

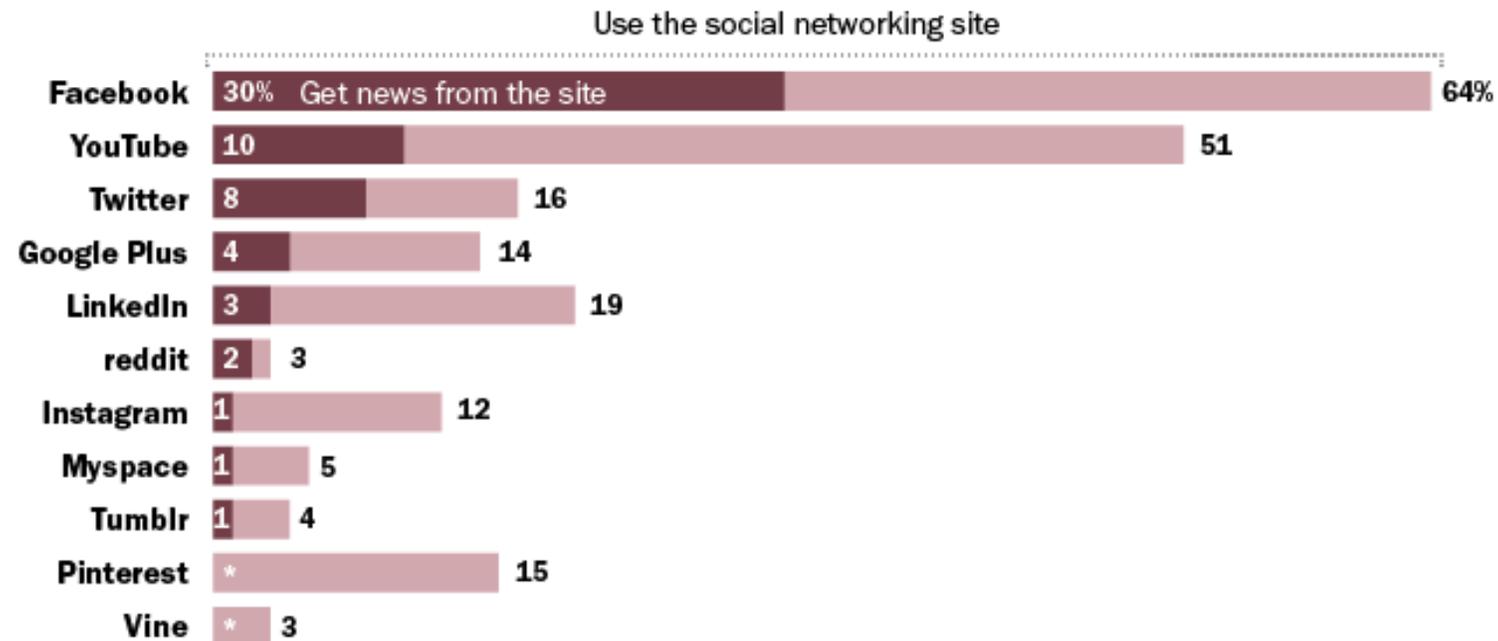
# Social Media

**Kaia Johnson, MDH Social Media Coordinator**

**July 2016**

# Meet People Where They Are

*Percent of U.S. adults who use each social networking site and percent of U.S. adults who get news from each social networking site*

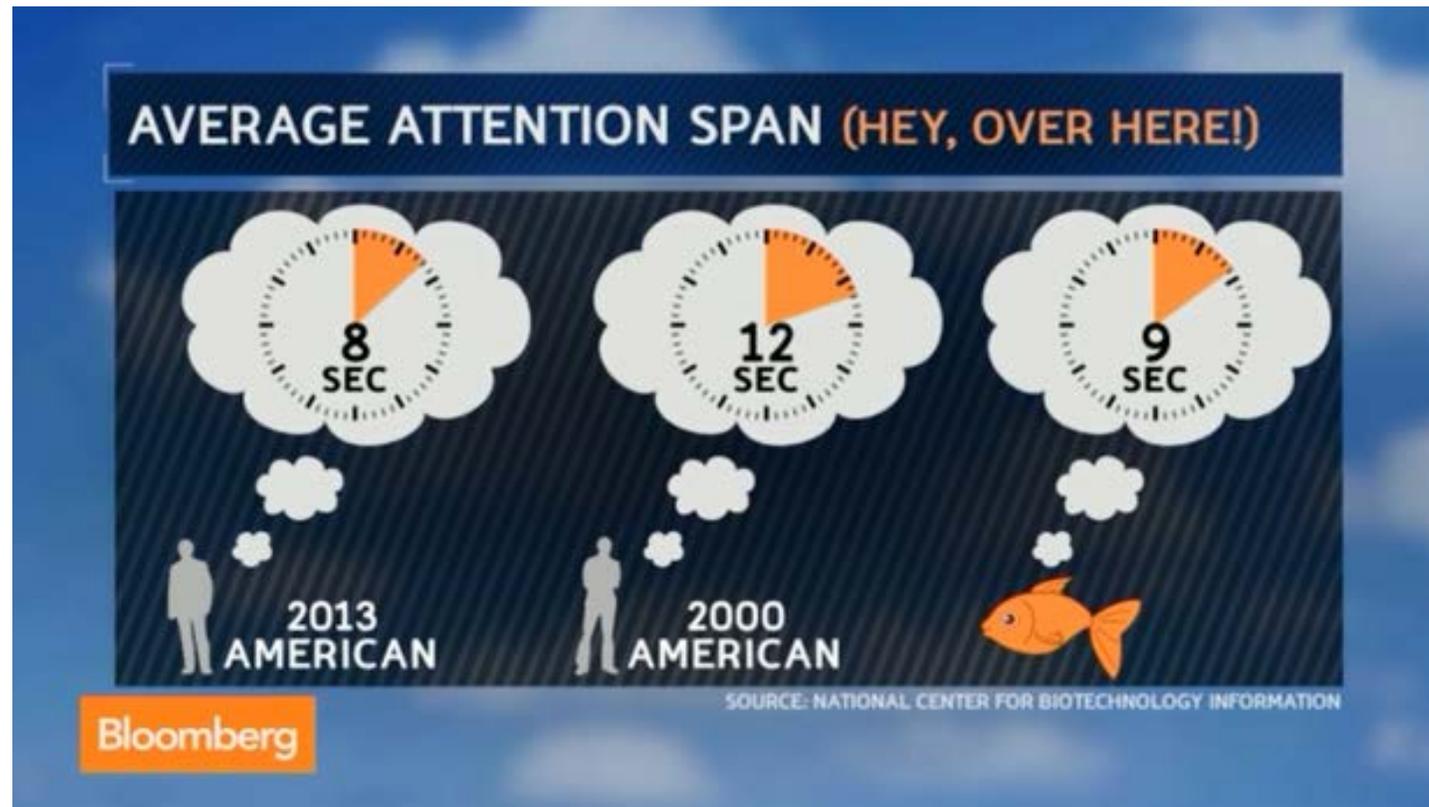


Note: The percent of U.S. adults who get news on Pinterest and Vine each account to less than one percent. Facebook News Survey, Aug. 21-Sept. 2, 2013 (N=5,173)

