



GET STARTED ON SOCIAL MEDIA

@HEPFREEHAWAII on Facebook, Twitter, Instagram, Youtube



HI, I'M @TEDIOUSMONKEY!



**NO FORMAL TRAINING
NO PRIOR EXPERIENCE**

**IDENTIFY OPPORTUNITIES
BUILD RELATIONSHIPS**

YOU GOT THIS

LET'S GET STARTED



START SMALL



START PLANNING



START TALKING



START GROWING



HOW MANY
OF THESE
CAN YOU
NAME?





START
SMALL

Are you already on?





**START
SMALL**

How much time do you have?

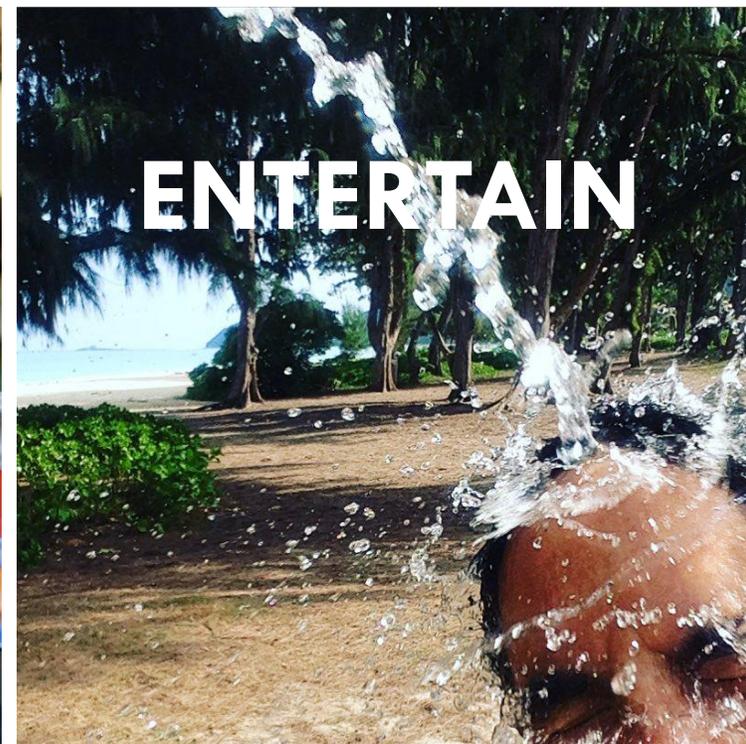
Peaks In Interactions

	Twitter	Blogs	Instagram	Email	Facebook
Peak Day	Sunday	Saturday	Monday	Wed. and Thurs.	Sunday
Peak Time	10-11 PM	10-11 PM	Photos: anytime! Videos: 9PM-8AM	2-5 PM	12-1 AM



START
SMALL

Who are YOU?





START
PLANNING



YOU TOO
CAN EXCEL™!
(PUN INTENDED)



START PLANNING

TRACK YOUR ACCOUNTS

	A	B	C	D	E
1	SOCIAL MEDIA				
2	Account	Login	Password	URL	Date
3	Gmail	hepfreehawaii@gmail.com		https://www.gmail.com	
4	Gmail-Media	hepfreehawaiimedia@gmail.com		https://www.gmail.com	
5	Google Analytics	hepfreehawaiimedia@gmail.com		https://www.google.com/analytics	
6	Facebook	Hep Free Hawaii (page)		https://www.facebook.com/hepfreehawaiimedia	
7	Twitter	hepfreehawaii		https://twitter.com/HepFreeHawaii	
8	Instagram	hepfreehawaii		https://instagram.com/hepfreehawaii/	
9	HepFreeHawaii.org	admin		http://www.hepfreehawaii.org/wp-admin/	
10	GoDaddy	DQ Jackson		https://www.godaddy.com/	
11	GoDaddy-Web Host	hepfreehawaii		https://www.godaddy.com/	
12	Photobucket	hepfreehawaiimedia@gmail.com		https://app.box.com/login	
13	Box	hepfreehawaiimedia@gmail.com		http://www.photobucket.com/	
14	SurveyMonkey	hepfreehawaii		https://www.surveymonkey.com/s/G2SJCJH	
15	Mail Chimp	HepFreeHawaii		http://mailchimp.com/	6/15/2015
16	DropBox	hepfreehawaiimedia@gmail.com		http://www.dropbox.com	7/16/2015
17	Periscope	hepfreehawaii		https://www.periscope.tv/	2015
18	Canva	hepfreehawaiimedia@gmail.com		https://www.canva.com/	
19	Piktochart	hepfreehawaiimedia@gmail.com		http://piktochart.com/	



START PLANNING

MAKE
GOALS

MEASURE
PROGRESS

	A	B	C	D	E
1	Summaries		April 28, 2015-current		
2	Account	Initial	End	Increase	Percent
3	Facebook	315	433	118	37.46%
4	Twitter	204	383	179	87.75%
5	Instagram	116	299	183	157.76%
6					
7	Take That! Contest		April 28-June 2, 2015		
8	Account	Initial	End	Increase	Percent
9	Facebook	315	347	32	10.16%
10	Twitter	204	225	21	10.29%
11	Instagram	116	174	58	50.00%
12					
13	June 2015		June 2-July 16, 2015		
14	Account	Initial	End	Increase	Percent
15	Facebook	347	357	10	2.88%
16	Twitter	225	251	26	11.56%
17	Instagram	174	203	29	16.67%
18					
19	July 2015		July 16-July 31, 2015		



START
TALKING

Who are you?

