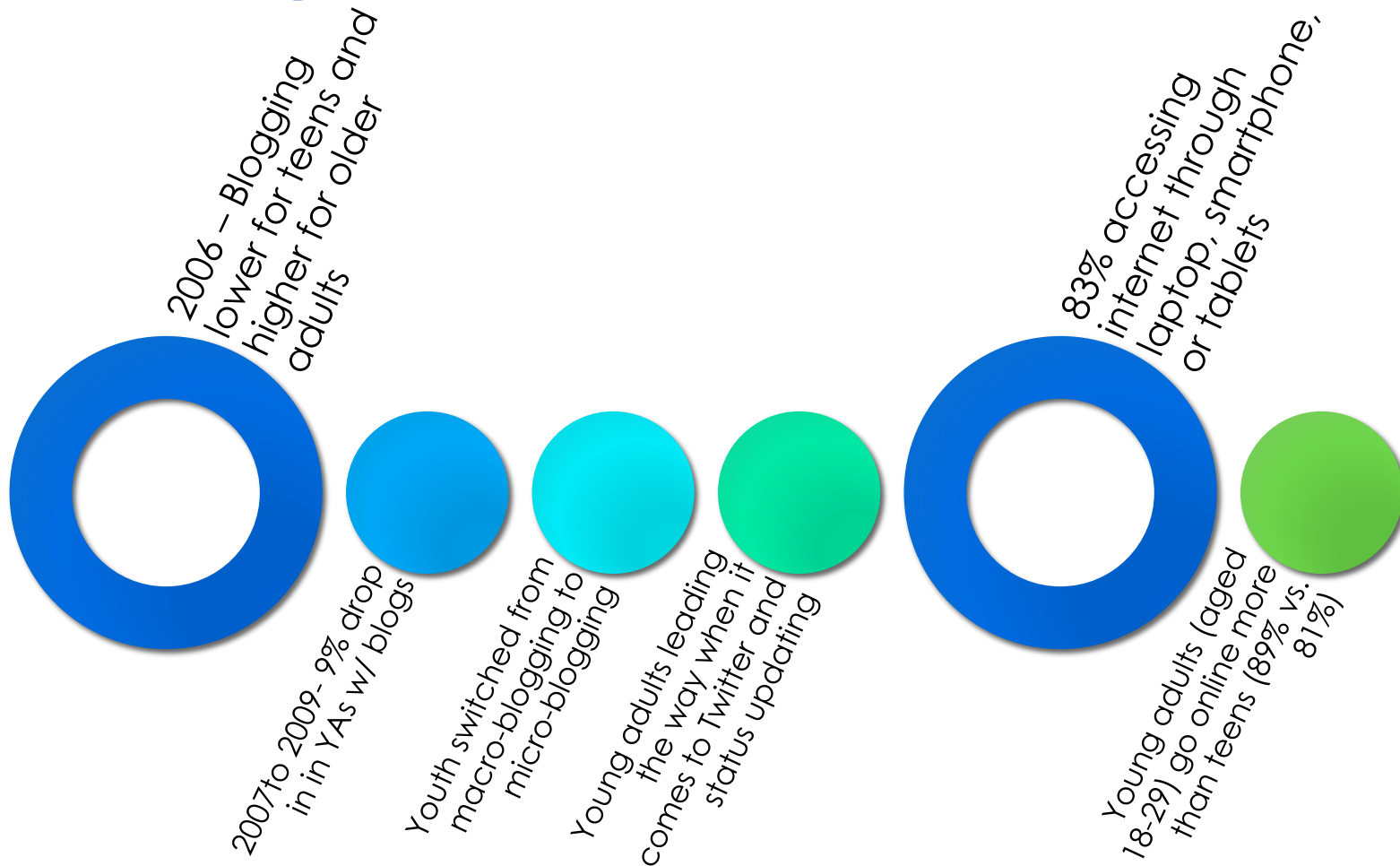
YOUNG ADULTS ON SOCIAL MEDIA



Teens on Social Media



Young Adults on Social Media



Arguments

Social Media Increases Social Isolation

Connecting online does not replace actual conversation

- ❖ It is of lower quality than face-to-face relationships.

People use social media to keep others at a distance

- ❖ Being alone, together.

