

# Social Media Next Practices: Navigating the Ever-Changing Digital Landscape

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# James C. Wong – Co-Founder of Empowered Ideas



- **Digital Marketing Communications Strategist**  
*Recognized by the Society for New Communications Research*
- **National Association of Asian American Professionals (NAAAP)**  
*NAAAP-RTP Senior Advisor (2011-Present)*
- **United Way of the Greater Triangle (UWGT)**  
*Marketing Committee Member (2011-2013)*
- **Triangle Association of Black Journalists (TABJ)**  
*Board of Directors – Marketing Chair (2010-Present)*
- **Triangle Interactive Marketing Association (TIMA)**  
*President (2011-2012)*
- **iContact / Vocus Corporation**  
*Marketing Communications Manager (2007-2012)*



# Virginia L. Johnson – *Co-Founder of Empowered Ideas*



- **Expertise in Organizational Systems, Sustainability, Communications and Community Mobilization**
- **Certified Substance Abuse Prevention Consultant**  
*Strategic Planning Facilitator & Nonprofit Sustainability Coach*
- **North Carolina Foundation for Alcohol & Drug Studies (NCFADS)**  
*Board of Directors (Current)*
- **NC Substance Abuse Prevention Providers Association (PPA)**  
*Quality Assurance & Standards / Marketing & Communications*
- **Addiction Professionals of North Carolina**  
*Former Member of the Board of Directors*



# WELCOME

SALVE

TERVETULOA  
ENNIDOS

WELTKUMMA  
AHLA W SAHLA  
MIRÈ SE VJEN  
MAAYONG PAG-ABOT

BIENVENUE  
BENVNUWE  
WELKOM

WILKÓM  
SIYA NAMKELA NONKE  
WOLKOM

AHLA W SAHLA

VELKOMMEN

WILLKOMMEN

ALOHA

BENVNUWE  
SANNU DA ZUWA

WILKÓM

MU AMUHEZWI  
DEGEMER MAT

WELTASUALULEG  
BON BINI

RÄXIM ITEGEZ  
MAEVA

BONVENON

GHINI VINISHI  
BIENVENIUS  
BIENVENIDA

SALAMAT DATANG  
RESOURCE

BONVENON

WOEZOR  
SIYA NAMKELA NONKE  
TERE TULEMAST

MAEVA  
MALIPAYONG PAG-ABOT

WILKÓM

TALITALI FIEFIA

BENVNUWE  
MAEVA  
ALOHA

ENNIDOS  
CROESOR  
TERE TULÓMAST  
XUSH RELIBSIZ

MAUYA

BONVENON  
BINVINUTU  
MAEVA  
RÄXIM ITEGEZ

MU AMUHEZWI

Social Media Next Practices: Navigating the Ever-Changing Digital Landscape



# **Social Media Next Practices: Navigating the Ever-Changing Digital Landscape**



# “I am on Facebook and Twitter but it's not working?”

- Look at social media as a **stand alone strategy**
- Using social media for **information dissemination** instead of as a tool for **engagement**
- Trying to reach everyone the same way, on the same channels and with the same information
- Not having the **capacity** (time, skills, or empowerment) to manage social media

