



# Social Networking 101

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Social networking  
is not a fad. **It's a  
fundamental shift in the  
way we communicate.**



## COMMUNICATIONS...

Yesterday



Today





## Set Goals

Build relationships

Increase, strengthen advocacy

Drive web traffic

Facilitate interactivity

Increase exposure

Increase accessibility

Become source of news, information

Create consistent top-of-mind awareness

Take responsibility for getting information to public





# Three Social Networking Options

**There Are Over 200 Social Networking Websites on the Internet Today**  
*You Can Achieve Great Things With Just 2 or 3!*



- More than 200 million blogs
- Read by nearly 250 million people monthly
- 73% of active online users have read a blog
- 71% of journalists read blogs daily

[www.wordpress.com](http://www.wordpress.com)



- More than 250 million active users
- More than 120 million users log on to Facebook at least once each day
- More than two-thirds of Facebook users are outside of college
- The fastest growing demographic is those 35 years old and older

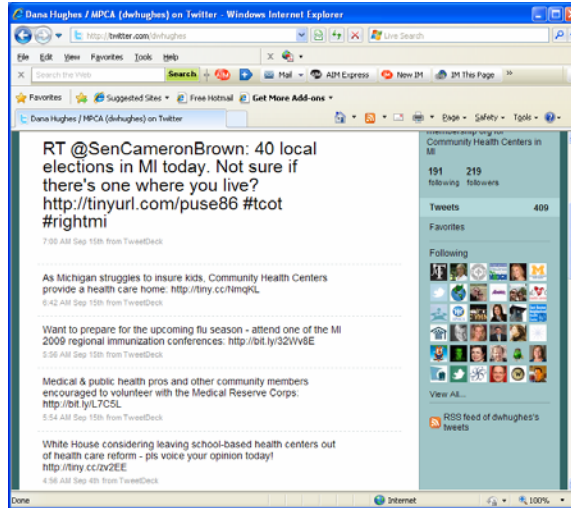
[www.facebook.com](http://www.facebook.com)

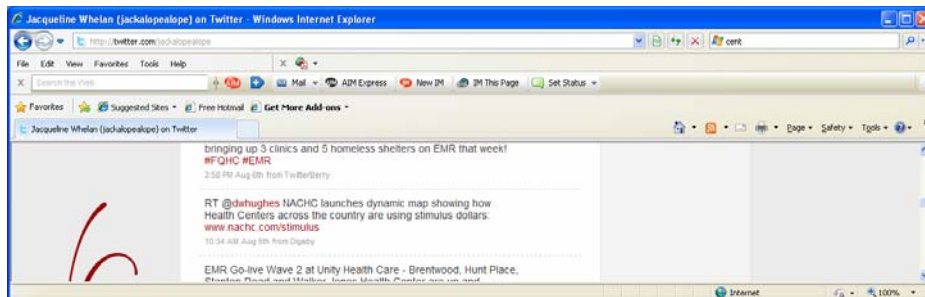
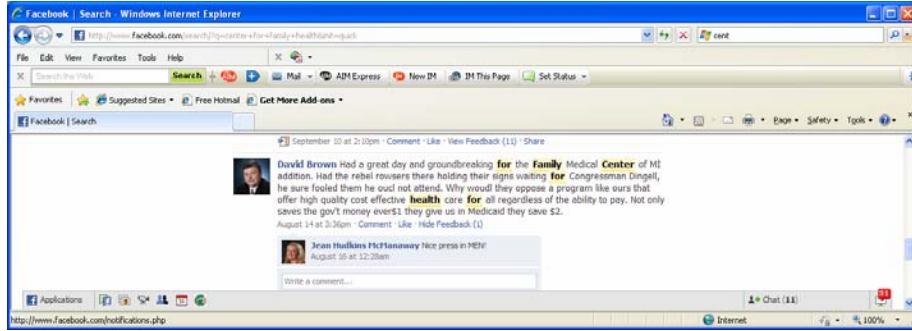


