

The logo for Epilepsy Action, featuring the word "epilepsy" in white lowercase letters on a blue rectangular background, and the word "action" in white lowercase letters on a red rectangular background.

How to apply Social Media with effect and affection

Mark Morton

Digital media manager, Epilepsy Action

epilepsy.org.uk

facebook.com/epilepsyaction

twitter.com/epilepsyaction

pinterest.com/epilepsyaction

#13thECES

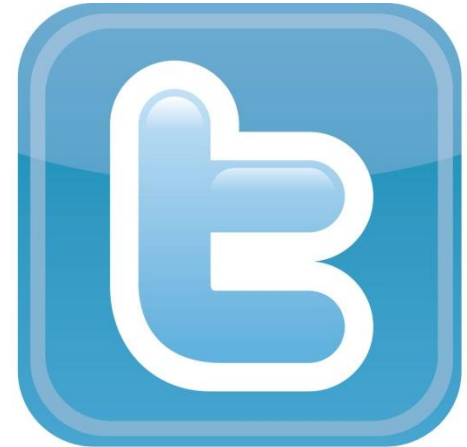
A screenshot of the Epilepsy Action website. The header features the logo and the tagline "We exist to improve the lives of everyone affected by epilepsy". A navigation menu includes links for Home, Advice and information, Get involved, Donate, News & magazine, Join, Professionals, Research, About us, and News. The main content area has a sidebar with a numbered list (1-5) and a central banner titled "Remember in September" with the text "At our supporter events we're offering help to prepare your will" and a "Book your place now" button. To the right is a yellow "Advertise with us" box and a red "Epilepsy helpline UK Freephone 0808 800 5000" box. The footer contains "Campaigns" and "Get involved" sections with photos of groups of people, and a "Connect with us on Facebook" section.

1981

My 8th birthday!



