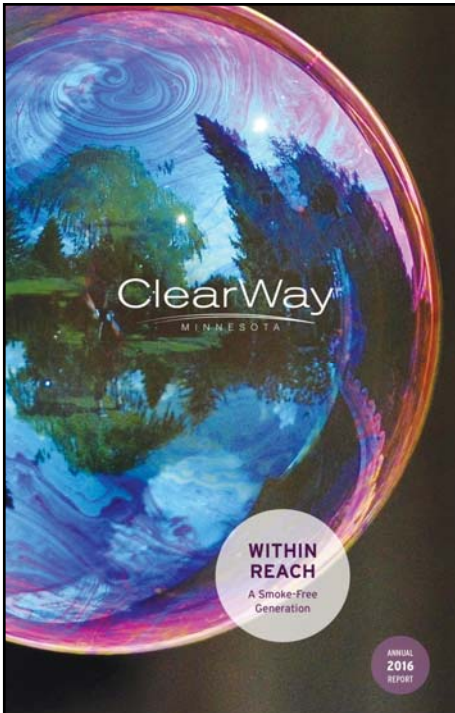
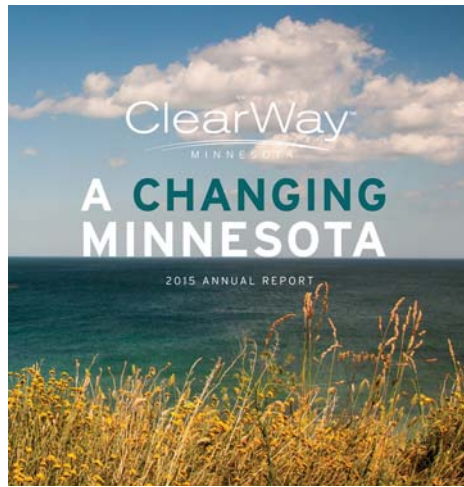
 Beyond "Just Go Viral!" <i>Strategically Using Social Media to Advance Public Health</i> National Conference on Tobacco or Health March 22, 2017
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	Mission: To reduce the harm that tobacco causes Minnesotans through research, action and collaboration ClearWay MINNESOTA 2
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Our brands.

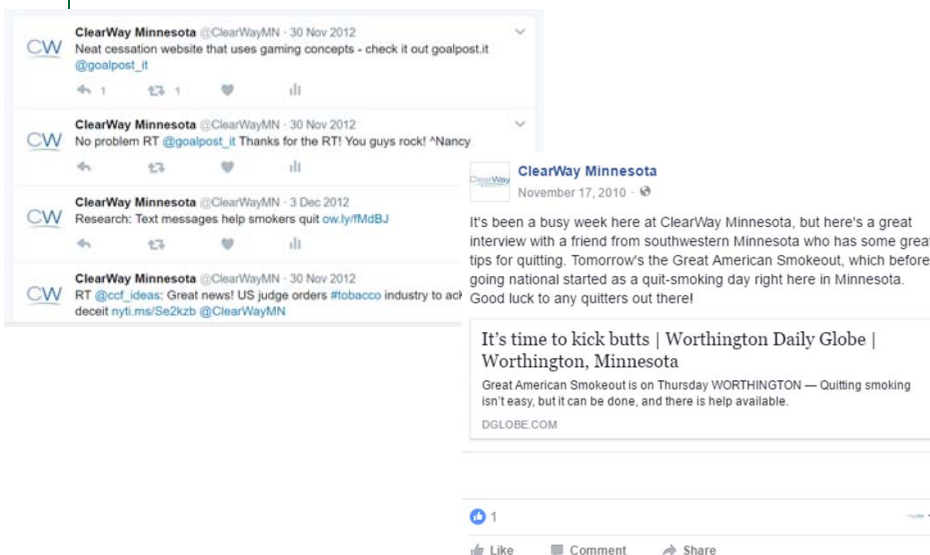
Social Media in 2010



QUITPLAN® on Facebook



@ClearWayMN



“JUST GO VIRAL!”

**ClearWay Minnesota**
March 20, 2013 · 🌐

Crazy-fun or just crazy? Our good friends the American Lung Association in Minnesota are throwing an honest-to-gosh BEACH PARTY tonight in Virginia! Lanterns, s'mores, the works, all to raise awareness of quitting resources and the importance of raising the price of tobacco. Details below!



