

 UNIVERSITY OF MONTANA
Rural Institute

RTC:Rural
Research & Training Center
on Disability in Rural Communities

SOCIAL MEDIA

REACHING FARTHER, WORKING BETTER

PRESENTERS AND WRITERS



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- RTC: Rural conducts research on disability as part of the Rural Institute for Inclusive Communities at the University of Montana
- RTC: Rural is funded by the National Institute on Disability, Independent Living and Rehabilitation Research (NIDILRR) to improve the ability of people with disabilities to engage in rural community living

WHY USE SOCIAL MEDIA?

CONNECT WITH CONSUMERS DIRECTLY

- Upcoming Events and Classes
- Disability News
- Advocacy Efforts
- Community Activities
- Peer Groups

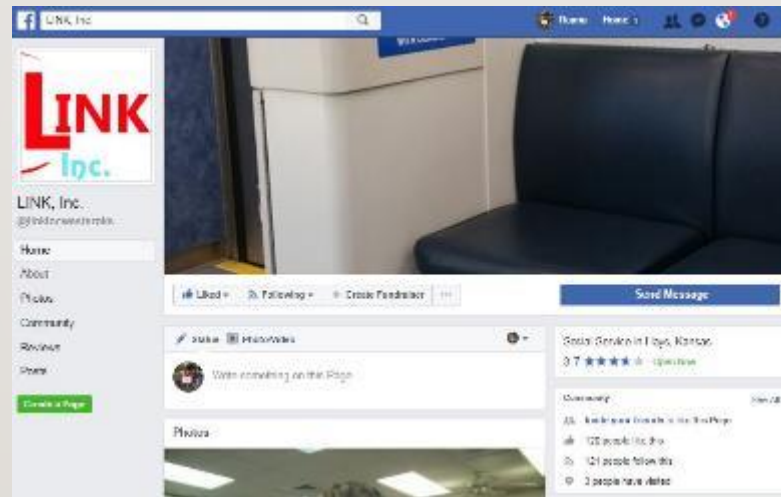


INDIRECTLY BENEFIT

- Raise Community Presence
- Low Cost
- Allows Indirect Networking



FACEBOOK INVENTORIES



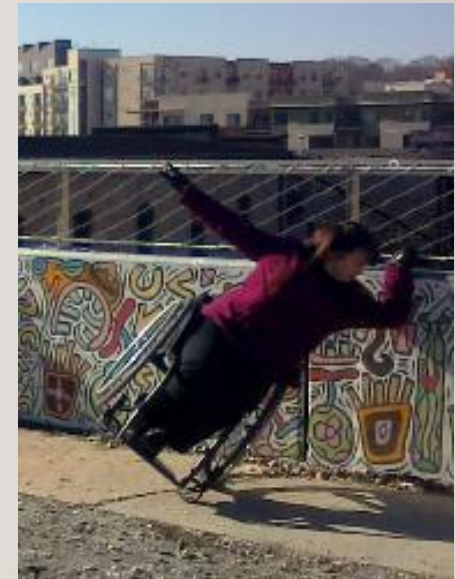
**WHAT IS SOMETHING YOU DO
OR COULD DO WITH A SOCIAL
MEDIA PLATFORM?**

SOCIAL MEDIA AS A BRIDGE

Connecting Main and Branch Offices

SEPARATE ACCOUNTS

- Plus:
 - Staff in branch office know more information
 - Consumers may only be interested in regional activities
 - Added flexibility in number of staff
- Minus:
 - More staff need to be trained on social media
 - May have to double-post items of larger relevance
 - More burdensome
 - Small branches may not have staff confident in social media



SINGLE ACCOUNT

- Plus:
 - Core social media staff can be focused on posting content
 - Does not confuse people searching for center
 - Less likely to lose access to account
- Minus:
 - Communication delays from branches could result in missing posts
 - Site visitors may often see posts of events they have no interest in



OTHER THINGS TO THINK ABOUT

- Have a social media policy
- Make sure branches do not claim business pages
- Make sure core staff are admins, can monitor posts



**WOULD YOUR CENTER BENEFIT
FROM HAVING SEVERAL PAGES
SPECIFIC TO BRANCH OFFICES?**

REACHING RURAL COMMUNITIES

One-on-one Interviews

WHY DO RURAL CONSUMERS USE SOCIAL MEDIA?