If this is new to you, then start slow



Pinterest

Google+

Social media is about people It's not about your organisation

facebook Mark Morton Find Friends Home



epilepsy action

Epilepsy Action

24,830 likes · 528 talking about this

✓ Liked Message

We exist to improve the lives of everyone affected by epilepsy

24,830 Likes

epilepsy In your area

Make a donation 3

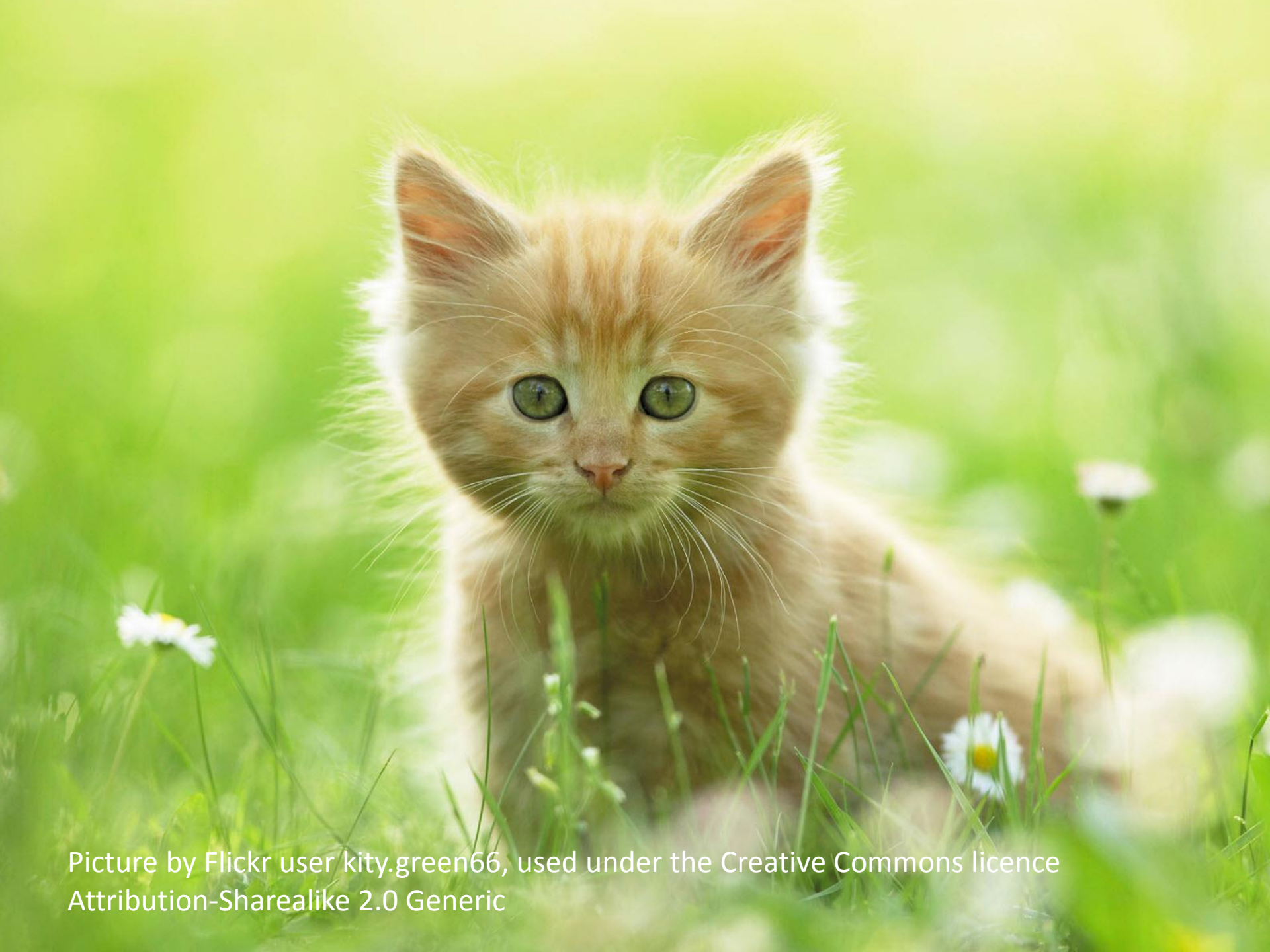
About - Suggest an Edit Photos Likes In your area Make a donation

Create Page

- 2012
- 2011
- 2010
- 2009
- 2008
- 2007
- 2006
- 1997
- 1995
- 1994
- 1986
- 1982
- 1968
- 1965
- 1958
- 1957
- 1956
- Founded



Picture by Flickr user Engage for Education, used under the Creative Commons licence Attribution-NonCommercial 2.0 Generic



Picture by Flickr user kity.green66, used under the Creative Commons licence Attribution-Sharealike 2.0 Generic

Who's on Facebook?



Who's on Facebook?

780,000 Facebook accounts in Slovenia

Out of a population of 2.1 million

37%



Create a Page

Create a Facebook Page to build a closer relationship with your audience and customers.

[Pages I like](#)[Pages I Admin](#)

Create a Page

Create a Facebook Page to build a closer relationship with your audience and customers.



Local business or place



Company, organisation or institution



Brand or product



Artist, Band or Public Figure

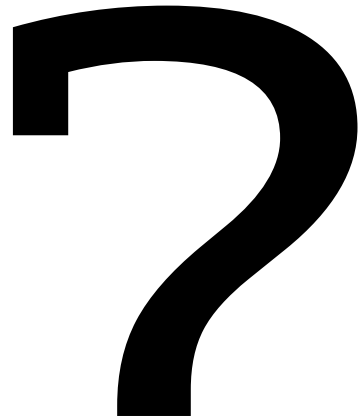


Entertainment



Cause or community

Data

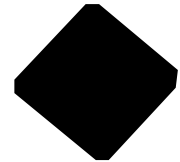


Statistics

Numbers



Trends



Why?

Facebook Insights

Age & Gender

Compare the demographics of people who saw your posts with the demographics of all of your fans.

