New Media Story Telling
Strategies for Brand Building & Social Media for Small Organizations in 2013

Ben Carter, Communications Specialist
National Minority AIDS Council
National Minority AIDS Council

United States Conference on AIDS

CBO, Health Department & Organizational Capacity Building

Advocating in Congress & The White House

Treatment, Education, Adherence Mobilization (TEAM)

www.nmac.org
National Minority AIDS Council

Ben Carter - B.A. in Broadcast Journalism, M.A. in Advertising, Social media professional & consumer

Twitter: over 4700 followers
Facebook: over 2160 likes
New Media & Now

The Affordable Care Act is the Law. What now?

Survival of the fittest and most equipped for change

Surviving and/or reintroducing your organization

New media and “online presence building” can enhance visibility and viability

http://prezi.com/wk6tlul_xnhn/new-media-story-telling/?auth_key=85f463e358034047733a4dbbc6bdf18250a9f8976kw=view-wk6tlul_xnhn&ref=1981642
Evolving in 2013

Affordable Care Act Implementation, Ryan White Reauthorization, Budget Cuts/Sequestration

Will you go from a testing/HIV care agency to a comprehensive medical home?

What evolution must your organization prepare for to keep the doors open?

Upcoming Whitman Walker Health Center – Opens in 2014
New Media & Your Online Presence Builds Trust

These changes also apply to the way you communicate.

Audience and funders must trust you to continue to provide resources for your work.

A strong online presence legitimizes your organization.

Your work and your brand directly affect the value your audience and funders place in your existence.
What is a Brand?

Brand: a class of goods identified by name as the product of a single firm or manufacturer/a characteristic or distinctive kind

Your brand encompasses all that you are
What’s our Story?...

What is the very core of your organization?

Basic, key points of what, why and how you are
Where can I find our brand?...

- How do you help others?
- Your core service should inform the essence of your brand
- What’s your story? Why do you exist?
Great Brands. Simple Story.

Well defined brands - Curves Gym, Olive Garden, Old Spice (Old vs. New Old Spice)

Badly defined brands - Saturn Cars, T-Mobile, FEMA (Federal Emergency Management Agency)

Do you **EXIST** or just exist and take up space?
Icons **EXIST**


[Images of icons: Bill Clinton, Martin Luther King, Jr., Ronald Reagan, Sarah Palin]
Non-Icons simply exist

Lack of substance and consistency of message

Unknown/Unclear purpose

Lack of true value system
Translating Your Brand

Translating your brand into every facet of your organizational life

Things that reflect your brand

Website, Press Releases, Social Media Accounts, Brochures, Logo, Colors, Presentations, Mission

If you **EXIST**, online and offline, your value is made clear to funders, clients and constituents
How to Execute Your Brand Strategy

Translating your brand into words, photos, visuals, colors, logos, attitude and approach

Process: Identify goals and needs; don’t duplicate deliverables or goals; be efficient in planning, communicate across the organization

Use Twitter and Facebook to express your brand and mission
Red Bull – The Energy Drink

Unconventional methods of expressing a brand

Red Bull – Extreme Sports, Soccer Team, New Year’s Ramp Jumps and Space Jump
Red Bull Isn’t Looking for Soccer Moms

Who is Red Bull trying to reach?

Who do you want to reach? How can you reach them?

How can you reach them in real life, offline?

EXIST

Follow the greats and incorporate their strategies
Where Social Media & Your Brand Meet

A brand must translate on social media in approach, attitude and tone

Choose your voice and topics; become an expert in that area

Be consistent in the topics you discuss
It’s National Nutrition Month!

Make WWH your home for healthier living.

Find out about our nutrition services.

Your Home for... Healthy Living!

March is National Nutrition Month. Eating right plays a vital role in keeping you healthy and, if you have a chronic health condition, helping your treatments work better!

Changing eating habits can be very difficult. But Whitman-Walker can help! Medical patients with a chronic health condition can meet with our Dietitian to learn how to make better?
March is National Nutrition Month!

Your Home for... Healthy Living!

Become a patient today!
202.745.7000 | whitman-walker.org
#yourhomefor

Whitman–Walker Health
5,393 likes · 228 talking about this · 220 were here

Health/Medical/Pharmaceuticals
WWH is a Washington, DC, community health center that specializes in health care for the LGBT communities and those living with HIV/AIDS.

Recent Posts by Others on Whitman–Walker Health

- Elena Baurer
  If you or someone you love is transitioning, consid...
  February 25 at 4:35pm

- Larry J. Evans
  Article in the Blade by our Justin Coforth...
  331 ·  February 15 at 2:41pm

- Misis Hardy
  Are you a Researcher, Clinician, Nurse, Medical Assist...
  February 10 at 1:07pm
Social Media Etiquette

Follow those similar to yourself

Share the spotlight

Give credit where credit is due; use the “@” sign on Twitter and Facebook

Interact with those you follow and those who follow you

“Mentions” & Tweeting

Use and create #hashtags on Twitter

Follow those already considered experts; share information they post

Be selfless in your tweets and it will pay off
Reaching Your Audience

Meet your audience where they are

Remember Red Bull and how they reach their audience?

Where can you legitimately insert yourself on the landscape of where your audience is?

Create content to increase legitimacy; photos, videos, blog posts, etc.

Understand and think like your target

Can you reach them on social media AND in real life?
Reaching the Audience You Want

Creativity is key. Don’t be afraid to be edgy.

Be as provocative as your organization will allow.

What about backlash on posts that aren’t well received?

As an organization, talk about what’s offensive and what is not.

Some followers may be upset by posts. Don’t take the moment too seriously. Acknowledge the complaint and move on.
Reaching Sub-Groups

Be willing to research AND understand who your target is

Use their language (#LATISM – Latinos in Social Media)

You don’t have to do one or the other, just one at a time
Your Brand is Your Life

People quickly take you at your word when your brand is well defined. When you’re poorly defined, it presents the space for questions and loss of credibility for you and your organization.

Develop an understanding of your target audience

Participate in their discussions

Use new knowledge to engage the people you want to reach

Your brand and mission should inform your approach to social media

Social media works best when you are consistent
Helpful Resources


HIV Prevention Goes Social, Part II: [http://alturl.com/ki29q](http://alturl.com/ki29q)

Mashable.com’s Social Media News Page: [http://alturl.com/yx4k9](http://alturl.com/yx4k9)

Preventing Social Media Catastrophes: [http://alturl.com/jms7p](http://alturl.com/jms7p)


You are your best resource. Watch. Listen. Learn. Apply. Repeat.
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