



# New Media Story Telling

Strategies for Brand Building & Social Media for Small Organizations in 2013

Ben Carter, Communications Specialist  
National Minority AIDS Council

# National Minority AIDS Council

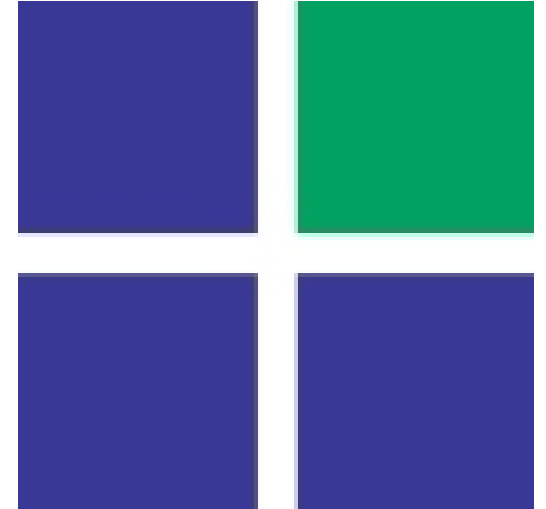
United States Conference on AIDS

CBO, Health Department & Organizational Capacity Building

Advocating in Congress & The White House

Treatment, Education, Adherence Mobilization (TEAM)

[www.nmac.org](http://www.nmac.org)

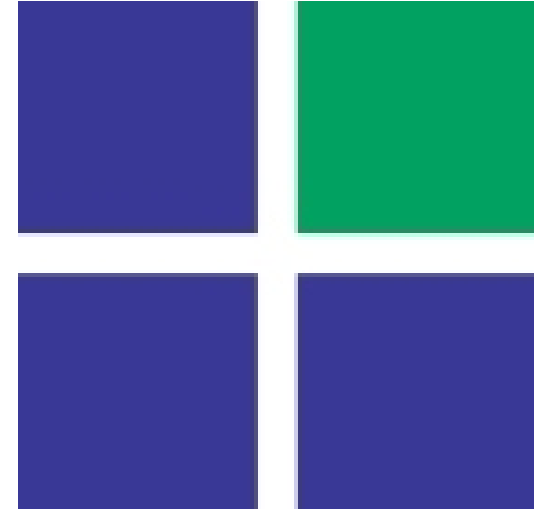


# National Minority AIDS Council

Ben Carter – B.A. in Broadcast Journalism, M.A. in Advertising,  
Social media professional & consumer

Twitter: over 4700 followers

Facebook: over 2160 likes



# New Media & Now

The Affordable Care Act is the Law. What now?

Survival of the fittest and most equipped for change

Surviving and/or reintroducing your organization

New media and “online presence building” can enhance visibility and viability

[http://prezi.com/wk6tlul\\_xnhn/new-media-story-telling/?auth\\_key=85f463e358034047733a4dbbcbdfd18250a9f897&kw=view-wk6tlul\\_xnhn&rc=ref-1981642](http://prezi.com/wk6tlul_xnhn/new-media-story-telling/?auth_key=85f463e358034047733a4dbbcbdfd18250a9f897&kw=view-wk6tlul_xnhn&rc=ref-1981642)

# Evolving in 2013

Affordable Care Act Implementation, Ryan White  
Reauthorization, Budget Cuts/Sequestration

Will you go from a testing/HIV care agency to a comprehensive  
medical home?

What evolution must your organization prepare for to keep the  
doors open?

*Upcoming Whitman Walker Health Center –  
Opens in 2014*



# New Media & Your Online Presence Builds Trust

These changes also apply to the way you communicate

Audience and funders must trust you to continue to provide resources for your work

A strong online presence legitimizes your organization

Your work and your brand directly affect the value your audience and funders place in your **existence**

# What is a Brand?...

Brand: a class of goods identified by name as the product of a single firm or manufacturer/a characteristic or distinctive kind