Women

48% People Reached
49% Your Fans

Men

50% People Reached
50% Your Fans



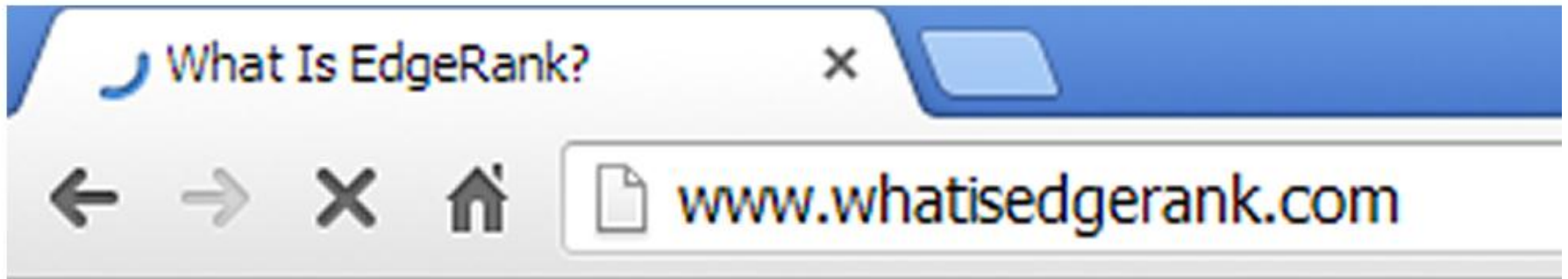
■ Reach
 ▼
■ Post Clicks
 ■ Likes, Comments & Shares
 ▼

- ✓ Post Clicks / Likes, Comments & Shares
- Likes / Comments / Shares
- Post Hides, Hides of All Posts, Reports of Spam, Unli...
- Engagement Rate

	Type	Targeting					
post. After reading this, you'll see why i my strategy! #facebookmarketing							
a new Facebook Insights! Do you??			2.2K	<div style="width: 20px; height: 20px; background-color: orange;"></div>	262	<div style="width: 20px; height: 10px; background-color: blue;"></div>	<div style="border: 1px solid gray; padding: 5px; text-align: center;">Boost</div>
ShortStack to create this new eBook. G y! http://facebook-advertising-ebook.pg			4.7K	<div style="width: 40px; height: 20px; background-color: orange;"></div>	542	<div style="width: 40px; height: 15px; background-color: blue;"></div>	<div style="border: 1px solid gray; padding: 5px; text-align: center;">Boost</div>

epilepsy *action*

Facebook Edge Rank





WHAT IS AFFINITY?

Affinity is a one-way relationship between a User and an Edge. It could be understood as how close of a "relationship" a Brand and a Fan may have. *Affinity* is built by repeat interactions with a Brand's Edges. Actions such as Commenting, Liking, Sharing, Clicking, and even Messaging can influence a User's *Affinity*.



WHAT IS WEIGHT?

Weight is a value system created by Facebook to increase/decrease the value of certain actions within Facebook. Commenting is more involved and therefore deemed more valuable than a Like. In the weighting system, Comments would have a higher value than a Like. In this system all Edges are assigned a value chosen by Facebook. *As a general rule, it's best to assume Edges that take the most time to accomplish tend to weigh more.*



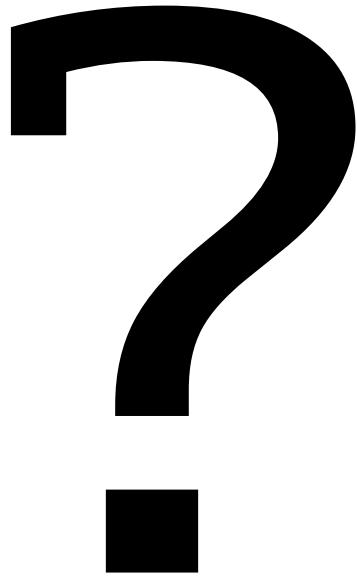
WHAT IS TIME DECAY?

Time Decay refers to how long the Edge has been alive; the older it is the less valuable it is. *Time Decay* is the easiest of the variables to understand.