What's your
voice?

What's your
purpose?

GET HELP, GET TESTED FOR HEPATITIS TODAY!

Did you know?...
65% of Liver Cancer in Hawaii is caused by HEPATITIS!
Hawaii has the highest rate of liver cancer in the USA

1 of every **12** Asian Americans estimated to have chronic HBV

48.6% Hawaii Residents identify as Asian or Pacific Islanders

HEP FREE HAWAII

Follow @hepfreehawaii on Instagram, Facebook, and or Twitter
#takeTHAThepatitis
Visit <http://hepfreehawaii.org/>

Hep Free Hawaii
Like This Page · January 6 ·

We ❤️ #volunteers! Mahalo to @markkyn for posting this awesome infographic abt #hepatitis in #Hawaii!
📱📺📺📺 #takeTHAThepatitis

Tag Photo Add Location Edit

Like Comment Share

Chari Cohen, Leilani Ann and Ahna-Maria VK like this.

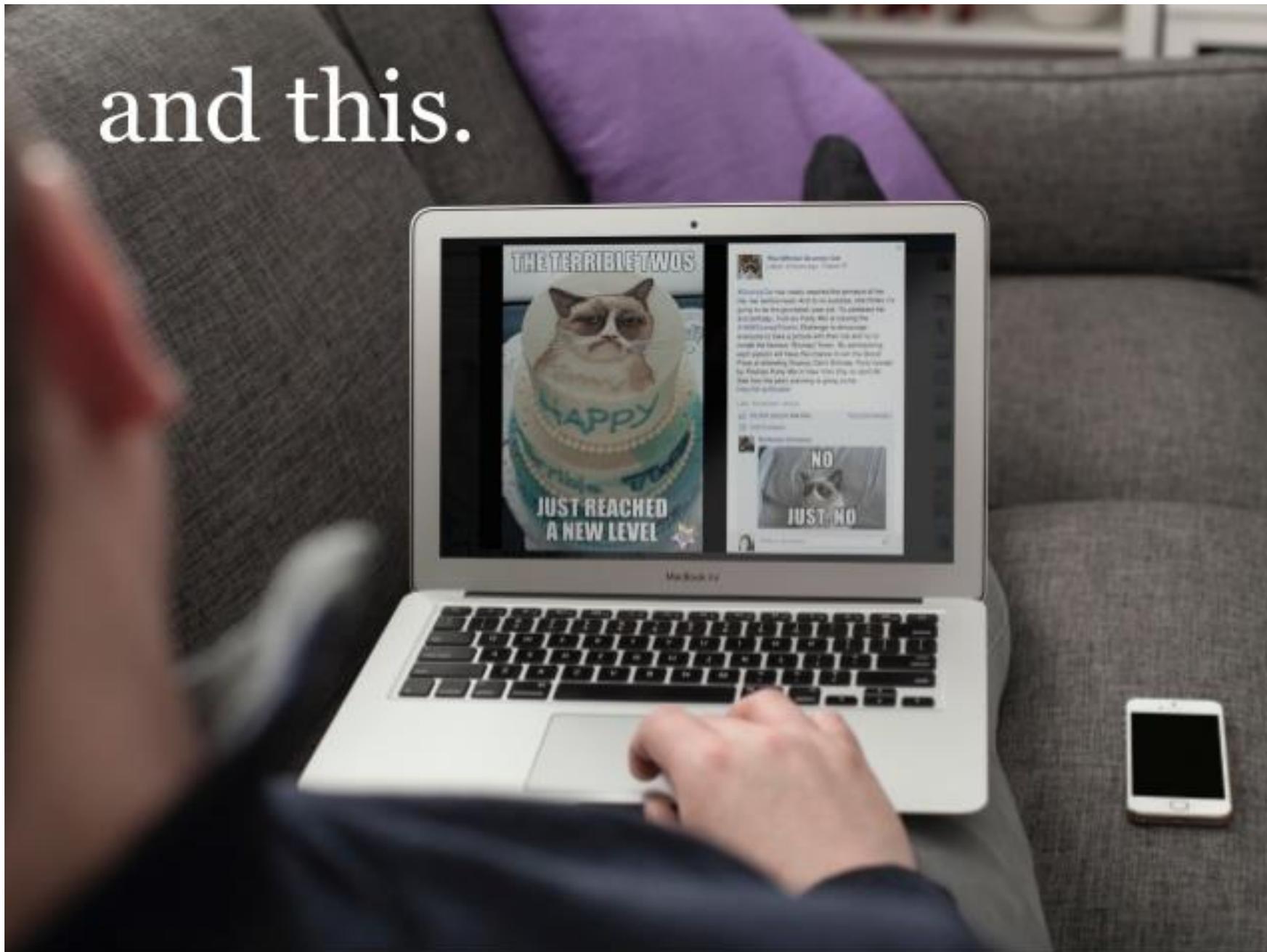
1 share

Write a comment...



