Think First Missouri
Social Media Intern Handbook 2011
Introduction

Congratulations on being selected as the ThinkFirst Social Media Intern. You have an opportunity to impact the lives of teenagers and young adults across the state of Missouri through social media. You will work closely with a team of ThinkFirst consultants who are more than willing to assist in anyway they can.

ThinkFirst Missouri is an award-winning trauma prevention program of the University of Missouri School of Medicine, Department of Physical Medicine & Rehabilitation. The mission of ThinkFirst Missouri is to prevent traumatic injuries through the education of individuals, community leaders and the creators of public policy.

The programs of ThinkFirst educate people, especially high-risk young people, about their vulnerability to brain and spinal cord injury, common causes of these injuries, and how to prevent them. The office of ThinkFirst Missouri is located in the Howard A. Rusk Rehabilitation Center at 315 Business Loop 70 West, Columbia, Missouri 65203.

For more information about ThinkFirst Missouri, please go to www.thinkfirst.missouri.edu

Please use this handbook as a guide, but not the rule for your internship with ThinkFirst.
Staff

As the ThinkFirst intern, you will be in constant contact with the ThinkFirst Missouri consultants. It is your job to keep them updated on the progress of the social media campaign. You will meet with the ThinkFirst consultants on a consistent basis, how often is at the discretion of you and the ThinkFirst consultants. Listed below are the ThinkFirst consultants.

ThinkFirst Consultants

Michelle Gibler
PhD, Director
Michelle serves as the Director of ThinkFirst Missouri and the Injury Prevention Division of MU’s Department of Physical Medicine and Rehabilitation. She began her career with ThinkFirst in 1988. Michelle earned a Bachelor’s Degree in Physical Education and Health Education from Southern Illinois University in 1981, and a Master’s Degree in Health and Safety Education from the University of Illinois-Champaign in 1982. In 2004, she received a PhD in Health Education and Promotion from the University of Missouri-Columbia. As a former board member and on-going consultant to the ThinkFirst National Injury Prevention Foundation, Michelle provides comprehensive program training to ThinkFirst chapters nationwide and internationally. She serves as State Chapter Director for the ThinkFirst programs of Missouri and participates in several state and national safety task forces and committees.
E-mail Michelle at giblerm@health.missouri.edu.
Penny Lorenz  
Assistant Director  
Penny has been with ThinkFirst Missouri since 1985, first as a speaker, then as Assistant Director since 1989. Duties include directing the Community/Corporate Traffic Safety Program, School Assembly Program and Traffic Offenders Program; recruiting and training new speakers and extensive public speaking. Penny has earned numerous awards and honors and is known nationally as the first Ms. Wheelchair USA (1995-96). For more information, see Penny's Profile page. E-mail Penny at lorenzp@health.missouri.edu.

Jennifer Blair  
Administrative Associate  
Jennifer has been with ThinkFirst Missouri since 1997. She serves as grant administrator, office manager, and web editor. E-mail Jennifer at blairj@health.missouri.edu.

VIP Speakers

Also, you may work closely with the ThinkFirst VIP Speakers (Voices for Injury Prevention Speakers). They are the heart of the ThinkFirst programs. For a complete list of ThinkFirst VIP Speakers click here.
Duties and Responsibilities

- Develop an engaging social media campaign based on the needs and desires of Missouri teens in order to get them to change their behavior behind the wheel.
- Help develop and execute the social media strategy which may include Facebook, Twitter and YouTube.
- Build and maintain Think First’s content network by way of social media channels which can include edited video clips, blog posts, photo collages or other compelling images which engage teens.
- Write and respond to Facebook entries, tweets, and other social interactions.
- Work with Think First consultants and speakers to tell their story in the social media space.
- Guide Think First consultants in using social media to extend their presence with students.
- Respond to comments and questions about Think First in the social media space.
- Monitor social media sites for comments, activity and ideas.
- Locate and post appropriate links from other sites.
- Regularly review social media analytics data.
- Create and update weekly and monthly social media usage reports.
- Analyze campaigns and translate anecdotal or qualitative data into recommendations and plans for revising the social media campaigns.
Lessons Learned:
Do’s and Don’ts of ThinkFirst Missouri Social Media Campaign

Here is a list of things that have and have not worked for ThinkFirst Missouri’s social media campaign.

Do’s (What Has Worked For ThinkFirst)

- DO post that include pictures of potential and current users of the Facebook page. These types of posts get the most response because users are eager to see themselves.

- DO post videos that include the VIPS. It’s the VIPS’ stories that helped get users to the page in the first place, use those stories to remind users to ThinkFirst for injury prevention.
• DO respond to feedback in a timely manner because users want to feel like they are being engaged by a person, not a group.

