

You've Got This! Transform Your Followers Into Advocates for Legislative Success

Introduction



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Description

- Social media is becoming a stronger focus for organizations in their advocacy efforts.
- Learn from other constituent organizations who have seen success using social media and activating their existing follower base and turning them into champions.
- Take away actionable insights and apply these to enhance your social media efforts at your organization.

Learning Objectives

- Examine effective social media communications strategies for constituent organizations, including tactics for achieving legislative goals.
- Apply best practices needed to successfully expand social media audiences on constituent organization channels.
- Develop skills as a social media advocate to promote the value of PAs and correct misinformation about the profession.

Agenda

- Social Media Best Practices
 - The Power of Social Media
 - Conduct a Social Media Audit
 - Social Media Strategy
 - Strategies for Using Social Media for Media Relations
 - Strategies for Using Social Media for Legislative Advocacy
- AAPA Best Practices
- PA Constituent Organizations
- Overall Recommendations

Social Media Best Practices

The Power of Social Media

- **2.6 billion active Facebook users**
 - 66% visit Facebook daily
 - Older demographic 65+ is fastest-growing group
 - 74% of high-income earners are on this platform
- **1 billion monthly active Instagram users**
 - 33% are between 25-34, 23% are 18-24
- **330 million monthly active Twitter users**
 - Users send about 500 million tweets per day
- **1 billion hours of videos consumed on YouTube, everyday**
- **Over 590 million LinkedIn users**
 - LinkedIn users spend about 17 minutes on the site per month
- **850 million monthly active TikTok users**
 - More than 100 million American monthly active users



Conduct a Social Media Audit

Before you create or update a social media strategy, it's important to look at your social media presence and assess what's working and what's not working.

Key components of a social media audit:

- Find all social media accounts (including imposter accounts)
- Centralize passwords
- Analyze each social media account
- Identify top performing posts
- Evaluate followers

Social Media Strategy

Goals and Objectives

Make sure your social media goals align with your business objectives.

Business Objective	Social Media Goal	Metric(s)	Metric Goal	Percent Change
Increase awareness of organization	Awareness	Organic reach, organic impressions, followers	10% Increase	??
Building Community	Engagement	Comments, likes, shares, link clicks	5% Increase	??
Encourage PAs to Act	Conversions	Registrations, donations, vote, email sign-ups	2% Increase	??

Social Media Strategy

Learn about your target Audience(s)

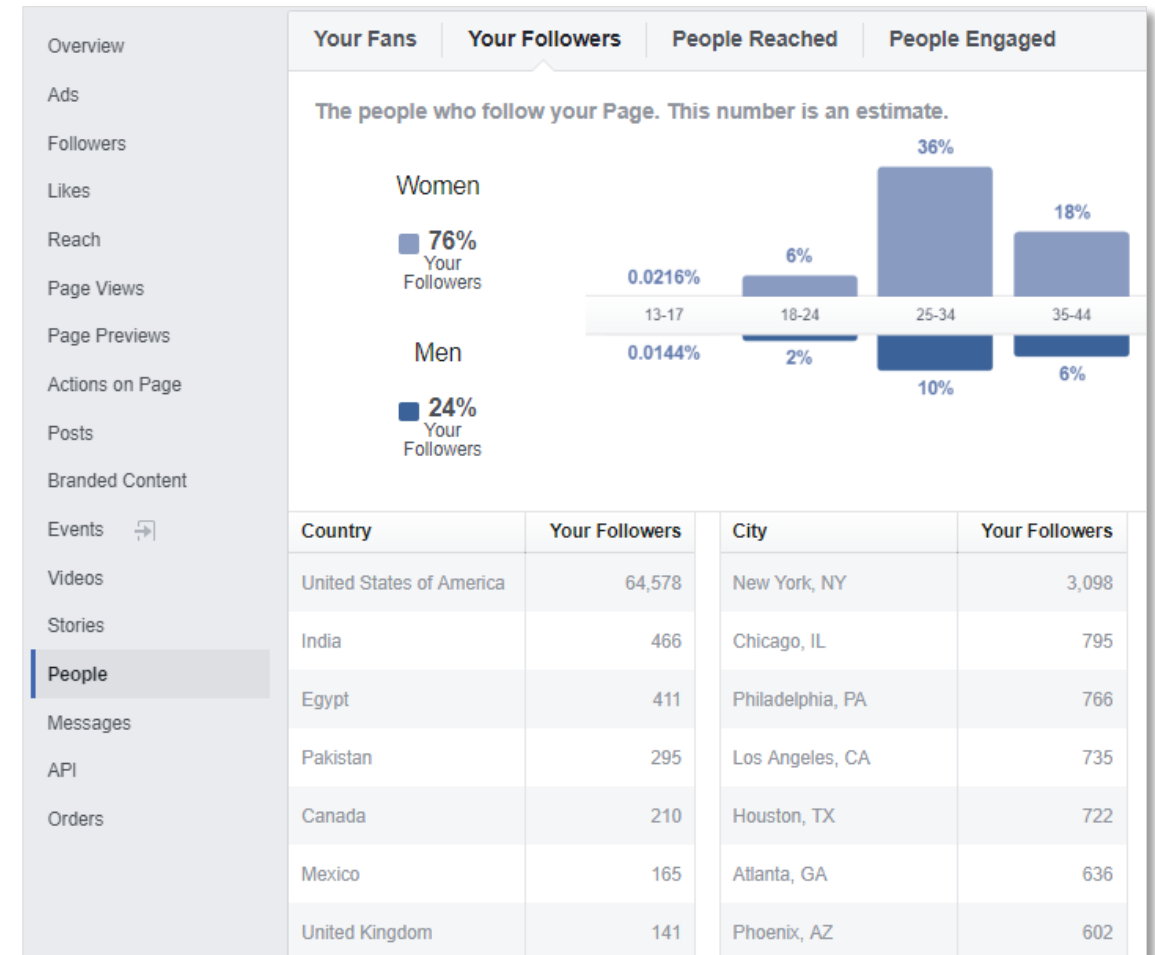
Compile data on current members

- Age, location, career stage, interests, etc.
- Conduct a survey

Social media analytics

Google analytics

- Provides demographic and interest data of website visitors



Social Media Strategy

Select Channels

Facebook

1. Sends more website referral traffic than any other social media network.
2. Geared toward both news and entertainment.
3. Future outlook places strong emphasis on video content.