# Why Use Social Media?

- **Interaction with anyone – media, celebrities, artists, legislators, etc.**
- **Community-building and conversation around shared interests**
- **Rapid sharing of information and links to additional content**

# Shrinking Attention Span

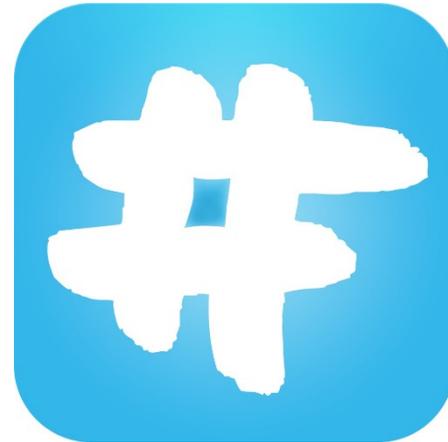


# Benefits of Social Media

- **Connect with stakeholders**
- **Amplify your messaging reach**
- **Monitor concerns and interests**

# What's A Hashtag?

- **Search content using key words or hashtags**
- **Monitor trending topics**



# Where To Begin

- **It's okay to start one platform at a time**
  1. Facebook
  2. Twitter
  3. LinkedIn
  4. Instagram
  5. Snapchat?

# Apply Your Brand

## Minnesota Department of Health

*Protecting, maintaining, and improving the health of all Minnesotans*



### MDH

@mnhealth

Minnesota Department of Health is the state's lead public health agency, responsible for protecting, maintaining and improving the health of all Minnesotans.

📍 St. Paul, Minnesota

🌐 [health.state.mn.us](http://health.state.mn.us)

🕒 Joined March 2009

TWEETS 5,356 FOLLOWING 912 FOLLOWERS 8,228 LIKES 307 LISTS 1

Edit profile

Tweets Tweets & replies Photos & videos

 MDH @mnhealth · 2h  
Medical cannabis/Intractable pain public mtg til 6pm at Wentworth Library, WSt. Paul. Can also email input to [health.cannabis@state.mn.us](mailto:health.cannabis@state.mn.us)

🔄 1 ❤️ 1 📊 ⋮

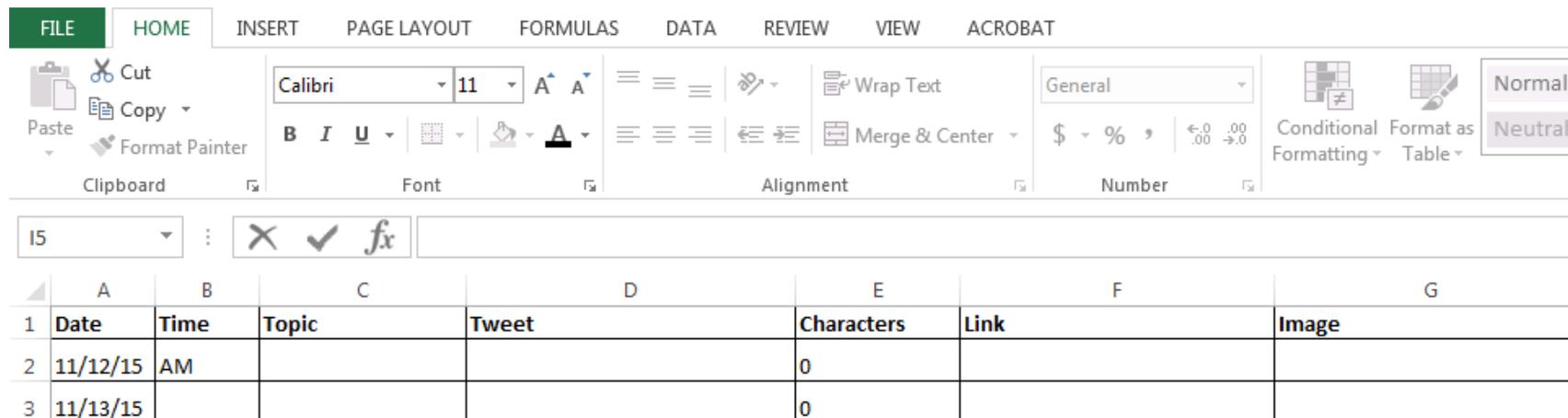
Who to follow · Refresh · View all

-  **Tim Sanders** @timsandersmn ×  
[Follow](#)
-  **Anna Wills** @annacwills ×  
[Follow](#)
-  **Joyce Peppin** @JoycePeppin ×  
[Follow](#)

Find friends

# Plan Ahead

- Create a monthly schedule
- Minimum 2/week; maximum 3/day
- Have planned material on hand but leave room for spontaneity



The image shows a screenshot of the Microsoft Excel interface. The ribbon is set to the 'HOME' tab, with various options like 'Clipboard', 'Font', 'Alignment', and 'Number' visible. Below the ribbon, the spreadsheet grid is shown with columns A through G and rows 1 through 3. The first row contains headers: 'Date', 'Time', 'Topic', 'Tweet', 'Characters', 'Link', and 'Image'. The second row has data: '11/12/15', 'AM', an empty cell, an empty cell, and '0'. The third row has data: '11/13/15', an empty cell, an empty cell, an empty cell, and '0'.

	A	B	C	D	E	F	G
1	<b>Date</b>	<b>Time</b>	<b>Topic</b>	<b>Tweet</b>	<b>Characters</b>	<b>Link</b>	<b>Image</b>
2	11/12/15	AM			0		
3	11/13/15				0		

# What Makes A Good Post?

- **Know your audience**
- **Tie in to timely or trending topics & news**
- **Link to more info online**
- **Share stories about real people**
- **Always include a photo on Facebook**

# Tweet Length

- **140-character limit**
- **URLs use 24 characters**
- **Attached photo uses 24 characters**
- **For accessibility, put hashtags at end & capitalize letters if it has multiple words**



# Image Sizes



## Facebook

*All dimensions listed in pixels.*

Cover photo 851x315  
Profile photo 180x180  
Tab 111x74  
Link image 1200x627  
Shared image 1200x1200



## Twitter

Header 1500x500  
Profile photo 400x400  
Shared photo 1024x512  
In-stream photo preview 220x440



## LinkedIn

Standard logo 100x60  
Square logo 50x50  
Banner image 646x220  
Shared image size limit 100 MB



## Instagram

Profile photo 161x161  
Image viewed on desktop in lightbox as 612x612  
Image feed 510x510

# Building Your Audience

- **Follow/like others and they will typically return the favor**
- **Retweet/share others posts**
- **Tag others in your posts**
- **Engage in conversation in the comments – always reply the same business day!**

# Responding to Complaints

- **Unfriendly comments are part of being on social media**
- **Post a guideline for what types of comments are not allowed in your Facebook About section**
- **Respond to complaints in a neutral, understanding manner**

# Good Examples



**Patty Castle** Why does it take 2 weeks to process an application? Why when one calls multiple times to check the status of their application they same response that it is "stuck in the system" and "we can get it processed as urgent". I speak to no less than three representatives with no urgent resolution as promised.