- Consuming and producing
 - Interacting
 - Advocacy
 - Community building
 - Events
- ...not for everyone*



COMMUNITY EVENTS

- Building and maintaining community
- Connecting and reconnecting
- Getting out of the house
- Self-development

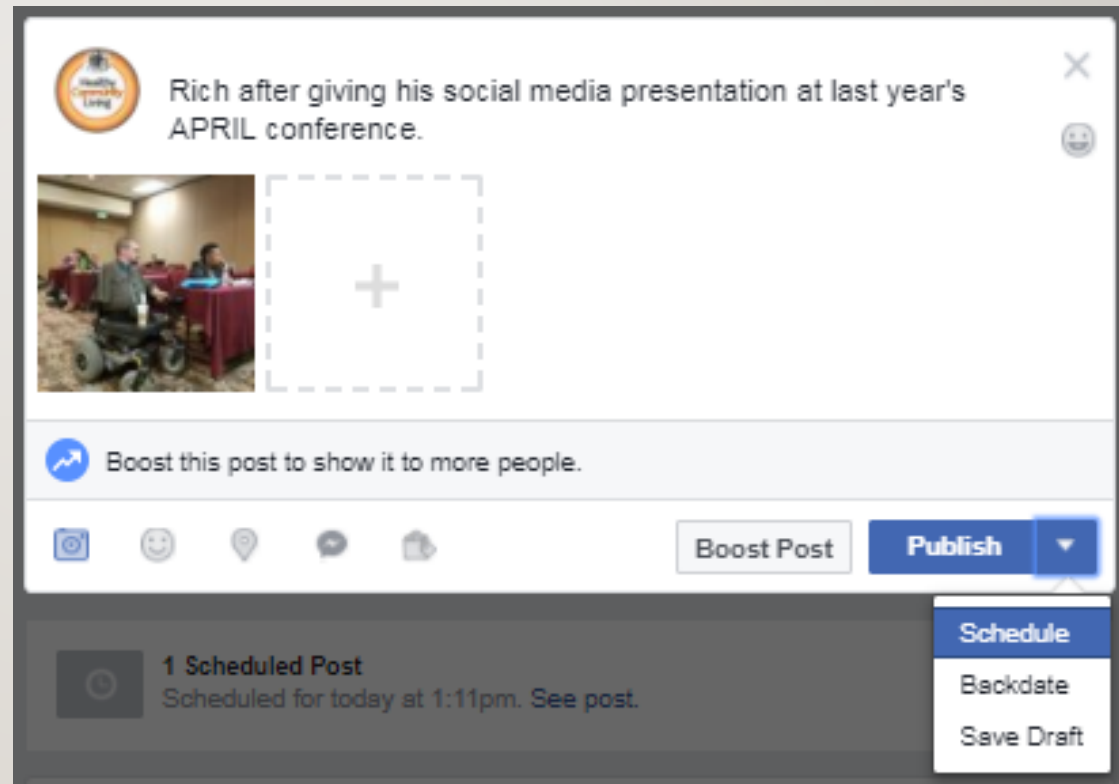


FACEBOOK OPTIONS

Boosts and Scheduled Posts

SCHEDULED POSTS

- Future posts
- Advantages
 - Consistency
 - Efficiency
 - Edit
- Disadvantages
 - Disengagement



BOOSTS

- Few people who follow your page see posts in timeline for any single post
- Boosts can show posts to more followers and people who do not even follow you
- Shares are another way your information can reach more people
- Unlike shares, boosts cost \$



HEALTHY COMMUNITY LIVING PROJECT

- Healthy Community Living is one project run by RTC: Rural
- Being developed in partnership with CILs from across country
- Has separate social media platforms
- Part of project is collecting pictures and video from CILs and individuals through asks
- Also builds community/network