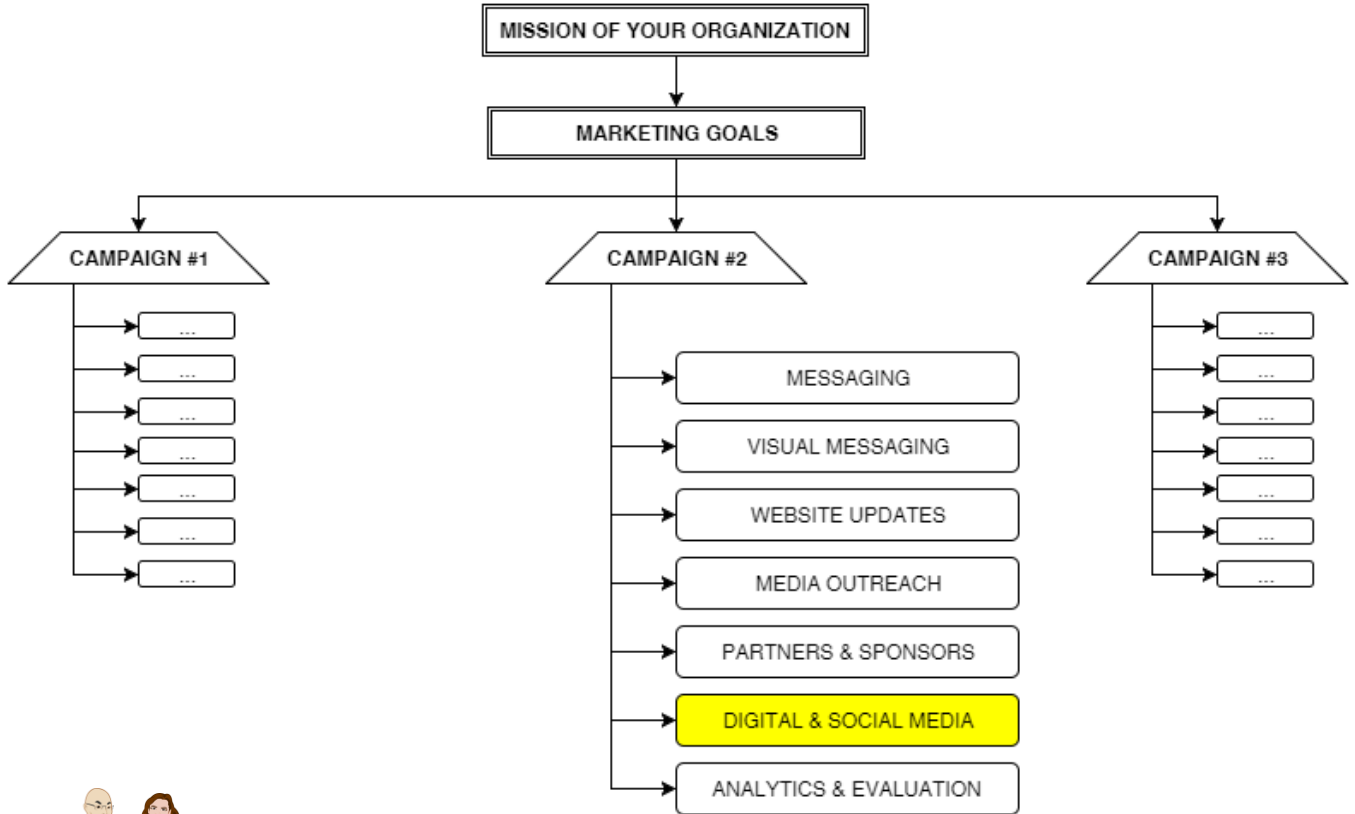


A stylized map background featuring a winding grey road with white dashed lines. Four numbered location pins are placed along the road: a red pin with the number 4 at the top left, an orange pin with the number 3 on the right side, a green pin with the number 2 on the left side, and a blue pin with the number 1 at the bottom right. A solid red horizontal line runs across the bottom of the map area.