Like · Reply ·  1 · 16 hrs

 1 Reply



**MNSure** Patty, thank you for your comment and we apologize for the delay. This sounds like something we will need to do some additional research into. Could you send us a direct message here on Facebook so we can look into things further? Thank you!

Like · Reply · 2 mins



Write a comment...



Press Enter to post.

# Good Examples



**Tracy Escobar** I would love some money it has not been easy for me I'm not working and it is very stressful I'm still looking for work I have even applied at T-Mobile and many other places. It's getting so stressful that I'm planning to move to another state to see if my life and luck would change.

Like · Reply · 10 · July 12 at 7:13am

[View previous replies](#)



**T-Mobile** I really want to get you taken care of Ashanti Whiting please send us a PM (private message) so we can get started!  
\*DeneiquaM

Like · Reply · July 12 at 5:29pm

[View more replies](#)



**Luis Miguel Hernandez** Yeah when sales ppl screw you up selling you something different that what they said initially. Is how T-Mobile can afford to double up prizes meanwhile we customers have to pay they price...

Like · Reply · 1 · July 12 at 6:29pm

[View previous replies](#)



**T-Mobile** That is definitely not the experience we want you to have! I have been looking for your message. Can you try these steps instead and try to resend it? <http://bit.ly/1yETCSB> \*SamanthaS



How do I send a private message to a Page?

FACEBOOK HELP CENTER

Like · Reply · 13 hrs

[View more replies](#)

# Special Uses

- **Live tweeting**
  - Conference or public meeting
  - TV or radio program
  - Tweet-along
- **Twitter chat**
  - Collaborate with other stakeholders
  - Hot topic

# Metrics

- **Results-based accountability**
- **Track impressions & engagement rate**
- **[Facebook Insights](#)**
- **[Twitter Analytics](#)**

# Online Resources

- [SproutSocial Strategic Guide to Social Media](#)
- [Facebook Basics For Businesses](#)
- [Twitter Basics for Businesses](#)

# Helpful Resources

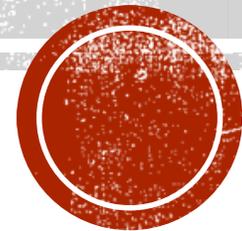
- **Facebook Insights**
- **Twitter Analytics**  
[analytics.twitter.com](https://analytics.twitter.com)
- **TweetDeck**  
[tweetdeck.twitter.com](https://tweetdeck.twitter.com)
- **Hootsuite**  
[hootsuite.com](https://hootsuite.com)

# **SOCIAL MEDIA AND PUBLIC HEALTH**

**Shaylene Baumbach**

Olmsted County Public Health Services

MPH Student- University of Minnesota, School of Public Health



# MPH: CONSULTATIVE REPORT

## Objectives:

1. The importance of why local public health needs to invest in social media as a communications tool.
2. How to connect social media into Olmsted County Public Health Services overall strategic plan (Managing for Results-M4R).
3. Best model for OCPHS's current Facebook pages to reach our audience (given resources and feedback).
4. How to analyze Facebook metrics to improve communications.



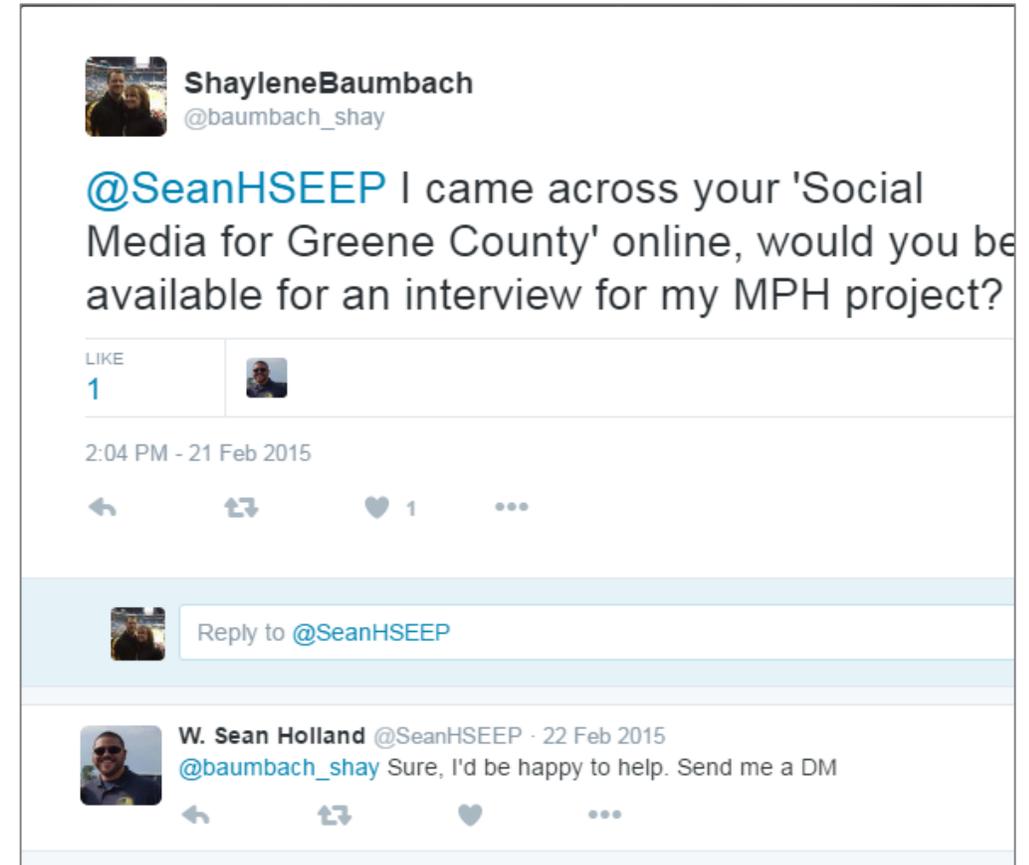
# RESEARCH

- **Online Survey was administered via SHIP Basecamp**
- **13 Key Informant Interviews were conducted**



# KEY INFORMANT INTERVIEWS

1. Center for Disease Prevention and Control (CDC)
2. Minnesota Department of Health
3. Olmsted County (MN)
4. Olmsted County Public Health Services (MN)
5. Winona County Public Health Services (MN)
6. PartnerSHIP 4 Health (MN)
7. Human Services of Faribault & Martin Counties (MN)
8. Open Door Mankato Community Clinic (MN)
9. Johnson County Public Health Services (IA)
10. Ingham County (MI)
11. Michigan Department of Community Health
12. Alaska Department of Health
13. Port Authority of New York and New Jersey: Office of Emergency Management