Social media can encourage socially negative behaviors such as narcissism and showmanship

The “Internet Paradox” - individuals end up spending so much time online that he or she is unable to participate in face-to-face social activities



http://www.nytimes.com/2012/04/22/opinion/sunday/the-flight-from-conversation.html?hp&_r

<http://online.liebertpub.com/doi/pdf/10.1089/109493101300210303>

<http://pdf.thepdfportal.net/?id=37208&nocache#>

<http://online.liebertpub.com/doi/pdf/10.1089/109493101300210303>

Argument: Social Media Increases *Social Interaction*

Social networking sites are increasingly used to keep up with close social ties (<http://www.pewinternet.org/fact-sheets/social-networking-fact-sheet/>)

The average user of a social networking site has more close ties and is half as likely to be socially isolated as the average American (Ibid)

Facebook users tend to have more close relationships and are more trusting of others (Ibid)

Facebook users tend to be more politically engaged than most people (Ibid)

Facebook can be used to revive dormant relationships (Ibid)

People's use of mobile phones and the internet is associated with larger and more diverse discussion networks (<http://www.pewinternet.org/2009/11/04/social-isolation-and-new-technology/>)



Conclusion

It Depends on the Person!

There are different types of loneliness

- ❖ Emotional loneliness vs. social loneliness

The type of social media communication taking place can vary

- ❖ Messages vs. Likes

People can use social media for different purposes

- ❖ Turning to Social Media vs. actual social interaction



<http://online.liebertpub.com/doi/pdf/10.1089/109493101300210303>

<http://www.theatlantic.com/magazine/archive/2012/05/is-facebook-making-us-lonely/308930/>

YOUTH VOICE ON SOCIAL MEDIA



Defining Success

For our purposes...

Youth Voice is most important!

- ❖ Do youth like/follow that page?
- ❖ Are they active there?
- ❖ Do the page managers keep young adults engaged?



What Youth Want from Mental Health Social Media Pages

In General

The more people see that they have an impact on you when they engage, the more they will engage

Post about things YAs need

Understand that social media profiles are personal; people will not share and engage all the time

If we want more engagement, we need to post things that are engaging like videos, pictures and other short/engaging formats



*Courtesy of the Transitions RTC's
National Youth Advisory Board*

Facebook/ Twitter



Youth M.O.V.E. National
Non-Profit Organization

Timeline About Photos Likes More ▾

1,957 people like this

Post Photo / Video




Youth MOVE National
@YouthMOVE FOLLOWS YOU

Motivating Others Through Voices of Experience to promote change and reform in Youth Serving Systems such as mental health, child welfare and juvenile justice.

TWEETS 2,058 FOLLOWING 1,108 FOLLOWERS 2,138 FAVORITES 790 LISTS 4

Tweets Tweets & replies Photos & videos

 **Youth MOVE National** @YouthMOVE - Jul 3
Have a happy and safe fourth of July Youth MOVERs!

↩ 1 ⭐ 1 ⋮

What Youth Look for in Facebook and Twitter Organization Pages

Some people prefer to go to organizations' websites or Googling

Some people follow organizations but particularly interested in something easily viewable from the newsfeed

- No clicking out on links unless it's something quick like "3 things to do to get a raise"

Use common Language – keep YAs who don't have much experience in recovery or younger YA audiences in mind

More likely to follow if posting inspirational/funny things



*Courtesy of the Transitions RTC's
National Youth Advisory Board*

SAY ANYTHING.

It's time we talked about mental health. Share what's on your mind.

✉ - Unfollow 🏠 D

OK2TALK.ORG

SUBMIT

GET HELP

ABOUT

EN ESPAÑOL

NEED TO TALK? 1 (800) 273-TALK

I feel like nobody cares about how I feel. People can say whatever hurtful things to me but when I say hurtful things those people get angry. They get mad when I say my opinion but expect me to listen to their opinions. They judge me and don't look in the mirror and see all the f*** up s*** they done.

+ ❤️ ↗

Having depression does NOT mean you are sad 100% of the time.

Having an eating disorder does NOT mean you have to be skinny.

Having social anxiety does NOT mean can't ever talk to people.

Having Obsessive Compulsive Disorder does NOT mean you are constantly cleaning.

I DON'T KNOW WHAT TO DO

I'm pretty sure I have depression (it feels a whole lot like it) but I haven't told anyone. Ever. My mom and brother think I'm this strong person because I don't cry in front of them and I pretend I'm not bothered by what's going on but, honestly, I cry almost everyday

What Youth Seek in Tumblr

The visuals - Mixture of inspiration and information

Can be used to promote something or share resources

Youth find solace in one another

Tumblr seems like a safe space for free (and artistic) expression



*Courtesy of the Transitions RTC's
National Youth Advisory Board*

LinkedIn

YOUTHNET

YouthNet

2,292 followers

Follow



Home



YouthNet exists to harness digital technology for good and to equip young people with the skills they need to lead fulfilling lives.