Instagram

1. Highly visual network for static images and short videos.
2. Not optimal for driving blog or website traffic.
3. Best suited for strong visual brands.

Twitter

1. Views itself as a news platform as much as a social media network.
2. Retweeting and curation are encouraged.
3. Well-suited to brands sharing blog post or promoting website content.

LinkedIn

1. Professional network. The content you share should reflect this.
2. Used heavily for sharing industry articles and general professional content.
3. Launched LinkedIn Pulse in 2015, a built-in content publishing and distribution platform.

Social Media Strategy

Establish Voice + Tone

Voice: The authentic personality of the brand
(positive, professional, bold, strong,
thoughtful, empowering)

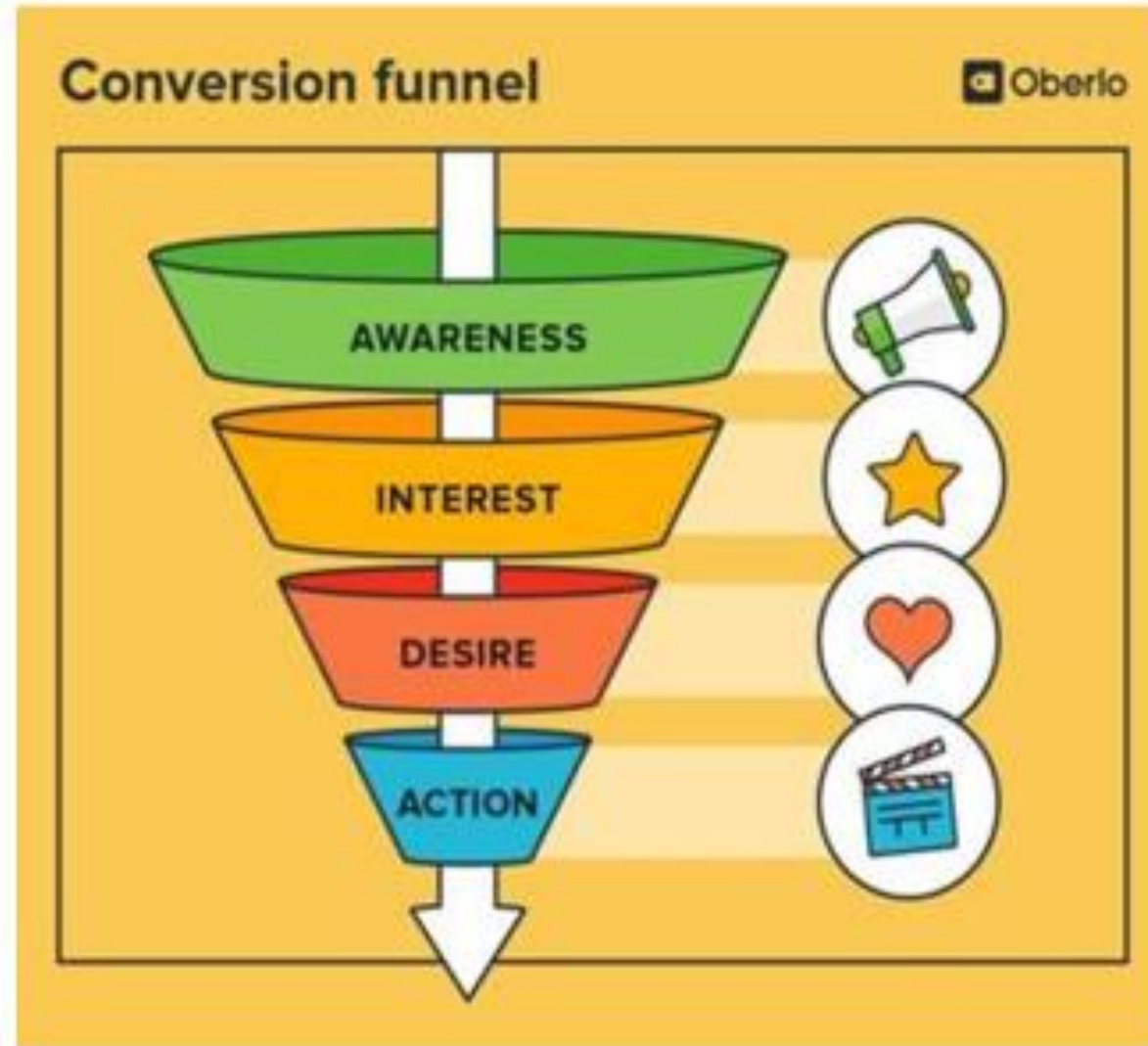
consistent across all channels

Tone: Can shift depending factors like
audience, situation, and channel.



