

I don't give a damn 'bout my Bad Reputation

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What is social media?

- The term **social media** refers to the use of web-based and mobile technologies to turn communication into an interactive dialogue.

Why engage in social media?

- Communication
- Transparency
- Authenticity
- Conversation
- Community
- Relationships
- Loyalty

Rewards and risks in research

- Social media can help participants be more comfortable with studies
- You have an opportunity to regularly reiterate objectives, increasing retention
- Younger audiences communicate differently – engage where they engage
- Everything you post is public and will live forever in some way



Thinking big

- What you do and say affects the entire medical center
- Although you're representing your own study, you're also representing Cincinnati Children's
- Ask yourself regularly – could this action negatively impact the reputation of the medical center?



The role of M&C

- We're not here to tell you no and make your life more difficult – we're here to make sure you're appropriately representing Cincinnati Children's
- Brand – it's important, there is strength in the brand, usually ill advised to create your own brand, it's a discussion, collaborations
- Guidelines help with naming and look/feel of social media properties



Role of M&C continued

- Application process – if you can't answer the questions, you're not ready to use social media in your study
- We work closely with the office for clinical and translational research to advise in a way that is useful to you
- We will help determine best platforms and types of accounts – every study is different
- Application and policy on CenterLink



Think before you Facebook – a few final words

- Think about what you want to accomplish, not how you want to accomplish it – be open to recommendations
- Think of ways to make social media engaging for your audience
- Think long-term – what are you going to do with your social channels?
- If you're in, you're in – response time is important



Contact and thank you

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- Thank you for your attention and interest


