



**LISTEN UP**  
IT BEGINS WITH YOU.

[www.LISTENUP.biz](http://www.LISTENUP.biz)  
Donald Wayne McLeod & Teresa Simons

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**LISTEN UP**  
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**RISK COMMUNICATION**

**Teresa Simons**

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**Experience**

BA in Marketing from Kent State University

19 years in Marketing

Web Design and Development since 1999

Focus on Search Engine Optimization, Analytics, Social Media & Online Reputation Management

Certified Inbound Marketing Professional



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**Objective**

- Communicate
  - Positive Public Health Messages
  - Free Programs
  - Outbreaks, Pandemics
  - ✓ Right **Information**
  - ✓ Right **Time**
  - ✓ Right **Audience**

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**Effective Communication**

Your communication with your audience:

**Accurate**  
You Know Your Information  
(get the right information out before misinformation spreads)

**Informative**  
Necessary Information = Need to Set Policy

**Timely**  
Reach Your Audience = Social Media/Inbound Marketing

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**Why is Social Media Relevant?**

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## Effective Approach

- Set Goals
- Create a Social Media Policy
- Incorporate Into Your Routine
- Be A Source
- Be Interesting
- Be Found

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## Create Communicate Listen Effectively

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## Create Content

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## Content Creation Strategy

- CMS (Content Management System)
- Develop Content
  - Positive Public Health Messages
    - Hand Washing
    - Free Screenings
- Define a Schedule (Blogging Calendar)

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## Websites & Blogging

### Tips for Success

- Domain Name
- Hosting
- SEO Benefits
- Create a Platform for Dialogue
- Allow for Sharing

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## Communicate

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## Engage with Your Audience

## Commenting & Sharing

Blogs  
Groups  
Forums  
Reviews

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## Develop an Online Community

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## Where Do We Start?








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## Todd Defren of Shift Communications

- Fish where the fish are...
- Swim with them not against them
- Don't bore them
- Don't overfeed them

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## Good Starting Point

-  Facebook
-  Twitter
-  YouTube
-  LinkedIn
-  RSS Feed for your Content

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## Hear What Others are Saying

Especially when it is **About**  
You but not **To** You.

**Manage Your Online Reputation**

## Listen Effectively

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## Create A Listening Station

Monitor conversation around a topic  
to take a proactive role in a discussion.

- Positive Public Health Messages
- Risk Communication
- Online Reputation Management
- Customer Service and Community Building

## 5 Steps to Free Listening

1. Create a Gmail account [www.google.com](http://www.google.com)
2. Log in to Google Reader  
[www.google.com/reader](http://www.google.com/reader)
3. Create a watch list  
Organization Name, People, Services, Domain Names,  
Topics, Health Alerts, News Sources, Influences
4. Visit Google Alerts [www.google.com/alerts](http://www.google.com/alerts)
5. Enter each term and subscribe through Feed

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**LISTEN!UP**  
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*Thank You!*

**Teresa Simons**

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