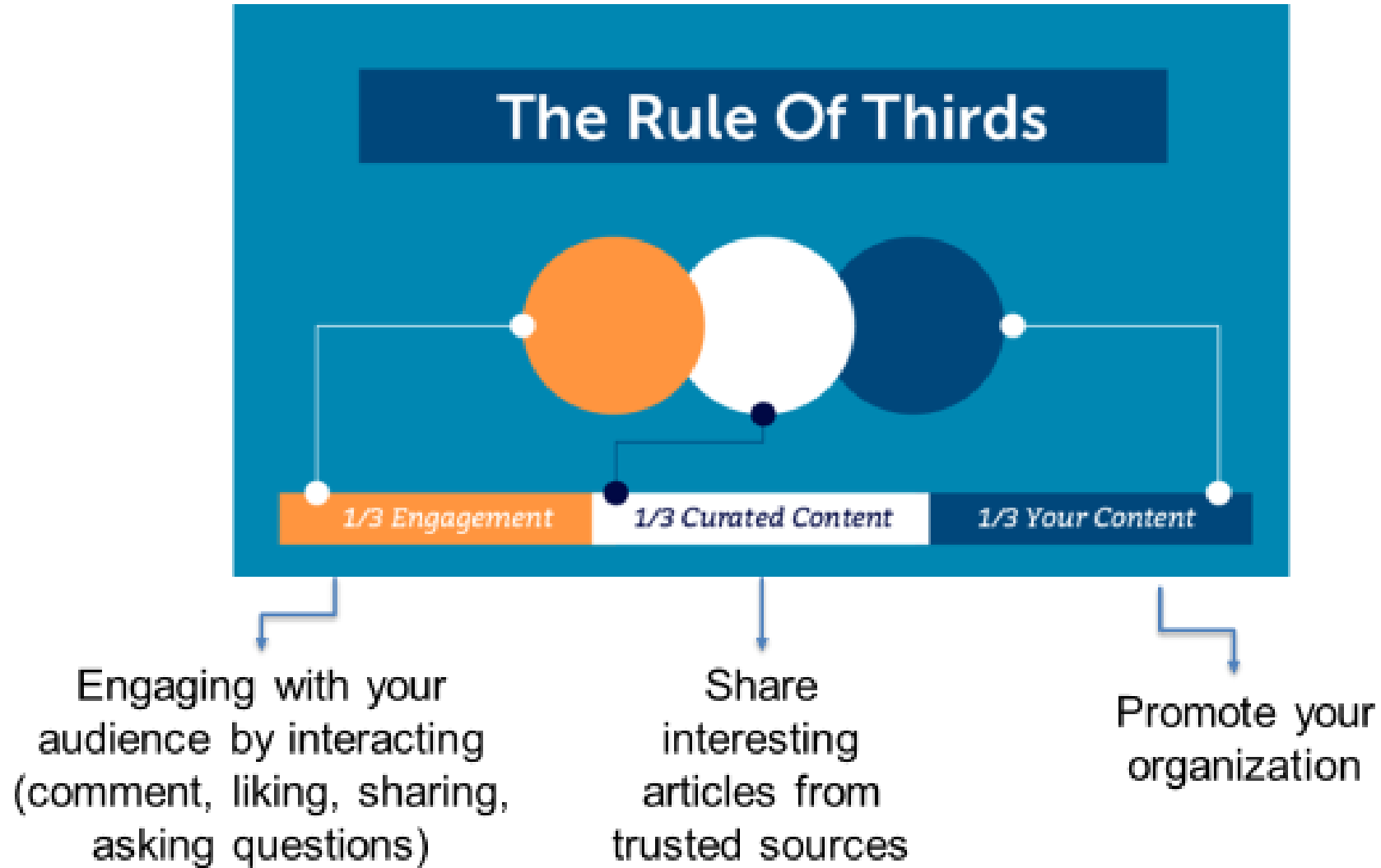
Social Media Strategy

Conversion Funnel



Social Media Strategy

Develop a Content Strategy



Social Media Strategy

Create Engaging Content

- News Articles
- Feature Stories
- Images/Graphics
- Videos
- Audio/Podcasts
- Quote Graphics
- Q/As
- Top Ten List
- Leadership Message
- Opinion Posts
- Product Reviews
- How-To Articles
- Original Research
- Interviews
- White Papers
- Blog Posts
- Webinars
- Case Studies
- Polls/Surveys/Quizzes
- Testimonials
- Contests
- Gifs
- Memes
- User-generated content
- Live Streams
- Twitter chats/live chats

Social Media Strategy

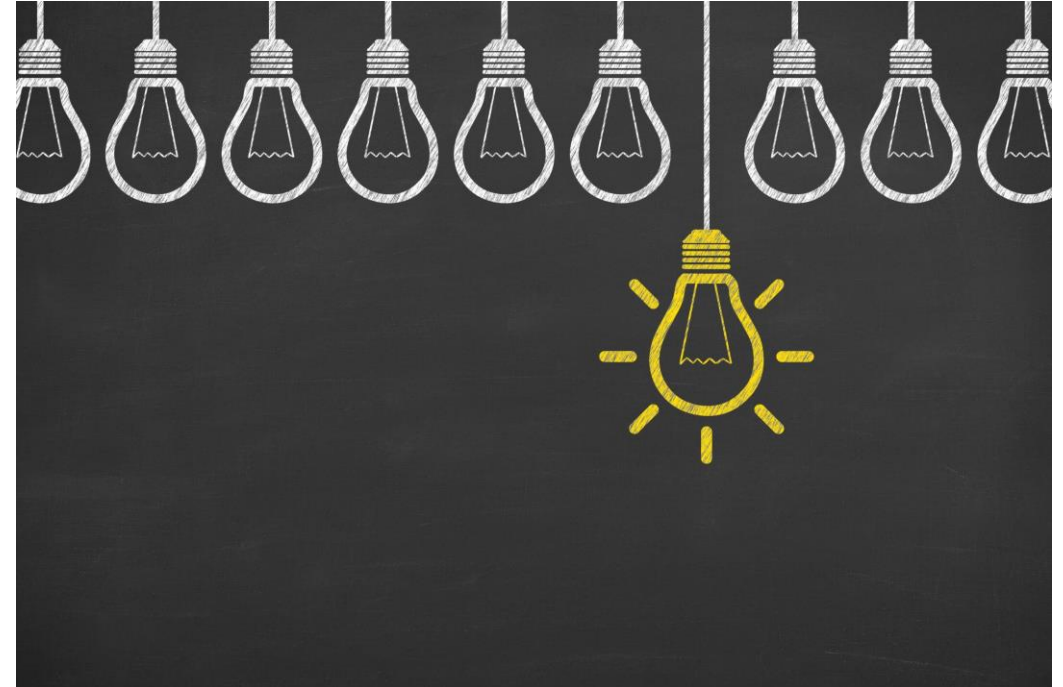
Create a Consistent Schedule

SOCIAL NETWORK	DATE (MONTH/DAY/YEAR)	TIME (EST)	CONTENT TYPE	TOPIC	SOCIAL COPY (to be filled in 3 days before publishing)	LINK
WEEK 1: MONDAY	01/07/2019					
FACEBOOK			NEW BLOG POST			
			CURATED CONTENT			
			EVERGREEN BLOG POST			
			LIVE VIDEO			
			PROMOTION			
INSTAGRAM			STORY			
			ORIGINAL IMAGE			
			CURATED CONTENT			
TWITTER			NEW BLOG POST			
			EVERGREEN BLOG POST			
			CHAT			
			EVERGREEN BLOG POST			
			VIDEO			
LINKEDIN			NEW BLOG POST			
			EVERGREEN BLOG POST			
			EVERGREEN BLOG POST			
			CURATED CONTENT			
			VIDEO			

Social Media Strategy

Trial and Error

- A/B test
 - Image types
 - Copy style/length
 - Time of day
 - Posting frequency
 - Channels
- Use your own data to set guidelines



