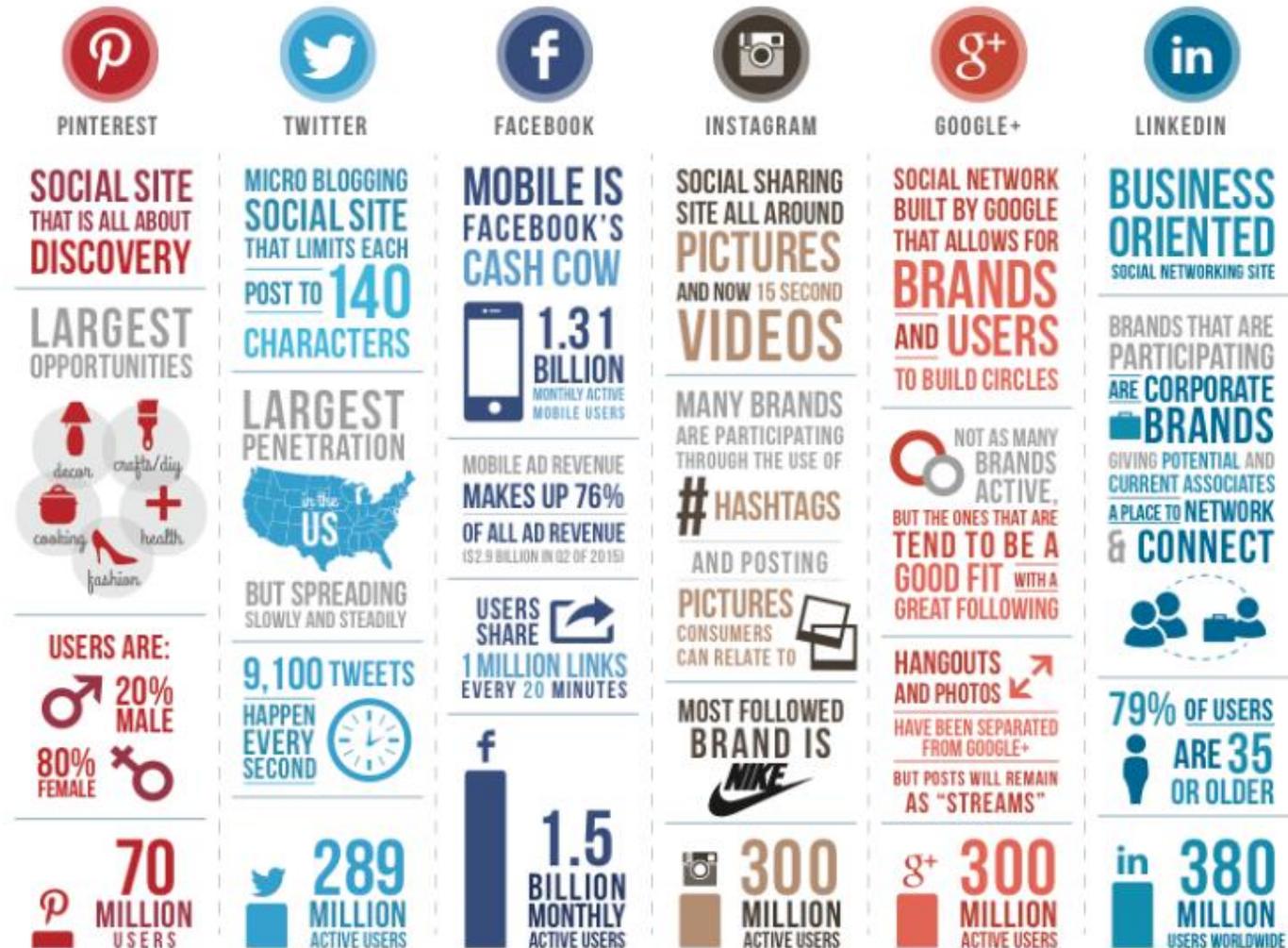


Social media 2016

If you build it, will they come?

Why bother to build it?



What's in it for you?

- Engages with audience
- Humanizes government
- Fulfills mission
- Establishes authority
- Improves customer experience
- Complements a Comms Plans



Build it, yes. But with caution

- Why are you starting a Facebook/Twitter account?
- What do you want from it?
- What do you expect from it?
- Who is going to feed & water it now – and forever?



What's the right platform for you?

Facebook — 72% of adult internet users/62% of entire adult population

Fully 72% of online American adults use Facebook, a proportion unchanged from September 2014. Usage continues to be especially popular among online women, 77% of whom are users. In addition, 82% of online adults ages 18 to 29 use Facebook, along with 79% of those ages 30 to 49, 64% of those ages 50 to 64 and 48% of those 65 and older.

