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**TODAY'S SESSION GOALS:**

- 1) Increase our understanding of **WHAT** social media is (and is not).
- 2) Increase our understanding of **WHY** social media is a great additional tool for community-based prevention.
- 3) Begin the process of planning for the **STRATEGIC INCLUSION** of social media into our prevention plans and activities.

STEP-BY-STEP INSTRUCTIONS, RESOURCES, AND EXAMPLES:  
[www.cadca.org/somewiki](http://www.cadca.org/somewiki)

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**QUICK POLL: WHERE ARE YOU?**

When it comes to social media, I consider myself to be . . .

- A. Uber-connected and ready for more!
- B. Fairly proficient, but only on a few networks.
- C. Nearly luddite; I prefer face-to-face reality.
- D. Sitting outside the Net and not sure what to make of it all.

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**PREVENTION IS A SOCIAL ACTIVITY**

- Beliefs, attitudes, and behaviors are influenced by **SOCIAL INTERACTION**.
- Community change occurs through **SOCIAL INTERACTION**.
- **SOCIAL MEDIA** is, above all else, designed to enhance **SOCIAL INTERACTION**.

**SOCIAL MEDIA**  
Interactive technology designed to enable social networking  
Digital conversations enhanced with multimedia

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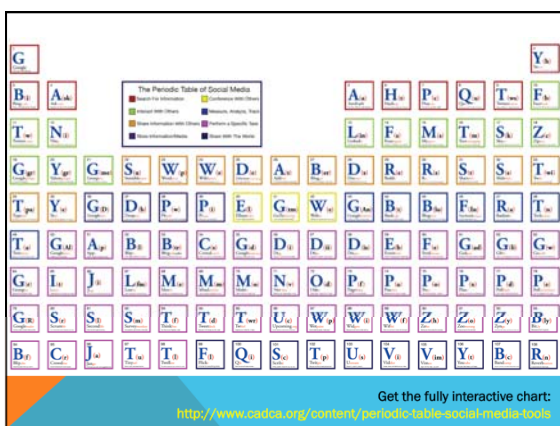
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**SOCIAL MEDIA CAN SERVE . . .**

- As a **listening tool** to better understand your community
- As an **dialogue tool** to better engage with your community
- As a **communication channel** to build identity and send messages




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### WHAT IS DIFFERENT IN THE DIGITAL REALM?

- **ONE WAY PREVENTION MESSAGING BECOMES A TWO-WAY CONVERSATION**
  - Message Fidelity: Expect messages to MORPH.
  - Let go of message control. It's history. And that is a GOOD thing.
- **COMMUNICATION BECOMES IMMEDIATELY WORLD-WIDE**
  - Expect the typically uninvited.
  - Targeted reach is possible, but must be carefully designed.
- **DIGITAL EXPRESSION HAS ITS OWN SET OF RULES**
  - Expect diversity of opinion, real-time responses, frank feedback, reaction-based entries, lots of alter-egos, and higher audience expectations

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### ADDING SOCIAL MEDIA TO YOUR STRATEGIC COMMUNICATION PLANS

1. Which communication goals or objectives might be best accomplished by using this medium?
  - LISTENING: How might we use social media to better understand the community, the environment, or the people we are trying to reach?
  - PRESENCE: How might we use social media to establish a presence in the community and spread messages to target populations?
  - DIALOGUE: Where would open interactions about prevention issues yield a deeper involvement in the community and lead to attitude change?
2. How do we need to adapt our messages to better fit the social interaction channel?
3. Who do we have with the expertise and experience that can master the medium and help us translate our messages for the digital world (think DIGITAL NATIVES)?
4. What kind of policies do we need to put in place to ensure that this approach is considered safe and effective across all stakeholders?

**WHAT WHO WHEN WHERE**

**What is a strategic communication plan?**  
A set of messages that accomplish specific goals and objectives to support prevention activities, with a clear plan of the spokespersons, channels, timing, and approaches to measuring outcomes (evaluation).

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### CREATING SOCIAL MEDIA POLICY

**Access Policy**

- Where will our online presence live? How will it be referenced in real world terms?
- Is access for all who need it available, and what organizational or institutional policies must be addressed to make it so?

**Representation policy**

- What does it mean to represent the coalition/community online?
- When is "speaking for the coalition" appropriate?
- How do my other online interactions relate to my role as a spokesperson online?

**Civility policy**

- What rules will we use to govern online behavior?
- What are our boundaries around how we respond to oppositional posts?
- What are the boundaries concerning responses to inappropriate comments or posts?
- What are the consequences for those within our group who violate these policies?

STEP-BY-STEP INSTRUCTIONS, RESOURCES, AND EXAMPLES:  
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**GETTING STARTED**

- **Get comfortable with social media**
  - Hop online and join the fun
  - Look at examples of others using SoMe for prevention
- **Go to the digital natives for Implementation Ideas**
  - Your role: message fidelity, focused outcomes
  - Their role: creative opportunities for interaction and viral messaging.
- **Have stakeholder support before beginning**
  - Avoid having a digital party where no one shows up online
  - Be sure to address concerns from digital immigrants early and often

Looking for examples of SoMe for Prevention?  
[www.cadca.org/somewiki](http://www.cadca.org/somewiki)

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**QUESTIONS & COMMENTS**

Want to talk later?

Tom Workman  
tworkme@bcm.edu  
832-392-1224  
Facebook: Tom Workman  
Twitter: @drworkman  
Linked In: <http://www.linkedin.com/in/thomasworkman>  
Academia.edu: <http://bcm.academia.edu/thomasworkman>

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