Evaluating Social Media: Measuring More Than Likes and Followers

Garrett Lee Smith Grantee Meeting
June 13, 2013
Social Media Strategy

• **Inform:** Promote the Lifeline number, share resources and relevant (but positive) news.

• **Engage:** Create a conversation between the Lifeline and followers.

• **Respond:** Monitor comments and respond to people who express suicidal ideation within 24 hours.
Lifeline Accounts (Screenshots)

- Facebook
- Twitter
- Tumblr
- Pinterest
- YouTube
- Myspace
How to Make an Impact with Social Media
1. Determine which social site to use

- All social sites are not created equal
  - Visual: Tumblr, Pinterest, Instagram
  - Text-Based: Twitter
  - Text-Based & Visual: Facebook
- Learn where your demographic hangs
  - Professionals: Twitters
  - Women: Pinterest
  - Everyone: Facebook
2. Set goals with determinable outcomes

- Choose meaningful metrics
- Look for stories that back up data
- Challenge yourself— and learn to fail
3. Post engaging content

• Give people something to do
  – “Like” this if you can name a warning sign for suicide

• Give people a reason to do it
  – Share these warning signs to help prevent suicide in your social network
4. Analyze often
Secrets to Making it Work