Mathematically it is understood as $1/(\text{Time Since Action})$.

As an Edge ages, it loses value. This helps keep the News Feed fresh with interesting new content, as opposed to lingering old content.

Discuss

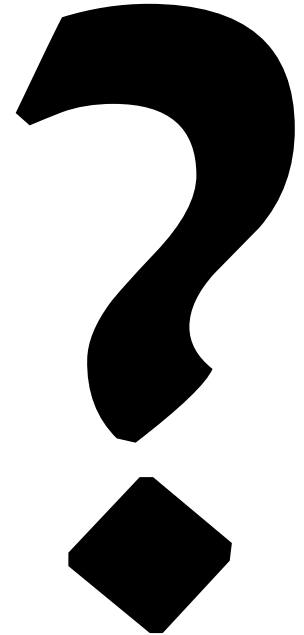


Ask

Talk

Debate

Consult





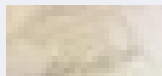
White Rose Shopping Centre

10 hours ago

It's the final week of our Hello Summer activity! We're going to end the summer in style with our very own Bug Farm tomorrow and Wednesday! We've saved the best till last with creepy crawlies from our bug farm (11am-6pm)! Our bug hunt and craft activities will be available all day too! Bring the little ones down too!



5 people like this.



Write a comment

hello

Summer



Like · Comment · Share

1



5 people like this.

What do you wish you were told when you were first diagnosed?

What do you wish you were told when you were first diagnosed with epilepsy? What advice would you give someone newly diagnosed? Please post a comment below sharing your thoughts and experiences.

We are currently collecting digital stories for our new learning website which goes live in September. Please take a look at some of our first clips. We may use some of your comments in upcoming videos.

Like · Comment · Share

 136 people like this.

Write a comment

Like · Comment · Share

 70

 136 people like this.

Top Comments ·



Write a comment...




Jayne Burton Effect on memory


Like · Reply ·  24 · 19 August at 21:21

 3 Replies



Jaime Mitchell It is a shock to be diagnosed but life will gradually get better, epilepsy is not a barrier, believe in yourself and others who stand by you. Jx

Like · Reply ·  11 · 19 August at 21:19

 View more comments

2 of 136



Epilepsy Action

22 April



Has your child's school or uni provided extra-special support for them because of their epilepsy? Leave a comment to let us know what they've done.

Like · Comment · Share

26

145 people like this.



Epilepsy Action Thanks for all the really interesting responses. We hope that through the Edwards awards, we can show to schools that aren't doing what they should how they can improve.

So if your child's school, college or university *are* doing good things, please nominate them for an award
<http://www.epilepsy.org.uk/edwards>



Epilepsy Action Edwards 2013 | Epilepsy Action

www.epilepsy.org.uk

'Recognising good practice for epilepsy in education' Our Edwards awards programm... [See more](#)

Like · Reply · 5 · 24 April at 08:43



Epilepsy Action If you think the school or uni should get an award, then nominate them for an Edwards
<http://www.epilepsy.org.uk/edwards>. You can see last year's winners at <http://s.coop/1kifi>

Like · Reply · 4 · 22 April at 16:19 · Edited



View more comments

2 of 117



Write a comment...



Epilepsy Action

13 June 

Do you have examples of where knowing more about epilepsy helped you make a better decision about your (or someone else) epilepsy healthcare? Leave us a comment below with your experiences.

We want people with epilepsy to know a lot about epilepsy. Armed with the facts, people can make better decisions about their healthcare. So we're writing an 'expert patient programme'. Please help us by doing our questionnaire <http://www.epilepsy.org.uk/node/6213>

Like · Comment · Share

 48  46  20

Take epilepsy action video - First aid for seizures

0:17/2:12 HD

Tag Video Options Share Send Like

Epilepsy Action
 Liked · 4 April 2012

Take epilepsy action video - First aid for seizures

Take epilepsy action is a campaign to raise awareness among the general public of different kinds of seizures and appropriate first aid.
<http://www.epilepsy.org.uk/action>

