



Share4Rare

Toolkit

Social Media

Purpose

Social media platforms are a low threshold for people to get to know you, before actively engaging with your advocacy. It's the new word-of-mouth that builds your brand, and gives them the opportunity to get to know you better at a pace they set themselves. Secondly, it gives you an opportunity to engage with your audience, wherever they are in the world.

If you dedicate a few hours a week on social media sharing your story and what you believe in, you will build your brand relatively low in costs compared to other forms of advertisement. It is definitely the new press and television and it is (mostly) free!

Identify key stakeholders

Let's start with defining who are the people that you want to send your message to. Because after all, that's what you're using social media for. Those people are your target audience, and your target audience is often divided into multiple segments.

If you want to identify your stakeholders, try to answer the following questions:

- Who can influence the way we operate?
- Who can impact/be impacted by our organization?
- Who can help us understand our issue/challenge?
- Who is interested in our success?

Now that you have your key stakeholders in scope, you boil them down to a few target groups or segments that have a high level of engagement and impact, so you know who you have to target for effective delivery of your organization's core values.

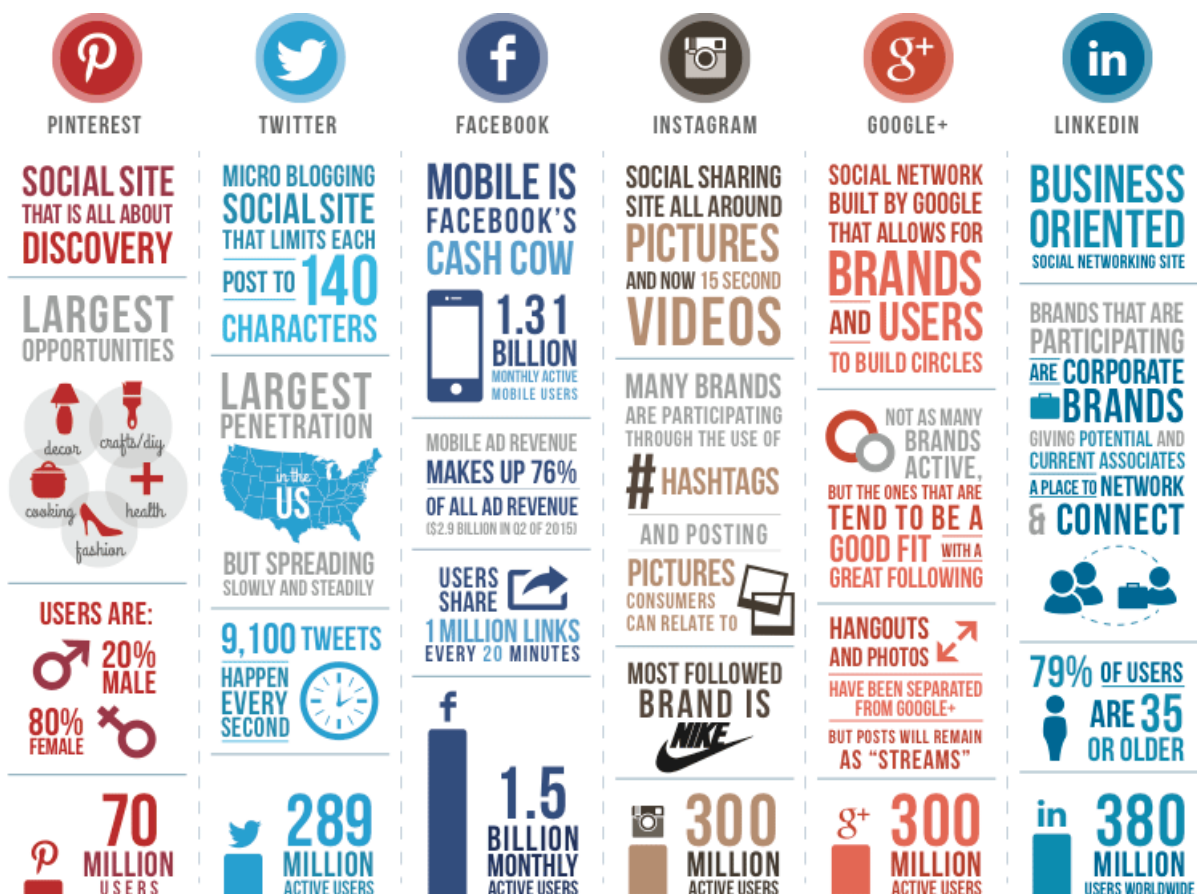
Tip: Want to know more about your key stakeholders? Use the tool 'Identify and Analyze Target Audience' and a tool called the Empathy Map to gain a deeper insight in the needs and desires.

