

American Heart Association

Tweetup Campaign

Tweets for Beats

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I. Executive Summary

Houston loses one person every two hours to heart disease. With every two tweets, the American Heart Association Houston Chapter can reach 660 people and save lives. But that's not enough.

Through social media-based engagement, the proposed 10-step Tweetup campaign will establish AHA Houston as the premier heart-health non-profit and leading industry expert in Houston and, increase prevention awareness and contributions.

By targeting local caregivers, young professionals, social-based influencers, and established donors, AHA Houston can increase prevention awareness by 10 percent, raise \$2,000 in contributions, increase AHA website visits by 10 percent and establish a significant social media presence through a 20 percent increase of Twitter followers.

The presented plan is the best use of our \$1,500 budget and maximizes the use of our funds by utilizing an intern for labor, obtaining non-profit discounts for printing costs and garnering donations for execution costs needs.

Through the proposed campaign, AHA Houston can help save lives one tweet at a time.

II. Research

Step One – Background

American Heart Association

The American Heart Association (AHA) is a non-profit organization staffed by a limited professional corps and supported by volunteers across the country. It is headquartered in Dallas, Texas. Its mission is to build “healthier lives, free of cardiovascular diseases and stroke.” The organization is broken down by regions and locally managed chapters and affiliations. The Houston chapter is the focus of this campaign, but may be used as a framework for other chapters to replicate. The organization is directly affiliated with the American Stroke Association.

American Heart Association – Houston Chapter

To effectively plan and execute a Tweetup campaign for the American Heart Association – Houston Chapter (AHA Houston), research into the organization, Twitter, and other topics will continue throughout developmental stages. This preliminary report will include primary research with Shelly White, from AHA Houston. Twitter, the social-networking website will provide both opportunities for primary research through content analysis of Tweets sent to and by AHA Houston and their affiliates, and secondary research about the website and its history with the organization. Our group has and will continue to conduct secondary research via online sources of information about AHA Houston, their affiliations, competitors and activities.

Services and Promotions

According to AHA's main website, heart.org, as well as booklets and pamphlets on heart health in several languages, AHA maintains a website with dozens of external links, facts and targeted website sections catering to specific publics, e.g. caregivers and parents. Local branches offer first aid and CPR training regularly, as well as support groups, promotional and fundraising events like the Heart Walk. The organization hosts conferences periodically throughout the year, including the Nutrition, Physical Activity and Metabolism 2011 Scientific Sessions, and the Council on Epidemiology and Prevention in 2011. The organization hosts galas, emergency cardiovascular care programs, sponsors scholarly journals and carries out internal functions such as customer relations. Recent campaigns include Go Red for Women, Go Red Por Tu Corazon, Start! and Power to End Stroke.

Hospital Collaborations

Various AHA divisions collaborate with hospitals, such as the North Dakota chapter's collaboration with hospitals and EMS; a "statewide (effort) to remove barriers to optimal STEMI care."

Instead of collaborations with Houston hospitals or care centers, AHA Houston collaborates with numerous hospitals, university affiliated hospitals and medical centers that sponsor AHA Houston efforts through financial donations, research support, event attendance (i.e. Go Red, HeartWalk, etc.) and promotions such as links to the hospital websites.

The most significant way AHA Houston partners with hospitals is through awards. The Initial, Annual and sustained Performance Awards recognize area hospitals for achievements in the prevention of heart disease. "Get With the Guidelines" is another award set given by AHA Houston, recognizing hospitals for achieving 85 percent or higher adherence to program guidelines for quality of patient care and outcomes. AHA Houston's rating system makes seriously targeting hospitals and other non-profit care centers or research centers for donations difficult due to conflict of interest issues. Instead, what may be more effective are proposals for working jointly with these groups and organizations in future endeavors.

