



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 should you use?



What do you want to achieve?

Joomla – an open source content management system

The screenshot shows the homepage of the Australian Federation of Medical Women (AFMW) website. The browser address bar displays 'www.afmw.org.au'. The website features a navigation menu with links for 'AFMW Home', 'About', 'Executive', 'Leadership', 'Links', 'Membership', 'MWA', 'News', 'Projects', 'Publications', 'Conferences', and 'Contact Us'. On the left, there is a 'State Societies' section listing various Australian regions with expandable options. Below this is a 'Newsletter Signup' form with fields for 'Name' and 'Email', and a button that says 'Click here to Read Our Newsletter'. The main content area is titled 'AFMW Home' and features a prominent article: 'Pharmaceutical Benefits Advisory Committee recommends mifepristone (RU486) be listed on the PBS', published on 27 April 2013. Below this is another article: 'AFMW President's Report April 2013', published on 20 April 2013. On the right side, there is a search bar and a 'Newsflash' section with a call to action to join the leadership database. A 'HON @ COE' logo is also present, indicating compliance with the HONcode standard for trustworthy health information.

E-Newsletters



Australian Federation
of **Medical Women**
the voice of Australian medical women

**Renew your AFMW
membership today!**

[ACT](#) [NSW](#) [NT](#) [QLD](#)
[SA](#) [TAS](#) [VIC](#) [WA](#)

**RU486 soon
on the PBS?**

The Pharmaceutical 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>.



Australian Federation
of **Medical Women**
the voice of Australian medical women

twitter



facebook

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 3rd 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



Australian Federation of Medical Women

134 likes · 2 talking about this

✓ Liked



Twitter

Home @ Connect # Discover Me Search

Tweets

Following Followers Favorites Lists

AFMW
@AFMWorgau
The voice of medical women advocating for, & supporting, the health & welfare of our local, national & international communities. Tweets by @jilltomlinson Australia · <http://afmw.org.au>

1,278 TWEETS 557 FOLLOWING 423 FOLLOWERS

Tweets

AFMW @AFMWorgau 8h
The AFMW Daily is out! paper.li/AFMWorgau/1335... ▶ Top stories today via @WomensHealthSA @jevoislafemme @LawyerCas
Expand

UN Women Watch @UNWomenWatch 22h
Looking back in time: Women's Rights Pictures ow.ly/kEROB v. @Discovery
Retweeted by AFMW
Expand

Who to follow · Refresh · View all

- realestate.com.au** @reales...
Followed by Continece Matter...
Promoted Follow
- RN - Radio National** @Radi...
Followed by Young UN Women...
Follow

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 »](#)



Australian Federation
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Simple tools and resources





Welcome **Berci!** | [Profile](#) | [Log out](#)

[ABOUT THE COURSE](#) | [PRESENTATIONS](#) | [BLOG](#)

Share!   

Webicin
Medicine. Social Media. Quality For Free.

Webicina on Facebook
[Like](#) You like this.

Webicina
Do you remember this?

Digital in Healthcare
www.youtube.com
Do you think digital is important to healthcare?
about an hour ago
1,128 people like Webicina.

Facebook social plugin


Social media is changing medicine.
A **revolution** is needed in medical education.
We made the **first step!**

 Web The Basics	 Health Search Engines	 G The Google Story	 Being up-to-date
 Medical Blogging	 Microblogging	 Medical Communities	 E-Patients
 Wikipedia	 W Medical Wikis	 H Social Media in Healthcare	 Collaboration
 YouTube New Media	 _2.0 Education 2.0	 Virtual Worlds	 The Future

Social media policies

Individual vs Organisation

“Don’t lie, don’t cheat,
don’t steal, don’t reveal.”







No likes yet.

katienameit
Spring ♡ #FrameSwagg





Staff

Training

Additional Considerations

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





PAGE RANK

KEYWORD RESEARCH

BACKLINKS

CONTENT

SOCIAL BOOKMARKING

COMPETITOR ANALYSIS

S E O

ANALYSIS

WEBSITE AUDITING

OFF PAGE OPTIMISATION

ON PAGE OPTIMISATION

DIRECTORY SUBMISSION

REPORTING

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
- 