



State Culture Change Coalitions Networking Call Summary  
October 28, 2011

**Topic:** How coalitions have used social networking to advance culture change in their state

Present: KaraLe Causey (Louisiana); Megan Stiles (Maine); Heather Picotte (Michigan); John Baer (New York); Rose Marie Fagan (New York)/ Kaye Brown (North Carolina); Carmelita Karhoff (North Carolina); Hilary Stai (Ohio); Belinda Gray (Oklahoma); Christina Edwards (Texas); Joani Latimer (Virginia); Cathy Lieblich (staff).

Cathy asked KaraLe to talk about the Louisiana coalition's (LEADER) use of social networking tools. KaraLe said that social networking is a great way to build and develop a "brand" and engage your "customer" base. A handout about the various types of social media was distributed (see attached). She recommended the book: Likeable Social Media: How to Delight Your Customers by Dave Kerpen. KaraLe said that LEADER started using Facebook a while back because it was easier to maintain than the web site. She said that an organization can have a Facebook page "fan page" that is open to anyone which is what LEADER has, or a closed group like the one she set up for the coalitions at: [www.facebook.com/groups/culturechange](http://www.facebook.com/groups/culturechange). She said that what's great is that your news feed will tell you whenever there is a post in the group. KaraLe said it's important to ask your friends to "like" your page as much as possible as it help keeps your page posts higher in the "News Feed". She said that on the LEADER page, they don't only include information about the coalition but also information about positive aging and positive stories of long-term care and culture change. They also have "liked" related organizations' pages including Pioneer Network, Green House project and Bill Thomas' Changing Aging blog. KaraLe said you can post events, photos and links. She suggested that if the coalition wants to include a logo, it should be revised into a small square shape in order for it to be posted properly as a "thumbnail." You can also have "house rules." The Board of LEADER adopted a "no delete" policy even for negative posts as they see it as an opportunity to educate.

KaraLe spoke next about using Twitter. A handout about "How to Use Twitter for Business" was distributed (attached). Twitter allows you to send a short message to a bunch of people publicly, to a specific person publicly or to a specific person privately. LEADER's handle/username is @La\_LEADER. You can search culture change and long-term care to keep up with conversations and developments so KaraLe has used Twitter as a content feeder – she uses it to gather information for the Facebook page and the coalition in general. Twitter can also be used to develop and promote your "brand", interact with your "customer" base, and promote your events.

KaraLe said that LEADER's YouTube account is [www.utube.com/Louisianaleader](http://www.utube.com/Louisianaleader) .You have to upload two of your own videos before your channel is searchable. A 30-90 second video is recommended and it can be posted to Facebook and other sites.

LinkedIn is another social network site you can use which is geared to professionals so is a good employee recruiting tool and a way for businesses to communicate with each other for marketing purposes. You can post coalition events and videos on it as well.

LEADER uses The Blogosphere as well at the address: <http://latalking.wordpress.com>. Three people in the coalition have agreed to consistently blog (at least twice a week). The key is to provide a truly interactive atmosphere. It's important to include valuable resources or content. With a blog, you are able to include longer text updates than you are able to through Facebook or Twitter as well as incorporate photos, videos, and other multimedia. LEADER is in the process of developing their blog.

KaraLe stressed that it's important to always respond to people when they post on your page even if it's just to say, "thank you for taking the time to look at our page" and do not ignore negative posts. KaraLe also mentioned Google Plus which is a new social media forum that is similar to Facebook.

Rose Marie thanked KaraLe for putting all of this information together for the group. Cathy echoed that sentiment and said that this is the last call for 2011 and that she will send the topics and schedule for 2012 as soon as it's available.