

OCHR Social Media Solutions Affinity Diagram

Content	Engagement w/ Partners	Environment	Internal Policy/Procedures	Audience
<p>Increase frequency of posting to make it more “social”</p> <p>Presenting information in more social media friendly manner (info graphics)</p> <p>Post only what is current/relevant</p> <p>Boost posts with \$</p> <p>Learn more about FB analytics (time of day to post, audience using our PB, etc.)</p> <p>Use principles of social media engagement for public health.</p> <p>Create short, fun videos about what we do.</p> <p>Have a different story every month/week (funny story or poem).</p>	<p>Formalize sharing network among partners for PDCA. Have partners “share” about “liking” KCHD’s FB/Twitter pages.</p> <p>Interaction btw Kane County and non-county organizations.</p> <p>Creation of a social media committee team (internal or external).</p> <p>Utilize existing communication workgroups in KCHD to support communication efforts with social media.</p> <p>Create a campaign to promote FB likes (internal/external)</p> <p>Staff to discuss FB/Twitter at partner meetings when appropriate and encourage others to “Like” and “Share”.</p>	<p>Promote FB page among staff during work hours to increase traffic and comments (e-mail reminders?).</p> <p>Encourage employees to check KCHD FB page-working hours.</p> <p>Encourage KCHD staff to “Like” and “Share” posts.</p> <p>Use more time to plan videos.</p>	<p>Short presentation at All-Hands on procedure for submitting ideas/campaigns to Tom.</p> <p>Communication 101 Training (help staff identify their role and content to send to Tom).</p> <p>Create a social media guide/toolbox (practices, roles, topics, throughout year, locations on web for good topics, etc.).</p> <p>Each division/office meeting put together list of items/events to share with Tom.</p> <p>Providing topics for posting.</p> <p>Formalize a process (roles, sharing, etc.) for social media and include in communication plan.</p> <p>Development of staff awareness to share info. w/ Tom (relevant info.)</p> <p>Tom can visit division meetings and remind staff to send ideas.</p>	<p>Ask audience what they want to see</p> <p>Ask audience what they would like to see on FB.</p>