# KEY FINDINGS- ONLINE SURVEY

- 1) 68% (15 out of 22) of those agencies who participated in taking the online survey have a social media presence
- 2) 83% are using Facebook (48% Twitter, 26% YouTube)
- 3) 48% have 1 County administered social media site that all departments funnel information into



# KEY FINDINGS- ONLINE SURVEY

4) 45% do not cross-share posts with other pages in their divisions



# KEY FINDINGS- INTERVIEWS

- 1) Social media content can be pulled from existing communication materials
- 2) Invest money to advertise your Facebook page through paid advertisements and/or boosting posts



# KEY FINDINGS- INTERVIEWS

## 3) Have a set plan on how you gain content:

- Add communications to monthly staff meetings
- Start a social media committee with representatives from every division, social media page within department, PIOs
- Implement a social media calendar; should be connected to communications plan
- If staff sends you content, have a template



# KEY FINDINGS- INTERVIEWS

4) “Establishing and maintaining a presence in one social media channel is better than being in too many places that you can’t maintain, or not being in any at all.” - CDC



# RECOMMENDATIONS FOR OCPHS

- 1) Make the connection and embed social media/communications into Results Based Accountability (RBA)

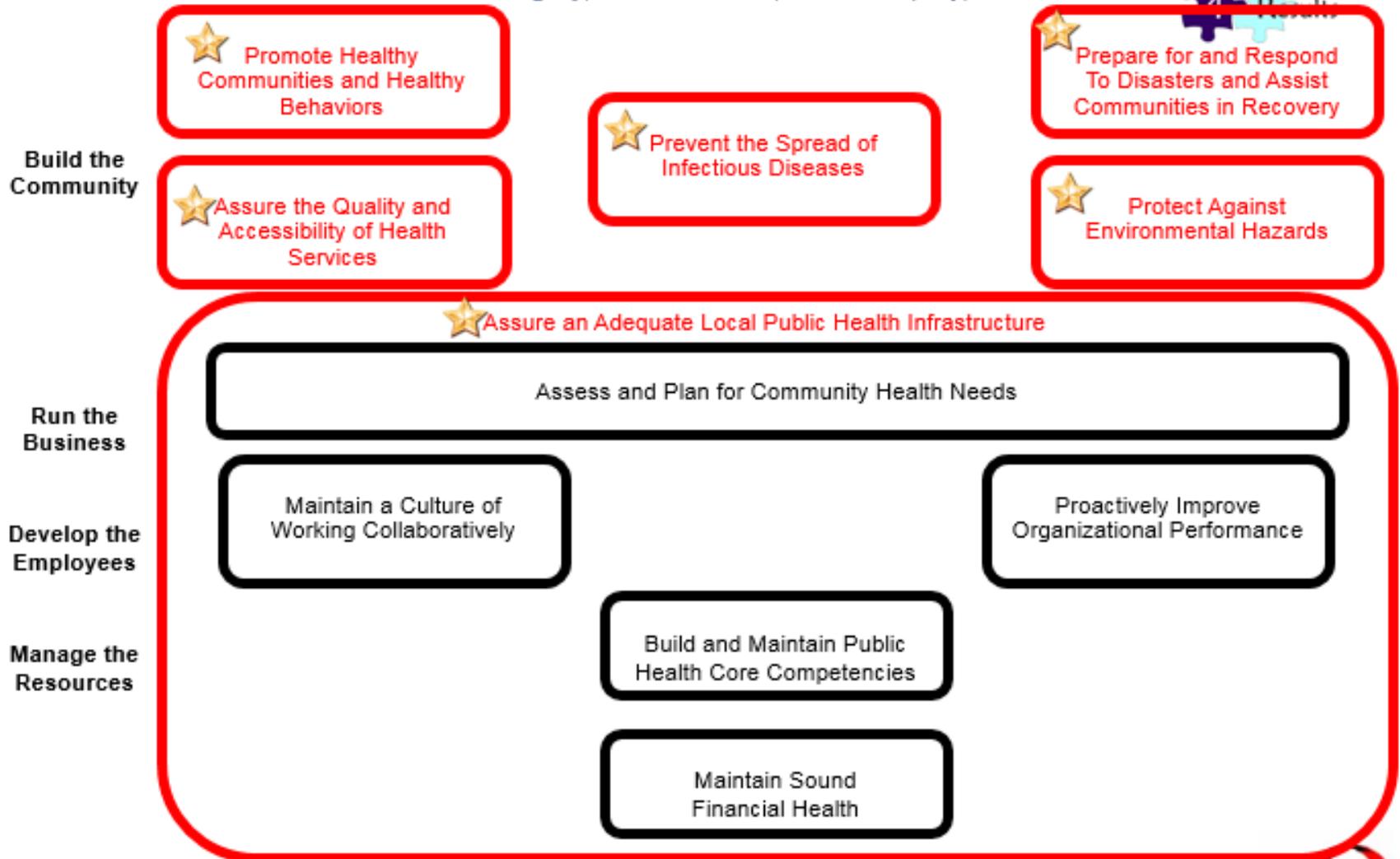


# OCPHS Strategy Map

**Mission:** To protect, promote and improve the health of all people in Olmsted County.

**Vision:** Healthy People. Healthy Community.

**Values:** Integrity, Collaboration, Health Equity, Excellence



## Promote Healthy Communities and Healthy Behaviors

How Much Did We Do?

How Well Did We Do It?

Is Anyone Better Off?

2015

9 community partners with tobacco strategies

97% reported being treated well

33% implemented tobacco policies



# RECOMMENDATIONS FOR OCPHS

- 2) Go down to 2 Facebook Pages for PH
- Making It Better (external/events)
  - Public Health General



# RECOMMENDATIONS FOR OCPHS

3) Develop a Social Media Committee to create a plan on how to gather content... and feed our content up to the Olmsted County FB page



# RECOMMENDATIONS FOR OCPHS

3) Show key findings to Social Media Committee and Management Team at OCPHS to decide on next steps



