

NASBHC. social media, and you

Adrienne Ammerman and Kyle Taylor

May 2011

Who we are



Adrienne Ammerman
Communications Director
NASBHC



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NASBHC

Agenda

- Why does NASBHC use social media?
- Facebook basics
- Twitter basics
- Blog basics
- Getting involved
- Resources
- Q&A

Participate!

- Tweet your comments and questions live during this webinar!
- Include @nasbhc in your tweet
- Be sure to also include the hashtag, #nasbhc

Why does NASBHC use social media?

The goals of NASBHC's social media strategy are:

- To expand our ability to reach, engage, and mobilize current and potential stakeholders, supporters, and advocates.
- To increase the use of NASBHC's tools and resources located on www.nasbhc.org.
- To lead the way for the SBHC field in how to use social media to engage with their networks and support their missions.

NASBHC's social media strategy

- Social media plan
- NASBHC's social media committee
 - Act as a sounding board and help implement the organizational social media strategy (guided by the Communications Director).
 - Build the social media capacity of SMC, NASBHC staff, and field.
 - Act as a “social media crisis team” during times of high-stakes advocacy.
- Social media guide for staff



National Assembly on School-Based Health Care

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NASBHC's mission is to improve the health status of children and youth by a...

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What's on your mind?



National Assembly on School-Based Health Care

Congratulations to the new health center at Riverbank High School in California, which will be opening on May 5th!

[Health Center Prepares For May 5 Opening](#)
www.theriverbanknews.com

3 hours ago · Like · Comment · Share

Marcia Monica Zorrilla and 3 others like this.

Write a comment...



HEALS, Inc.

Great news! The National Assembly on School-Based Health Care selected a rep. of HEALS, Inc. to participate at the 2011 National School-Based Health Care Convention in Chicago as a Social Media Fellow!

[Use Facebook as Kyle](#)

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Quick Tips

Get more people to like your Page with Facebook Ads today!

[Get More Connections](#)

Sample Ad: National Assembly on...



The text of your ad will go here.

Like · Kyle Taylor likes this.

National
Assembly on
School-Based
Health Care

School-Based Health

@nasbhc Washington, DC

The National Assembly on School-Based Health Care improves the health status of children and youth by advancing and advocating for school-based health care.
<http://www.nasbhc.org>

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nasbhc School-Based Health

Keep our elected officials informed! Check out our site for more info on SBHCs: <http://bit.ly/10eNxM>

5 May



nasbhc School-Based Health

HR 1214 passed the House, 235 to 191. Read our statement here: <http://bit.ly/klrbz5> Thanks to our great advocates for all your calls!!

4 May



nasbhc School-Based Health

Watch the debate on HR 1214 live now! <http://www.c-span.org/Live-Video/C-SPAN/>

4 May



nasbhc School-Based Health

Today's House vote on H.R. 1214 won't happen before noon!

About you

384

Tweets

135

Following

288

Followers

14

Listed

Following **135**



Followers **288**



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Our Convention blog



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NASBHC National
Assembly on
School-Based
Health Care

Bringing Health Care To Schools For Student Success



NATIONAL SCHOOL-BASED HEALTH CARE CONVENTION

MONDAY, JUNE 28, 2010

Let Us Know What You Think!

For the first time ever NASBHC put a special effort into using social media tools to enhance the **2010 National School-Based Health Care Convention** experience for both attendees and non-attendees.

Here's what we accomplished:

- Live video streaming of all three Convention plenary sessions -- video archived on www.nasbhc.org/conventionvideophotos
- 23 posts over four days on our Convention blog, www.nasbhc.blogspot.com
- Convention news, updates, and comments on NASBHC's Twitter page, www.twitter.com/nasbhc
- Live Twitter feed displayed in the Convention ballroom before and after plenaries and displayed in the exhibitor hallway

PAGES

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NASBHC National
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NASBHC's Channel

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National School-Based Health Care Awareness Month 2011



Uploads (18)



National School-Based Health Care Awareness
120 views - 1 month ago



NASBHC's 2011 Convention: Will You Be
239 views - 1 month ago



National SBHC Awareness Month -
14 views - 3 months ago

[see all](#)

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How can you get started?

Facebook basics

<http://www.screencast.com/t/YO83UT09y>

Facebook privacy

<http://www.screencast.com/t/Oef6xISaQ>

Twitter basics

<http://www.screencast.com/t/NGCQYIOV>

Blog basics

Best practices for writing and maintaining a blog:

- Frequent posts
- Link to other blogs and websites
- Include photos and video
- Keep the tone conversational
- Keep the blog short
- Include tags within your blog

As soon as the regulations are available we'll convene phone calls to alert the field of the availability of the funds, and some assistance on how to structure the request for your center's share of these competitive grants. Mr. Macrae also said that BPHC plans on holding its own phone calls with interested stakeholders to answer questions that remain after the regulations are published.

