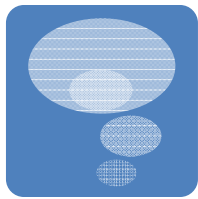


# Social Media for Newbies

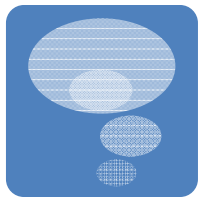
Erica Sutton, MD FACS  
Western Surgical Association  
#WSA17



# What do we need from social media?



- Recruit members
- Inform members
- Provide a forum for membership issues
  - Advocacy
  - CME, practice management
  - Job postings
- Maintain connection with affiliates
  - ACS
  - The Southern (who just ditched the overhead projector)
  - SBAS



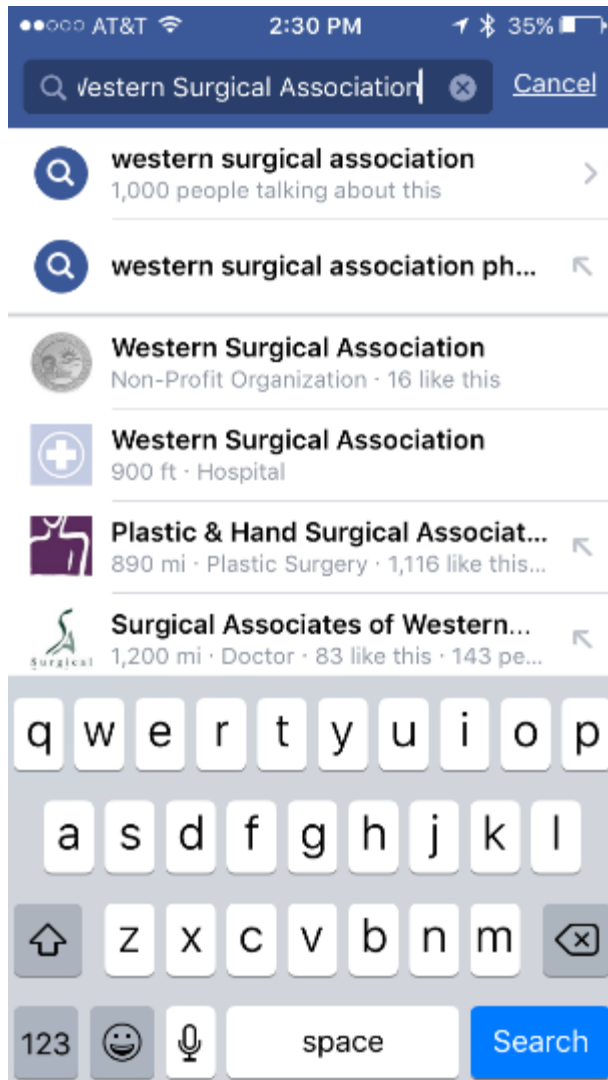
## facebook

- **Facebook** is a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch
- You should have a page
- WSA now has a page
- We should post to this on a regular basis-regular to be determined by committee





## How to follow the WSA facebook page

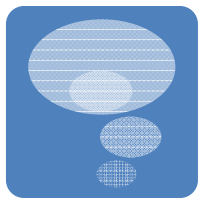


- From YOUR face book page, SEARCH for Western Surgical Association
- Click on that top listing that says non profit organization
- Click the thumbs up for “like”
- You are now a WSA follower





## twitter



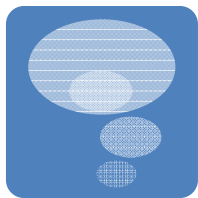
- Twitter is a free social networking [microblogging](#) service that allows registered members to broadcast short posts called *tweets*- messages limited to 140 characters.
- The default settings for Twitter are public. Unlike [Facebook](#) or LinkedIn, where members need to approve social connections, anyone can follow anyone on publicTwitter.
- Good for communications surrounding an event



## How to tweet and retweet



- Go to the App Store and search twitter.
- When you see the white bird in a blue field, select GET.
- You will need to create a Twitter account: your name will be @YourTwitterHandle. For example, mine is @EricaSuttonMD.
- Write a tweet with the feather symbol, then post
- Retweet (share a tweet you like) with the arrows that make a square
- Using the # symbol, others can follow a "thread" on a particular subject, #WSA17

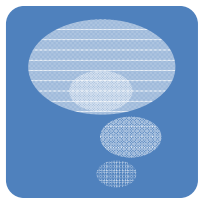


## LinkedIn

- LinkedIn is a [social networking](#) site designed specifically for the business community. The goal of the site is to allow registered members to establish and document networks of people they know and trust professionally.
- You need one
- WSA may not need one but we should make sure we are each linked to members



## Strategy- WSA Members

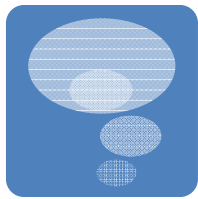


- We need to set up our individual ability to use social media
- We need to set a timeline for social media growth for our organization
- We can then assign domains or months to interested members
- We SHOULD offer guidance on content
- We SHOULD set goals and individual meeting strategy





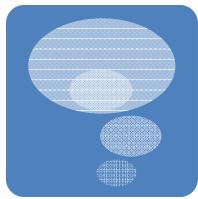
## Strategy- Admin Duties



- Incorporate this into the admin's daily and weekly responsibilities
  - Post relevant weekly news
  - Post countdown to convention news
  - Large part of this content can be reposts or shared posts



## Strategy- Meeting Links



- Incorporate into our meeting
  - Have planned drop in sessions to help members with their social media
  - Have planned connections to the meeting program
  - Post meeting events as invites
  - Have people like our page at the meeting