Resources

According to financial information posted on americanheart.org, AHA relies heavily on donations from private and corporate donors. In the fiscal year 2007, 40 percent of donations came from private or individual donors, while nearly 28 percent came from corporations. The 2008 expenditure report indicates that 40 percent of funds spent by AHA to support awareness efforts and approximately 20 percent on research for heart disease. AHA does not sponsor or endorse products in exchange for financial support, but have partnered in the past with organizations like the William J. Clinton Association, Macy's, Merck, Cutco and Nickelodeon.

The Environment

Serious health problems persist among the American public. Fast food remains a staple of many, despite the growing popularity of healthy-cooking techniques and organic food options. Fitness as a concept, according to fitness.gov, while growing in popularity, is often undermined by fad diets like Atkins, the whims of corporate gyms and increasing health care costs borne by citizens rather than insurance companies. The Center for Disease Control (CDC) reports that inactivity, obesity and cigarette smoking are three of the four top risk factors for heart disease in adults in the United States. Despite decades of campaigns and scientific research, millions of Americans continue to smoke, as well as indulge in other risky behaviors. According to AHA, 90 percent of women have one or more risk factors for developing heart disease, with more than an estimated 82 million adults having one or more types of cardiovascular disease.

The leading cause of death for women in every major developed country is heart disease, with more than 55,000 more women than men have a stroke, as reported by Circulation, the Journal of the American Heart Association. According to the CDC, men also struggle with high heart disease rates, with a high prevalence of asymptomatic heart disease and sudden death. The estimated prevalence of cardiovascular disease is approximately one in three. Black women and African Americans in general, as well as Hispanics, have higher rates of diabetes and high cholesterol, putting them at a higher risk for cardiovascular disease.

Competition for Attention

Recently, Barbara Walters, David Letterman, Regis Philbin and Robin Williams have undergone open-heart surgery. Bill Clinton and Dick Cheney have also dealt with heart disease. According to an American Medical Association study, 8 percent of respondents indicated that heart disease and stroke were their greatest concerns health-wise, and less than one-third knew that heart disease is a leading cause of death. The study further revealed that breast cancer was more readily identified by women in the 25 to 44 age range as a leading cause of death in those 65 or older. Despite statistical evidence to the contrary, heart disease and stroke are not viewed as more concern to the public than cancer.

Comparable organizations diverting attention from the American Heart Association include the National Cancer Institute (cancer.gov), the Susan G. Komen for the Cure Foundation (komen.org), and Stand Up2Cancer (standup2cancer.org). These organizations have high annual revenues and high visibility. These include Stand Up2Cancer with a reported \$100 million fundraising accomplishment over a couple years and celebrity spokespeople like George Clooney and Gwyneth Paltrow. Dr. Oz is an opinion leader for heart-related topics as well (doctoroz.com). WomenHeart, the National Coalition for Women with Heart Disease, which advocates for women's heart health similar to AHA. The organizations' redundancies split the targeted audience's attention. Further research produced a more comprehensive list of heart health organizations with similar aims and public campaign efforts, although AHA remains top bill for Internet inquiries.

Locally, competing events and campaigns also compromise the position of AHA as a leader in the field of heart-disease management. The Chevron Houston Marathon (chevronhoustonmarathon.com) serves a similar audience as AHA's Heart Walk. Campaigns like National Wear Red Day (goredforwomen.com), Congenital Heart Defect Awareness Week (tchin.org) and National Cholesterol Education Month (heart.org) divert attention from AHA and its events. High publicity of the mentioned events clutter media channels and divert volunteer and participant human resources.

Twitter

Twitter is a social media and networking website that allows users to “Tweet” 140-character messages, according to Twitter’s official company statements (twitter.com/about). Users can link to each other and to organizations or create trend words that link people and ideas based on commonalities. The site is free for users, can be as private or public as deemed necessary and is densely populated by a wide range of corporations and individuals.