**Shay Baumbach**

**[Baumbach.Shaylene@co.olmsted.mn.us](mailto:Baumbach.Shaylene@co.olmsted.mn.us)**

**Olmsted County Public Health Services**

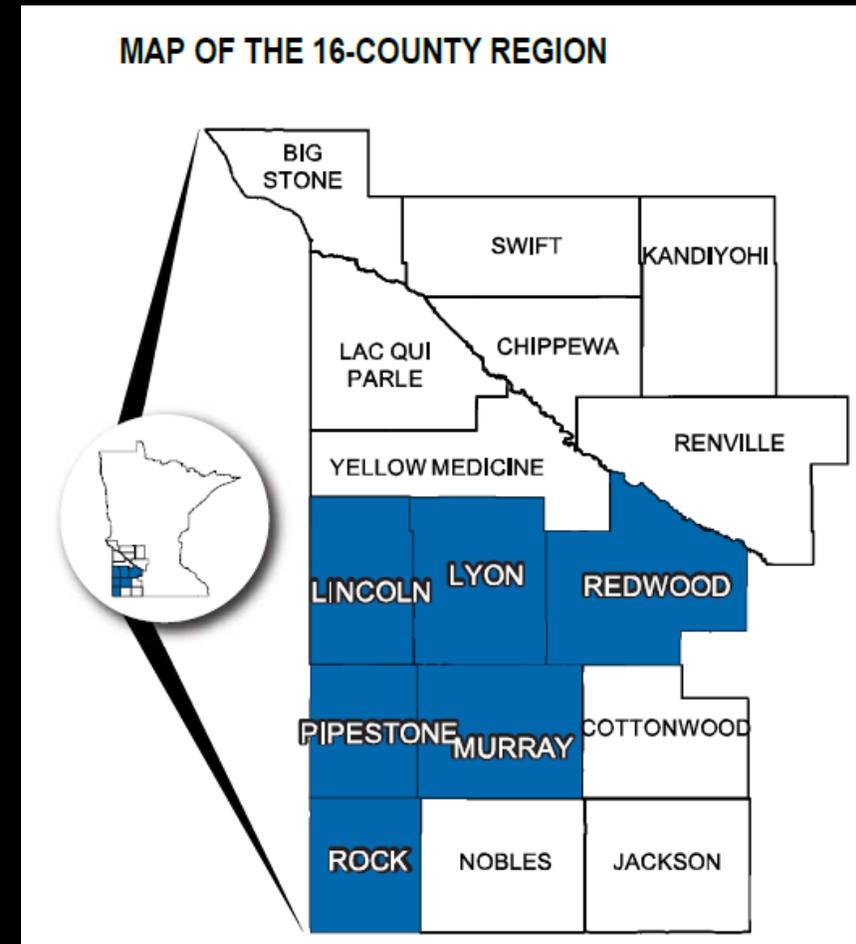




Social Media Strategies

# Southwest Health & Human Services

- Southwest Health & Human Services (SWHHS) is a six county multi health and human services agency.
- We serve the counties of Lincoln, Lyon, Murray, Pipestone, Redwood and Rock in Southwest Minnesota.



# A Healthier Southwest

- Southwest Health & Human Services has been a SHIP grantee as of 2009.
- In SHIP 3 grant year (2015), SWHHS implemented 'A Healthier Southwest' as the branding name for SHIP in our region.



# Social Media: Where We Started

- The SWHHS Facebook page was created in August of 2011
  - From 2011-2015 Facebook posting occurred 0-3 times per month.
    - From February 2014-June 2015 no posts occurred.
  - Beginning June 2015, posts occurred 1-3 times per week.
  - Beginning September 2015, posts occurred once per day, sometimes twice a day.
- The SWHHS Twitter account was created in April of 2013
  - Twitter posting occurred 0-3 times per month.
  - From June 2015-November 2015 posts occurred 2-4 times per month.
  - Beginning November 2015 posts occurred 2-4 times per week (15-20 times per month)

# Social Media: Where We Started

- A Healthier Southwest social media communications strategies began in 2015 during SHIP 4 grant year.
- Leadership within the agency understood the need for grant promotion as well as for accreditation.
- In September 2015, I took over as A Healthier Southwest Communications Coordinator
- In November of 2015, a Communications Team evolved.

# Social Media: Where We Started

- **Communications Team**

- Includes 4 Administration Staff and 5 Public Health Staff
- Meet once per month

- **The results of working with a team:**

- Diverse post creation
- Social media calendar has been established agency wide
- Systematic post scheduling

# SWHHS Social Media Calendar

## July

Highlighted Programs: MN Choices, Healthy Homes Grant

Radio Program: Jason Kloss, Bed Bugs

Social Media Topics:

- Heat Stroke- Krista
- Food Safety- Jason
- Park and Recreation Month- Judy
- Sports Physicals- Krista
- Car Seats (Basics/Recycling) - Ann

Supervisors: Jason Kloss, Jenifer Klein, Dale Hiland, Marie Meyers, Ann Orren, Krista Kopperud

## August

Highlighted Programs: Child Support, WIC, Breastfeeding Support

Radio Program: Breastfeeding Support Team, Katie Chapman

Social Media Topics:

- Child Support Awareness Month- Ann S
- National Breastfeeding Month- Kristin/Marie
- National Immunization Awareness Month- Kristin/Marie
- 1 - 7 World Breastfeeding Week- Kristin/Marie