Choose your platforms

Then, you want to find out on what social media platform you want to reach them. Each of those target group segments use different social media platforms. How do you find out which target group uses what? You need to dive into the demographics of your target audience. Are they male or female? Young or old? How much money do they make? Are they local, or from all over the world?

Once you've got to know your customer a bit, you can use this information to discover which social platforms they use. Professional adults like clinicians over 35 make up the largest part of LinkedIn, whereas Twitter and Facebook are primarily used by young adults. Teenagers and children tend to dive into YouTube and Snapchat.

Rule of thumb: patient and carers are mostly active on Facebook and Twitter, whereas the industry, clinicians and health care professionals are mostly seen on Twitter and LinkedIn. If you made that distinction, you can start crafting key messages you want to spread.



Statistics as of 7.8.2015. Designed by: Leverage - leveragenewagemedia.com

Reference: <http://mktg-matters.blogspot.com/2017/09/top-5-social-media-platforms-of-2017.html>

Craft key messages

You found your audience, but what are you going to tell them? Each stakeholder has a different intrinsic motivation to stay involved, so you want to deliver different messages with a different tone of voice to different groups within your network. For example, a patient can follow you on Facebook to find information about trials, and get emotional support from the community, whereas a clinician primarily checks your tweets to find out if there are interesting events to attend. You always stay true to your mission or vision: the core belief of your organization.

First, start with the basics: what do you want to tell them?

E.g.: **“We have all the information you need”**

Then, you start refining your message applying a technique called wordsmithing, you can create messages that touches them, evokes emotion, and sometimes invite the reader to think deeper. Use active verbs to create motion, and explain what you want to reach:

E.g.: **“We keep you updated about the latest news and innovations around your rare condition”**

Last, but not least, state how you’re doing it, and why you’re doing what you do.

E.g.: **“We collaborate with our team around the globe, making sure to keep you updated about the latest news and innovations around your rare condition, because we care for your health and wellbeing as a rare disease patient.”**

Formula: We do X, so that Y, because Z

Pro tip! If you’re spreading the news in a language that’s not your native one, always, always try to let a native speaker proofread your message. Example: when a Japanese designer presented new jumping shoes for the US market, he initially named them Spring up, Limber up, and Throw up.

Tips & Tricks

When you have crafted your key messages, it's time to disseminate them via your chosen social media platforms. To make this social media part a little less time consuming, we have some handy tips that can help you manage your time smartly.

- Interact with your audience
- Identify active users, interact with them
- Use hashtags, measure what works (Google Trends)
- Share events and engage with other advocates
- Use emoji on Facebook and Twitter
- Include visuals, imagery and video
- Share friendly links via bitly
- Employ different language tones depending on the platform
- Publish at active times to increase impact
- Invite every post liker to like your page
- Focus on a campaign every month
- Smartphone first!

References & Resources

<https://hootsuite.com>

<https://tweetdeck.twitter.com>

<https://ohiostate.pressbooks.pub/stratcommwriting/chapter/creating-social-media-messages/>

<https://blog.hubspot.com/marketing/proven-social-media-engagement-strategies>