Jared Fitzsimmons
i just wanted to say thank you guys for coming to Shawnee Mission West yesterday and ur stories really hit me hard...now i think about texting and driving and not wearing a seat belt constantly im so sorry that you had to learn the hard way but i thank you for being brave enough to be there for us to teach us and to help show us the consequences of not thinking first.
im sure that im speaking for most of the junior/senior body when i say THANK YOU
April 21 at 5:15pm · Like · Comment

2 people like this.

thnk 1st Thank you so, so much, Jared! Your words mean a lot to all of us here at ThinkFirst.
April 21 at 5:42pm · Like

Jared Fitzsimmons no thank you..what you guys said really hit me and im very appreciative that you guys decided to take an hour out of your day to come give us advice on how to be safe and to think first
April 21 at 6:15pm · Like · 1 person

Chad Burton Thanks Jared hopefully when were back in town we bump into u but don't worry will have our belts on. Good luck in all your indebted any college would b lucky too get u o by the way MU Rocks see u around
April 25 at 11:01pm · Like

Madison Jaclyn I'm glad that we had an impact on you. My prayers are with your school as you continue to mourn the loss of a fellow student and friend. Stay safe out there and I wish you good luck in the future to achieve your dreams.
May 6 at 3:43pm · Like

Madison Jaclyn Dreams*
May 6 at 3:44pm · Like

Write a comment...

• DO post polls to get an idea of what the users like and don’t like. Also, another type of poll to post is one polling something relevant to thinking first.
Don’ts (What Hasn’t Worked For ThinkFirst)

- DON’T assume that online games will bring in a male audience. Although some males do enjoy video games that doesn’t mean it is a strong enough bond that keeps them interacting with the page.

- DON’T feel the need to post a status update everyday. According to the ThinkFirst online survey, users prefer a status update 4 to 5 times a week.

- DON’T post any videos or photographs without getting approval from ThinkFirst consultants.
Suggestions for what to do next

The ThinkFirst Missouri social media campaign is ever-changing. The trends that appeal to our demographics is consistent for the most part, but there are somethings that work better than others. Here are suggestions for what will help you get a jump start on the campaign.

- Create and produce more videos and audioslide shows of VIPS:
  - It is no mystery that the VIPS are the heart of the ThinkFirst campaign. It is their stories that get people to initially come to the Facebook page. To keep that same effect, it would be good to have clips of the VIPS telling their stories, both humorous and serious. These clips should be both video and audio slide shows.
- Expand the use of Twitter:
  - Try a better linking system between Facebook and Twitter, perhaps Hootsuite or TweetDeck that let you better customize which pages receive which updates. Be active and follow as many high school students as you can find.
- Increase video and photos of ThinkFirst Facebook users and Twitter Followers:
  - VIPS should be equipped with cameras and grab as much video and photos as they can. Then they should post them quickly while the experience is fresh in their minds. Try commenting on older ThinkFirst photos that have users tagged, to remind them of ThinkFirst’s message.
- Repost old videos:
  - Don’t be afraid to post videos from the past. These videos still have the opportunity to be powerful and could reach a new audience.
- Encourage more user-generated content:
  - According to the Pew Center’s research, teen tend to share content they created more than anything else on social media networks. Find ways to incorporate this into ThinkFirst’s social media campaign through contests, gift give-aways, etc.
- Reach out to High School Journalists:
  - For many high schools, the school newspaper, radio station, and/or television station represents the voice of the students. Why not use that voice to promote the ThinkFirst mission? Find ways to reach out to high school journalists to get them to either do a pre-presentation story on ThinkFirst or post-presentation story. Also, during the summer the University of Missouri’s School of Journalism hosts many journalists from across the state of Missouri. Contact Doris Barnhart (barnhartd@missouri.edu) and Anna Romero (RomeroA@missouri.edu) for more information on the summer journalism camps.
- Get IRB (Institutional Review Board) permission to survey minors:
  - Although there was an online survey taken by ThinkFirst Facebook users’ on their social media habits, it didn’t reach the target group of 13 to 18-year-olds. To get a better look at the target group, find a method to give surveys to ThinkFirst Facebook users after presentations. In order to pass out surveys to minors you must receive permission from IRB (Institutional Review Board). Work with the ThinkFirst consultants on the necessary steps to obtaining IRB’s permission.
- Take informal surveys:
  - During presentations, encourage VIPS to take informal surveys. The surveys could be as simple as asking a question about social media usage and having the audience to raise their hand.
- Reach out to community youth groups:
  - Interviewing and surveying students is harder in the public school systems, but
reaching out to community groups may be easier. See what community groups (churches, civic clubs, etc.) will allow you to speak with their teens and get their input on social media usage.

- Changing Facebook page:
  - Consider gradually changing from old Facebook page to new Facebook page. Keep old Facebook page in tact, while encouraging users to like new page.
  - Entitle the new Facebook page as ThinkFirstMO.
  - After the new Facebook page has 50% of the number of users of the old Facebook, deactivate the old Facebook page.
ThinkFirst Social Media Accounts:

ThinkFirst has total of four different types of social media accounts, including Facebook, Twitter, and YouTube. As the ThinkFirst intern, it is your duty to update and upkeep these accounts to promote the mission of ThinkFirst. Also, it is your duty to keep track of any data that you can present to the ThinkFirst consultants on regular basis. If you want to change anything on any social media site, you have to present the change to the ThinkFirst team and receive their approval. Also, if you decide that additional social media networks would help promote the ThinkFirst mission, you have to present this to the ThinkFirst consultants. Listed below are the user names and passwords for the various social media accounts.

Facebook:

Once Michelle assigns you as administrator of the page, you will have full access to the page.

Twitter:

Username: Think1stMO
Password: MoThinks1st


**YouTube:**

1st Account: (To be deactivated - but the gmail account will live on if you find a use for it)
Username: bmosafe@gmail.com
Password: thinkfirst

2nd Account
Username: ThinkFirstMO
Password: MoThinks1st