Social Media Strategy

Competitors

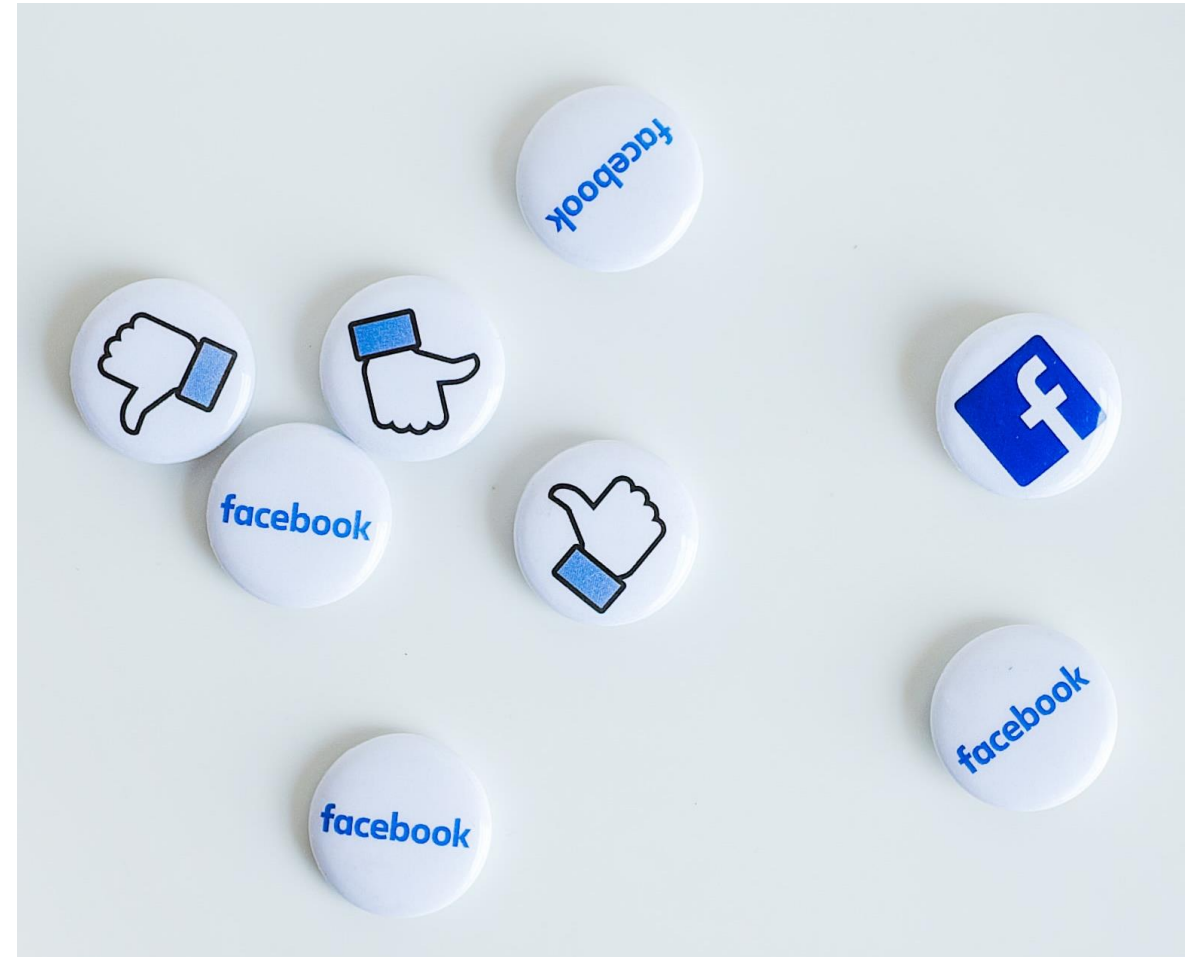
- Identify a few accounts with similar audiences
- What's working for them?
- What can you replicate?



Social Media Strategy

Channel Best Practices - Facebook


- Budget for boosted posts
- Upload video directly
- Keep copy short
- Use hashtags sparingly
- Reply to comments/questions



AAPA Best Practices

- Focus on PAs
- Share good news
 - Profession-focused
 - State and federal wins
- Know your audience
- Use paid social
- Share user-generated content
- Show appreciation
- Try new things

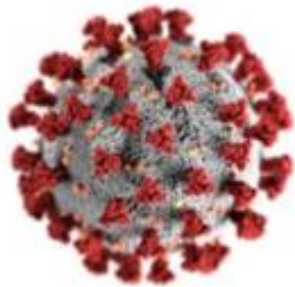
Focus on PAs

 **American Academy of PAs**
Published by CoSchedule App [?] · March 25 · 🌐

AAPA advocacy update: Read more about how AAPA is partnering with state PA chapters, including advancing executive orders to remove collaboration or supervisory requirements during the COVID-19 pandemic.
<https://bit.ly/2Jdxgkn>

 **American Academy of PAs**
Published by CoSchedule App [?] · March 26 · 🌐

PAs: You put patient care first every shift, every day, and AAPA wants to help you help them. We're working closely with state PA chapters to remove practice barriers to make sure you can do your job without unnecessary restrictions. <https://bit.ly/2Jdxgkn>



ADVOCACY UPDATE
COVID-19 Response



Share Good News: Profession-Focused



Share State & Federal Updates

American Academy of PAs
Published by CoSchedule App [?] · March 28 at 11:20 AM · 🌐

Kentucky has signed legislation to become the final state to authorize PAs to prescribe controlled medication. This is a monumental victory for all PAs – especially now, during a time when we need to maximize the PA workforce. Congrats, Kentucky Academy of Physician Assistants! 🎉
<https://bit.ly/3ami3cG>



34,528 People Reached **3,565** Engagements **Boost Post**

👍❤️ 728 32 Comments 77 Shares

American Academy of PAs
Published by CoSchedule App [?] · March 27 at 6:03 PM · 🌐

Thanks to all of the tireless PA advocates who for years have made the case to members of Congress about the necessity to eliminate the unwarranted restrictions, the Home Health Care Act was included in the CARES Act - which was signed into law today. <https://bit.ly/3apsLyZ>



25,745 People Reached **2,433** Engagements **Boost Post**

👍❤️ 296 9 Comments 64 Shares


You Retweeted

Jan Schakowsky @janschakowsky · Mar 31

🏠 US House candidate, IL-9

NEWS: My bipartisan #HomeHealth bill (HR 2150) was signed into law!