Like · Comment · Share

83 people like this.
 879 shares
 View 19 more comments

Cendrine Marrouat I shared the video on one of my blogs with info to the campaign.
<http://socialmedia4good.tumblr.com/...>

Take Epilepsy Action is a campaign to raise...
socialmedia4good.tumblr.com
 Take Epilepsy Action is a campaign to raise awareness among the general public o... See more

26 October 2012 at 04:52 · Like

Martin Townsend Keith above you won't get into trouble for helping anyone. Don't believe the scare stories.
 13 December 2012 at 21:26 via mobile · Like · 1

Sarah Merriman I've just done a basic first aid course and they advised that you should call an

Write a comment...



Epilepsy Action's photos
Timeline Photos

Tag photo Options Share Send

Epilepsy Action



Liked · 21 April

Good luck to all the Epilepsy Action heroes running the London Marathon today. We're ready to cheer you on as you cross Tower Bridge. You are all amazing, thank you.

Unlike · Comment · Share



You, Jo Singh and 1,227 others like this.

Top Comments - this.



192 shares



Christina Vacher Good luck and thank you - let's hope one day everyone leads a seizure free life xx
Like · Reply · 14 · 21 April at 09:32 via mobile



Joanne Spittlehouse Go epilepsy action.....fab xx
Like · Reply · 2 · 21 April at 09:56 via mobile



Andrew Jackson Congratulations to my sister Debbie Sorby who completed the London Marathon in 3 hours and 31 minutes and so far has raised over £1000 for Epilepsy Action from Justgiving and i think there is some more money to come in and anyone else fancy donating so... See More
Like · Reply · 3 · 22 April at 19:45



Polly Allardice Good Luck to everyone with Epilepsy & raising cash for the Epilepsy Charity. Fantastic!
Like · Reply · 21 April at 14:20 via mobile



Deanne Kidd Good luck all
Fantastic worthy charity ❤️
Like · Reply · 21 April at 11:06 via mobile



Write a comment...





Mandee Smith

2 ppl everywhere ❤️
....think positive 😊 x



Like · Comment · Share · 8 hours ago via Mobile



Dawn Philips

this tiredness is so awful..... hope i dont feel tired n run down forever 😞

Like · Comment · 11 hours ago



Iain Broughton

Can I get some advice on driving? Epileptic since I was a kid, grand mal seizures every 12-18 months despite the medication, no warning, local authority have decided not to renew my bus pass, all DVLA numbers seem to be premium rate. I would not feel safe driving, but would I get a provisional licence? Can I submit medical forms to the dvla (without paying for a licence) to see if it would be refused? All I want is my bus pass back!



Picture by Wikimedia Commons user Sun Ladder, used under the Creative Commons Attribution-Share Alike 3.0 Unported license.

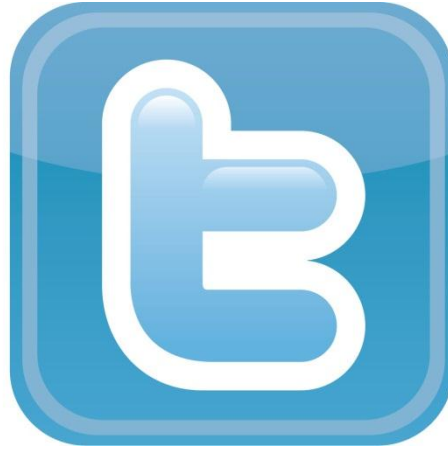
£

€

\$

¥

Who's on Twitter?



epilepsy action

www.epilepsy.org.uk

- Tweets >
- Following >
- Followers >
- Favorites >
- Lists >

Tweet to Epilepsy Action

Photos and videos >

Who to follow · Refresh

VisitGuatemala @VisitGuatemala_ x

Follow

Epilepsy Action

@epilepsyaction FOLLOWS YOU

The UK's leading member-led epilepsy charity, providing information for the 600,000 people with epilepsy in the UK and anyone with an interest in the condition

Leeds, UK · epilepsy.org.uk

8,421 TWEETS 1,465 FOLLOWING 10,198 FOLLOWERS

Following

Followed by [Louise Cousins](#), [Small Charities Cln](#), [Carl Foster](#) and [62 others](#).