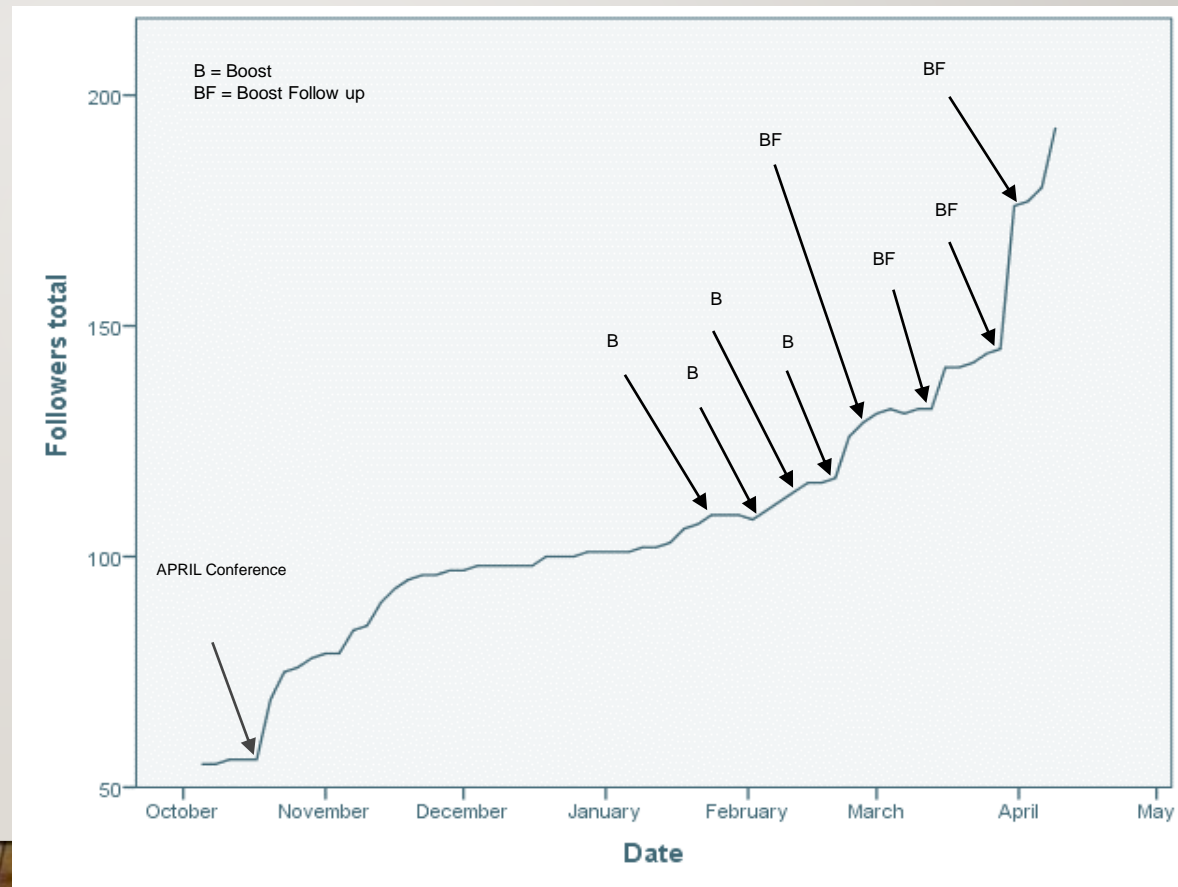
DESCRIBE PROJECT

- Megan Miller, undergraduate student researcher
- Tracked HCL Facebook page for seven months
- Main focus on how boosts impacted page followers and reactions
- Boosted posts were on Wednesdays through March and April and included photos, similar content
- Variables:
 - \$20 or \$50 per boost
 - People who Like Page and Friends or All of United States
 - 1-Day Boost or 7-Day Boost



