



# **1. Internet Interactions: What is Social Media, and Why is Everyone “Getting Social?”**

Presented by:

**The California-Nevada  
Public Health Training Center**

Funded by Grant #UB6HP20202 from the Health Resources and  
Services Administration, U.S. Department of Health and Human Services

## **Learning Objectives**

**After this tutorial you will be able to...**

1. Briefly explain the term “social media”.
2. Explain the potential impact and reach of social media.
3. Explain some of the communications and technology benefits of social media.



## I. WHAT IS SOCIAL MEDIA?

*[Image courtesy of Microsoft.](#)*

## Defining Social Media



- Many definitions exist
- Major components across definitions:
  - Electronic communication tools
  - Creation and sharing of content and ideas

*Creative Commons image courtesy of Flickr user [Benedit Koehler](#).*

## Social Media Better Defined

---

- Social media should be used strategically!



*[Image courtesy of Microsoft.](#)*



## II. WHY SOCIAL MEDIA?

---

*Creative Commons licensed image courtesy of Flickr user [Matt Hamm](#).*

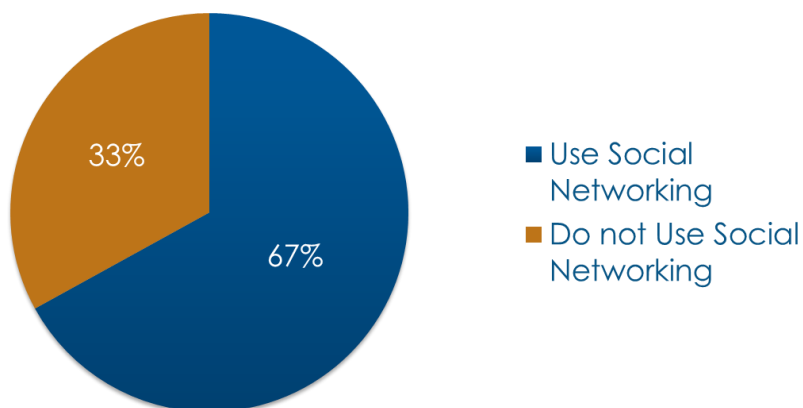
# Social Media Impact



[YouTube Video: Social Media 2013](#)

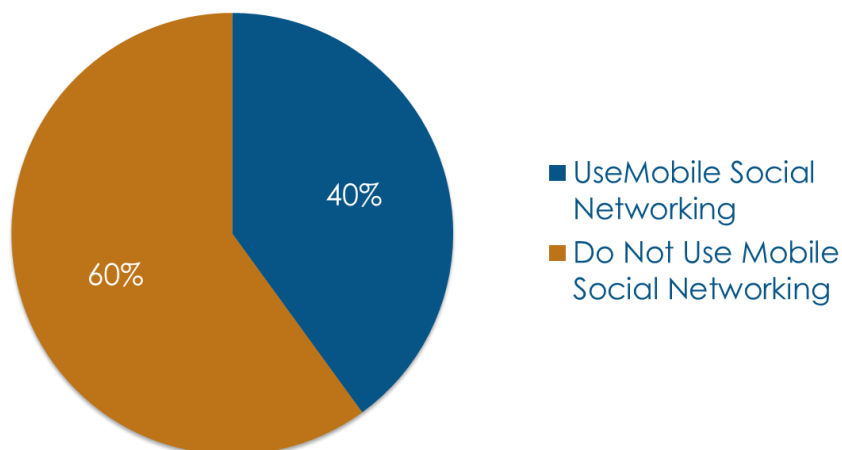
## Potential Reach (U.S.)

Internet Users (2012)



## Potential Mobile Reach (U.S.)

Mobile Phone Users (2012)



## Patron Convenience



- The convenience of Social Media can make the message more effective!

# Real-Time Communications

**AP** The Associated Press @AP 31 May  
BREAKING: Oklahoma medical examiner's office says five are killed in tornado outbreak in Oklahoma City suburbs. -MM  
Followed by Sean Walker and 2 others  
Expand

 Samaritan's Purse @SamaritansPurse 31 May  
Information about tonight's events in #Oklahoma and how you can help: [spsocial.org/VDk](https://spsocial.org/VDk) #PrayforOklahoma  
Followed by Chris Steiger and 2 others  
Expand

 Georgia Storm Chaser @StormCoker 31 May  
CRAZY picture of the El Reno tornado today in Oklahoma! This was probably a mile wide!! Unreal! [pic.twitter.com/1NGGQLZZEu](https://pic.twitter.com/1NGGQLZZEu)  
Expand



**Real-Time Updates**

## III. SOCIAL MEDIA BENEFITS

## On-Location Updates



- Another reason people are attracted to Social Media is the ability to share:
  - Updates
  - Photos
  - Video

## Website Challenges

- Social Media can help counter website maintenance challenges



*Image courtesy of Microsoft.*

## Server Challenges

- Embedding streaming video and displaying photo galleries and slideshows is easier and less expensive with social media tools!