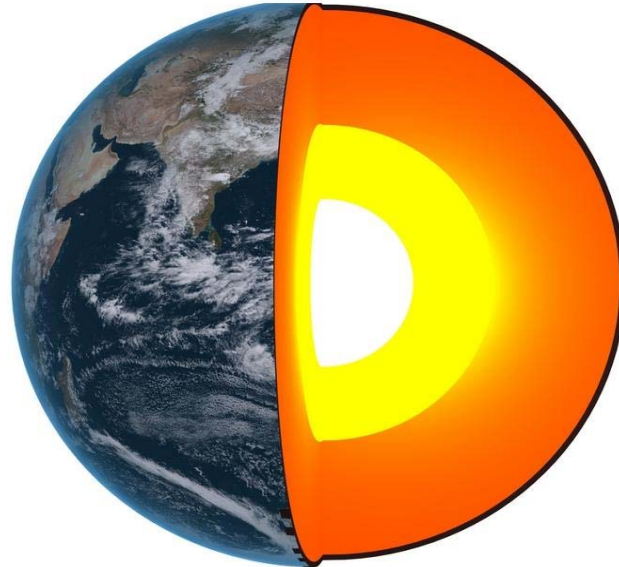
Your brand encompasses all that you are



# What's our Story?...

What is the very core of your organization?

Basic, key points of what, why and how you are





# Where can I find our brand?...

How do you help others?

Your core service should inform the essence of your brand

What's your story? Why do you **exist**?

# Great Brands. Simple Story.

Well defined brands – Curves Gym, Olive Garden, Old Spice (Old vs. New Old Spice)

Badly defined brands – Saturn Cars, T-Mobile, FEMA (Federal Emergency Management Agency)

Do you **EXIST** or just exist and take up space?



# Icons **EXIST**

Greatly defined. Widely understood. Crystal Clear.



# Non-Icons simply exist

Lack of substance and consistency of message

Unknown/Unclear purpose

Lack of true value system



# Translating Your Brand

Translating your brand into every facet of your organizational life

Things that reflect your brand

Website, Press Releases, Social Media Accounts, Brochures,  
Logo, Colors, Presentations, Mission

If you **EXIST**, online and offline, your value is made clear to funders,  
clients and constituents

# How to Execute Your Brand Strategy

Translating your brand into words, photos, visuals, colors, logos, attitude and approach

Process: Identify goals and needs; don't duplicate deliverables or goals; be efficient in planning, communicate across the organization

Use Twitter and Facebook to express your brand and mission





# Red Bull – The Energy Drink

Unconventional methods of expressing a brand

Red Bull – Extreme Sports, Soccer Team, New Year's Ramp Jumps and Space Jump



# Red Bull Isn't Looking for Soccer Moms

Who is Red Bull trying to reach?

Who do you want to reach? How can you reach them?

How can you reach them in real life, offline?

**EXIST**

Follow the greats and incorporate their strategies





# Where Social Media & Your Brand Meet

A brand must translate on social media in approach, attitude and tone

Choose your voice and topics; become an expert in that area

Be consistent in the topics you discuss

 **Red Bull** @redbull 21 Nov  
And you thought your sport was hardcore. @CrashedIce #givesyouwings ... and bruises. [pic.twitter.com/JQxd8ImV](http://pic.twitter.com/JQxd8ImV)  
[Hide photo](#) [Reply](#) [Retweet](#) [Favorite](#)



71 RETWEETS    24 FAVORITES    

 **Red Bull** @redbull 20 Nov  
Screw breakfast when you can do backflips at 8 in the morning. @RobbieMaddison #givesyouwings [win.gs/klugebts](http://win.gs/klugebts)  
[View media](#) [Reply](#) [Retweet](#) [Favorite](#)



[DONATE NOW](#)



## It's National Nutrition Month!

Make WWH your home for healthier living.

[Find out about our nutrition services.](#)



Patients

Donors

Community

News & Media

About Us



### Your Home for... Healthy Living!

March is National Nutrition Month. Eating right plays a vital role in keeping you healthy and, if you have a chronic health condition, helping your treatments work better!

Changing eating habits can be very difficult. But Whitman-Walker can help! Medical patients with a chronic health condition can meet with our Dietitian to learn how to make better

How do I...

What do you want to do? Select...



### News & Events



"Be the Care" is coming! Whitman-Walker's annual spring fundraising reception is Thursday, April 18! Join us at the National Museum of Women in the Arts! For more information and ticket purchase, visit the [Be the](#)



WHITMAN-WALKER HEALTH  
Community. Caring. Quality.

