My name is Lisa Crymes…
and I’m a Geek

- Twitter: @lisacrymes
- LinkedIn: http://www.linkedin.com/in/lisacrymes
- Facebook: http://www.facebook.com/lisacrymes
- About.me: http://about.me/LisaCrymes
- Slideshare: http://www.slideshare.net/lisacrymes

HFMA Georgia Chapter
Social Networking Committee
Established and Launched Committee May 2010
Chairperson May 2010 to May 2012
Teams May 2012 to current
Social Media: Can you Afford Not to?

Are you still considering why the hype with Social Media? Or how to use different networking sites beyond personal use?
This session will provide an overview of social media and the basic networking tools available.

- What is social media
- Building your personal brand using social media
- Professional Verses Personal Use
- How Lone Star chapter can use and benefit from social media
- GA Chapter Successes

Tools

- LinkedIn
- Twitter
- Facebook
- Instagram
- Blogger, WordPress
- Hootsuite, Klout.com
- Social Mention, Google Alerts
How Can Social Media Help Me?

- Professional:
  - Learning latest industry trends and discussion topics
  - Leverage industry relationships
  - Monitoring Key industry leaders
  - Keep skills fresh

- Personal:
  - Brand
  - Know your "Googleability"?

Social Media: Can you Afford Not to?

Bad image verse a good image
Know Your “Googleability”

Social Influence

Value

Observe  Listen  Engage  Lead
Social Influence

Observe:
- Pick platform
- Decide topics
- Get started, create profile
- STOP... observe
- Find interesting people
- Observe "rules" and conversations

Listen:
- Understand power of hashtags #
- Listen... listen... listen
- Join groups
- Follow people

Engage:
- Start engaging
- Ask questions
- Respond to questions
- Know the rules
- Don’t just self promote
- Don’t post info you haven’t read or understand

Lead:
- Become a thought leader
- Product relevant content
- Discuss ideas and get feedback

Social Media does not Replace Networking

- Social Media is not a replacement for real relationships
- Engage in conversations online and off

I’m Cooler Online
Time Commitment

Source: Lee Aase
Mayo Clinic
Center for Social Media
http://www.slideshare.net/mobile/LeeAase/georgia-hit-summit-keynote

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WARNING!! WARNING!!

- Socialtis?!
- Avoid the overload
- Learn out to disconnect
- Listen only
GA Chapter Success with Social Media

Spring / May 2012

LinkedIn
- Started April 2009
- Currently 368 members

Facebook:
- Started Dec 2009
- Primary posts have been social but interactive
- Interaction has been steady

Twitter:
- Started Jan 26, 2010
- Currently at 189 followers
- Least active of social media sites, used primarily to promote AJC Healthflock, engage during local industry events (TAG, HIMSS, etc)
- Engaging with a subset of industry

Healthflock Blog
- Nearing our one year mark
- Received approximately 20k Hits
- Trending approximately 5k per month
- 109 blog posts, and 169 comments
- Submitted Yerger 2011-12

Fall / Nov 2012:

LinkedIn:
- 443 members

Twitter:
- 302 tweets
- 251 followers

Healthflock:
- Sept 2012 3K
- Avg 3K per month

Facebook:
- 196 total likes
- Klout Score: 30

Healthflock

http://blogs.ajc.com/health-flock

About Healthflock
A blog about the business of health care, written by leading experts in Atlanta and Georgia
Meet the voices of Healthflock

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Chapter Success and Opportunities

What we have done well

- All social networking sites have continued to grow
- Using social media to enhance relationships outside of chapter events
- Reaching and collaborating with members and non-members
- Positioning Georgia HFMA as an innovated chapter
- Moderating the accounts so they are not spammed or sales focused
- Promoted social media through Georgia Scroll and education sessions at Institutes

Opportunities for growth

- Engaging committees in using tools to promote meetings
- Need feedback on type content and where we can expand
- Increase interaction among provider committee
What is the Cost of NOT?

For the last time, no, I do not know what the ROI is on it!

Thank you!

See ya Online!
@lisacrymes