*Image courtesy of Microsoft.*

## Mobile Presence



*Creative Commons image courtesy of Flickr user [Colleen Greene](#).*



# Repurpose Content



*[Image courtesy of Microsoft.](#)*

- Social Media allows organizations to repurpose content across multiple channels

# Patron Conversations

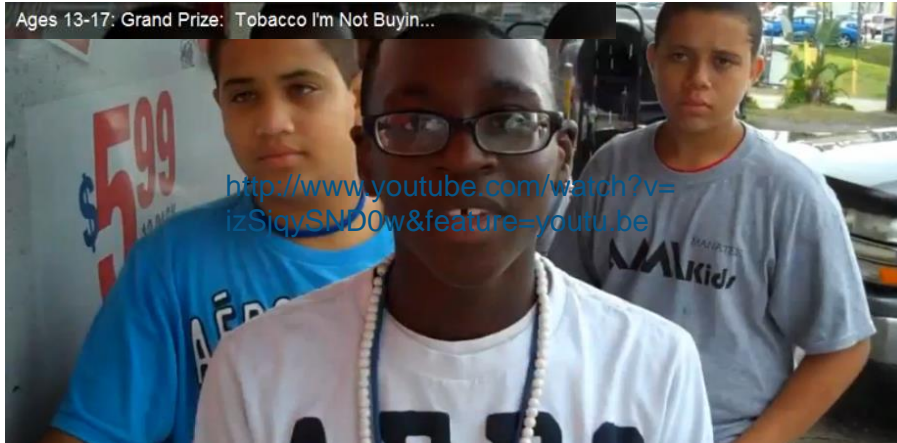
**Penny Richards** @PennamitePLR 21 May 12  
Fat people have a history [#cdcchat flickr.com/photos/1141810...](#)  
Expand  
[← Reply](#) [↻ Retweet](#) [★ Favorite](#) [← Storify](#) [... More](#) [↗ Assign To](#)

**@lillianbehrendt** 21 May 12  
Most fat people have never ever been told that they're fat or that being thin is valued in any way by our culture. Nope. Never.  
[#CDCChat](#)  
Expand

**LFP** @Living400lbs 21 May 12  
Where are the warnings about dieting increasing risk of depression, anxiety and eating disorders? [#CDCChat](#)  
[living400lbs.wordpress.com/2008/10/21/min...](#)  
[Expand](#)  
**#cdcchat**  
[Minnesota Starvation Experiment](#)  
When a healthy, normal-weight person loses 25% of his body mass and looks emaciated, we see it as semi-starvation. When a healthy fat person loses 25% of her body mass and still looks fat, we see ...  
[WordPress.com](#) @wordpressdotcom · Unfollow

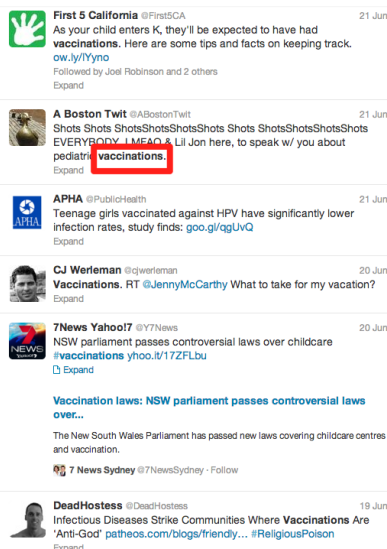
**CDCObesity** @CDCObesity 21 May 12  
CDC is working to reduce obesity. Check out the work that is being done across the nation. [go.usa.gov/p83](#) [#CDCChat](#)  
Expand

# Patron Involvement



[CDC Streaming Health on YouTube.](#)

# Trust & Credibility



- Social Media can be used to help counter potential threats to trust and credibility

## References

---

Duggan, M., & Brenner, J. (2013, February 14). The Demographics of Social Media Users — 2012 | Pew Research Center's Internet & American Life Project. *Pew Internet & American Life Project*. Retrieved February 19, 2013, from <http://www.pewinternet.org/Reports/2013/Social-media-users.aspx>

Qualman, E. (2012). *Social Media 2013* | New Music. [Video file]. Retrieved from [http://www.youtube.com/watch?v=TXD-Uqx6\\_Wk&feature=youtube\\_gdata\\_player](http://www.youtube.com/watch?v=TXD-Uqx6_Wk&feature=youtube_gdata_player)

Social media. (2013, July 1). In *Wikipedia, the free encyclopedia*. Retrieved from [http://en.wikipedia.org/w/index.php?title=Social\\_media&oldid=562449996](http://en.wikipedia.org/w/index.php?title=Social_media&oldid=562449996)

Social media - Definition and More from the Free Merriam-Webster Dictionary. (n.d.). *Merriam-Webster*. Dictionary. Retrieved July 2, 2013, from <http://www.merriam-webster.com/dictionary/social%20media>

U.S. Department of Health and Human Services. Centers for Disease Control and Prevention. (2012, April). *CDC's Guide to Writing for Social Media*. U.S. Department of Health and Human Services. Retrieved from <http://www.cdc.gov/socialmedia/>