Supervisors: Kristin Deacon, Ann Schiller, Marie Meyers

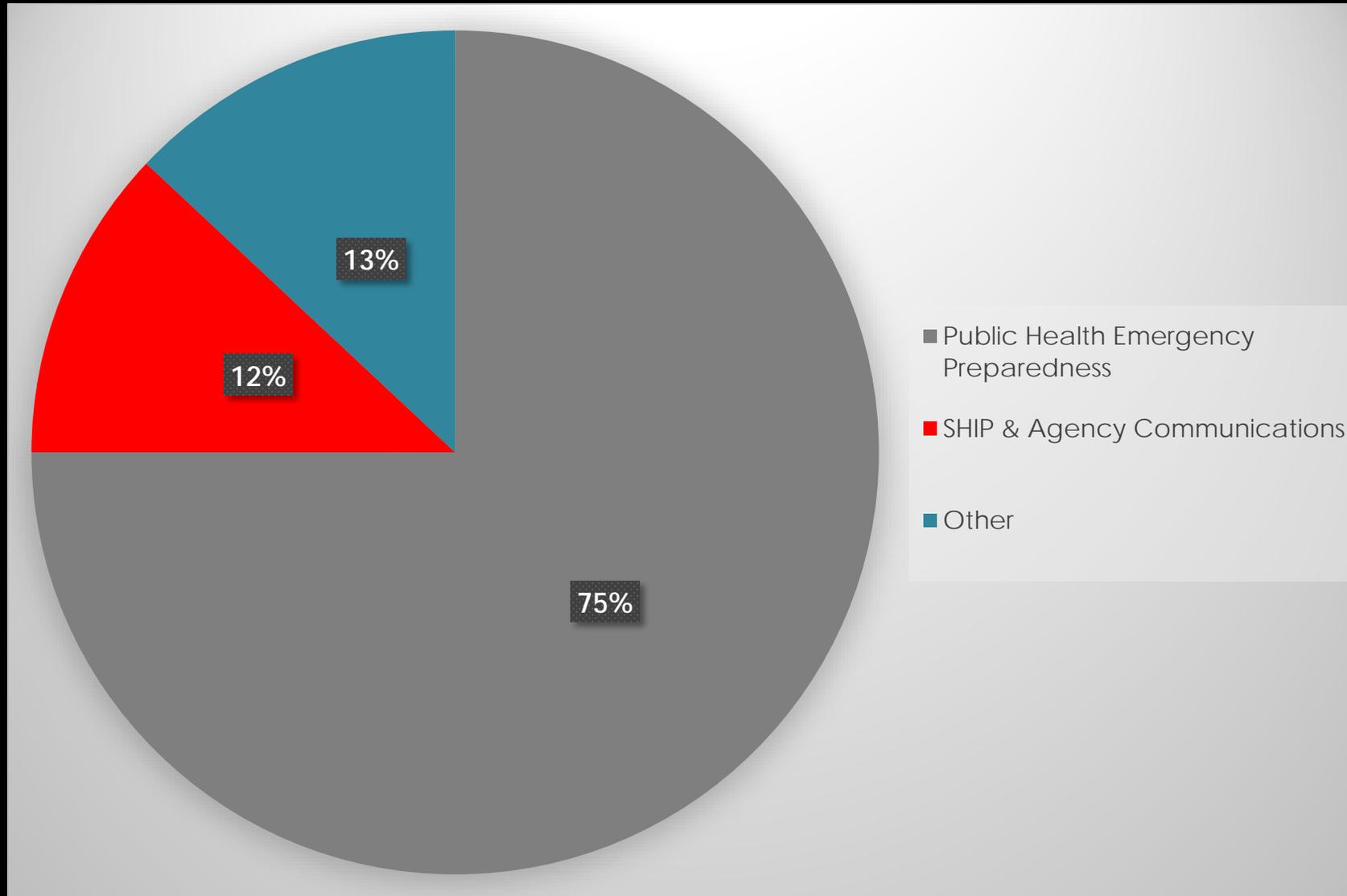
# Scheduled Facebook Posts

Scheduled Posts 12		+ Create
Search...		Showing 1 - 12 of 12
Posts	Scheduled (CDT)	
<input type="checkbox"/>	Reduce the number of deaths from heatstroke by remembering to ACT. A: Avoid heatstroke-related injury a	Jul 15, 2016 at 3:00pm Anna Snyder
<input type="checkbox"/>	Parks and recreation have the power to strengthen communities, transform lives and protect the future. Wh	Jul 18, 2016 at 10:30am Anna Snyder
<input type="checkbox"/>	Sadly, hundreds of children have died from heatstroke after a parent or caregiver mistakenly left them behi	Jul 19, 2016 at 8:30am Anna Snyder
<input type="checkbox"/>	Tune in to KQAD am 800, Luverne/Rock Rapids today at 10:30a.m. to hear about SWHHS Healthy Homes	Jul 20, 2016 at 10:00am Anna Snyder
<input type="checkbox"/>	Tune in to KMHL today at 10:05 a.m. to hear about SWHHS Healthy Homes Grant!	Jul 21, 2016 at 9:15am Anna Snyder
<input type="checkbox"/>	Stay safe in hot summer temps!	Jul 21, 2016 at 11:45am Anna Snyder
<input type="checkbox"/>	With the warm July temperatures, it's important remind parents and caregivers it's extremely dangerous to l	Jul 25, 2016 at 3:00pm Anna Snyder
<input type="checkbox"/>	Did you know that a child's body heats up 3 to 5 times faster than an adult's? Remember to never leave your	Jul 27, 2016 at 5:30pm Anna Snyder
<input type="checkbox"/>	#WorldHepatitisDay <a href="https://www.youtube.com/watch?v=cVtqfgExL0">https://www.youtube.com/watch?v=cVtqfgExL0</a>	Jul 28, 2016 at 7:00pm Anna Snyder
<input type="checkbox"/>	Minnesota residents: test your home for radon! The average indoor radon in level in MN is more than three	Aug 1, 2016 at 10:00am Anna Snyder
<input type="checkbox"/>	Redwood Area ECFE Presents Welcome to the 'Backyard Barnyard'!	Aug 4, 2016 at 2:30pm Anna Snyder
<input type="checkbox"/>	Redwood Area ECFE Presents Welcome to the 'Backyard Barnyard'!	Aug 17, 2016 at 6:35pm Anna Snyder

# Social Media: Where Are We Now?

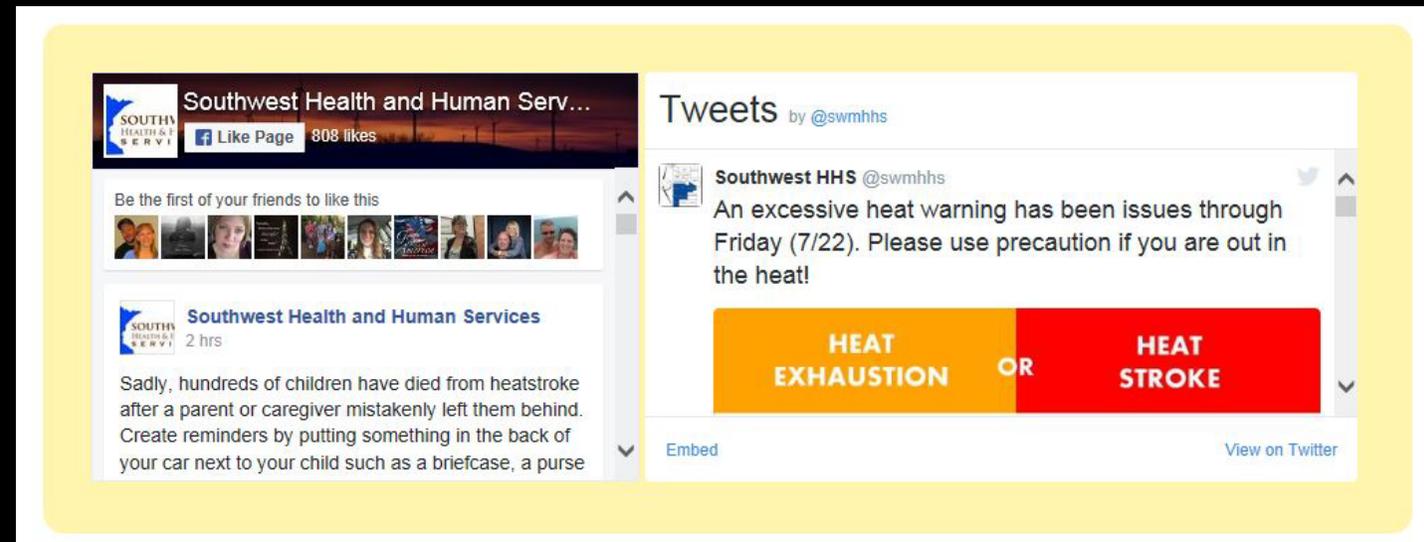
- A Healthier Southwest posts occur 1-2 times per month
  - Goal: Once per week
- Facebook posts for the agency occur 3-6 times per week.
- Facebook Page Likes:
  - 2014: 332
  - Today: 810
- Twitter posts for the agency occur 1-3 times per week.
- Twitter Followers: 96

# Less than 5 hours per week!



# Post Creation & Helpful Tips

- Mid-morning, early afternoon & evening posts
- Passionate/relatable vs. generic/repetitive posts
- Relevant, local information
- Boosted posts
- Pinned posts
- Sharing/Re-posting
- Facebook VS. Twitter posts
- Linking to the website
- Website Facebook/Twitter feeds



# Good Social Media Posts

**Southwest Health and Human Services**  
Published by Anna Snyder [?] · June 27 at 7:30pm · 🌐

SWHHS Staff attended a three day Car Seat Safety course! Visit <http://www.swmhhs.com/publications/young-families/car-seat-safety/> to learn more about car seat safety.



