Conquering the Social Media Monster
Engaging Young Adults and the Mental Health Community on the Web

Tania Duperoy | Lisa M. Smith | July 7, 2015
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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?

social media

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?

<table>
<thead>
<tr>
<th>Platform</th>
<th>Unique Monthly Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>YouTube</td>
<td>1 Billion</td>
</tr>
<tr>
<td>Facebook</td>
<td>900 Million</td>
</tr>
<tr>
<td>Twitter</td>
<td>310 Million</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>255 Million</td>
</tr>
<tr>
<td>Pinterest</td>
<td>250 Million</td>
</tr>
<tr>
<td>Google+</td>
<td>120 Million</td>
</tr>
<tr>
<td>Tumblr</td>
<td>110 Million</td>
</tr>
<tr>
<td>Instagram</td>
<td>100 Million</td>
</tr>
<tr>
<td>Flickr</td>
<td>65 Million</td>
</tr>
<tr>
<td>Vine</td>
<td>42 Million</td>
</tr>
</tbody>
</table>

http://www.ebizmba.com/articles/social-networking-websites
<table>
<thead>
<tr>
<th>Platform</th>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>YouTube</td>
<td>67% is 18-34 years old</td>
</tr>
<tr>
<td>Facebook</td>
<td>79% is 18-54 (almost equally distributed)</td>
</tr>
<tr>
<td>Twitter</td>
<td>35% is 18-29, 20% is 30-49</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>51% is 30-64</td>
</tr>
<tr>
<td>Pinterest</td>
<td>51% is 18-49 (mostly women)</td>
</tr>
</tbody>
</table>

YOUNG ADULTS ON SOCIAL MEDIA
92% of Teens (13-17) go online daily

56% go online several times a day

41% of Teens use Facebook the most

Boys use Facebook more often

40% use Snapchat

50% use Instagram

Girls use Instagram and Tumblr more often

71% use more than one networking site

Facebook, Snapchat, and Twitter are most used

Young Adults on Social Media

- Blogging lower for teens and adults
- 9% drop in YAS w/ blogs
- 2007 to 2009
- Youth switched from macro-blogging to micro-blogging
- Young adults leading the way when it comes to Twitter and status updating
- 83% accessing internet through laptop, smartphone or tablet
- Young adults (aged 18-29) go online more than teens (89% vs. 81%)

http://www.pewinternet.org/2010/02/03/social-media-and-young-adults/
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://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://www.theatlantic.com/magazine/archive/2012/05/is-facebook-making-us-lonely/308930/
http://online.liebertpub.com/doi/pdf/10.1089/109493101300210303
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
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
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 you 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
YouthNet exists to harness digital technology for good and to equip young people with the skills they need to lead fulfilling lives.

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
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


YouTube: Building a channel or show with youth voice

- Drawn to videos with young people
- No long or medicalized titles
- Videos under 5 minutes, better under 2
- One clear take-away
- Shared by word-of-mouth
- Will not necessarily search actively

Courtesy of the Transitions RTC's National Youth Advisory Board
A View into Young Adults with Psychiatric Disabilities: The Mission and Work of the Transitions RTC

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

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 living.

What To Do If Being Cyberbullied
by TransitionsRTC
Comeback TV

Announcing Comeback TV!!
by TransitionsRTC

What To Do If Being Cyberbullied
by TransitionsRTC

Things to Consider When Looking for a Job
by TransitionsRTC
Check out more CombackTV!

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

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<tr>
<th>Platform</th>
<th>Audience</th>
<th>Goals</th>
<th>Strategy</th>
</tr>
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</table>
| **facebook** | 1) Providers  
2) Families and Young Adults (ages 25 to 30)  
3) Advocacy Organizations | 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 | 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 |
| **twitter** | 1) Y&YA (ages 14-25)  
2) Advocacy organizations | 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 |
| **tumblr** | Youth and Young adults (ages 14-25) | 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 | 1) Post inspirational material, e.g. videos, memes, gifs  
2) Identify and describe recovery-oriented resources for youth |
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| **YouTube** | 1) Young Adults (ages 18-34)  
2) Researchers and Providers | 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 | 1) Create two different channels; one tailored to Young Adults and the other for Researchers and Providers  
2) **Young Adult Channel**: Create both short (one to three minutes in length) and long videos (broken into chunks) to be released on a scheduled basis  
3) **Researchers and Providers channel**: Structure live presentations and webinars in sections to make for easy video-editing later on |
| **LinkedIn** | 1) Researchers  
2) Policy-makers and Advocacy Community | 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 | 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
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
• Scribd.com
• URL shorteners (bit.ly, tinyurl.com, ow.ly, etc)
• buildingsocial.com
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!

Follow:
On Facebook – Voices4Hope-Transitions RTC
On Twitter – Transitions RTC
On Tumblr – Voices4Hope: Inspiring Recovery
On YouTube – Transitions RTC
LinkedIn – Young Adult Mental Health Research (YAMHR)

Visit:
labs.umassmed.edu/transitionsrtc
www.voices4hope.net

E-mail:
tania.duperoy@umassmed.edu
lisa.smith2@umassmed.edu

Come talk to us if you have any questions!