While Twitter is an open forum for communication, there are clear categories of message types:

- 30 Percent = User’s current status
- 27 Percent = Private conversations
- 10 Percent = Links to news and blog articles
- 8 Percent = Other
- 6 Percent = Politics, sports and current events
- 4 Percent = Product recommendations/complaints
- 4 Percent = Advertisements
- 4 Percent = Spam
- 3 Percent = Links to other web content
- 3 Percent = Links to images and videos

Jargon is often a confusing factor of Twitter but it also creates exclusivity among users, which is not as prominent in other social media platforms. Addendum 1 lists terms and symbols which may be used throughout the campaign to express certain Twitter-related actions or titles.

Tweetups

Tweetups are, by definition, gatherings created by Twitter users to coordinate and create hype for gatherings among related and interested members. They vary in scope from a small group – a couple of people coordinating via Twitter-based linkages to meet for coffee - to large scale fund or resource raising operations – e.g. a blood drive Tweetup hosted by the Blood and Tissue Center of Central Texas.

This particular strategy has become popular among organizations with a low-budget or “grassroots” initiative because of its low cost and potentially high return, according to Mashable.com. Part of developing a successful Tweetup is targeting key influencers, who in turn “retweet,” or copy and propagate posts an organization's message across the Twitter network functionally allowing classic word-of-mouth communication to advertise without spending valuable advertising dollars. A Tweetup allows flexibility for organizations and groups with varying access to resources.

Audit of @AHAHouston Twitter Account

According to a survey of the accounts linked to the AHA Houston's main Twitter handle (@AHAHouston), AHA maintains various Twitter accounts and handles, including #shopheart, #GoRed, #WRD, @AHAScience, @AHA_nutweetion, and @YoureTheCureTX. The organization uses Twitter to communicate between chapters, spread awareness of health issues through quick facts, and provide links to other websites, donation portals and promote awareness of the company and its mission. With 11,224 followers, @AHAScience more than double @AHAHouston's hourly tweets per day. Their replies to and retweets are more than 5 percent fewer than that of @AHAHouston.

Twitter Use by Health-Related Organizations

Various organizations have been using Twitter to promote health information and activities. The New York City Health Department, according to mypyramid.gov, uses Twitter to keep citizens informed on health issues, covering topics like condom use, free use of recreation centers and as a forum on restaurants' sanitary conditions. The United States Department of Agriculture also has been Tweeting reminders to do healthy activities and make smart food choices.

Twitter vs. Facebook

Approximately 67 percent of people on Twitter follow a brand (which reflects planned purchases) in comparison to only 51 percent on Facebook, yet on Facebook 40 percent of all people follow a brand in comparison to Twitter's 25 percent, according to Digital Buzz Blog.

Facebook, with over 500 million users, consists of 29 percent of users are ages 18 to 25 and a majority of users, 54 percent, are women. Over 28 percent of users are in college and 34 percent of users make an annual income of \$26,000 to \$50,000.

Twitter, with over 106 million users, consists of 30 percent of users are ages 26 to 34 and a majority of users, 52 percent, are women. Over 48 percent of users are in college and 33 percent of users make an annual income of \$26,000 to \$50,000.

Forrester Research, Inc. reported that Twitter followers are potentially more valuable than Facebook users in the future. The study found that those Twitter users are more likely to buy from brands which establish a presence on the social media platform. Twitter is also considered a “pull” channel, meaning that users engage themselves with a company, as opposed to the company engaging customers, according to Forbes.com.

SWOT Analysis

Strengths	Weaknesses
AHA is a recognized brand	Fragmentation of AHA (lots of chapters)
Already established affiliations with other organizations	Abstract goals for “awareness”
High percentage of population already has heart concerns (or is aware)	AHA has a full calendar of events
Successful preexisting social media campaigns	Staff is constantly working on other projects
Popularity and influencer use of Twitter	Small budget/resources
Professional staff/interns	Reliance on donors for fundraising efforts
	Low traffic on website