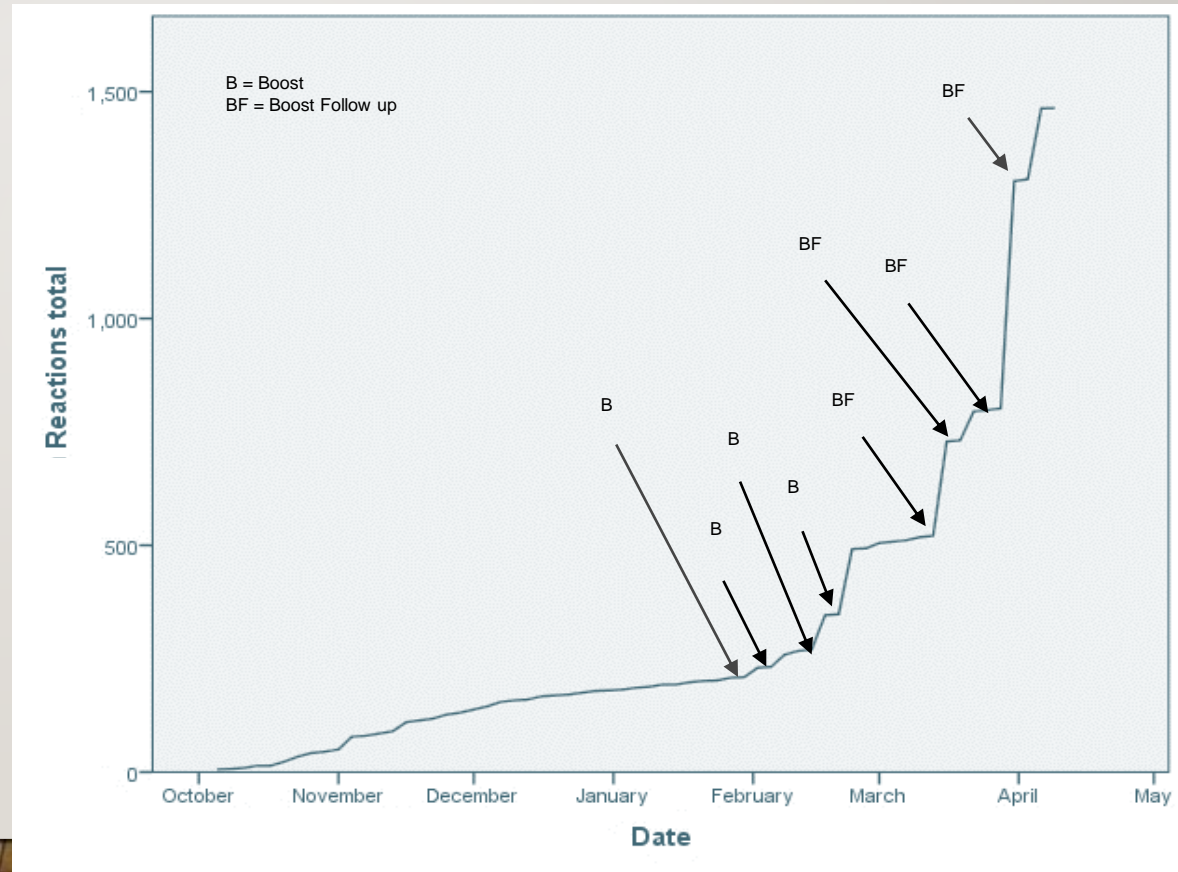
ANALYSIS OF FACTORS CONTRIBUTING TO A FACEBOOK PRESENCE

- Increase in followers:
 - Month after 2016 APRIL Conference
 - After larger \$ boosts
 - After boosts with direct invitations to like the page



ANALYSIS OF FACTORS CONTRIBUTING TO A FACEBOOK PRESENCE

- Total reactions had a more dramatic spike
- Did not use the same picture or request each boosted post
 - Some variance might be due to how much people liked certain content
- Single-day boosts did better than week-long boosts for same amount of \$



ULTIMATE FINDINGS

- Facebook can be used as a tool for spreading information and creating a community who can share with each other
- Active Facebook monitoring is important
- Directly inviting people to like your page is key if a goal is to increase followers and reach
- Posts with a picture are key



CHANGES SINCE STUDY

- Facebook encourages targeting people based on demographics, interests, or behaviors
- This might help target, but not all relevant parties might use terms like ‘disability’ or ‘wheelchair’ so that could lead to missed consumers
- Cannot invite people twice if boosting several times

Make sure to save your edits once you're done.

