



# all-a-twitter:

## Communication + Social Media

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# Today's College Students...

- "Google" has always been a verb
- Reality shows have always been on television
- Amateur videos have always been online
- Instead meeting friends at the mall...  
they go on Facebook
- They grew up playing with and caring for virtual pets

# How their technology is different...

- Instead of calling or emailing...they text
- Instead of radios...they have iPods
- Instead of going to the library to do research... they go on the internet
- Instead of notebook paper...they have notebook computers and iPads

# Why Technology?

- Over 74% of adults use the internet regularly; 56% are online daily.
- Overall, 65% of online adults use social networking
- By Age:
  - 18-29: 83%
  - 30-49: 70%
  - 50-64: 51%
  - 65+: 33%
- 13% adults use Twitter. 25-34 highest at 18%

# Advantages

- Audience
- Low Cost
- Flexible
- Instant Feedback
- Many have tuned out traditional media
- Real-time & spoon-fed
- “Word of Mouth” effect & trust built
- Metrics

# OCHD + Social Media

- Video <http://www.youtube.com/watch?v=GS96dIVIE8s&feature=related>
- Facebook:
  - Pregnancy Prevention & Reproductive Health
  - Flu Granny- Flu Vaccine Promotion & Hygiene
  - Coalitions & Collaboratives
  - MiOttawa Beach Watch- Water Quality Testing
  - MiOCHD- Media Relations
- Twitter: MiOttawa Beach Watch & MiOCHD
- Use a low-cost “Social Media Dashboard” to manage the sites



### miOttawa Beach Watch

Government Organization · Holland, Michigan · Edit Info

Edit Page



#### Wall

Share: Status Photo Link Video Question

Write something...

#### Wall

Hidden Posts

- Info
- Friend Activity
- Notes
- Links
- Photos

#### About Edit

Learn more and view results at [www.miottawa.org/beachwatch](http://www.miottawa.org/beachwatch)

334

like this

#### Likes



Flu Granny of the Ottawa County Health



Ottawa County Parks and Recreation

#### Admins (6) See All



Use Facebook as miOttawa Beach Watch

Notifications

Promote with an Ad

View Insights

Invite Friends

#### You and miOttawa Beach Watch



44 friends like this.

Flu Granny of the Ottawa County Hea...

#### Quick Tips

Get more people to like your Page with Facebook Ads today!

#### Sample Ad: miOttawa Beach Watch

Your ad text here.



Like · Shannon Cooper Felgner likes this.



### What's happening?

Search input field

Timeline @Mentions Retweets Searches Lists



nprnews NPR News  
Caffeinated Women May Be Fighting Depression With Every Cup  
<http://n.pr/p9eOpl>  
15 minutes ago

#### Your Tweets 67

31 Aug · Have fun at the beach..... water quality results...

Following 28

Followers 42



Who to follow · refresh · view all

- Business
- Certified Records
- Courts
- Health & Commu...

act us | website help

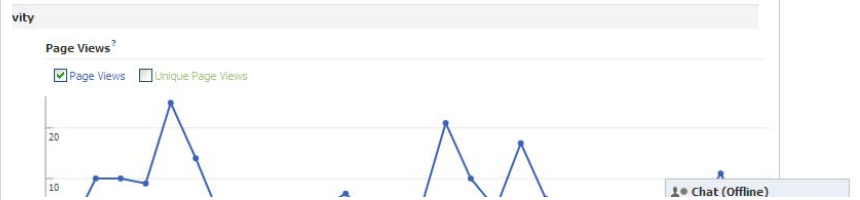
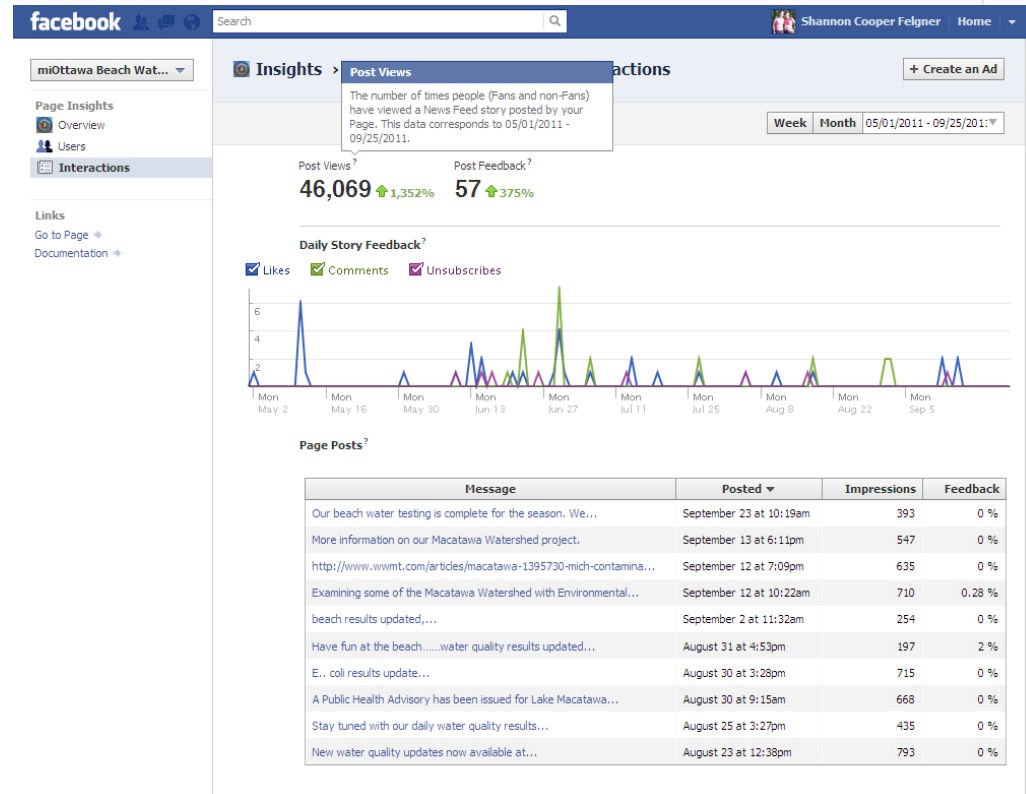
Property Resource

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# Metrico + Insights



Countries	Cities	Language
325 United States	135 Grand Rapids	320 English (US)
3 Canada	51 Kalamazoo	9 English (UK)
1 Indonesia	19 Holland	1 Indonesian
1 Hong Kong	15 Allendale	1 Traditional Chinese (Hong Kong)
1 Mexico	13 Livingston	1 Spanish
1 Iceland		





# Other Communication Technology

- QR Coding
- YouTube



# Lessons Learned

- Follow your social media policy
- Have a larger communication plan. Social Media has not replaced traditional marketing efforts.
- Ask yourself why you need an online community.  
*Honestly.*
- Take the time to learn about social media...how does it work? Play with it. Follow a great company. How do they use it?

# Lessons Learned

- Consider the ongoing commitment of monitoring the sites.
- You must be willing to let go of some control.
- You must publicize your social network.
- Evaluate your social network. Don't be afraid to abandon ship. (Just delete yourself first!)

# Final Thoughts # Questions

- Questions?
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# Sources

Kaiser Family Foundation

Pew Research Center

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Beloit College

*The Power of Social Networking* by T. Hunt

*Social Media Marketing* by L. Evans

*Twitter Power 2.0* by J. Comm

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