Facebook Demographics

Among internet users, the % who use Facebook

	Internet users
Total	72%
Men	66
Women	77
White, Non-Hispanic	70
Black, Non-Hispanic (n=85)	67
Hispanic	75
18-29	82
30-49	79
50-64	64
65+	48
High school grad or less	71
Some college	72
College+	72
Less than \$30,000/yr	73
\$30,000-\$49,999	72
\$50,000-\$74,999	66
\$75,000+	78
Urban	74
Suburban	72
Rural	67

Source: Pew Research Center, March 17-April 12, 2015.

PEW RESEARCH CENTER

Twitter — 23% of all internet users/20% of entire adult population

Some 23% of all online adults use Twitter, a proportion that is identical to the 23% of online adults who did so in September 2014. Internet users living in urban areas are more likely than their suburban or rural counterparts to use Twitter. Three-in-ten online urban residents use the site, compared with 21% of suburbanites and 15% of those living in rural areas. Twitter is more popular among younger adults — 30% of online adults under 50 use Twitter, compared with 11% of online adults ages 50 and older.

Twitter Demographics

Among internet users, the % who use Twitter

	Internet users
Total	23%
Men	25
Women	21
White, Non-Hispanic	20
Black, Non-Hispanic (n=85)	28
Hispanic	28
18-29	32
30-49	29
50-64	13
65+	6
High school grad or less	19
Some college	23
College+	27
Less than \$30,000/yr	21
\$30,000-\$49,999	19
\$50,000-\$74,999	25
\$75,000+	26
Urban	30
Suburban	21
Rural	15

Source: Pew Research Center, March 17-April 12, 2015.

PEW RESEARCH CENTER

Facebook, Twitter, Instagram or Pinterest??

Instagram — 28% of adult internet users/24% of entire adult population

Some 28% of online adults use Instagram, a proportion that is unchanged from the 26% of online adults who did so in September 2014. Instagram continues to be popular with non-whites and young adults: 55% of online adults ages 18 to 29 use Instagram, as do 47% of African Americans and 38% of Hispanics. Additionally, online women continue to be more likely than online men to be Instagram users (31% vs. 24%).

Instagram Demographics

Among internet users, the % who use Instagram

	Internet users
Total	28%
Men	24
Women	31
White, Non-Hispanic	21
Black, Non-Hispanic (n=85)	47
Hispanic	38
18-29	55
30-49	28
50-64	11
65+	4
High school grad or less	25
Some college	32
College+	26
Less than \$30,000/yr	26
\$30,000-\$49,999	27
\$50,000-\$74,999	30
\$75,000+	26
Urban	32
Suburban	28
Rural	18

Source: Pew Research Center, March 17-April 12, 2015.

PEW RESEARCH CENTER

Pinterest — 31% of adult internet users/26% of entire adult population

Some 31% of online adults use Pinterest, a proportion that is unchanged from the 28% of online adults who did so in September 2014. Women continue to dominate Pinterest — 44% of online women use the site, compared with 16% of online men. Those under the age of 50 are also more likely to be Pinterest users — 37% do so, compared with 22% of those ages 50 and older.