Name
Boost

Gender

All Men Women

Age

18 - 65+

Locations

United States
United States
Add locations

Detailed targeting

INCLUDE people who match at least ONE of the following

Add demographics, interests or behaviors | Suggestions | Browse

Your audience selection is **broad**. This requires a large budget.
Potential Audience Size: 232,705,000 people

Delete Cancel Save

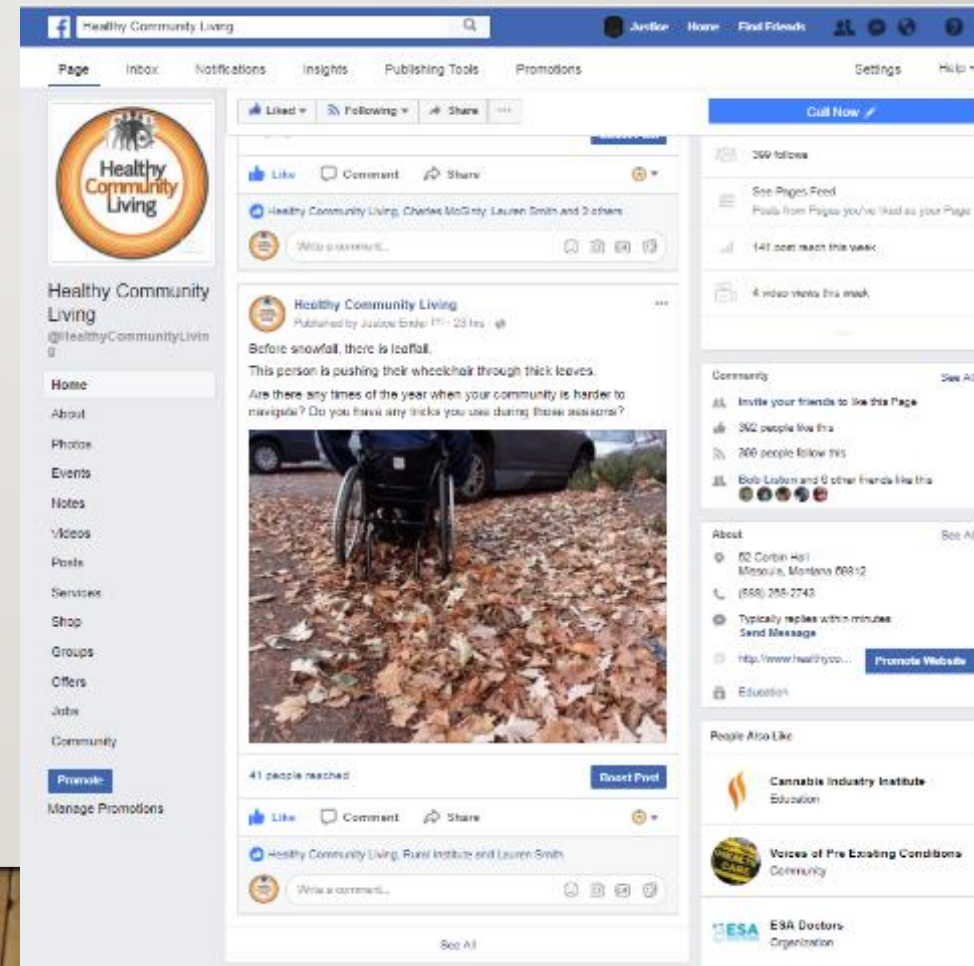
**IS THERE A KEY ITEM THAT YOUR
ORGANIZATION COULD BOOST
OR MAKE MULTIPLE POSTS
ABOUT?**

GROUP OR PAGE?

And other Facebook Features

BUSINESS PAGE

- Voice of authority
- Share recognized resources and trusted content
- Interaction is limited to:
- Posts
- Comments under posts
- Direct messages from followers to page
- Low number of views compared to likes



GROUPS

- Democratic
- Everyone has a voice and can start ideas or comment
- Information is not validated
- High number of views and notifications
- Can still have staff be key administrators or moderators
- Facilitating vs. Telling



**DO YOU RUN ANY PEER ACTIVITIES
OR PROJECTS THAT DESERVE THEIR
OWN PAGE OR GROUP?**

**COULD YOUR CIL KEEP A RESOURCE
LIST OF GROUPS CONSUMERS
COULD BENEFIT FROM JOINING?**

OTHER SOCIAL APPLICATIONS

Specific Purpose Networks and Inter-office Communication

LINKED IN

- For individuals
 - Networking and job searching
- For organizations
 - Attract talent
 - Research government players