Opportunities	Threats
Twitter has no cost	Similar organizations/Competition for cash
Quick information venue	Weak economy
Content can be outlined in advance – low maintenance	“Fad” nature of social media (users are popular one day, forgotten the next)
Content can go viral, increase WOM and website traffic – direct links	Empathy exhaustion (if content isn’t strategic to publics)
Virtual presence reinforces real presence	High traffic on social networking sites - one voice among many
Potential for more partnerships	Free media is hard to control
Potential expansion of volunteer corps	Account hacking
Increased engagement with publics to accomplish awareness goals	High maintenance regarding engagement

Potential Publics

According to a content analysis of AHA Houston's press releases and general content on heart.org, audiences include parents and family members, caregivers, educational leaders and women (particularly those approaching middle age). AHA Houston's audience also includes those with heart conditions and those at risk for heart problems, corporations amenable to their mission and opinion leaders.

A preliminary and secondary research effort revealed several potential publics which may be targeted during the Tweetup campaign. The parameters defining publics may shift to better accommodate the aims of the campaign, as well as accommodate emerging publics. Two main public groups, primary and secondary, will be addressed.

Primary Publics

General Qualities: Aged 18-35, social media users, computer savvy, influencers, connected and involved in their communities. Looking for opportunities to develop networking skills and have a history of joining charitable causes.

College Students

Low paying jobs, if any; willing and able to volunteer; strong local community connections; part of families and communities in non-leader positions.

Young Professionals

Mid-level income, work long hours at one or more jobs; involved in community; have influential bosses and family members.

Social-Based Influencers

Individuals who use Twitter and other social media platforms regularly; mid-level income; typically young influencers; jobs involve networking and social media; heavily involved in multiple digital and real-life community-focused projects; have solid connections around city; includes "handlers" or those who manage social media accounts for third parties.

American Heart Association Affiliates

Local and national organizations with established ties to AHA Houston; have history of resource and monetary donation.

Secondary Publics

General qualities: Aged 35-49, familiar with social media, financially secure and able to donate to causes, community leaders and have solid connections to primary publics.

Caregivers:

Caregivers for those suffering from heart disease; includes family members. Self-less individuals; willing to learn and invest in technology; have no spare income; history of philanthropy and support of causes; higher personal heart health risk factors.

Small Business Owners:

Businesses with relatively small profit margin; 1-5 employees; use self-constructed and basic marketing strategies; non-franchise and locally based.

Professional Organizations

Non-profit organizations seeking to further a particular profession; fuses on interests of individuals engaged in that profession and the public interest; mid-level influence on members.

Step Two – Situation Analysis

AHA is a non-profit organization whose mission is to build healthier lives, free of cardiovascular diseases. AHA Houston plans to implement a “Tweetup,” a social media-based fundraiser, to increase overall awareness of their mission and funds among the major metro markets; Houston, Dallas, Denver and Fort Worth. AHA Houston’s challenge is a lack of social media presence among the Southwest Affiliate. AHA has an opportunity to utilize various social media platforms (Kickstarter, Facebook, and Meetup) to support the Tweetup.

Potential obstacles for AHA includes a limited following of influential users on the aforementioned platforms and the struggle to maintain a presence over competitors. Characteristic of Twitter, AHA will initially reach a relatively narrow audience, but will eventually lead to a broader audience among user’s offline communities. A related problem is the fractured presence of AHA Southwest Affiliate metro markets on Twitter; each market has a different account handle.

Step Three – Core Problem/Opportunity

AHA Houston has an opportunity to raise awareness about prevention methods, continue to support their status as an industry leader and increase contributions through social media-based platforms.

III. Action Plan

Step Four – Goal

Establish AHA as the premiere heart-health non-profit and leading industry expert in Houston to increase prevention awareness and contributions through a Twitter-based campaign.

Step Four – Objectives

- Increase prevention awareness by 10 percent between June 1 and July 1, comparable by pre- and post-event community health snapshot surveys.
- Obtain \$2,000 in contributions through Twitter-based engagement between June 1 and July 1.
- Increase AHA website visits by 10 percent between June 1 and July 1 through Twitter-based campaign, measurable by SEM analytics.
- Establish a significant social media presence within Houston's health-related non-profit market by increasing Twitter followers by 20 percent between June 1 and July 1.

