December 15, 2015

AHC PR Town Hall

PR team | Office of Communications, Academic Health Center

z.umn.edu/ahcpr | ahcmedia@umn.edu
Goal of our Town Halls

• Share about AHC PR team’s work and how we can work together
• Address trends and questions about media, public relations, & social media
• Discuss AHC Communications initiatives, opportunities, and strategic goals
Town Hall Follow-up

• We’ll post slides to the AHC Resource Hub http://z.umn.edu/ahcpr

• Next AHC PR Town Hall: Feb. 16, 2016
  – Topic: Social Media
  – Guest: Susan Hagen, UMN Social Media Manager

• RSVP, send topic ideas and questions: http://z.umn.edu/RSVPprrtownhall
Today’s topic
AHC Social Media
Social Media Basics

Social media are the sites and applications we use to **connect**, have **conversations** and share **content** with each other.

At the U of M, our goal with social media is to connect with U of M supporters at all stages of their life to foster pride in their University.
Social Media at the AHC

Our objectives:

Foster and develop relationships that matter with external audiences and stakeholders to increase our overall audiences.

Our strategies:

Demonstrate breadth and depth of UMN health sciences and faculty experts’ research, experience and expertise.
What Channels am I Talking About?
AHC Social Media Properties

Our channels:

- Health Talk blog (healthtalk.umn.edu)
  - Hub for all social media efforts
- Facebook (facebook.com/HealthTalkUMN)
- Twitter (twitter.com/HealthTalkUMN)
- YouTube (YouTube.com/user/UniversityofMinn)
- Instagram (Instagram.com/HealthTalkUMN)
- Periscope (www.periscope.tv/healthtalkumn)
How AHC uses Health Talk blog

Goal: Serve as the ‘hub’ for all AHC social media platforms:

• Increase awareness and visibility of experts in the media
• Increase awareness and visibility of experts’ research
• Capitalize on current events, trends and what’s happening in Minnesota and beyond
How AHC uses Facebook

Goal: Showcase the ‘best of the best’ from the AHC:

- Drive traffic to Health Talk blog
- Increase awareness and visibility of experts in the media
- Increase awareness and visibility of experts’ research
- Make connections and foster ongoing relationships with key stakeholders
How AHC uses Twitter

Goal: Share relevant, timely, important and valuable content with our key audiences to:

• Drive traffic to Health Talk blog
• Increase awareness and visibility of experts in the media
• Increase awareness and visibility of experts’ research
• Make connections and foster ongoing relationships with key stakeholders, media and other influencers
• Listen
How AHC uses YouTube

Goal: Bring AHC research and experts to life:

• Increase awareness and visibility of experts’ research
• Showcase experts’ personalities and what makes them ‘tick’
  – Humanize them
How AHC uses Instagram

Goal: Visually showcase what’s trending now:

• Visually represent research, current events, fun side of AHC
How AHC uses Periscope

Goal: Increase visibility of experts in a new(er) and engaging way

• Live broadcasts of experts discussing timely topics, research, etc.
• Connects through our Twitter account
• Another tool to showcase our experts in new and engaging ways
• Broadcasts are only available for 24 hours
Other Social Media Channels for Faculty to Consider

- LinkedIn
  - Facebook for professionals
  - Connect with similar professionals, influencers, etc.
  - Enhance school/department/personal visibility and/or stature by sharing noteworthy content
U of M Guidelines

- Approval from college communications director
- Must accomplish specific objective
- Actively managed
- Branding – stay true to school/department standards
- Naming conventions
Social Media Strategy

• Social media is a tool
• Build upon overall communications strategy
• Identify how social media fits in and leverage specific goals

i. Identify goals
ii. Define audience
iii. Determine tool(s)
iv. Crafting messages
v. Tone & Voice
vi. Integrated communications
vii. Measurement
AHC PR Town Hall
Reminders
AHC Strategic Goals

- Now available online: http://z.umn.edu/ahccommgoals
- Road map for sharing the AHC’s impact across Minnesota, nationally & internationally
- Helps identify collaborative initiatives surrounding the priorities
- Watch for roll out in coming weeks at meetings, in newsletters
Connect with us

We want to work with you!

Do you have social media accounts or are you considering it for your communications efforts? Looking for specific social media channel best practices? Connect with us! We’d like to help.

To discuss options for promoting research, education, or patient care stories, contact your PR liaison or ahcmedia@umn.edu
Learn more about the AHC PR team at http://z.umn.edu/ahcpr

- Find your school or unit’s PR liaison
- View upcoming events, consultations
- Find more information about sharing stories and discoveries

Visit the Resource Hub for more on:

- AHC Strategic Goals: http://z.umn.edu/ahccommgoals
- Communications policies & branding
Upcoming events
http://z.umn.edu/ahcpr
• **Next Town Hall: Feb. 16th @ 1:30 pm**
  Focus: Social media with presentation from UMN Social Media Manager Susan Hagen
  Weaver Densford Hall – W2-120
  http://z.umn.edu/ahcprtownhall

• **Open media training: Jan. 14 @ 12:00 pm**
  Mayo Memorial Building – D118
  RSVP required, light lunch provided
  http://z.umn.edu/rsvpmediatraining

• **Consultations available**
  Sign up at the door or check the AHC PR Calendar
  http://z.umn.edu/ahcpr
Thank you!

QUESTIONS? COMMENTS?

PR resources: z.umn.edu/ahcpr
PR community: coming soon!

Contact: ahcmedia@umn.edu