- ### Tweets
- Epilepsy Action** @epilepsyaction 3h

Shop with [Amazon.co.uk](#)? Go via this link [ow.ly/ojGNO](#) to raise money for @epilepsyaction at no extra cost!

Expand
- Epilepsy Action** @epilepsyaction 4h

@ktqtpi So sorry to hear that Katie :(Epilepsy or no epilepsy, I'm always in favour of getting someone else to do the washing up ;)

[View conversation](#)



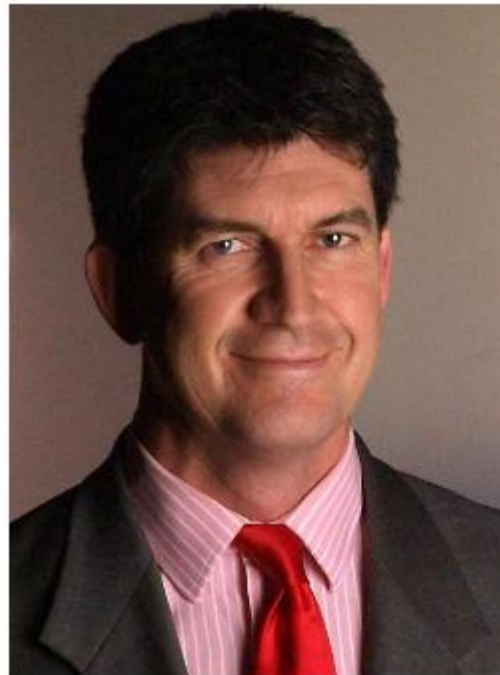
Epilepsy Action
@epilepsyaction



Following

Great news! [@alexto](#) of [@Channel4News](#) whose son has severe epilepsy will host our [#r4appeal](#)
[epilepsy.org.uk/donate/appeal/...](#)
[pic.twitter.com/oheLpKKMy5](#)

Reply Retweet Favorite More



6
RETWEETS



5:18 PM - 27 Aug 13

Flag media



Epilepsy Action @epilepsyaction

20 Aug

.@tiggerifficjo writes in our magazine about having #epilepsy and abseiling: ow.ly/o5GIP #maidstone

[View conversation](#)



Epilepsy Action @epilepsyaction

20 Aug

@shezjewellery There's a group in Walsall ht.ly/o5BYZ You can also try the new Near Me section of our site ht.ly/o5CcM

[View conversation](#)

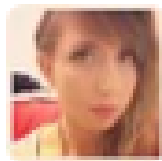


Epilepsy Action @epilepsyaction

20 Aug

@bridgetwhipsin Hi, this is the only event booked at the moment but if it is successful then hopefully we can arrange more.

[View conversation](#)



Yoly Larkin @YolyL

23 Aug

@epilepsyaction 8 months down, 4 to go #broombroombroom



 Retweeted by Epilepsy Action

Expand



Vicki Holmes @VickiHolmes85

23 Aug

@epilepsyaction Since seizure 2wks ago I've had minor vertigo almost daily. Esp when sitting. Never had it before. Anyone else get it?

 Retweeted by Epilepsy Action

Expand

Tweets

Following

Followers

Favorites

Lists

Photos and videos



Epilepsy Action

@epilepsyaction

The UK's leading member-led epilepsy charity, providing information for the 600,000 people with epilepsy in the UK and anyone with an interest in the condition

Leeds, UK · epilepsy.org.uk

8,421

TWEETS

1,465

FOLLOWING

10,200

FOLLOWERS



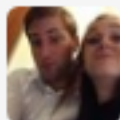
Edit profile

Lists Subscribed to / Member of

Create list

Interesting people by Epilepsy Action





elise bartlettxxxxx @bartlett_elise

22 Aug

So glad after 3 years I've finally been diagnosed with epilepsy and getting medicated. Soooo happy! 😊😊

Details



Epilepsy Action

@epilepsyaction



Following

@bartlett_elise Very pleased to hear that you have some answers :) That must have been a difficult three years.