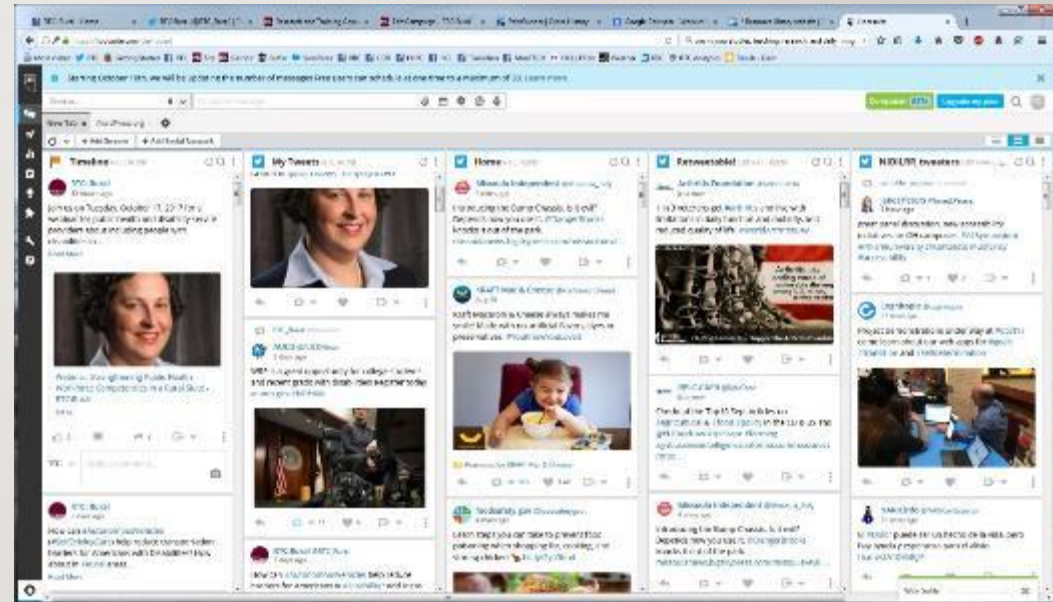
TWITTER

- Organizational brand building
- Networking between allies



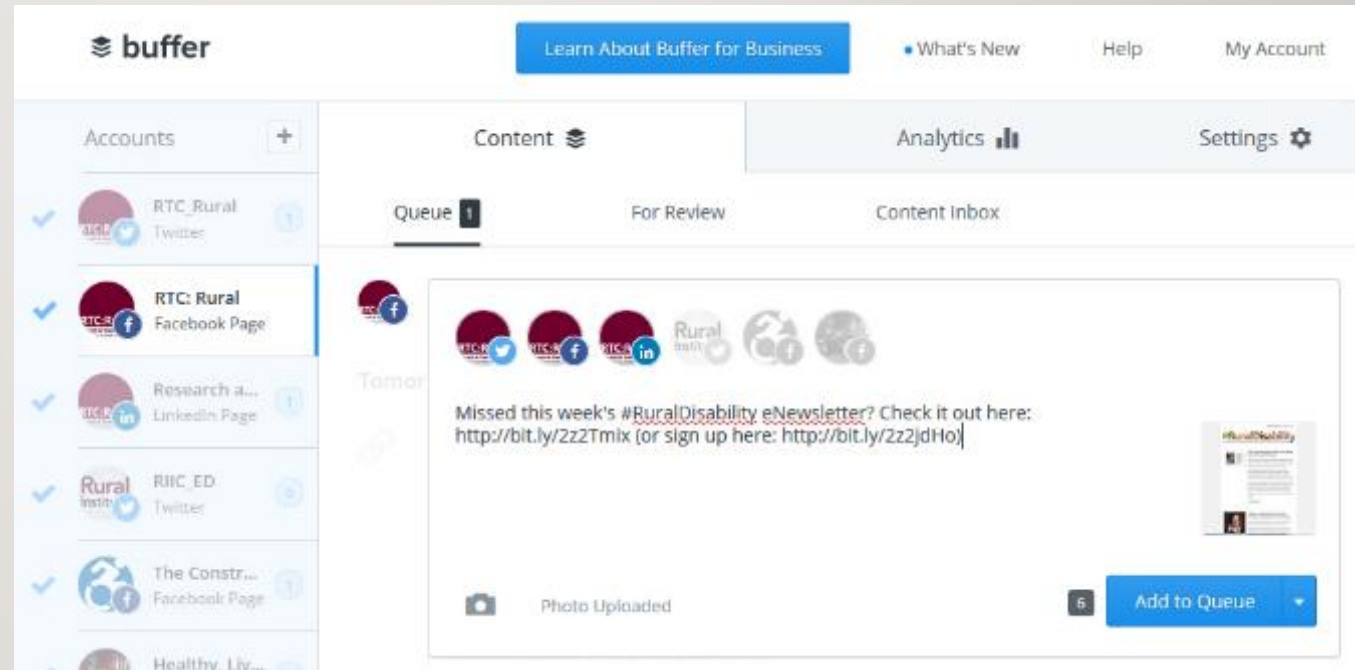
HOOTSUITE

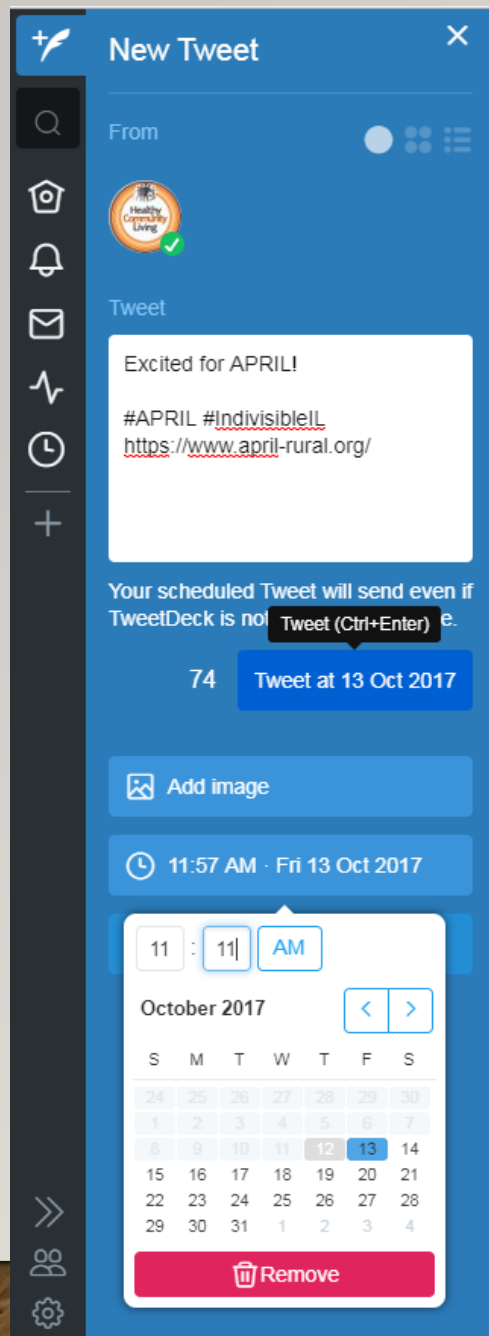
- Social media manager
- Allows comprehensive tools for Twitter, Facebook, Linked In, and other social media
- Allows looking at postings for pages you follow, scheduled posting



BUFFER

- Social media manager
- Allows comprehensive tools for Twitter, Facebook, Linked In, and other social media
- Slimmed down, 1-directional
 - Free version
 - Pay features allow added FB and Twitter accounts
 - Higher levels allow more detailed analysis