So stay tuned to our website. And become a member of [NASBHC](#) to become the first to know when the regulations are published.

Josh Rovner, Director of Policy and Advocacy

POSTED BY [NASBHC](#) AT 1:49 PM 0 COMMENTS 

LABELS [ADVOCACY DAY](#) [HEALTH CARE REFORM](#) [NASBHC](#) ←

Groupthink: Supporting Adolescents with Diabetes through a SBHC Support Group

It's a pleasure to be back at the National conference with peers who are dedicated to SBHC's and committed to being on the "front line" as advocates and caregivers of young people in our country. I'm honored to be among you, whether you here in DC or virtually. The presentation I'm giving this year is a summary of the work I've been doing at Duke while completing my Doctorate in Nursing Practice (DNP) Degree. For those who are not familiar with the DNP's focus, we complete a "Capstone" project (rather than a thesis) that evaluates the effectiveness of an innovation in nursing practice or one that is being proposed for practice in a healthcare setting. I choose to look at the effects of a SBHC support group that works with adolescents with insulin-dependent diabetes, a project we had started at my clinical setting three years ago, but had no idea of its effectiveness. Through the Capstone, I was not only able to get a clear view of the significant risk factors and self-care behaviors the teens were choosing, but also

**How can you use social media to engage
with NASBHC?**

Getting involved with NASBHC

- Post pictures, links, comments on NASBHC's Facebook page
- Retweet and reply to NASBHC on Twitter
- Suggest our Facebook and Twitter pages to friends
- Embed NASBHC YouTube videos on your blog

Getting involved at the NASBHC Convention

- Read NASBHC's convention blog, www.nasbhc.blogspot.com – and submit a post
- Tweet during workshops and other sessions using #nasbhc
- Post videos, photos, & comments on NASBHC's Facebook page
- Stop by NASBHC's booth to talk to the Social Media Fellows and Media Ambassadors
- Let your colleagues and networks know about NASBHC's live-streaming plenary sessions

Our Convention #hashtag

#nasbhc

Resources

- <http://bit.ly/IFRjVg>
- <http://www.google.com/support/youtube/bin/answer.py?hl=en&answer=57924>
- <http://mashable.com/2010/05/31/92-essential-social-media-resources/>
- <http://www.wikihow.com/Start-a-Blog>
- <http://twitter.pbworks.com/w/page/1779812/Hashtags>
- <http://newmediatoolkit.org/>

Vivint

<http://www.vivint.com/givesbackproject/charity/669>

vivint.givesback
PROJECT

NASBHC National
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Health Care

<http://www.vivint.com/givesbackproject>

we're giving away \$1,250,000 to charities
you choose where the money goes!



First

'Like' us on facebook

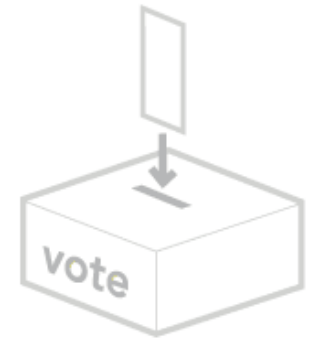


then

A form titled 'Charity information' with fields for name, location, region, and info, and a pen icon.

April 25 - June 11

Nominate/Endorse charities



June 14 - August 27

Vote and donate

38

10

behind the leader: 2685

Region: Eastern

Location: Washington, DC

Website: www.nasbhc.org

Description: The National Assembly on School-Based Health Care (NASBHC) was founded in 1995 and is the national voice for school-based health centers (SBHCs). Built from the grassroots up by individuals from state and federal government agencies, national and regional foundations, child health and education organizations, and SBHCs, we are a true reflection of the field we support. NASBHC advocates for national policies, programs, and funding to expand and strengthen SBHCs, while also supporting the movement with training and technical assistance.

Endorsed!

You can help this charity get more votes by sharing this page with your friends!



Vivint: step by step

- Visit <http://www.vivint.com/givesbackproject>
- “Like” Vivint on the front page
- Visit <http://www.vivint.com/givesbackproject/charity/669>
- Scroll to the bottom of the screen and endorse NASBHC
- Come back every day to endorse us!

vivint.givesback
PROJECT

NASBHC National
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Questions?

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NASBHC membership

www.nasbhc.org/membership



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