See more

Recent Updates

YouthNet *Job Alert* We're looking for a skilled Advice and Training manager to develop our training programmes to help our volunteers and staff get the most out of learning opportunities at YouthNet: <http://bit.ly/1G05jC5>

Advice and Training Manager - full time - YouthNet

How You're Connected



71 Employees on LinkedIn

See all

Grow Your Career By Following
Community Health Systems



Tania, get the latest on Community Health Systems Jobs, News & more!

+ Follow

YOUTUBE



YouTube

Quick Facts: YouTube is...

...the top video streaming website in the United States

...the third most used website both in the United States and in the world after Google and Facebook

...reaching more US adults ages 18-34 than any cable network

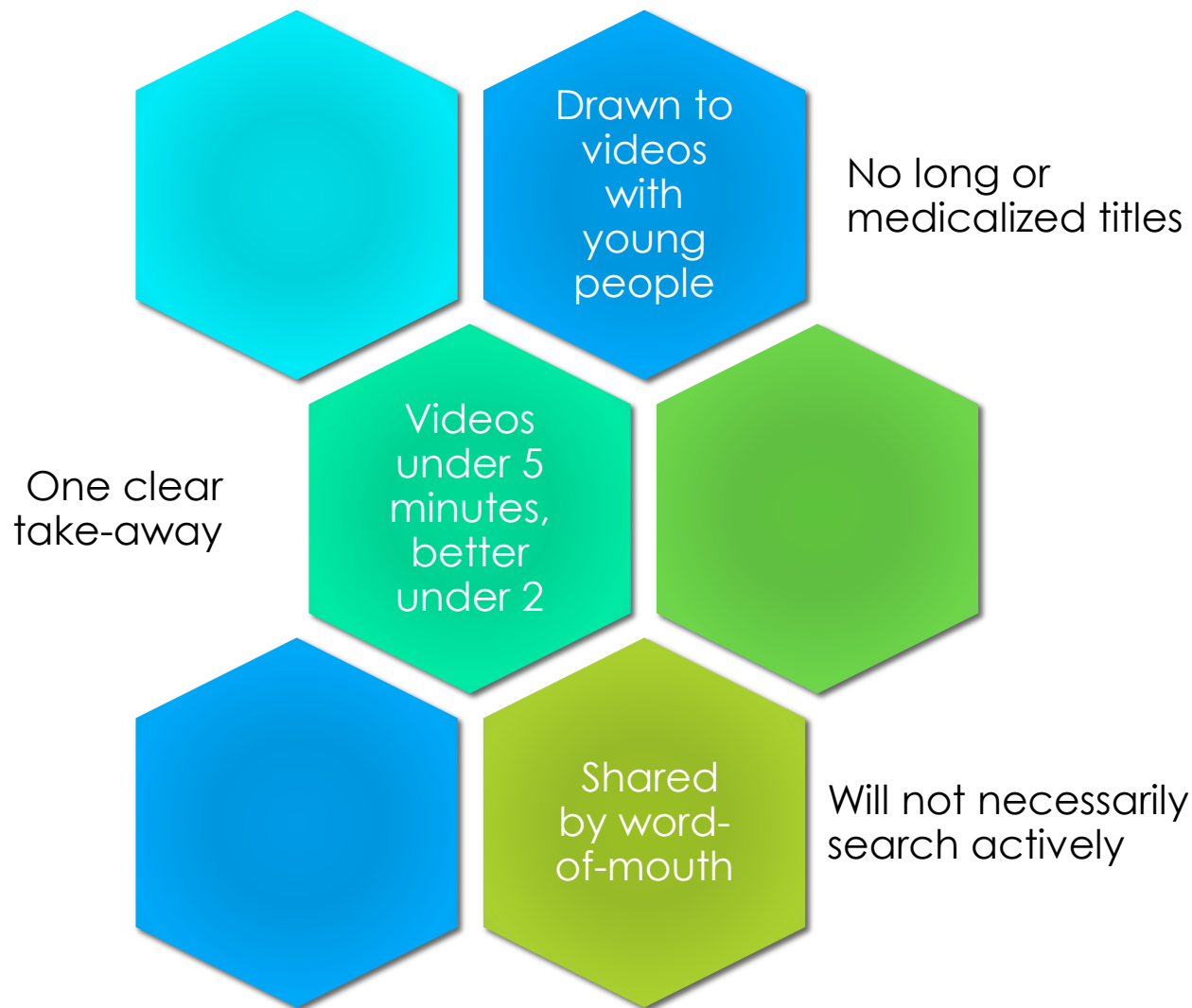
<http://www.nielsen.com/content/dam/corporate/us/en/reports-downloads/2012-Reports/Digital-Consumer-Report-Q4-2012.pdf>

<http://www.alex.com/topsites>

<http://www.nielsen.com/us/en/insights/news/2013/tops-of-2013-digital.html>



YouTube: Building a channel or show with youth voice



*Courtesy of the Transitions RTC's
National Youth Advisory Board*



Transitions RTC

Visit Transitions RTC website!

