



# Evaluating Social Media: Measuring More Than Likes and Followers

Garrett Lee Smith Grantee Meeting  
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NATIONAL SUICIDE PREVENTION LIFELINE

# Social Media Strategy

- **Inform:** Promote the Lifeline number, share resources and relevant (but positive) news.
- **Engage:** Create a conversation between the Lifeline and followers.
- **Respond:** Monitor comments and respond to people who express suicidal ideation within 24 hours.

# Lifeline Accounts (Screenshots)

- Facebook
- Twitter
- Tumblr
- Pinterest
- YouTube
- Myspace

# How to Make an Impact with Social Media

- # 1. Determine which social site to use
- All social sites are not created equal
    - Visual: Tumblr, Pinterest, Instagram
    - Text-Based: Twitter
    - Text-Based & Visual: Facebook
  - Learn where your demographic hangs
    - Professionals: Twitter
    - Women: Pinterest
    - Everyone: Facebook

## 2. Set goals with determinable outcomes

- Choose meaningful metrics
- Look for stories that back up data
- Challenge yourself– and learn to fail

### 3. Post engaging content

- Give people something to do
  - “Like” this if you can name a warning sign for suicide
- Give people a reason to do it
  - Share these warning signs to help prevent suicide in your social network

# 4. Analyze often



# Secrets to Making it Work