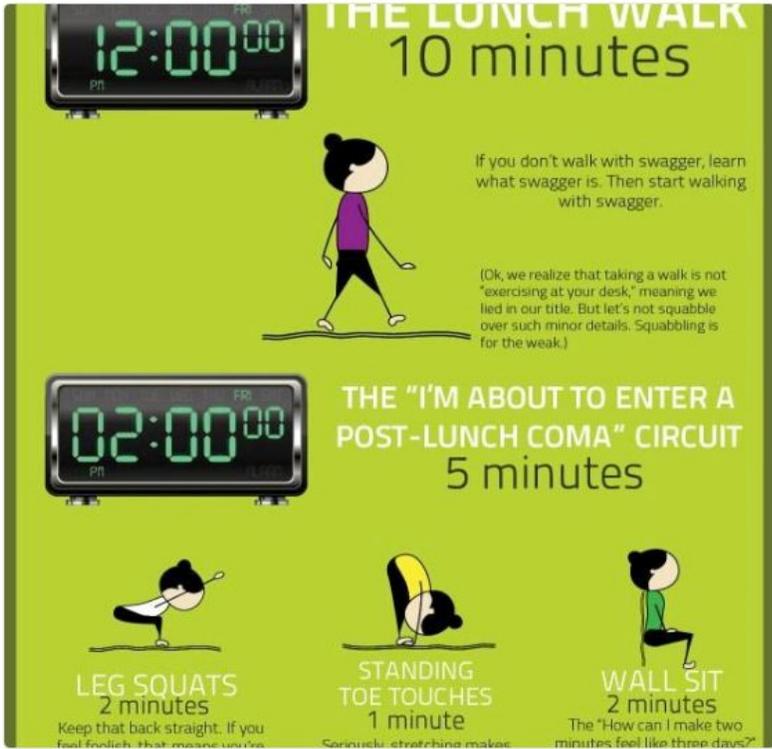
**Get More Likes, Comments and Shares**  
Boost this post for \$5 to reach up to 1,600 people.

1,333 people reached Boost Post

30 Like Comment Share

**Southwest HHS**  
@swmhhs

Do this quick office work out so you can sneak in a donut for #NationalDonutDay!



**THE LUNCH WALK**  
10 minutes

If you don't walk with swagger, learn what swagger is. Then start walking with swagger.

(Ok, we realize that taking a walk is not "exercising at your desk," meaning we lied in our title. But let's not squabble over such minor details. Squabbling is for the weak.)

**THE "I'M ABOUT TO ENTER A POST-LUNCH COMA" CIRCUIT**  
5 minutes

**LEG SQUATS**  
2 minutes  
Keep that back straight. If you feel frolic, that means you're serious.

**STANDING TOE TOUCHES**  
1 minute  
Seriously, stretching makes

**WALL SIT**  
2 minutes  
The "How can I make two minutes feel like three days?"

LIKES  
2 10:03 AM - 3 Jun 2016



### Southwest Health and Human Services

Published by Anna Snyder [?] · April 8 · 🌐

Students in grades K-8 are invited to enter the Minnesota Safe Routes to School's Bike to School poster contest! Students can design an 8.5 by 11 inch poster that shows how they feel when they ride a bike. "Pedaling a bike can create some of childhood's happiest moments and we want to capture that," said Dave Cowan, Safe Routes to School coordinator at the Minnesota Department of Transportation.

Visit [www.mndot.gov/mnsaferoutes](http://www.mndot.gov/mnsaferoutes) for more info.



### Minnesota Safe Routes to School

Minnesota Safe Routes to School resource center.

[DOT.STATE.MN.US](http://DOT.STATE.MN.US)

🌿 **Get More Likes, Comments and Shares**  
Boost this post for \$5 to reach up to 1,600 people.

425 people reached

[Boost Post](#)

👍 5

1 Share

[Like](#) [Comment](#) [Share](#)



### Southwest Health and Human Services

Published by Anna Snyder [?] · March 10 · 🌐

Research has shown that children who eat a well-balanced breakfast are more likely to perform better in the classroom and beyond! What is on your child's breakfast menu this week? #NationalSchoolBreakfastWeek



🌿 **Get More Likes, Comments and Shares**  
Boost this post for \$5 to reach up to 1,600 people.

508 people reached

[Boost Post](#)

👍 12

1 Share

[Like](#) [Comment](#) [Share](#)



### Southwest Health and Human Services

Published by Anna Snyder [?] · March 18 ·

Did you know children and adults under the age of 65 who require nursing facility care may qualify for the Minnesota home and community-based waiver programs? Waiver programs strive to meet the needs of populations based on eligibility requirements. Our priority is to help individuals function safely with greater independence in their home and community. Interested in learning more? Visit our website! <http://www.swmhhs.com/.../services-to-individuals-with-disab.../>

#### Services to Individuals with Disabilities / Chronic Illness — Southwest Health and Human...

Minnesotans with disabilities or chronic illnesses who need certain levels of care may qualify for the Minnesota home and community-based waiver programs.

[SWMHHS.COM](http://SWMHHS.COM)



#### Get More Likes, Comments and Shares

Boost this post for \$5 to reach up to 1,600 people.

757 people reached

Boost Post



7

1 Share



Like

Comment

Share



Southwest HHS

@swmhhs

Clean hands protect and save lives! Prevent the spread of germs and bacteria!  
[#WorldHandHygieneDay](#) [#CleanHandsCount](#)



[www.cdc.gov/HandHygiene](http://www.cdc.gov/HandHygiene)

GIF

RETWEETS

2

LIKES

4



10:27 AM - 5 May 2016



2



4



# Not So Good Social Media Posts

 **Southwest Health and Human Services**  
Published by Anna Snyder [?] · November 12, 2015 · 🌐

The Surgeon General has concluded that there is no risk-free level of exposure to secondhand smoke. #SmokeFree public housing would protect the health of our most vulnerable children and seniors. Visit [hud.gov](http://hud.gov) to learn more about smoke-free public housing.

🍃 **Get More Likes, Comments and Shares**  
Boost this post for \$5 to reach up to 1,800 people.

