Social Media Reminder

- #AADE15
- @MelissaJoyRD

We ask our patients every day to try new things (diet, exercise, SMBG, injections, etc.)
What 3 key takeaways are you going to “try on”?
**THE MANY WAYS YOU COMMUNICATE**

**VERBAL**
- Face-to-face
- Phone
- Email
- Networking/ negotiations
- Meetings
- Presentations
- Social media

**ELECTRONIC**
- Face-to-face
- Phone
- Email
- Networking
- Meetings
- Presentations
- Social media
- Writing blogs, articles, books

**WRITTEN**
- Face-to-face
- Phone
- Email
- Networking
- Meetings
- Presentations
- Social media
- Writing blogs, articles, books

**Barriers to engaging in social media**
- Don’t see the value
- Don’t know how
- Don’t have the time
- Don’t want to mix “work” and “personal” life
- Doesn’t compare to face-to-face interactions

**WIIFM?**
- Connecting with others, networking
- Shared interests
- Sharing info, more access to info
- Visibility, exposure
- Opportunities
- Recognition, influence

**Social Media**
- Facebook
- Twitter
- Pinterest
- LinkedIn
- Instagram
- Google+
- Writing blogs, articles, books

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It's called “social” media for a reason

- It’s about people and building relationships
- You don’t have to be the life of the party – but you should think about at least showing up to the party!

Tips

- Make it work for you
- Set your own “rules”
- Stick with what you know, your area of interest/expertise, use your “voice”
- Share your personality – but not “TMI”
- Create a conversation
- Post photos and videos
- Be real, add value and have fun!

Facebook INSPIRATION

SPREAD THE WORD

RAISE AWARENESS

DROWN OUT MISINFORMATION
SHARE SUPPORT – ONLINE COMMUNITY

LABEL READING TIPS

PROMOTE CREDIBLE RESOURCES

“LIKE” CREDIBLE RESOURCES
ENGAGE IN CONVERSATIONS

CONNECT WITH HUMOR

CHATS, ARTICLES
HELPFUL INFO/RESOURCES

LinkedIn

Groups

LinkedIn Blogs

Pinterest
Be Clear
Be Concise
Be Compelling

Know your audience

Everyone has an agenda
“men prefer to believe what they prefer to be true”
– Francis Bacon

They blinded me with science!

Distilling the science into soundbites
Headlines ≠ Bottom Line
Evidence-based "sound science"

Headlines

and

Bottom-lines

Adhere to ethics and policies

Be Concise

(Less is more)

Take your “ocean” of knowledge and boil it down to a glass of water

Be Compelling

MEMORABLE, MEANINGFUL MESSAGES

Find YOUR voice
Paint pictures with your words by using stories, analogies, examples, stats, visuals.

Bring your message to life.

Focus on solutions.

Actionable

The “OOOh!” Factor

- O = Organized (planning)
- O = Original (execution)
- Oh = I get it! I can do/try that! (results)

What ideas are you going to “try on”?

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Social Media Self Eval

• Which social media platform(s) are right for YOU?
• Write down 3 barriers you struggle with
• Write down 2 ideas to work around those barriers
• Write down 1 plan of action you can begin to implement today

It’s sink or swim

Start where you are.
Use what you have.
Do what you can.
- Arthur Ashe

Everybody in!

Resources

• Twitter Tips: http://www.tells.com
• Shorten your links: www.Tinyurl.com OR www.bitly.com
• Perfect Tweet Infographic: http://bit.ly/1tKu2IR
• How to Start a Blog: http://www.wikihow.com/Start-a-Blog
• Nutrition Blog Network: http://www.nutritionblognetwork.com
• Book: Socialnomics: http://amzn.to/17AM5Dg

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