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: April 19, 2016
  – Topics: Strategic communications; University of Minnesota brand standards
  – Guest: Phillip Kelly, UMN Marketing Manager

• RSVP, send topic ideas and questions:
  http://z.umn.edu/RSVPprtownhall
Today’s topic

Using Social Media Strategically
Strategic Communications 101

- **Define your problem or opportunity** – define audiences, stakeholders, publics
- **State your goals and objectives**
  - Goals: What do you expect to achieve overall?
  - Objectives: What do you expect to achieve for each target audience? **SMART** (Specific, Measurable, Attainable, Relevant, Time Sensitive)
- **Lead with strategy** – what does your school/department intend to do/not do?
- **Support strategy with sound tactics** – what must happen to accomplish your strategy? (Media relations, social media, internal communications, etc.)
- **Track and measure success and failure** – metrics

*Source: Potter, L.R. (2006)*
Tailored Strategic Plans

Our office can develop an individual, tailored communications plan based off your specific goals and objectives

May include but is not limited to:

• Internal communications (department/school news, owned channels, UMN audiences, etc.)

• External communications (media relations, Health Talk, social media, etc.)
Using Social Media as a Tool

Social media is just one piece of the strategic communications puzzle.
Media Role in Using Social Media

How the media uses social media (Twitter especially)

• Mine for stories
• Find sources
• Sources of information
• Monitor news important to their beat (like we do!)
• Gather input on their stories and public reaction to their work
• Professional growth/ego booster
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: April 19, 2016 @ 1:30 pm

- **Focus:** Topics: Strategic communications; University of Minnesota brand standards
- Guest: Phillip Kelly, UMN Marketing Manager
- Location: **TBD**
  
  http://z.umn.edu/ahcpertownhall

**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