

TAKING THE LEAD: USING SOCIAL MEDIA TO MAKE A DIFFERENCE

THOMAS WORKMAN, PH.D.
CENTER FOR COLLABORATIVE AND INTERACTIVE TECHNOLOGIES,
BAYLOR COLLEGE OF MEDICINE

Twitter, Facebook, LinkedIn, YouTube

Telling you that you live in a digital world is a little bit like telling a fish that they live in water.

The Periodic Table of Social Media

Get the fully interactive chart:
<http://www.osdcq.org/content/periodic-table-social-media-tools>

YOUR COALITION NEEDS TO GET CONNECTED & YOU CAN HELP

- Who, how, and why substance and other health-related problems are happening is being expressed by your peers in social media outlets. *Your community needs you to interpret what you're seeing online.*
- Billboards, flyers, brochures and live events are great, but they don't get a conversation going. *Your community needs your help getting the conversation going (and keeping it going) online.*
- Creative social media campaigns for prevention are just waiting to happen. *The community will look to you for creative ideas and feedback as they are designed and implemented.*



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



WHAT GETS IN THE WAY?

- The divide between digital natives and digital immigrants
- Our own social media behavior
- Unwillingness to "represent" a group or institution
- Time, energy, resources



WHAT CAN YOU DO TO MAKE CHANGE?

- **START THE DIALOGUE IN YOUR OWN SOCIAL NETWORK.**
- **TEACH THE IMMIGRANTS:**
 - Help develop "social-media friendly" messages about prevention for the community.
 - Help explain what to worry about and what not to worry about concerning social media.
 - Help teach others how to access various online communities and networks.
- **Be the one who adds facts to fiction on online stories about substance abuse or other high risk behavior.**
- **Start asking questions online to get a true sense of what peers and others are thinking about prevention efforts.**
- **Be aware of your own online behavior, and how it may be blocking the messages that the community is trying to send about safe behavior.**
- **Get creative – look for new ways to get the word out about healthy behavior in social media.**
- **Volunteer to monitor and contribute to social media sites for the community.**

Want some help? Go to
www.cadca.org/somewiki

QUESTIONS & COMMENTS

Want to talk later?

Tom Workman
tworkma@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>