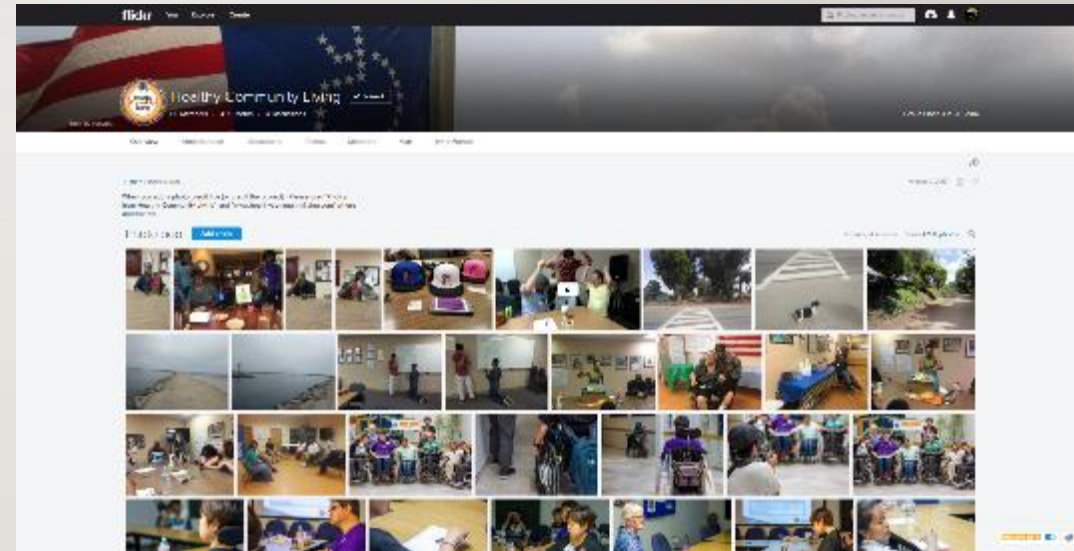


TWEETDECK

- Similar to Hootsuite but only for Twitter
- Schedule
- Follow feeds
- Notifications
- Direct message
- Upcoming posts

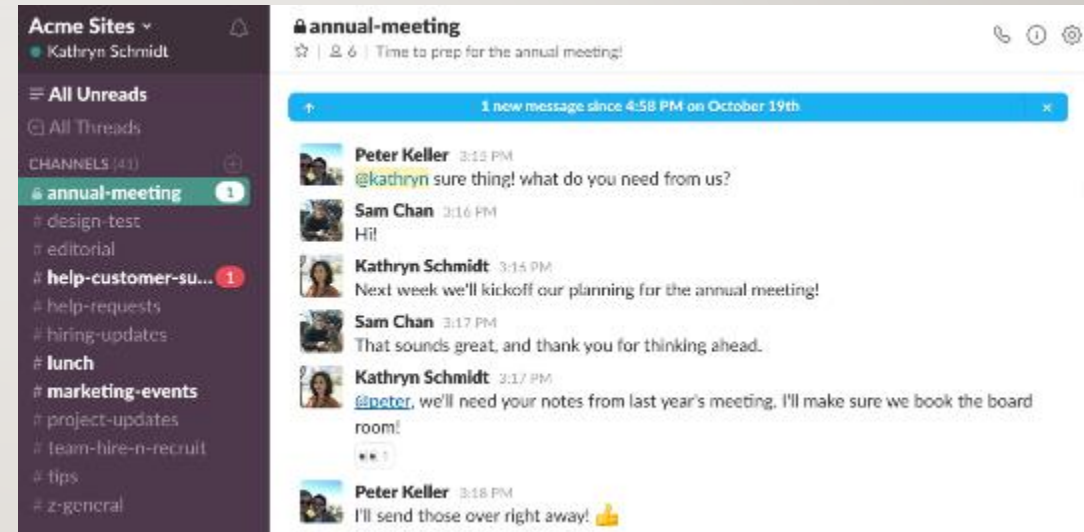
FLICKR

- Viewing, storing, sharing pictures and video
- Preserves image quality
- Can have public groups
- Private accounts for storage
- HCL Flickr - www.flickr.com/groups/healthycommunityliving



SLACK

- Team communication
 - Features of social media, email, file sharing, web-teleconference
 - Other functions
- HCL and RTC used internally and with community partners



WHOVA

- Conference organizing
- Share agenda
- See attendees with information
- Post notices / bulletins at conference
- Photos – people can share
- Vendors



FINAL TIPS

Anyone want to share something they learned or do at their center?

THANK YOU

Thank you for attending our presentation!

Healthy Community Living is a project of RTC: Rural in the Rural Institute at the University of Montana

RTC: Rural is funded by National Institute on Disability, Independent Living and Rehabilitation Research (90RT5025).

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