Thank you @AARP @AANP_NEWS @AAPAorg for endorsing it & working with me to ensure all Medicare beneficiaries can receive timely care in the safety of their own homes during #COVID19

 Bipartisan Home Health Care Improvement Act Signe...
EVANSTON, IL – Congresswoman Jan Schakowsky (D-IL), a Senior Chief Deputy Whip and a senior member...
schakowsky.house.gov

💬 2 🔄 10 ❤️ 26 📤



aapaorg

Today, AAPA issued a press release calling on all governors to empower PAs in the COVID-19 fight by removing supervisory or collaborative agreement requirements, which unnecessarily complicate where and how PAs can practice during a disaster or emergency. Link in bio.

1w

👤 i_stephy And keep it that way, so we're not being exploited!!

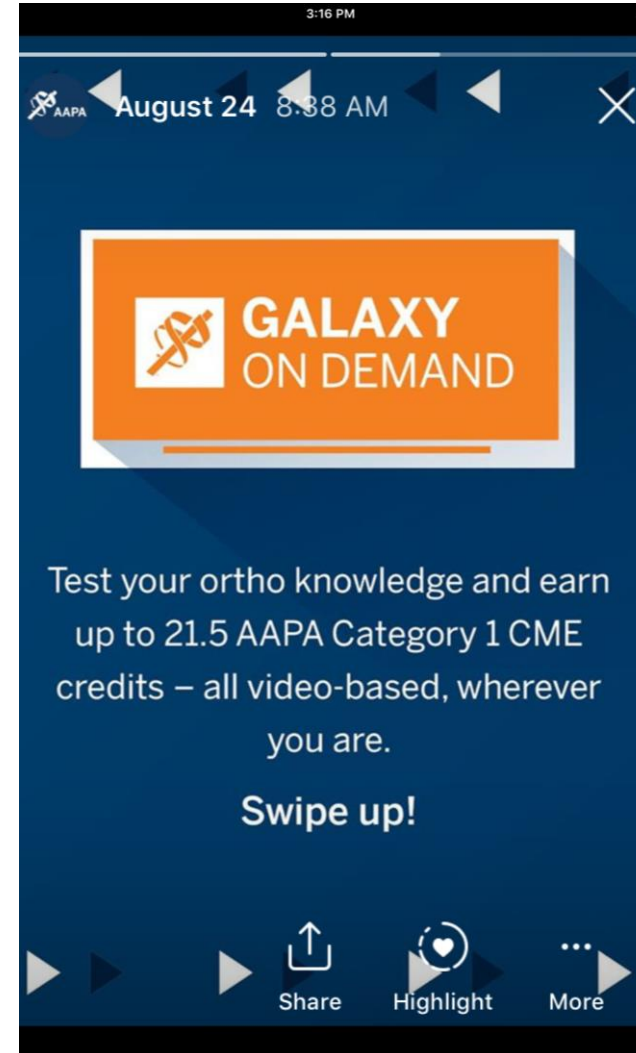
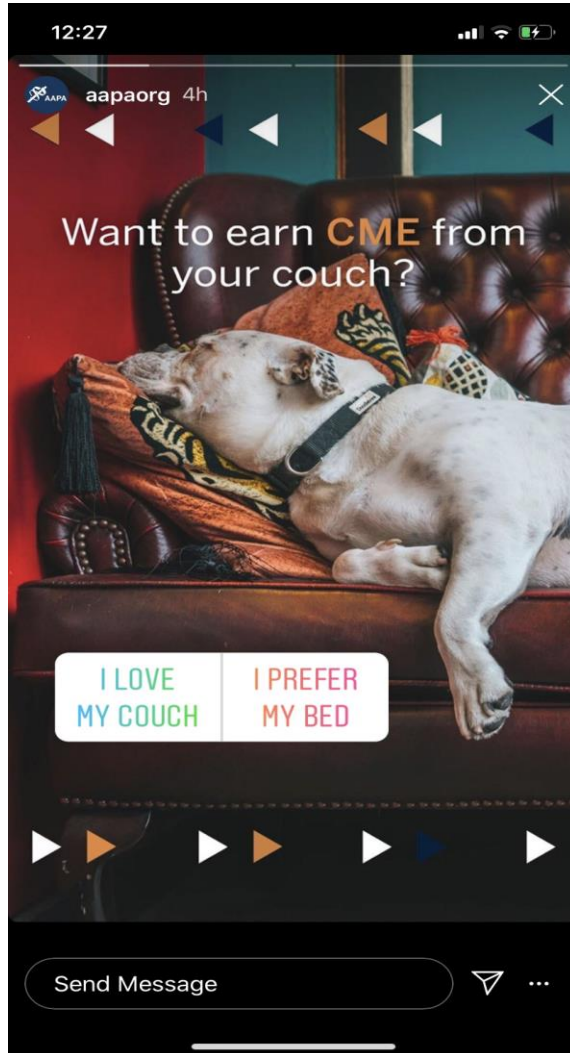
1w 1 like Reply

MARCH 31

👍❤️👍 Liked by coopertouch and 1,879 others

Add a comment... Post

Know Your Audience



Paid Social

American Academy of PAs
Sponsored · Paid for by American Academy of PAs ·

What's happening in your state? Stay informed with this interactive map that tracks which states have suspended or waived certain practice requirements for PAs in response to COVID-19.




AAPA.ORG
New! Interactive Map of Suspended/Waived PA Practice Requirements [Learn More](#)

51 Likes 5 Comments 12 Shares

Like Comment Share

Ads on American Academy of PAs




Post Engagements ...

Completed

PAs: Add this frame to your profile...

Post Engagement	People Reached
860	6.6K



Post Engagements ...

Completed

On behalf of all PAs, thank you, Harr...

Post Engagement	People Reached
953	6.5K

Pinned Tweet

AAPA @AAPAorg · Mar 29

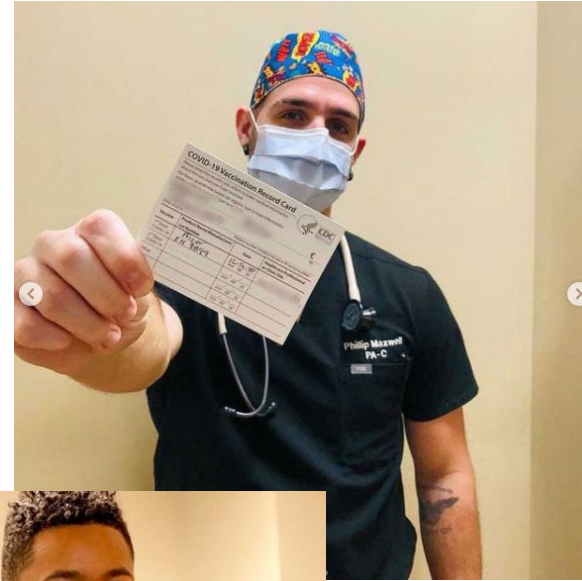
New op-ed in @thehill authored by AAPA President @PAMittman: More PAs are ready to help with #COVID19 — now governors must empower them.