# So How Do We Address these Challenges in an Ever-Changing Digital Landscape?

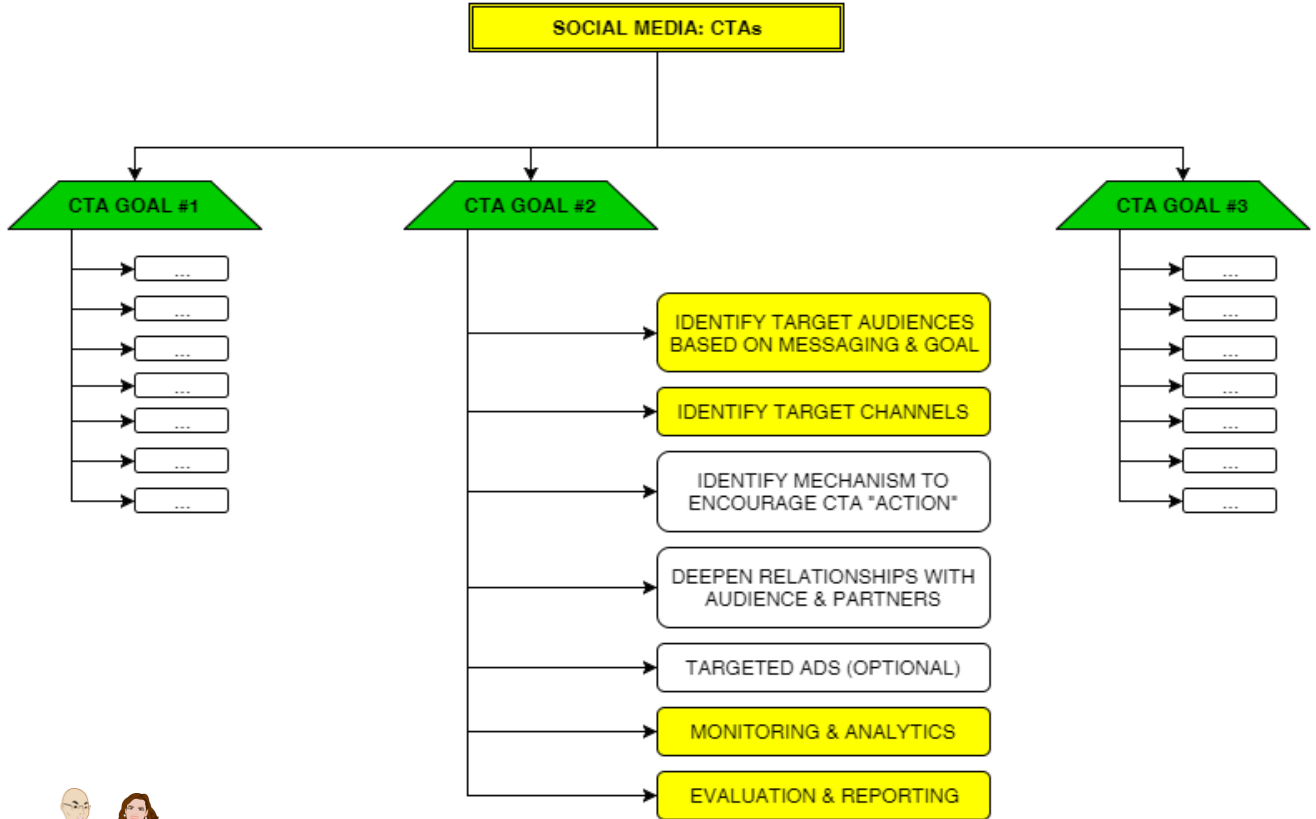


# Social Media is Only a Small Piece of the Puzzle





# Engage With Purpose and With a Plan

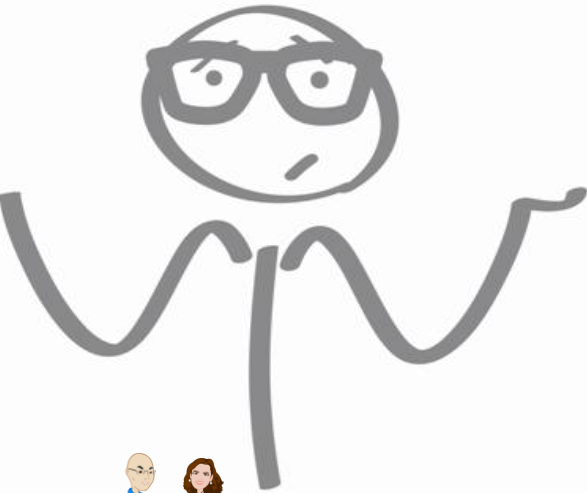


# Why is All this Important?

***By understanding the role of digital and social media and how to effectively incorporate it in the overall strategy, organizations can:***

- Increase Effectiveness and Reach
- Increase Engagement
- Empower Audiences to Share and Advocate
- Effectively Track and Monitor





# Thank You! – Connect with Us...



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