Step Five – Key Publics and Messages

Key Public: Established Donors

Description:

Past and current AHA affiliates, individuals or organizations that donate.

1. Donors are comprised of larger companies capable of donations, which include both local and national organizations that are open and able to sponsor charitable organizations. Sums of cash pledges by organizations are paid out over several years. Individual donors have histories of large financial contributions as well as participate in other charitable organizations.
2. Self-interests for this public include profit, image development and building customer bases.
3. Most of the recorded revenue of AHA comes from individual donors and commitments from corporations. Individual donors accounted for 46 percent, while corporate contributions accounted for 27.9 percent. Organizations include United Health Group, American Airlines, Ross, Jiffy Lube, Rite Aid, and Walgreens. AHA maintains strong relationships with these large organizations as well as a private contribution base that nearly matches corporate contributions.
4. This public most often is its own influencer. For example, donors are categorized by contribution, which creates a level of competition. CEOs and manager individual contributions also affect the organization's opinion profile.
5. This public will help meet the financial contribution goal. Any efforts the organizations make to advertise will help achieve awareness goals.

Messages: Established Donors

Primary Message:

Partner with American Heart Association for life to save the lives of millions across the nation.
Awareness of heart health = awareness of a lifetime.

Secondary Messages:

- Integrated health campaigns, integrate your organization.
- Corporate sponsorships give back to the future health of your employees.
- Customers care about organizations that care about their customers' health.

Key Public: Caregivers

Description:

Caregivers for those suffering from heart disease; includes family members.

1. Statistics show the majority of caregivers in the United States are women of middle age, 35-64, but male caregivers are on the rise and increased 50 percent between 1984 -1994.
2. Family members who act as caregivers are at higher risk for heart disease when a member of their family is suffering. Caregivers remember to take care of themselves first by implementing a healthy lifestyle to prevent heart disease since caregivers see first-hand what issues patients face when suffering through this deadly disease.
3. AHA offers a variety of support groups to families, caregivers and patients. Support groups range from online forums, face-to-face meetings, events, networking opportunities and volunteer opportunities. Many patients get involved in support groups by sharing testimonials and help new sufferers cope with the difficulties of heart disease. AHA relies on sponsors, donors and volunteers to help run these support groups.
4. Influencers include doctors, patients and other caregivers.
5. This audience can help increase prevention awareness by first taking care of themselves and encouraging their patients to share their stories. Ideally, patients can share testimonials through social media outlets and reach a large audience to encourage implementing a healthy lifestyle and can share first-hand what issues can occur if preventative action isn't taken.

Messages: Caregivers

Primary Message:

Heart disease kills an American every 34 seconds. Don't leave your family members behind; become your own caregiver.

Secondary Messages:

- Use your knowledge of heart disease to save an individual.
- Risk less by communicating with doctors and support groups.
- Easy to use tools can help implement healthy lifestyle changes for

your entire family.

- Work to care for others' health but don't neglect your own.

Key Public: Young Professionals

Description:

Public includes local individuals born after 1977, who have some education or a bachelor's degree.

1. This public consists of both men and women and of all races, which prefer urban and highly populated areas. Young professionals are more likely to report higher stress levels, particularly work related stress, but are more likely to be satisfied with work and life balance. More optimistic than older populations, members tend to be more health conscious but do not view major medical problems as a concern.
2. Members of this public are motivated by both money and engaging projects. Young Professionals are usually eager to learn new skills, and have high levels of self-efficacy and perception of control.
3. Compared with other young individuals, young professionals feel a stronger sense of belonging to a community. There is already a presence of young professionals within AHA, but there are many competing organizations for this group, so resources are spread out.
4. Young professionals look to mentors in their professional lives, as well as influencers within online and real-life communities. Current events are a priority and politics are more likely of interest to this public.
5. This public will help this campaign accomplish higher awareness levels, as well as some positive effect on financial donations.