More physician assistants are ready to help with COVID-19 — now As cases of coronavirus increase and hospitals become stretched beyond capacity, it is critical for all medical professionals to help. State governor...
[thehill.com](#)

2 Comments 55 Retweets 96 Likes

Share User-Generated Content



Show Appreciation



View Insights **Grow Audience**

Liked by coopertcouch and 1,807 others

aapaorg The uncertainty surrounding the #COVID19 situation can feel overwhelming, but we are filled with hope thanks to all the PAs on the front lines. #YourPACan #PAsPracticeMedicine

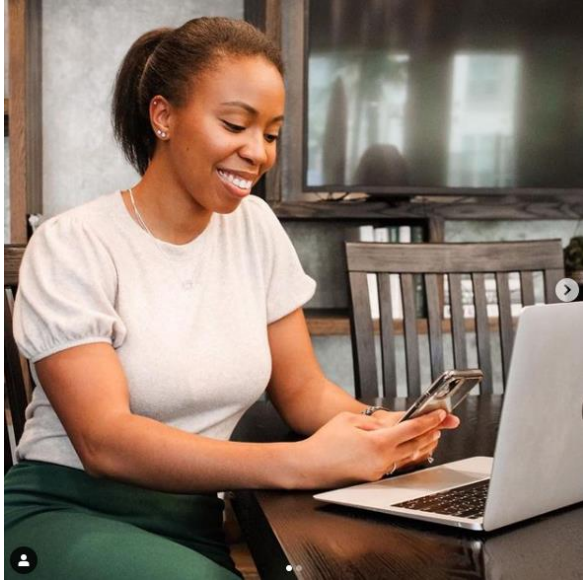


View Insights **Grow Audience**

Liked by coopertcouch and 2,610 others

aapaorg To all the PA heroes fighting #COVID19: Thank you for providing excellent care under strenuous circumstances, stepping out of your comfort zones, and stepping up for your patients.

Try New Things



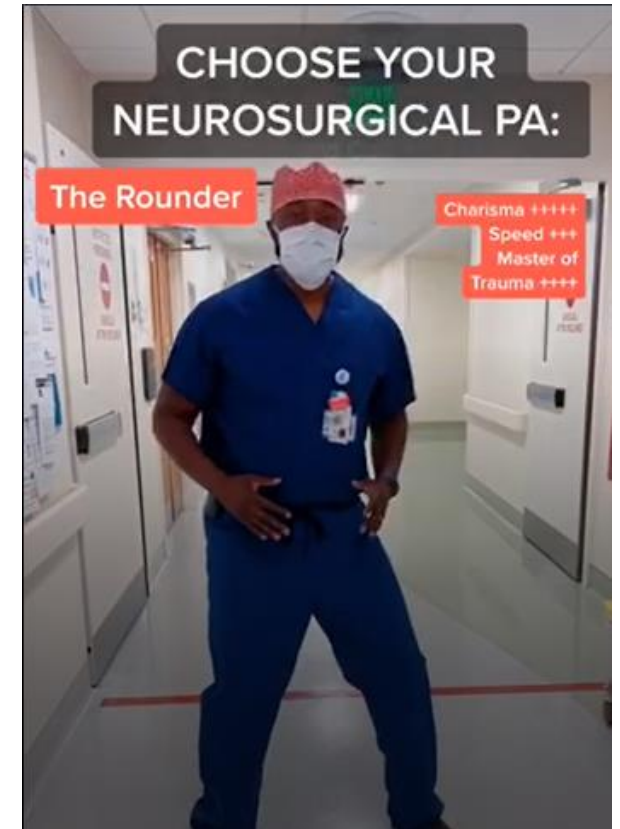
Meet one of the
**STUDENT ACADEMY BOARD
OF DIRECTORS!**

INSTAGRAM BINGO PA Edition

HAVE YOU EVER...

Advocated on behalf of the PA profession	Used the Salary Report	Waited until December to complete your CME	Donated to the PA Foundation
Participated in your student society	Posted on Huddle	Practiced telemedicine	Cheered on your PA program/ alma mater at Challenge Bowl
Been inspired by a fellow PA	Used the UpToDate app	Attended an AAPA Conference	Worked a night shift
Switched specialties	Pulled an all-nighter	Practiced in primary care	Explained that there is no 's' in physician assistant

YOUR TURN:



PA Constituent Organizations

PA Constituent Organizations

- Society of Dermatology Physician Assistants (SDPA)
- PAs in Virtual Medicine and Telemedicine (PAVMT)
- California Academy of PAs (CAPA)
- Overall Recommendations

Society of Dermatology Physician Assistants (SDPA)



- Based in Alexandria, VA
- Founded in 1994
- ~4,000 members
- Consisting of PAs who provide dermatologic care or have an interest in dermatology

www.dermpa.org

*Advancing the care of patients through the education
and empowerment of Dermatology PAs*

Society of Dermatology Physician Assistants (SDPA)



Blair Marie Beggan
Director of Marketing & Communications



Society of Dermatology Physician Assistants (SDPA)

Twitter: @dermPA

LEADERSHIP
AND
ADVOCACY
SUMMIT

dermPA
@dermPA Follows you

The Society of Dermatology Physician Assistants (SDPA). 1-844-DERMPAS

USA [dermPA.org](https://www.dermPA.org) Joined December 2008

3,371 Following 5,597 Followers

Followed by APAOG, UofSC PA Program, and 180 others you follow

Society of Dermatology Physician Assistants (SDPA)

Twitter: @dermpa

 **dermpa** @dermpa · Jan 11
Growth factor-induced therapy resulted in skin rejuvenation in women of multiple races with 95% confidence, according to study findings published in the Journal of Cosmetic Dermatology.