"Kick Butts Day" Event In Virginia Wednesday
VIRGINIA, MN (KDAL) - Iron Range kids and their families will be launching 160 biodegradable sky lanterns over Silver Lake on Wednesday night to mark "Kick Butts Day" in Minnesota. ...
KDAL610.COM

ClearWay
MINNESOTA

“JUST GO VIRAL!”

**ClearWay Minnesota**
March 9, 2012 · 🌐

Friends of ClearWay Minnesota! We are giving away TWO FREE TICKETS to tonight's Minnesota 7:00 premiere of the tobacco industry exposé 'Addiction, Incorporated' at Landmark Theatres Lagoon Cinema in Minneapolis. First person to email us at akintopf@clearwaymn.org gets the pair!



Addiction Incorporated | The true story of the Tobacco companies' commitment to addicting the human.
ADDICTIONINCORPORATED.COM

1 Comment

👍 Like 💬 Comment ➦ Share

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Conventional wisdom

Trust me,
I'm a Social Media
Expert

*"One of the worst things
an organization can do is
ignore a criticism or take
days to respond. This
delay shows the public
that you don't value them
enough to get on the
problem right away."*

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Conventional wisdom

"Handle ALL negative post as opportunities. All complaints, bashing and dissatisfactions should be treated as opportunities, not problems. . . . A dissatisfied post can be turned into a fan when handled correctly."

Trust me,
I'm a Social Media
Expert

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Conventional wisdom: Not so wise?



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Not a correspondence



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Battle fatigue



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TROLLING IS NOT A CRISIS.

	Reevaluation
	• What are you trying to achieve with social media? • Does trolling prevent you from achieving it? ClearWay MINNESOTA

Reevaluation: Goals

- Supporting smokers to quit (QUITPLAN)
- Creating an environment that supports a commercial tobacco-free environment for Minnesotans (ClearWayMN)

– *ClearWay Minnesota Strategic Plan*

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Who is your audience?



Target them

#mnleg

@CityMinneapolis

@MPRNews

#menthol

#BigTobacco

#Tobacco21

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Selecting content

**Do not Disturb:
Curating in Progress**

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Selecting content

SHARE IF:

- a) It helps shape the environment;
- b) It is balanced (multiple views represented)
OR unbalanced – but in your favor; AND
- c) It contains no glaring errors.

Selecting content

DO NOT SHARE IF:

- a) The item is “unbalanced” AND not in your favor;
- b) It contains glaring errors.

Your plan and your team



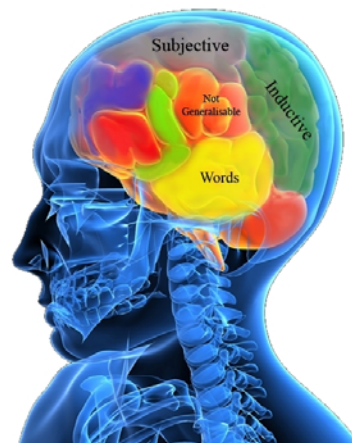
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Evaluation

Quantitative

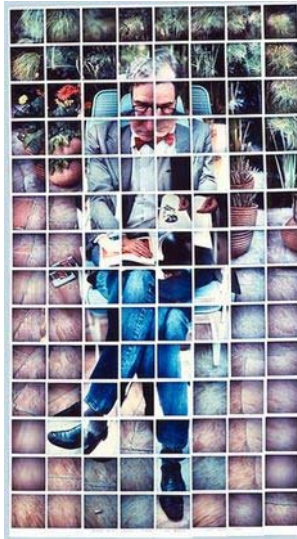


Qualitative



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The message mosaic



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To sum up . . .

- **Base strategy on your highest-level goals.**
- **Select content that supports these goals.**
- **Know your audience for each social platform.**
- **Stream curated content continually. Get it before the eyes of the audience.**
- **It need not be a conversation.**
- **Don't sweat the trolls.**

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We love you, trolls!



ClearWay
MINNESOTA

Thank you!

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Anne Mason Yoder
ClearWay MinnesotaSM

Sarah Oliver
Himle Rapp & Co.



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