

Innovation and Improvement Center



Emergency Medical Services for Children



PECC Learning Collaborative Effective Use of Social Media

Austin, Texas

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Benefits of Social Media

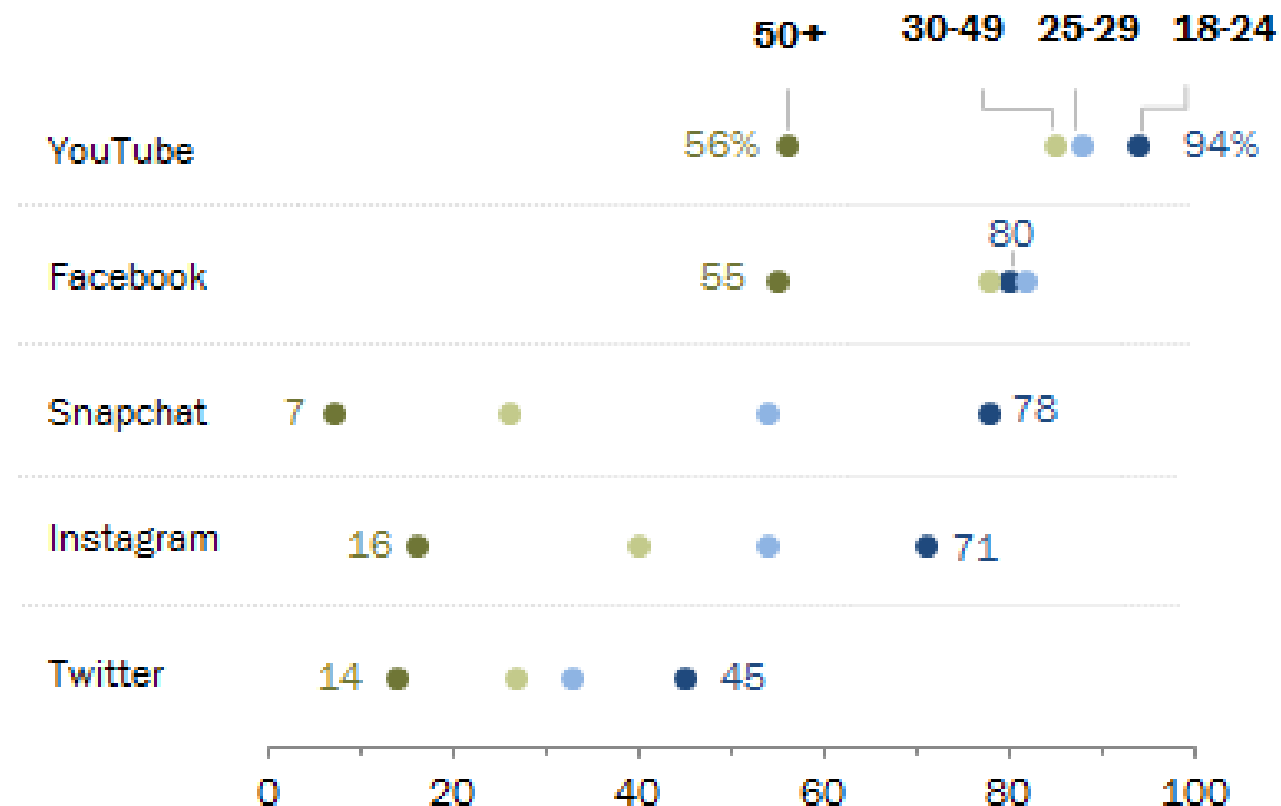
- Targeting messaging for specific demographics
- Build relationships
- Create word of mouth advocacy
- Free!!!

Demographics

- YouTube 73%
- Facebook 68%
- Instagram 35%
- Pinterest 29%
- Snapchat 27%
- LinkedIn 25%
- Twitter 24%
- WhatsApp 22%

Social platforms like Snapchat and Instagram are especially popular among those ages 18 to 24

% of U.S. adults in each age group who say they use ...



Source: Survey conducted Jan. 3-10, 2018.
"Social Media Use in 2018"

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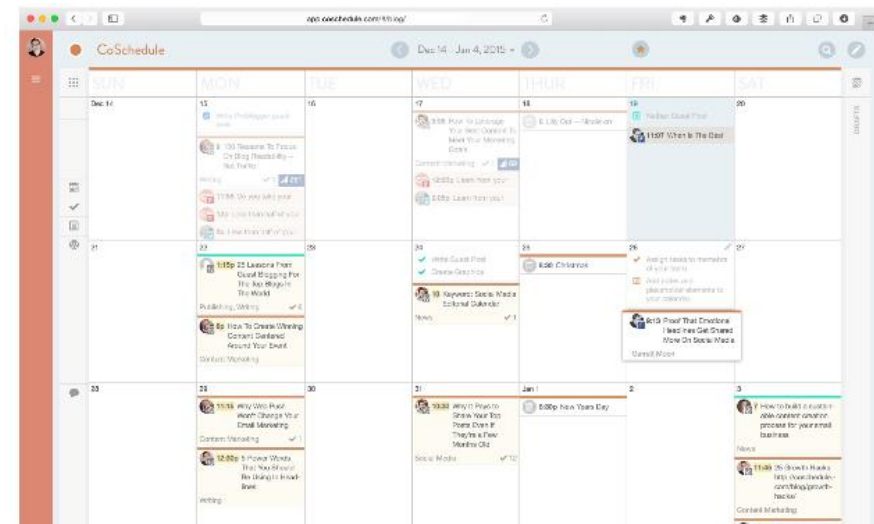
Its SOCIAL media, not media

- Be active and consistent in responding to comments
- Have a personality
- Use images – but the correct image
- Ask for feedback and reviews
- Keep your content current and relevant



Its SOCIAL media, not media

- Have a clear message and a call to action
- Know your audience and post what they want to see
- Plan a content calendar
- Switch things up
- Its not just about what you want



Take home points

- You should have a content strategy, an online purpose
- IN THE PERFECT WORLD.....
- Integrated into your communication strategy
- Chose the right platforms
- Stay engaging

Your turn!

- Pick your platform
- What's your message?
- Call to action?
- What the #@?

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