Noninvasive TC
Growth factor-
of multiple rac
dermatolog

 **dermpa** @dermpa · Jan 13
PA rose to the No. 1 spot on both the 100 Best Jobs list and the Best Healthcare Jobs list in U.S. News & World Report's 2021 Best Jobs rankings released Jan. 12.



PA Named Best Overall Job in 2021 by U.S. News & World Report
PA rose to the No. 1 spot on U.S. News & World Report's 2021 Best Jobs list. The rankings factor in important aspects of a job including growth ...
aapa.org

 **dermpa** @dermpa · Jan 13
Are you experiencing frustration implementing the new E/M codes at your practice? SDPA has got you covered! Join us for a 2-part LIVE coding session featuring expert coder, Jaci Johnson.

Learn more or REGISTER: bit.ly/2XCkJed



 **dermpa** @dermpa · Dec 10, 2020
[#happyhanukkah](#) from the SDPA!



Society of Dermatology Physician Assistants (SDPA) Content Process

Twitter: @dermPA

- Start the day looking for content: Google
- Schedule content in Hootsuite
- Work with a graphic designer for elements to incorporate into graphics, using Canva
- No specific approval process – looks for credible sources, avoids hot-button issues
- Find information that is important to your audience
- Track what receives more engagement, continues with that content

Society of Dermatology Physician Assistants (SDPA) Takeaways

- Post frequently so there's always new content
- Get to know your audience – deliver content that interests them and is timely
- Prioritize highly-visual content – make sure it's fun when appropriate
- Link to your social channels when you can
- Goal: Use social to make advocacy less intimidating and more accessible
- Goal: To reach more of the general public/patients:
“Patients tell a powerful story.”

PAAs in Virtual Medicine and Telemedicine (PAVMT)



- Based in Frederick, MD
- Founded in 2018, started as a Facebook group
- Represents PAs practicing in virtual care and telemedicine
- Only national organization focused on expanding PA representation in this area of healthcare

We advocate for the role of telemedicine with the PA profession, and the role of PAs in the broader field of telemedicine.

PAAs in Virtual Medicine and Telemedicine (PAVMT)



Hina Mazharuddin, PA-C, MSPAS
Executive Vice President



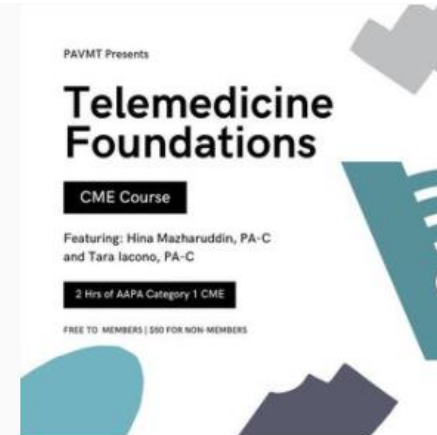
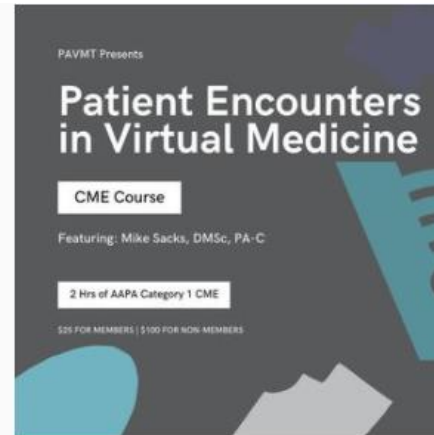
Amanda Shelley, MPAS, PA-C
President and Co-Founder

Darren Kwee, MS, PA-C
Committee Chair



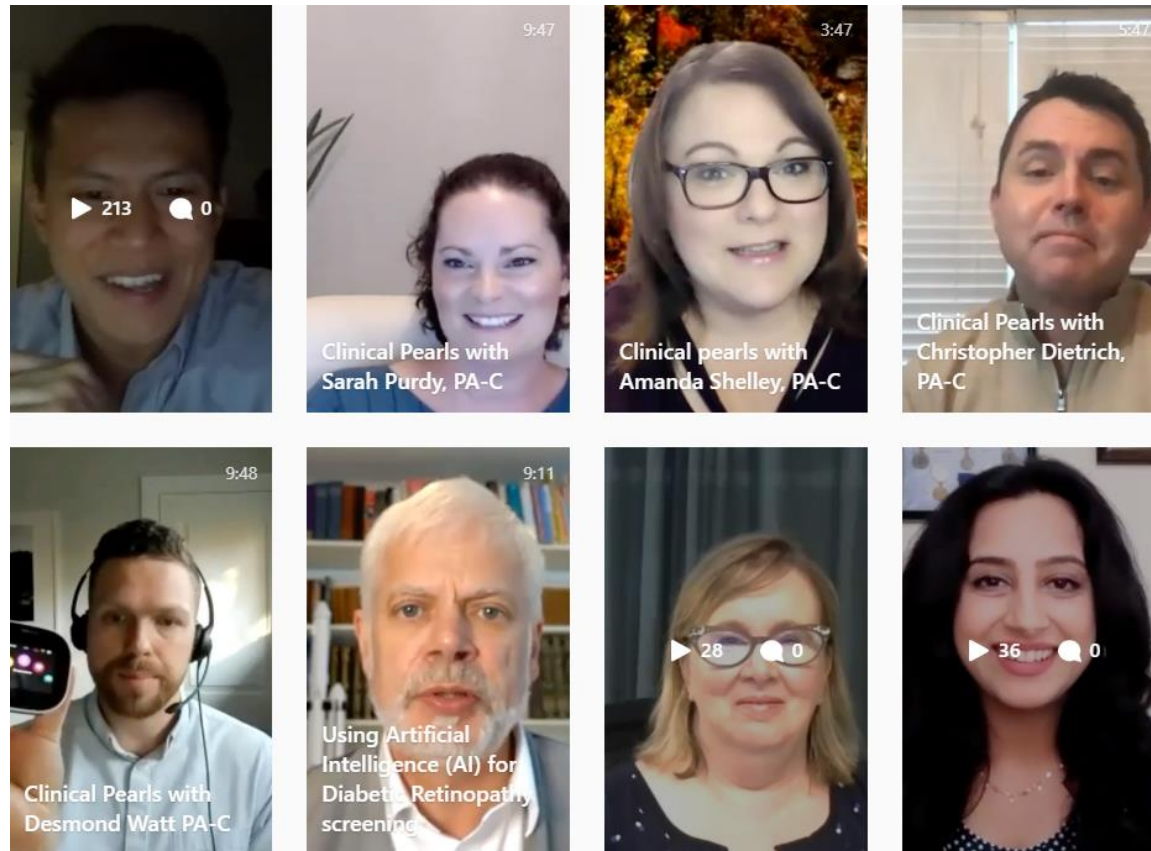
PAAs in Virtual Medicine and Telemedicine (PAVMT)