Pinterest Demographics

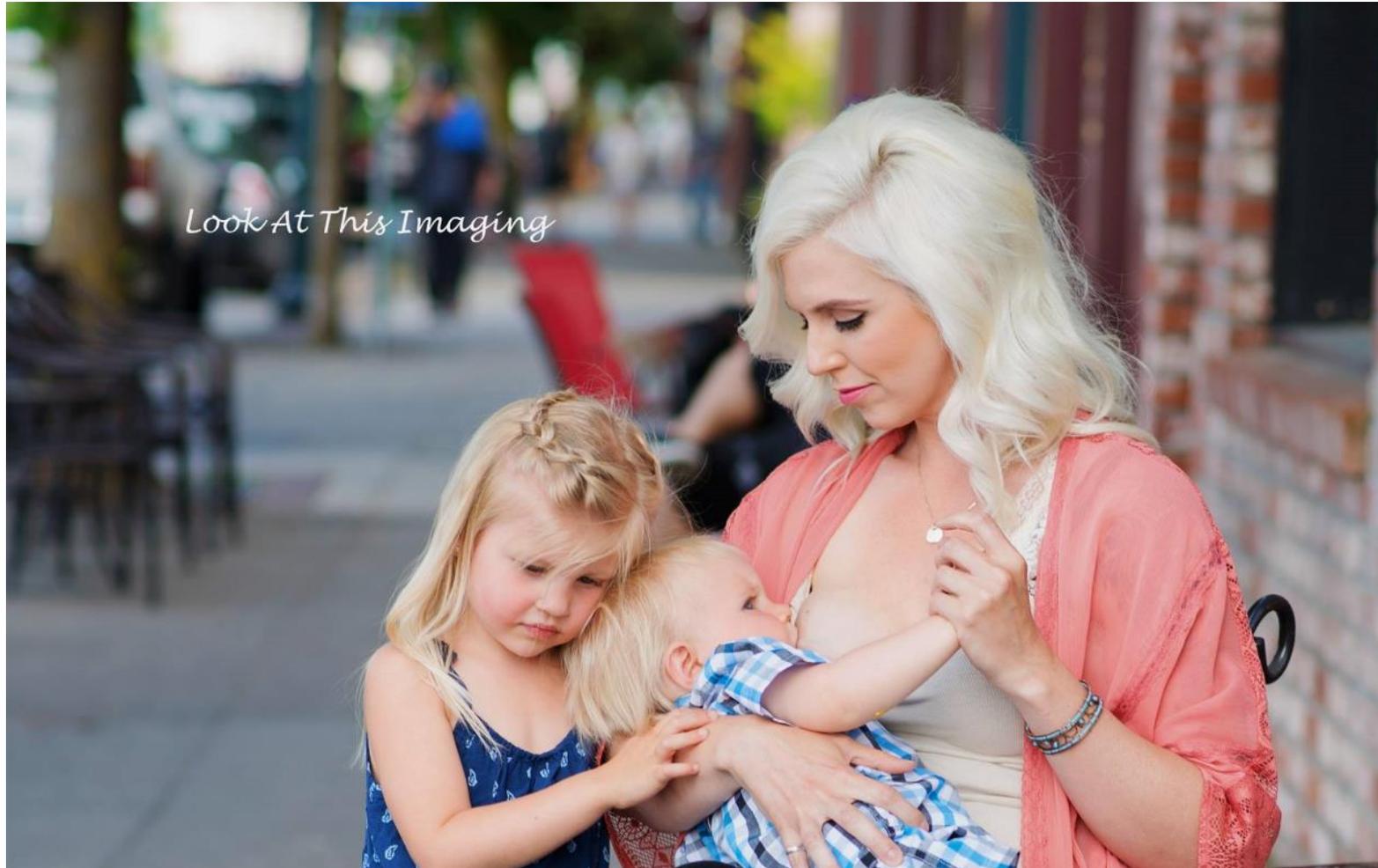
Among internet users, the % who use Pinterest

	Internet users
Total	31%
Men	16
Women	44
White, Non-Hispanic	32
Black, Non-Hispanic (n=85)	23
Hispanic	32
18-29	37
30-49	36
50-64	24
65+	16
High school grad or less	25
Some college	37
College+	31
Less than \$30,000/yr	24
\$30,000-\$49,999	37
\$50,000-\$74,999	41
\$75,000+	30
Urban	26
Suburban	34
Rural	31

Source: Pew Research Center, March 17-April 12, 2015.

PEW RESEARCH CENTER

Give the people what they want



Oregon Health Authority
Published by Larry Bingham [?]
Page Liked · August 19 · Edited ·

For National Breastfeeding Month, we send a shout out to Oregon WIC participant and photographer Jessica Porter who donated her time and talent to shoot portraits of moms nursing in downtown Grants Pass to help #normalizebreastfeeding. Read her story & see the photos: <http://bit.ly/2b6Z89s> #nbfm16 Look At This Imaging

Tag Photo Add Location Edit

Like Comment Share

66 Chronological

33 shares 7 Comments

View 1 more comment

Jodie Gist Awesome Jessica Porter yay!!! 🥰🥰🥰
Like · Reply · Message · 1 · August 19 at 8:35pm

Jodie Gist I'm still nursing Nikolaie maybe next photo shoot we can do a nursing sesh of my boys 🥰🥰 Je Jessica Porter
Like · Reply · Message · 2 · August 19 at 8:37pm

1 Reply

Lesa Dixon-gray Awesome photo, Jessica!
Like · Reply · Message · 1 · August 19 at 10:52pm

Jessica Porter Thank you Lesa Dixon-gray you can view them all through that link 😊
Like · Reply · Message · August 19 at 11:19pm

Becca Marie Beautiful!
Like · Reply · Message · 1 · August 21 at 7:05pm

Social media is a moving target

 **Oregon Health Authority**
Published by Larry Bingham [?] · September 11 at 8:00am · 🌐

Props to the Klamath Senior Center! Smokefree Oregon:
<http://bit.ly/1PiwVua>



KLAMATH SENIOR CENTER IS NOW SMOKEFREE!