Messages: Young Professionals

Primary Message:

Help your loved ones, community and country by engaging in an effort to support heart-healthy choices.

Secondary Messages:

- Help raise awareness in your community.
- Tweet with others like yourself.
- Enjoy free food, drinks and prizes.

Key Public: Social-Based Influencers

Description:

Social media users who establish an influential presence on various platforms; particularly Twitter.

1. According to Digital Buzz Blog, 45 percent of Twitter users are ages 18-34 and 24 percent are 35-49. While women and users with no or some college education are also slightly more likely than average to use the service, African-Americans and Latinos tend to be more active, according to The Pew Research Center's Internet & American Life Project. Twitter users are also slightly more likely to live in urban areas. Twitter is ideal for those with an on-the-go lifestyle, since 27 percent of Twitterers login every day, 37 percent login via mobile device and 35 percent of users living in urban areas, according to Digital Buzz Blog.
2. According to Next Gen Online News, fairly new Twitter users, "newbies," are unsure what to do with the platform and post pointless messages; motivated by curiosity about Twitter. "Brands" use Twitter as a marketing tool and to keep in touch with friends; motivated by greater brand awareness. "Social butterflies" or "frequent status updaters" are motivated by making a profit through Twitter and gaining followers. "Reaction seekers" often post complaints or shocking content; motivated by generating actions. "Mavens," use Twitter to promote their work and build a network with like-minded people; motivated by recognition as an expert.
3. AHA Houston's Twitter account is rarely mentioned by Twitter users outside of the Twitter administrator's personal social circle. For example, 13 percent of @AHAHouston's tweets include Tweeters from the account @MeganFazio, the individual account of a past intern; @American_Heart, an affiliate; @JVConcep, a college classmate and @NeighborhoodCtr, the organization that a college classmate represents. Over 12 percent of AHA Houston's ReTweets include organizations that AHA Houston has established a relationship with or would like to, including @ReliantEnergy, a current donor and partner; @SmartMeals, a current donor and partner; @MensHealthClub, an organization geared towards potential publics and @CultureMap, a web-based publication.
4. Influencers include content creators who maintain web-sites and seek valuable resources to link to such as bloggers, who drive traffic from search engine perspective; forum posters; journalists; web news writers, who focus on a niche topic; resource editors, people at government institutions, non-profit organizations and educational establishments who post content; social taggers, who add links using online bookmarking services that are accessible by their audience and viral connectors, influencers that e-mail content and posts about different topics.
5. This audience can help increase AHA website visits by sharing links to content created by AHA Houston and published on Twitter as well as establish a significant social media presence within Houston's health-related non-profit market by build a network with like-minded people and establishing a larger brand presence as an industry expert.

Messages: Social-Based Influencers

Primary Message:

Tweet heart-healthy tips to save lives, make friends and ensure your own Twitter future. Help AHA Houston save the world from heart disease, one tweet at a time.

Secondary Messages:

- Here are 10 easy tips to stay heart-healthy by using Twitter.
- Share Houston's heart-health statistics with your Twitterverse.
- Wanted: Your heart-health tips! Expert or novice, Tweets are welcome.

Step Six – Strategies and Tactics

Key Public: Established Donors

Strategy 1: Develop a Tweetup donation event to create awareness of heart disease risks and raise funds.

- Tactic 1: Create individual -specific letters about event and distribute accordingly.
- Tactic 2: Meet with corporate donors to review emailed media kit.

Strategy 2: Request sponsorship/donation of services.

- Tactic 1: Meet with interested donors to discuss volunteer and sponsorship opportunities and provide print materials.

Strategy 3: Encourage/Maximize attendance through continuous outreach.

- Tactic 1: Distribute final official invitation.
- Tactic 2: Follow up with donors regarding attendance.