Source: <http://www.slideshare.net/Rialta/6-questionssocialmediastrategy-markschaefer>

and this.



Source: <http://www.slideshare.net/Rialta/6-questionsocialmediastategy-markschaefer>



START
TALKING

(TROJAN)
HORSING
AROUND



EMBED YOUR PRODUCTS IN STORIES THAT PEOPLE WILL WANT TO TELL



START TALKING

- BREVITY
- PICTURES
- HASHTAGS
- TRENDS
- STORIES
- FOLLOW

hepfreehawaii
2015 best nine on Instagram #2015bestnine

33 likes 3w

hepfreehawaii Mahalo, #Hawaii! Thanks for following us in 2015! See u in f2016! #hepatitis #takeTHAThepatitis #2015bestnine

ziggyryan

og_hawn

kimannfoxman

4,274 Likes to 185 posts in 2015
hepfreehawaii Thank you for your likes!

Add a comment...



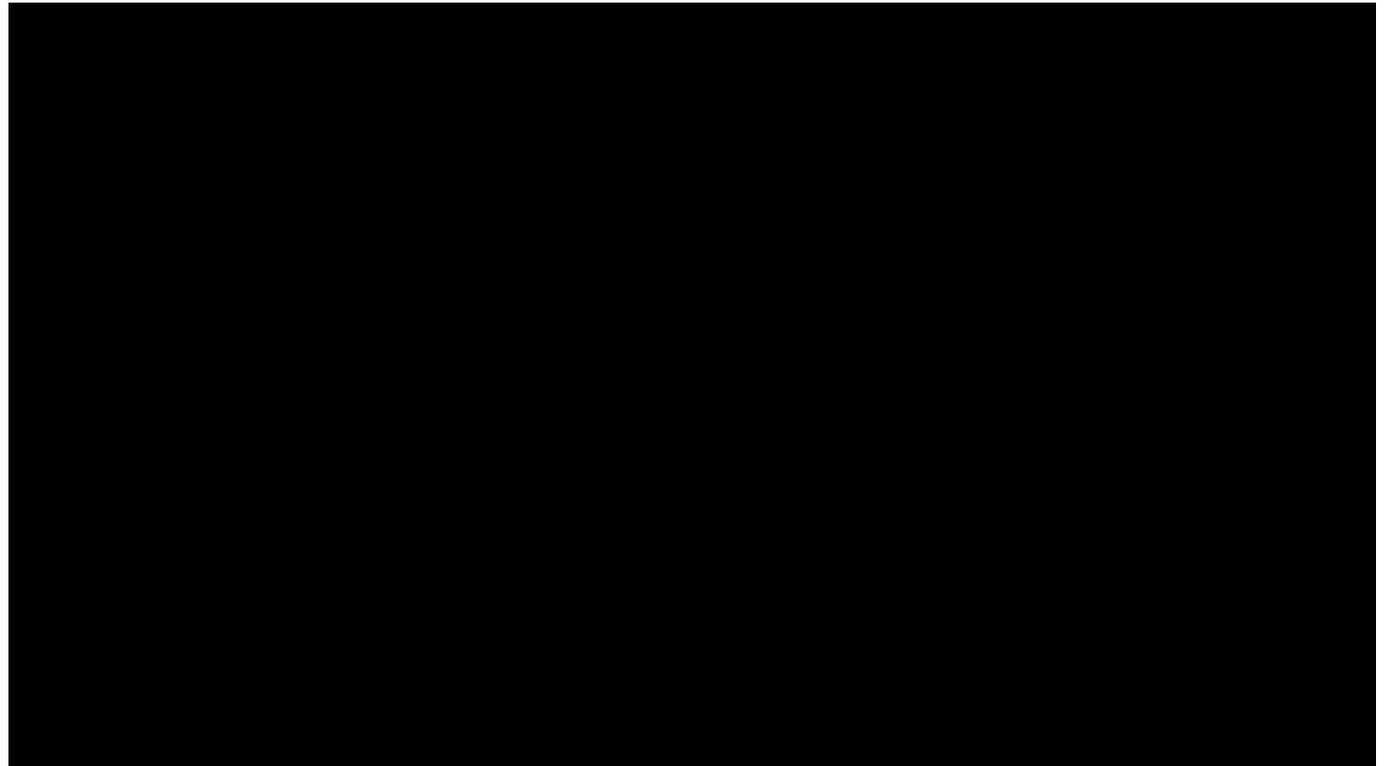
START
GROWING

- PLATFORMS
- STAFF
- POLICIES
- OPPORTUNITIES





START
GROWING



LET'S GET STARTED



START SMALL



START PLANNING



START TALKING



START GROWING

#TAKETHATHEPATITIS



**FIGHT
BACK,
HAWAII**

#TAKETHATHEPATITIS



Thaddeus Pham

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Hep Free Hawaii

www.hepfreehawaii.org

@hepfreehawaii on social media