✔ **Get More Likes, Comments and Shares**
Boost this post for \$30 to reach up to 4,900 people.

843 people reached Boost Post

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**Healthy Schools Webinar
Noon
August 24**

 **OR Health Authority**
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We Oregonians live in a state of natural wonders. Where do you go to get outside & get active? Share your adventures



#GetOutdoorsOR

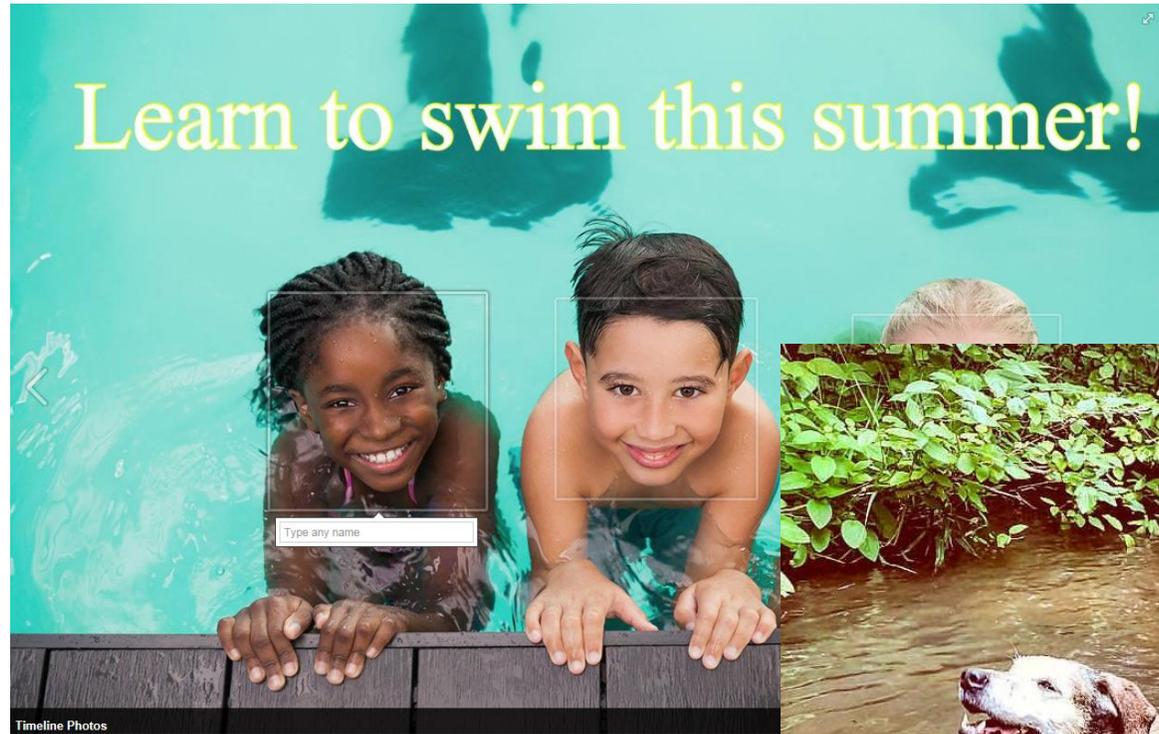
LIKE
1 

2:10 PM · 11 Jul 2016

Follow the pride

- Post to your strengths
- People like and share things that represent their values
- Keep it positive
- ALWAYS use a visual
- Number of videos are Facebook tripled in 2015
- Upload directly
- Try Facebook Live & Periscope
- Try free apps like Phonto & Vonto

Remember: It's supposed to be fun



Oregon Health Authority
Published by Larry Bingham [?]
Page Liked · July 19 · 🌐

Every day, about 10 people in the U.S. die from drowning, and 2 of the 10 are kids under 15.

📍 Tag Photo 📍 Add Location ✎ Edit

👍 Like 💬 Comment ➦ Share 🇺🇸

👤 Tina Edlund

Health Write a comment... 📷 🌐



Oregon Health Authority
Published by Larry Bingham [?]
Page Liked · August 19 · 🌐

If you seek relief from the heat this weekend in one of our state's cool lakes or streams, or in the ocean, be safe out there!

📍 Tag Photo 📍 Add Location ✎ Edit

👍 Like 💬 Comment ➦ Share 🇺🇸

👤 Jude Leahy, Joyce Eriand and 52 others

2 shares

Health Write a comment... 📷 🌐

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