Instagram: @pavmt



PAs in Virtual Medicine and Telemedicine (PAVMT)

Instagram: @pavmt



- Clinical Pearls video series highlights people behind the scenes
- Creates familiar faces their audience recognizes
- Highlight each individual's strengths & clinical expertise
- Keep clips short because attention spans are short

PAAs in Virtual Medicine and Telemedicine (PAVMT) Content Process

Instagram: @pavmt

- No formal process
- Keep open communication for ideas among the team
- Use each other's strengths for producing content

PAAs in Virtual Medicine and Telemedicine (PAVMT) Takeaways

- Build time to learn and create in your day
- Have a “Door always open” policy
- Strategize a mission/vision first
- Know your audience and create avenues for feedback
- Make sure there is consistency
- Share good news
- Goal: convey PAs can be leaders in the virtual medicine space and empower them to do that
- Goal: launch news clips to convey their role in advancing legislative action

California Academy of PAs (CAPA)



www.capanet.org

- Based in Santa Ana, CA
- Founded in 1976
- Represent PAs in California
- Enhance, educate, and empower PAs for the ultimate benefit for their patients

The mission of the California Academy of PAs is to represent and serve PAs statewide.

California Academy of PAs (CAPA)



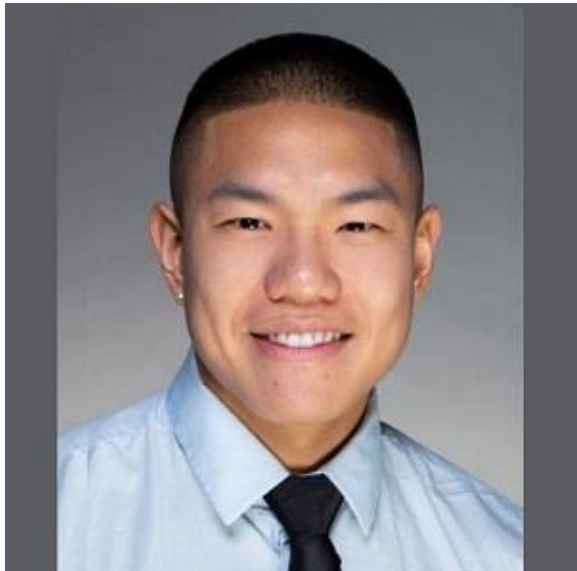
Teresa Chien,
Executive Director



Hanah Morinaga,
Events and Meetings Manager

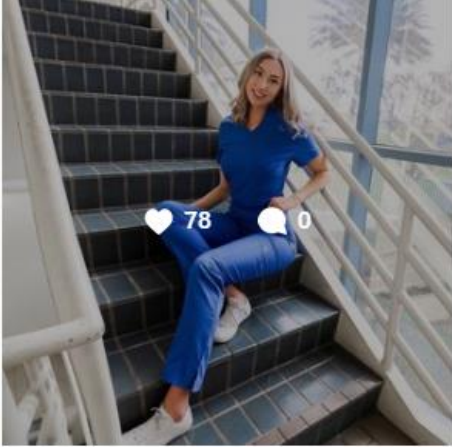


Carlitos Chen, PA-C,
Public Education Committee Chair



California Academy of PAs (CAPA)

Instagram: @capaspeaks



California Academy of PAs (CAPA) Content Process

Instagram: @capaspeaks

**LEADERSHIP
AND
ADVOCACY
SUMMIT**

- 7 committee members responsible for social
- Approval process focuses on what “not” to post
- If there’s uncertainty, ask the team

California Academy of PAs (CAPA)

Instagram: @capaspeaks

In the wake of the wrongful death of George Floyd, the California Academy of PAs (CAPA) joins those calling for systemic reform on the use of deadly force by law enforcement and increased review of discriminatory practices. On May 25, 2020, George Floyd was killed while handcuffed after a police officer kneeled on his neck for 8 minutes and 46 seconds, despite Floyd gasping "I can't breathe" and protests from observers that his life was in jeopardy.

Racism is a public health crisis. As healthcare providers, we took a professional oath to preserve the health, safety, welfare, and dignity of all human beings. CAPA has always advocated for equitable care for all, but today we especially advocate for black lives. Because they matter. It is incumbent upon all of us to work toward systemic change.

CAPA
CALIFORNIA ACADEMY OF PAs
Empowering Healthcare

- Take a stand. Be ok with not pleasing everyone.
- Don't think of it as being "political" – it's doing the right thing.
- Don't be afraid to do what's right.

California Academy of PAs (CAPA) Takeaways

- Find the right people for your team
- PAs want to help: just ask!
- Diversity is key – otherwise you just have an echo chamber
- Don't be afraid to try new things
- Members pay for convenience: be a reliable, quick resource
- Turn PAs into advocates by providing value
- Goal: Seek opportunities to turn nonmembers into members; drive folks back to the website
- Goal: provide value so PAs want to invest in a membership

Overall Recommendations

- Build the right team and ask for help
- Understand your audience
- Take the time to build relationships
- Provide value
- Tell compelling stories
- Use compelling visuals
- Share good news – Celebrate PAs!
- Take a stand
- Try new things
- Track and reflect on what's working (and what's not)
- Take the time to learn and create

Additional Social Media Tools and Resources

Social Media 101

Moz Beginner's Guide to Social Media

Lynda.com's Social Media Marketing

Training & Tutorials

SocialMediaExaminer.com

SproutSocial Blog, including how to
conduct a social media audit

Scheduling Tools:

Facebook Creator Studio, Hootsuite,
CoSchedule, Buffer, Later

Tracking

Bit.ly, linktree, Lnk.bio, Hashtracking

Image Editing/Graphic Creation

Canva, Photoshop

Free Stock Images

Unsplash, Burst, CDC Public
Health Image Library, Google
Images (free option)

Video/Audio/Podcasts

Animoto, Biteable, Wavve

Contests/Pledges/Donations

Shortstack, ActionSprout

Thank you!

Questions? Email us:

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Divya Williams: dwilliams@aapa.org