Think you know what fast is?
Just wait until social media wants to know!

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What has changed?

- 67% of all Americans get at least some of their news from social media
- 55% of Americans ages 50 or older report getting news on social media (up 10% since last year!)
- 20% seek SM news often
- Who are these people driving this?
  - Older people
  - Less educated
  - Non-white

What has changed?

- 26% of U.S. adults get news from multiple SM sites
- Does education make a difference? NO!

| Education Level       | Has Multiple SM Sites
<table>
<thead>
<tr>
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<tbody>
<tr>
<td>High school or less</td>
<td>35</td>
</tr>
<tr>
<td>Some college</td>
<td>33</td>
</tr>
<tr>
<td>College+</td>
<td>32</td>
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</tbody>
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Real time broadcast

Important points

- Disease information will move faster today than official agencies can counter.
  - Prepare to produce and distribute your own information.
  - Includes bad news, too!
- Market impacts will come sooner and when unsupported by fact, return faster.
- Recovery will require a greater presence on SM

- 74% of non-whites get news on SM sites, up from 64%
- What platforms do people use that get news from SM?
  - 45% Facebook
  - 18% YouTube
  - 11% Twitter (like the President)
Thank You!

We don’t have a choice on whether we DO social media, 
the question is how well we DO it.  
- Erik Qualman

Three Themes

- Communicating with others
- Paying attention to trends
- Connecting with others

Takeaways

SOCIAL MEDIA  TEAM  ANALYTICS  RESEARCH  TRENDS  CREATIVE  STORYTELLING

THANK YOU for listening to our presentation!

QUESTIONS?

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