TransitionsRTC

Subscribe

- Home
- Videos
- Playlists
- Channels
- Discussion
- About



A View into Young Adults with Psychiatric Disabilities: The Mission and Work of the ...
 816 views 1 year ago

This video montage profiles the mission and activities of the Transitions Research and Training Center. Brought to you by the young adult Project Assistants at the RTC, the video provides an engaging overview of the challenges faced by young adults with psychiatric disabilities and the critical issues surrounding their movement into adult roles as students and workers.

Video exhibited at the Transitions RTC's State of the Science Conference on September 24th - 25th, 2013. [Read more](#)

Popular channels

- FunToyzCollector
- BuzzFeedVideo
- BLU TOYS
- Disney Cars Toy Clu...
- Just4fun290
- Toys and Funny Kid...

Comeback TV



Announcing Comeback TV!!
 by TransitionsRTC
 2 months ago • 216 views
 Comeback TV is a show made by young adults for young adults about resources to help young adults with mental health conditions on their path to successful independent lives! ...



What To Do If Being Cyberbullied
 by TransitionsRTC



Comeback TV

| by TransitionsRTC • 3 videos • 2 views • Last updated on Jun 8, 2015

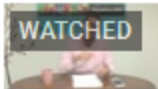
Add a description

Play all

Share

Playlist settings

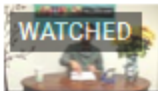
1



Announcing Comeback TV!!

by TransitionsRTC

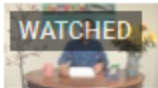
2



What To Do If Being Cyberbullied

by TransitionsRTC

3



Things to Consider When Looking for a Job

by TransitionsRTC



Check out more CombackTV!

YouTube



The video player shows a man in a dark suit and sunglasses sitting at a round wooden table. On the table are a pink cup with a cartoon character, a white folder, a blue stapler, and a vase of yellow sunflowers. Behind him is a poster for "Transitions RTC" with the text "The Learning & Working During the Transition to Adulthood Rehabilitation Research & Training Center" and logos for NIDRR and ILS/MSU. The video player interface includes a progress bar at 3:46 / 5:19, a red play button, and icons for edit, share, music, comments, info, and CC. Below the player are buttons for "Analytics" and "Video Manager".

3:46 / 5:19

Analytics Video Manager

What To Do If Being Cyberbullied



Coming Up Next:

The JedCampus Seal – A Resource to Finding a Good College for You

Feedback from
the Audience:
What do you think?



FORMING AND IMPLEMENTING A SOCIAL MEDIA PLAN






Forming a Social Media Plan?

Questions: **What do you plan to post?**
For who? What platform is best for you
and your audience?





Example of a Social Media Plan

| Platform | Audience | Goals | Strategy |
|---|---|--|---|
|  | <ol style="list-style-type: none"> 1) Providers 2) Families and Young Adults (ages 25 to 30) 3) Advocacy Organizations | <ol style="list-style-type: none"> 1) To circulate information, apprising our audience of new events, resources, etc. 2) To disseminate RTC products and events 3) To network/increase collaborators' visibility with our audience | <ol style="list-style-type: none"> 1) Identify audience on the top of the post when relevant 2) Include posts tailored to both specific audiences and broad audiences. 3) Include a bit of inspirational posts taken from Tumblr |
|  | <ol style="list-style-type: none"> 1) Y&YA (ages 14-25) 2) Advocacy organizations | <ol style="list-style-type: none"> 1) To disseminate partner profiles, timely information, events and newly-released products and publications 2) To network | 50% of our own posts and 50% retweets from other's accounts |
|  | Youth and Young adults (ages 14-25) | <ol style="list-style-type: none"> 1) To engage Y&YA (ages 14-25) 2) To address independent living issues concerning work and education 3) To disseminate audience-related material 4) To provide a safe and inspirational platform to promote resiliency and growth | <ol style="list-style-type: none"> 1) Post inspirational material, e.g. videos, memes, gifs 2) Identify and describe recovery-oriented resources for youth |



