Incorporating Social Media into a Comprehensive Communication Strategy

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Communication strategy?

- A communication strategy involves creating consistent, timely, relevant and targeted messaging in order to impart important information, or to change behavior.
Communication strategy?

- The communication strategy you develop constitutes your "game plan" for effectively imparting messages.
- Strategy should include measurable outcomes.

Traditional Media

- Newspapers
- Television
- Radio
- Direct mail
- Magazines
- Books
Emerging Media

- Internet
- Traditional media variations
- Mobile communication
- Gaming
- RSS

What is “social” media?

"Social Media is, at its most basic sense, how people discover, read, and share news and information and content. It's a fusion of sociology and technology, transforming monologue (one to many) into dialog (many to many.)"

- Brian Solis, PR Executive
The Emergence and Rise of Mass Social Media

Traditional Media
- Television
- Movies
- Radio
- Print

Social Media
- Blogs
- Wikis
- Virtual Worlds
- Social Bookmarking Sites
- Mobile Applications
- Viral Video
- eGames

Institutional Control

Social Consumption
- via comments,
- feedback,
- etc.

Shift

Pull

Syndication
- Podcasts
- Video
- Wikis
- Enterprise 2.0 Platforms

Symposium

Photo credit: CDC
Social Media: The Benefits

- Adaptability
- New participants
- More effective messaging through public participation and reposting
- Relatively inexpensive start-up
- Ideal for rapidly developing situations

Social Media: The Barriers

- Fear
- Lack of executive support
- Funding
Social Media: The Pitfalls

- Loss of content control
- Privacy
- Permanency
- Loss of momentum

Think BEFORE you tweet:

- What do you want to happen as a result of your social media efforts?
- Are resources available?
- Who is responsible for agency's social media?
- Is there support from executive leadership?
- Weigh the risks and benefits
- How will the effectiveness of social media be measured?
- Develop a social media policy
Incorporating social media into a comprehensive communication strategy

- Social media constitute one tool box among tool boxes that make up your overall communication strategy.
- Coordinate and integrate your message across all of your tool boxes.
Incorporating social media into a comprehensive communication strategy:

- Monitor other social media and respond when appropriate.
- Create opportunities to cross-promote
- Learn how people consume social media

One final thought

"Let self-discovery happen."

- Fred Smith, Senior Technologist for Interactive Media for CDC's Division of eHealth Marketing
CT DPH Social Media Sites

facebook
twitter

www.facebook/ctdph
@ctdph

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SOURCES:

http://blog.nielsen.com/nielsenwire/reports/nielsen_howteensusemedia_june09.pdf
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