



































## Effective Social Media Communication

in Australian Women's Health Networks





- Social media: interactive platforms via which individuals and communities create and share user-generated content
- Blending of technology and social interaction for the co-creation of value

#### Australian social media use

- some of the highest social media usage in the world
- highest in Facebook usage, with >9 million users spending almost 9 hours per month on the site
- □ Twitter averages ~40 million tweets per day.
- The number of social media users aged >65
   doubled throughout 2010; 25% of people
   >65 are now part of a social networking site.

### Compare & contrast

# Traditional Media Social Media

- Reach
- Accessibility
- Usability
- Immediacy
- Permanence

#### Social media

- □Vital
- Cost effective
- Require technological savvy, planning, time and a thorough understanding of the different platforms



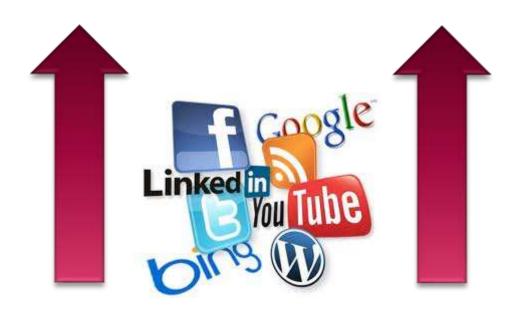
- The Australian Federation of Medical Women (AFMW) has used social media since 2008.
- This presentation details AFMW's experiences with e-Newsletters, Twitter, Facebook, LinkedIn and our open source content management system website.
- Each platform has been used differently, according to its specific communication attributes and audience.



# Uses

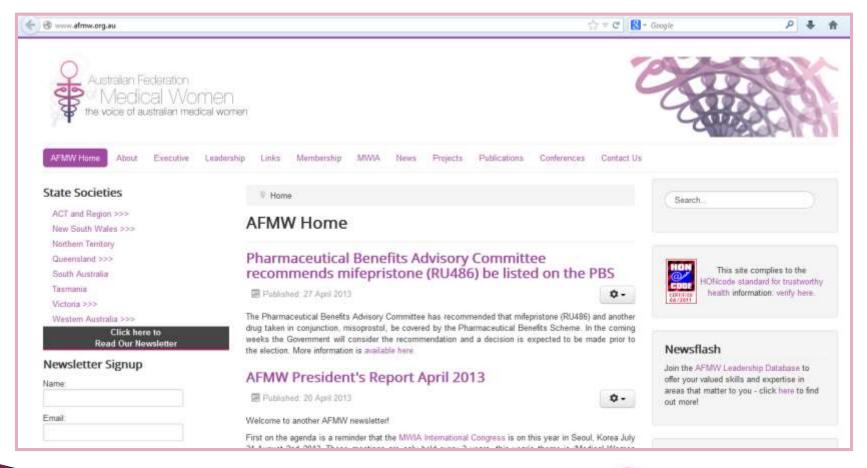


# What social media options shoousthood wse?



What do you want to achieve?

# Joomla – an open source content management system





#### E-Newsletters



#### Renew your AFMW membership today!

ACT NSW NT QLD SA TAS VIC WA

#### RU486 soon on the PBS?

The Pharmacetical Benefits
Advisory Committee has
recommended that
mifepristone (RU486) and
misoprostol be covered by

#### President's Report Dr Desiree Yap

Welcome to another AFMW newsletter!

First on the agenda is a reminder that the Medical Women's International Association (MWIA) International Congress will be held in Seoul, Korea from July 31 - August 2nd 2013. These



international meetings are only held every 3 years, this year's theme is 'Medical Women Advance Global Health' and more information can be found at http://www.mwiaseoul2013.org.







Two of the most commonly used social media platforms.

- Facebook launched in 2004
  - as of May 2012 Facebook had 901 million users;
  - if it were a country it would be the world's 3<sup>rd</sup> largest.
- Twitter was launched in 2006
  - tweets have been found to predict highly cited articles within the first three days of article publication
  - Growing at 85% annually (Websense, 2011)

#### **Facebook**





#### **Twitter**





#### LinkedIn



#### Australian Federation of Medical Women

Discussions

Members

Promotions

Jobs Search

Manage

More...

Search members

Search for names or keywords to find specific members of this group.

Search

Advanced Search

**Group Statistics** 

#### Members (22)

Sorted by: most relevant



#### Jillian Tomlinson (YOU)

Plastic, Reconstructive and Hand Surgeon, Melbourne Area, Australia See activity »



#### Desiree Yap (1st)

Consultant Gynaecologist at Royal Women's Hospital and Owner, Dr. Desiree Yap, Melbourne Area, Australia Unfollow | See activity »



## Simple tools and resources









Welcome Berci! | Profile | Log out

thill ?

ABOUT THE COURSE

**PRESENTATIONS** 

BLOG











Webicina on Facebook

V Like You like this.





Do you remember this?



Digital in Healthcare

www.youtube.com

Do you think digital is important to healthcare?

about an hour ago











































Facebook social plugin

















Being up-to-date







## Social media policies

Individual vs Organisation

"Don't lie, don't cheat, don't steal, don't reveal."





# Staff Training

#### **Additional Considerations**

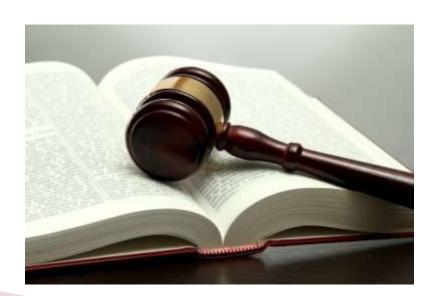
- Human resources
- Strategy
- Continuity
- Organisational Risks
  - Reputation
  - Brand
  - Goodwill





## Governance & Legal issues

- Risk management
- Content guidelines
- Delegation
- Rogue accounts
- Defamation
- □ Escalation
- Intellectual property



## Summary

- Plan around specific objectives
- "Know where your audience is" vs "build it and they will come"
- Get advice on what platforms will work for your intended purpose
- Allocate the resources
- Recognise the risks