



February 9, 2012

Coffee break call

Speaker: Jack Boomer, QUITNOW-BC

Topic: Social Networking

Question and Answers:

1. How did you initially drive traffic to the Facebook page?

Answer: We had the link to the Facebook page on the Quit & Win contest webpage. Did not purposely promote the Facebook page. Didn't purposely promote it or do anything else.

2. How do I extend my reach on Twitter, increase followers without any promotional dollars?

Answer: Put good content on there and people will retweet and want to follow you. Go to sites like QuitNow and other pages who tweet and share your information. Let each other know. You can retweet their information. First decide what is your goal or purpose for tweeting in the first place.

3. What is the URL for your Facebook page?

Answer: www.facebook.com/quitnowbc

4. Are you concerned about individuals posting private and confidential information on these sites?
How do you manage?

Answer: The government sites and nonprofit sites have to follow Canadian privacy laws; however, government and nonprofits follow different privacy laws. People understand when they post something on facebook that it is NOT private. We [QUITNOW-BC] have multiple staff members who are on Facebook daily, including the weekend, and they monitor the content. The privacy regulations are posted on the sites for users to see/read.

5. How would you recommend responding to negative posts?

Answer: If the person has clear or significant issues, then we will delete the post. When others are too zealous or are promoting/marketing their own things, the post will be deleted. Try to look at the

content first. There has only been a handful of things deleted over three to four years. We would like the site to be balanced or “real” and not appear sanitized. The nonprofit group runs the webpage and has a bit more latitude. We are able to post videos, clips, etc. where the government site might not be able. For some government run programs, it is hard for their site to be transparent, and engaging. They can’t post videos, clips, skits that would engage some users. To engage folks, you need to post and post often. For Twitter, it should be at least 8 to 10 times a day. For Facebook, it should be at least once a day, and more likely several times per day.

6. Do you have a sense of the activity patterns on Facebook/Twitter (e.g. looking at number of participant posts/comments/likes over time)? If so, are you using that info in any way to shape how you approach your own posts?

Answer: We don’t use the site analytics as much as we could. We are able to tell what interests people and what doesn’t by the number of comments or posts an item receives. Also there is more activity and interest in quitting on specific days of the week.

7. We have both Facebook and Twitter accounts. How can you link those two together? Where you can post to one and it posts onto the other automatically?

Answer: “Hootsuite” allows you to manage social media channels from one place. You can also post your Facebook page link on your Twitter account. Our overall program website contains links to the Facebook and Twitter accounts.