- Tweets >
- Following >
- Followers >
- Favorites >
- Lists >

#### Tweet to Whitman-Walker

[@whitmanwalker](#)



#### Who to follow · Refresh · View all



**TODAY** @todayshow  
Followed by EducationalSexSeries...  
[Follow](#)



**Kate Ferguson** @kjferguson  
Followed by POZ Magazine and ot...  
[Follow](#)



**The Partnership** @PMNCH  
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Trends · [Change](#)



## Whitman-Walker

@whitmanwalker FOLLOWS YOU

Whitman-Walker Health is a community health center with specialties in health care for the LGBT community and those living with HIV/AIDS

Washington, DC · <http://www.whitman-walker.org>

3,462  
TWEETS

1,082  
FOLLOWING

1,931  
FOLLOWERS



[Following](#)

#### Tweets



**Whitman-Walker** @whitmanwalker 1 hr  
It's Nat! Nutrition Month! WWH helps medical patients with nutrition education! Make WWH #yourhomefor healthy living: [ow.ly/ikebY](http://ow.ly/ikebY)  
[Expand](#)



**Whitman-Walker** @whitmanwalker 2 hrs  
Very hopeful news to start the week! U.S. baby's HIV infection cured through very early treatment: [ow.ly/ijZ7v](http://ow.ly/ijZ7v) via @reuters  
[Expand](#)



**Whitman-Walker** @whitmanwalker Mar 1  
Starting Over for Women support group for women whose relationship with a woman has ended begins NEXT TUESDAY, 3/5. 202.797.3580  
[Expand](#)



**Whitman-Walker** @whitmanwalker Mar 1  
LAST DAY to vote us "Best Nonprofit" in Washington City Paper "Best of D.C." poll! [ow.ly/iaFIN](http://ow.ly/iaFIN). Vote by 11:59 pm! @wcp Please RT!  
[Expand](#)

March is National Nutrition Month!

Your Home for... Healthy Living!



Become a patient today!

202.745.7000 | whitman-walker.org #yourhomefor

Whitman-Walker Health

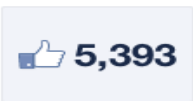
5,393 likes · 228 talking about this · 220 were here

Liked [Settings icon]

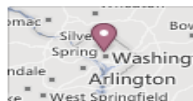
Health/Medical/Pharmaceuticals  
WWH is a Washington, DC, community health center that specializes in health care for the LGBT communities and those living with HIV/AIDS.



Photos



Likes



Map



Be the Care

About - Suggest an Edit

Highlights

Post Photo / Video

Write something...

Whitman-Walker Health about an hour ago

March is National Nutrition Month! WWH can help our medical patients with nutrition education and advice!

Make WWH your home for healthy living! Find out more

Recent Posts by Others on Whitman-Walker Health See All

Elana Baurer if you or someone you love is transitioning, consid... February 25 at 4:35pm

Larry J. Evans Article in the Blade by our Justin Goforth . February 15 at 2:41pm

M Isis Hardy Are you a Researcher, Clinician, Nurse, Medical Assis... February 10 at 1:07pm

# Social Media Etiquette

Follow those similar to yourself

Share the spotlight

Give credit where credit is due; use the "@" sign on Twitter and Facebook

Interact with those you follow and those who follow you

"Mentions" & Tweeting

Use and create #hashtags on Twitter

Follow those already considered experts; share information they post

Be selfless in your tweets and it will pay off

# Reaching Your Audience

Meet your audience where they are

Remember Red Bull and how they reach their audience?

Where can you legitimately insert yourself on the landscape of where your audience is?

Create content to increase legitimacy; photos, videos, blog posts, etc.

Understand and think like your target

Can you reach them on social media AND in real life?

# Reaching the Audience You Want

Creativity is key. Don't be afraid to be edgy

Be as provocative as your organization will allow

What about backlash on posts that aren't well received?

As an organization, talk about what's offensive and what is not

Some followers may be upset by posts. Don't take the moment too seriously.  
Acknowledge the complaint and move on.

# Reaching Sub-Groups

Be willing to research AND understand who your target is

Use their language (#LATISM – Latinos in Social Media)

You don't have to do one or the other, just one at a time



# Your Brand is Your Life

People quickly take you at your word when your brand is well defined. When you're poorly defined, it presents the space for questions and loss of credibility for you and your organization.

Develop an understanding of your target audience

Participate in their discussions

Use new knowledge to engage the people you want to reach

Your brand and mission should inform your approach to social media

Social media works best when you are consistent

# Helpful Resources

HIV Prevention Goes Social : <http://alturl.com/vkmte> (Page 20 - Learn & Apply)

HIV Prevention Goes Social, Part II: <http://alturl.com/ki29q>

Mashable.com's Social Media News Page: <http://alturl.com/yx4k9>

Preventing Social Media Catastrophes: <http://alturl.com/jms7p>

Social Media Today: <http://socialmediatoday.com/>

You are your best resource. Watch. Listen. Learn. Apply. Repeat.

# CONTACT

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@nmaccommunity