

Social Media

Word of Mouth

What is it? And how can you help?

September 2009

**CAN'T DO IT
WITHOUT YOU**

Introduction

Social Media – communicating via online via websites, blogs and email - is one of, if not the leading channel of influence in the market today. It is a powerful and cost effective tool to get a message out across the internet and around the world – a viral message. Messages that engender a hi-emotive action succeed very well using social media marketing techniques to get the “Word” out and generate a high pass on rate to share the message with the widest audience.

The ACSA Image Campaign team believe that robust social media strategies will support each member’s efforts to promote and celebrate the great work of aged care professionals at a local level and will have a positive impact on marketing results.

We have created a set of social media guidelines to help you get the message out. We will also provide other material at the campaign launch on September 21 to help spread the word online.

To help you prepare for these activities we have included the following documents in the members kit:

➤ **Social Media Guideline for Best Practice**

This guide explains “how to” get involved with online channels in the easiest way. It will help you and your community of staff and families to participate with a good degree of understanding of what works best in the in the online world of social networking.

➤ **Postback Guidelines**

The Postback Guidelines will help you and your community of staff and families to follow what bloggers and online channels are saying and debating online. These may be generic conversations about aged care or specific to the campaign and our industry or both. The guide will help you find those conversations and enable you to have them delivered to your email daily, so you can read online comments and respond to them in the most appropriate way, and direct them to our Image Campaign easily.

➤ **Useful Internet Tools**

The Useful Internet Tools guide will provide you with an insight into the free tools available on the Internet and how you can use some of them to help you spread the word and get your community involved.

Each member and their community of staff and families can generate discussions by word of mouth, pass on content and highly viral conversations. In combination with the campaign web site content we will have a strong word of mouth strategy which will become a powerful way of lifting the visibility of the campaign.

We will be sending you an “Action Page” of things you can do at launch on the 21st September, such as joining our Facebook Group, content to email and pass on to friends to post on their social pages, online and web-sites and details on how you can follow us on www.twitter.com/kevinat87.

In the meantime we hope these guidelines will provide you with some useful background and help you to share the information with your colleagues and families, so everyone feels they can participate.

If you have any specific enquiries please do not hesitate to contact us at ACSA and we can direct you to our Social Strategist who can answer your queries directly.