Example of a Social Media Plan

| Platform | Audience | Goals | Strategy |
|--|--|--|--|
|  | <ol style="list-style-type: none"> 1) Young Adults (ages 18-34) 2) Researchers and Providers | <ol style="list-style-type: none"> 1) To educate on recovery 2) To disseminate relevant RTC information tailored to each audience 3) To make speeches and presentations available to researchers and providers through videos | <ol style="list-style-type: none"> 1) Create two different channels; one tailored to Young Adults and the other for Researchers and Providers 2) <u>Young Adult Channel</u>: Create both short (one to three minutes in length) and long videos (broken into chunks) to be released on a scheduled basis 3) <u>Researchers and Providers channel</u>: Structure live presentations and webinars in sections to make for easy video-editing later on |
|  | <ol style="list-style-type: none"> 1) Researchers 2) Policy-makers and Advocacy Community | <ol style="list-style-type: none"> 1) To allow researchers to connect 2) To build a research community for transition-aged youth 3) To disseminate to our audience using this professionally-oriented platform | <ol style="list-style-type: none"> 1) Create a group 2) Create a profile 3) Post resources, new grant opportunities, papers, reports, job postings, publications |



Hiring for Social Media

What kinds of tasks does a Social Media Manager do *per platform* used?

Finding content

Writing blurb about content for posting

Posting several times a day

Tracking the engagement

Monitoring pages/responding to comments

Sharing/being social with other organizations



Time is Essential

2 to 3 hours a week per media outlet
+ time to be responsive

If your business has a strategic plan for social media and uses 2 or more platforms, some experts recommend hiring a ½ FTE (20-hour) staff member as a Social Media Manager.



“Social Media Impact for Health Communication”

September 11, 2014 by Shoba Ramanadhan, ScD, MPH and Sherry Pagoto, PhD

-Brittany Smith, a Social Media Consultant, buildingsocialconsulting.com

http://www.pathwaysrtc.pdx.edu/pdf/Webinar_Engaging-Youth-with-Social-Media-12-09-14.pdf

Different Types of Posts

Relatable

Celebrities
Human Interests
News
Inspirational pictures/
quotes/videos

Events

Conference
Announcement/Registration
Webinar
Announcement/Registration
Other Events

RTC Originals



Informational

Scholarly Articles
Public Mental Health Reports
Tip Sheets/Briefs/PowerPoints/Videos
Announcing other websites/social
media pages, etc

Opportunities

Job/Internship
Announcements/Applications
Academic/Research Grant
Opportunities
Academic Program Opportunities
Sign-up for a Class/Program

Making a Posting Formula

Key: **Choose a posting formula and stick to it!**

- How often?
- Which days/times?
- Which types of posts posted when?
- Stay faithful to it!



Things to Remember

- ❖ Social Media Etiquette
- ❖ Be Social on Social Media
 - Sharing, Mentions, and Hashtags
- ❖ Track (heed the advice of) your engagement



TRACKING ENGAGEMENT



What is Engagement?

When people actually...

- ❖ click
- ❖ comment
- ❖ re-post
- ❖ like/favorite your posts on your page!



Most Important? Tracking Engagement!

Audience Growth = Likes or Follows

But also Reach/Impressions of Post Activity

How many people through their newsfeeds or fans' /followers' newsfeeds actually got to see your post?

More Important*

- Did they click it?
- Did they interact by commenting/asking questions?
- Did they like it enough to share it?



* These show actual engagement

Statistics for Your Page

Can use Google Analytics for all sites

Facebook Insights

Twitter Analytics/Impressions

Tumblr

Note:

- Hashtags increase reach; twitter and facebook will tell you about current hashtag trends



OTHER RESOURCES



Apps/Websites That Can Help

- Bufferapp.com/[HootSuite](http://HootSuite.com)
- Scribd.com
- URL shorteners (bit.ly, tinyurl.com, ow.ly, etc)
- buildingsocial.com



Building Social



Build Social



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Developing a Social Media Strategy

Every social media presence needs a thoughtful strategy in order to be successful. Start thinking through how you can develop a social media strategy by answering these simple questions.

1. **Who is your target audience?** If you're running your business successfully you probably know a little bit about your customers. You might even have a niche market, or a specific type of customer that you typically interact with. Write down as much information as you have about your target audience including age, gender, income, etc. and then start doing some research to find out what social media platforms they use. Here are some general guidelines:

- [LinkedIn](#) is used primarily by older, male professionals to market themselves (1). The average user is 44 years old (2).



Discussion: **Questions?**



Contact Us!

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On Twitter – Transitions RTC

On Tumblr – Voices4Hope: Inspiring Recovery

On YouTube – Transitions RTC

LinkedIn – Young Adult Mental Health Research (YAMHR)

Visit:

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