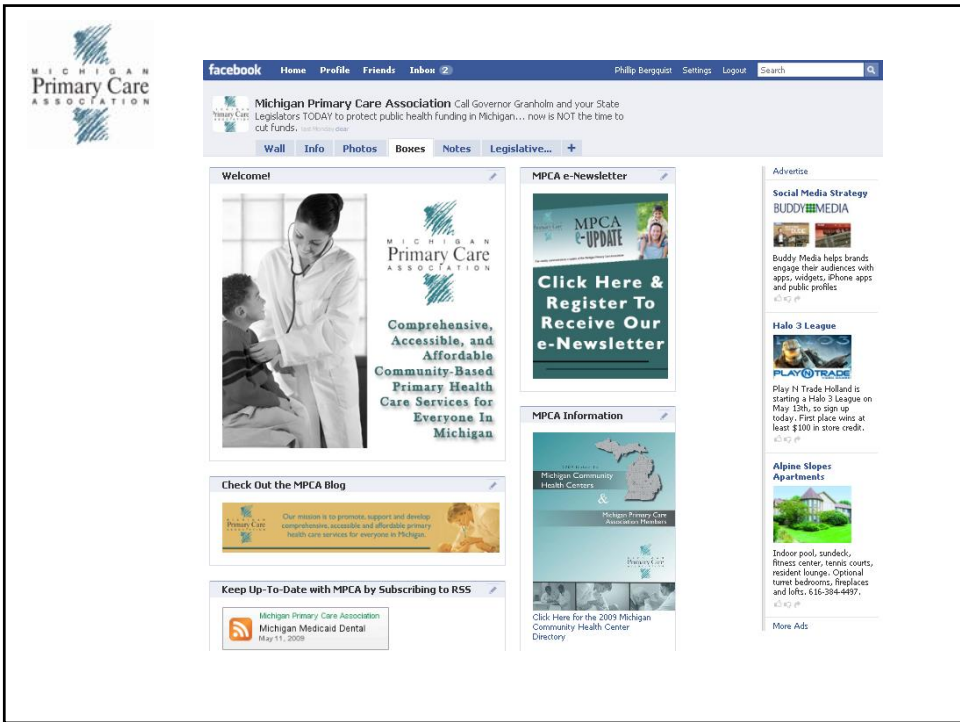
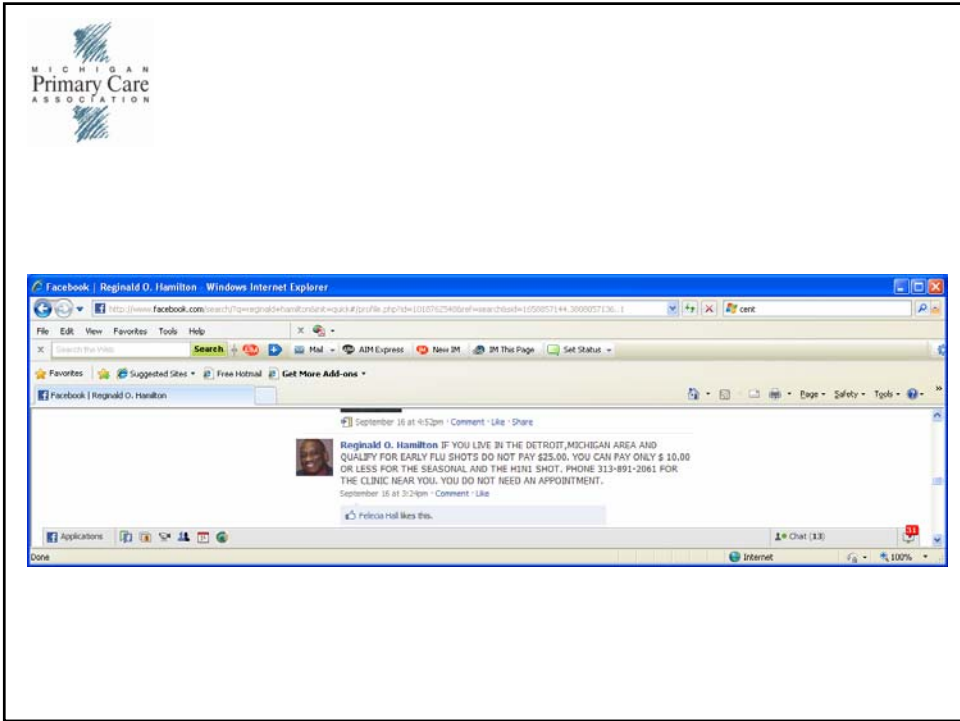
- Began as an experiment in 2006; Twitter, Inc. launched in 2007
- 45-54 year olds are the top demographic, followed by 25-34 year olds
- 10,000 unique visitors worldwide in February 2009; 4,000 unique visitors in the U.S.

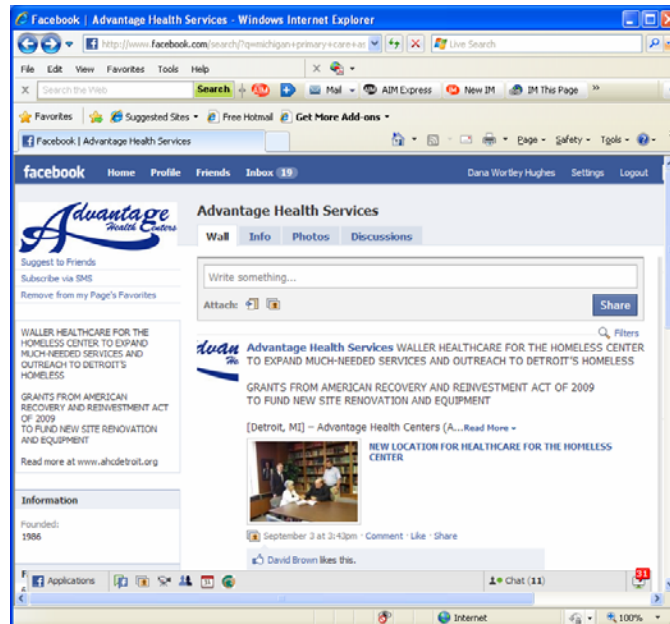
[www.twitter.com](http://www.twitter.com)











## Words of Wisdom

- Always listen
- Talk frequently
- Share news of value
- Be honest and factual
- Make social networking a part of your day (not the entire day)
- Promote your online presence everywhere
- Incorporate social networking into your current communications toolbox
- Track and measure the impact
- Have a plan but be flexible
- Accept that there is no end