Key Public: Caregivers

Strategy 1: Communicate with active caregivers and encourage them to promote the importance of heart disease prevention awareness.

- Tactic 1: Formulate caregiver contact list from AHA and AARP registered caregivers.
- Tactic 2: Send mail-outs to caregiver contact list with the importance of prevention awareness.

Strategy 2: Influence caregivers to be their own caregiver showcasing healthy lifestyle behavioral tips.

- Tactic 1: Recruit health speakers to present at caregiver support meetings.
- Tactic 2: Send mailers to caregivers with health/fitness strategies and tools to implement healthy behaviors while being a caregiver.

Strategy 3: Encourage caregivers and their families to share testimonials outside of online support communities and during the Tweetup fundraiser event.

- Tactic 1: Create accounts on key community websites, contact lists and Tweetup event-specific posts.
- Tactic 2: Send mailers explaining the Tweetup fundraiser event and how caregiver attendance encourages heart health.
- Tactic 3: Encourage family members who are active on social media sites to share their families' stories.
- Tactic 4: Recruit caregivers to speak at the Tweetup fundraiser event.
- Tactic 5: Meet face-to-face with heart disease physicians and ask them to encourage caregivers and patients to share their stories.

Key Public: Young Professionals

Strategy 1: Target young professionals through local media.

- Tactic 1: Create digital press kits geared towards publication.
- Tactic 2: Contact news directors of community online publications, provide press kit.

Strategy 2: Invite young professionals through alumni organizations and secure attendance to Tweetup fundraiser.

- Tactic 1: Create digital press kits geared towards publication.
- Tactic 2: Contact newsletter editor, provide press kit.
- Tactic 3: Request opportunity to announce event at upcoming gatherings.

Strategy 3: Contact social and professional organizations geared towards young professionals and invite to event.

- Tactic 1: Create digital press kits geared towards organizations.
- Tactic 2: Identify target organizations and contact presidents.

Strategy 4: Create awareness through social platforms geared towards young professionals.

- Tactic 1: Develop a Facebook, LinkedIn and Brazen Careerist event page or similar websites.

Strategy 5: Maintain relationship with young professionals after event.

- Tactic 1: Send thank you notes to attendees from AHA Houston.
- Tactic 2: Continue to interact with young professionals through social media sites.

Key Public: Social-Based Influencers

Strategy 1: Secure ambassadors to promote Tweetup event.

- Tactic 1: Identify key health and family-based bloggers, writers, Facebook groups and Twitter users.
- Tactic 2: Create donor and sponsorship guidelines and send via email.
- Tactic 3: Discuss overall goal and strategies for collecting donations and inviting guests to event.

Strategy 2: Invite traditional media to attend Tweetup event.

- Tactic 1: Send invitations to influential health and family bloggers as well as influential print, radio and TV reporters and producers.

Strategy 3: Reinforce influencer commitments to attend event and help raise funds.

- Tactic 1: Send weekly thank you notes and status updates to influencers.
- Tactic 2: Mention influencers in at least five AHA Houston tweets per week.

Strategy 4: Encourage AHA Houston website visits throughout event.

- Tactic 1: Send daily references to event, with a link to the AHA Houston website, on all social media accounts.
- Tactic 2: House all media and press materials for event on AHA Houston website.
- Tactic 3: Create a calendar listing to place on community and news websites, each calendar listing will providing the event link, housed on AHA Houston's website.

Strategy 5: Encourage AHA Houston Twitter followers by recognition.

- Tactic 1: Identify and follow influential Houston-based social media users.

Strategy 6: Establish AHA Houston as a health-related expert on social media sites by sharing industry data with health mavens on social media sites.

- Tactic 1: Identify and follow influential health bloggers and social media users.
- Tactic 2: Send users weekly messages with links to new, health-related content.
- Tactic 3: Send each user a monthly email asking them what type of content they would like to see from AHA Houston to maintain relationship.