76 people reached Boost Post

👍 Southwest Health and Human Services and Jodi Robinson 

👍 Like    💬 Comment    ➦ Share

 **Southwest Health and Human Services**  
Published by Anna Snyder [?] · March 14 · 🌐

Did you know Southwest Health and Human Services has been recognized as a Marshall Green Step Business? The Marshall GreenStep Committee works to create a culture in Marshall that reflects a commitment to protecting our environment, financial efficiency and a healthy quality of life. We are very excited to begin this journey! If you are interested in becoming a Marshall GreenStep Business visit: [marshallgreenstep.org](http://marshallgreenstep.org)

 **Minnesota  
GreenStep Cities  
MARSHALL**  
*[www.MarshallGreenStep.org](http://www.MarshallGreenStep.org)*

🍃 **Get More Likes, Comments and Shares**  
Boost this post for \$5 to reach up to 1,600 people.

172 people reached Boost Post

👍 Southwest Health and Human Services, Jodi Robinson and Holli Hoffbeck 

👍 Like    💬 Comment    ➦ Share



### Southwest Health and Human Services

Published by Anna Snyder [?] · February 19 ·

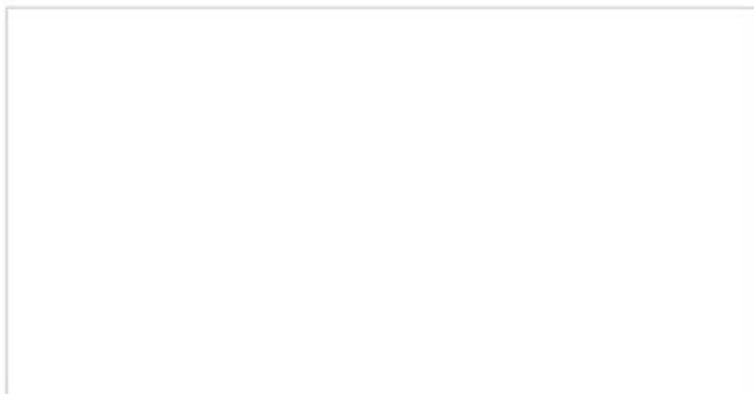
Wondering how to enroll your child in SWHHS Child & Teen Check ups Program?

It's easy! Children are automatically enrolled in the program when a parent signs the child up for a Minnesota Health Care Plan. This can be done online by using [www.mnsure.org](http://www.mnsure.org) or visiting one of SWHHS six office locations to fill out the paperwork.

Do I have to switch doctors or clinics?

No! Every clinic in SWHHS six county area is a Child and Teen Checkups provider. If you go to a clinic that is outside of the area, when you call to schedule your child's Child and Teen Checkup, be sure to ask if they are a provider.

For more information visit: [www.swmhhs.com/publ.../young-families/child-and-teen-checkups/](http://www.swmhhs.com/publ.../young-families/child-and-teen-checkups/)



#### MNsure Home Page

Home page for MNsure

[MNSURE.ORG](http://MNSURE.ORG)

**Get More Likes, Comments and Shares**  
Boost this post for \$5 to reach up to 1,600 people.

56 people reached

[Boost Post](#)

Southwest Health and Human Services and Jodi Robinson

Like Comment Share



### Southwest Health and Human Services

Published by Anna Snyder [?] · December 1, 2015 ·

Today, December 1st, is World AIDS Day. Did you know an estimated 34 million people have HIV/AIDS worldwide? In the USA, an estimated 1.2 million people live with HIV and one out of every seven are not aware they have the virus. #WAD2015



**Get More Likes, Comments and Shares**  
Boost this post for \$5 to reach up to 1,800 people.

48 people reached

[Boost Post](#)

Southwest Health and Human Services

Like Comment Share

**Southwest Health and Human Services**  
Published by Jodi Robinson [?] · May 4 ·

**New Opportunity Available!**  
As we are adding new positions in a variety of departments, we need additional IT staff to best help support those positions. We now have a new, Information Technology Specialist position available! Check out our website for more information.  
<http://www.swmhhs.com/about-us/employment-opportunities/>

**Employment Opportunities — Southwest Health and Human Services in Southwest MN**  
Current Job Openings and Employment Opportunities with Southwest Minnesota Health and Human Services.  
SWMHHS.COM

21,800 people reached View Results

32 9 Comments 42 Shares

Like Comment Share

<b>21,800</b> People Reached		
<b>126</b> Likes, Comments & Shares		
<b>45</b> Likes	<b>32</b> On Post	<b>13</b> On Shares
<b>38</b> Comments	<b>14</b> On Post	<b>24</b> On Shares
<b>43</b> Shares	<b>42</b> On Post	<b>1</b> On Shares
<b>1,206</b> Post Clicks		
<b>0</b> Photo Views	<b>782</b> Link Clicks	<b>424</b> Other Clicks

**NEGATIVE FEEDBACK**  
0 Hide Post  
0 Report as Spam

Most popular Facebook posts to date

**Southwest Health and Human Services**  
Published by Jodi Robinson [?] · November 20, 2015 ·

SWHHS has recently had some internal promotions which has created some new openings! We are currently looking for an Eligibility Worker and Office Support Specialist in our Marshall office and an Office Support Specialist in our Luverne office.

**Employment Opportunities — Southwest Health and Human Services in Southwest MN**  
Current Job Openings and Employment Opportunities with Southwest Minnesota Health and Human...  
SWMHHS.COM

2,246 people reached Boost Post

10 2 Shares

Like Comment Share

<b>2,246</b> People Reached		
<b>40</b> Likes, Comments & Shares		
<b>29</b> Likes	<b>10</b> On Post	<b>19</b> On Shares
<b>3</b> Comments	<b>0</b> On Post	<b>3</b> On Shares
<b>8</b> Shares	<b>4</b> On Post	<b>4</b> On Shares
<b>466</b> Post Clicks		
<b>0</b> Photo Views	<b>249</b> Link Clicks	<b>217</b> Other Clicks

**NEGATIVE FEEDBACK**  
0 Hide Post 0 Hide All Posts  
0 Report as Spam 0 Unlike Page

Boosted vs. Regular posts

# Where we're headed

- A Healthier Southwest is utilizing social media as a new resource to gain a specific population group.
- Our hope is to utilize our social media to display success stories, inform the community about opportunities and to provide an online space to find helpful information.
- Previous efforts utilized were printed media and the agency website. By putting utilizing Facebook and Twitter we are creating greater awareness for A Healthier Southwest.

# Thank you!



[www.facebook.com/southwesthealthandhumanservices](http://www.facebook.com/southwesthealthandhumanservices)



[www.twitter.com/swmhhs](http://www.twitter.com/swmhhs)



Anna Snyder, Public Health Emergency Preparedness Coordinator

SHIP Communications Coordinator

Southwest Health & Human Services

[Anna.Snyder@swmhhs.com](mailto:Anna.Snyder@swmhhs.com)

507-286-5066 ext. 3004