← Reply ↻ Retweet ★ Favorite ⋮ More

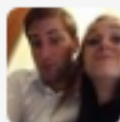
1

RETWEET



8:54 PM - 22 Aug 13

Reply to @epilepsyaction @bartlett_elise



elise bartlettxxxxx @bartlett_elise

22 Aug

@epilepsyaction aaaah! I'm so so happy! Feel back to the normal Elise now :-) thankyou x x

Details

Tweets



EpilepsyProfessional @ep_professional

23 Aug

#genetics, #autism, #photosensitivity and #paediatric #surgery all covered in our new issue shop.epilepsy.org.uk/product/epilep...

Expand



EpilepsyProfessional @ep_professional

22 Aug

US neurologists 'unaware' of drug safety warnings | Epilepsy Action epilepsy.org.uk/news/news/us-n... from @epilepsyaction

Expand



Epilepsy Congress @EpilepsyCongres

21 Aug

The #11thECE is taking place in @stofair in beautiful #Stockholm! For more information, check out the website: epilepsystockholm2014.org

Retweeted by EpilepsyProfessional

Expand



EpilepsyProfessional @ep_professional

20 Aug

Some Neurologists Unaware of Epileptic Drug Risks doctorslounge.com/index.php/news...

Expand



EpilepsyProfessional @ep_professional

20 Aug

Reoperation after failed #epilepsy surgery - @SeizureJournal editor's choice free article is now live: epilepsy.org.uk/professionals/...

Expand



Epilepsy Action @epilepsyevents

23 Aug

A special good luck to the @toPariswithKate team, currently cycling 279 miles from London 2 Paris! Read why here: uk.virginmoneygiving.com/fundraiser-web...

Expand

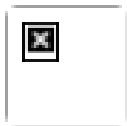


Epilepsy Action @epilepsyevents

23 Aug

Good Luck to all the @epilepsyaction heroes taking part in fundraising events this weekend. Thank you! #makingadifference

Expand



Betty Bethan Davies @EA_Cycle

23 Aug

#Surf event 31st August in #Newquay #Cornwall for those affected by #epilepsy. @epilepsyevents Further info online.. facebook.com/groups/epileps...

 Retweeted by Epilepsy Action

Expand



Epilepsy Action @epilepsyevents

23 Aug

@ToPariswithKate @moreadventureuk Wishing you a good ride today, and less punctures than yesterday! Good luck! #makingadifference

 View conversation



Epilepsy Action @epilepsyevents

23 Aug

Good Luck Mala, and thank you! RT @Miss_MalaMo: I'm raising money for Epilepsy Action. Please sponsor me at uk.virginmoneygiving.com/MalaMo

Who's on Pinterest?

Pinterest



Pinboard



Epilepsy Action

Epilepsy Action is the leading organisation working with and for people affected by epilepsy.

Leeds, UK · www.epilepsy.org.uk · ·

Repins from

- Beth Emmel
- Sandy Spalding
- Lucy Moose

11 Boards

204 Pins

15 Likes

116 Followers

325 Following



Add a pin



get well card

by paperstreetstudio



Epilepsy Mug

1 repin

onto "These are a few of our favouri..."



We're very pleased to announce that Alex Thomson, presenter and

Pin it

1

Like

1

Image

Send



Uploaded to Pinterest



Epilepsy Action - 1 year ago

Massive excitement at Epilepsy Action HQ today! Katie Ford came in with her Olympic Torch. Katie ran through Camden on the Torch Relay on the day before the Olympic Opening Ceremony, helping to raise awareness of epilepsy.

What we're doing

Epilepsy Action



Edit

Pin it 5

Like 2

Website

Send



Visit twitter.com



Pin it 4

Like

Website

Send



Visit petnewsandviews.com



Epilepsy Action • 10 weeks ago

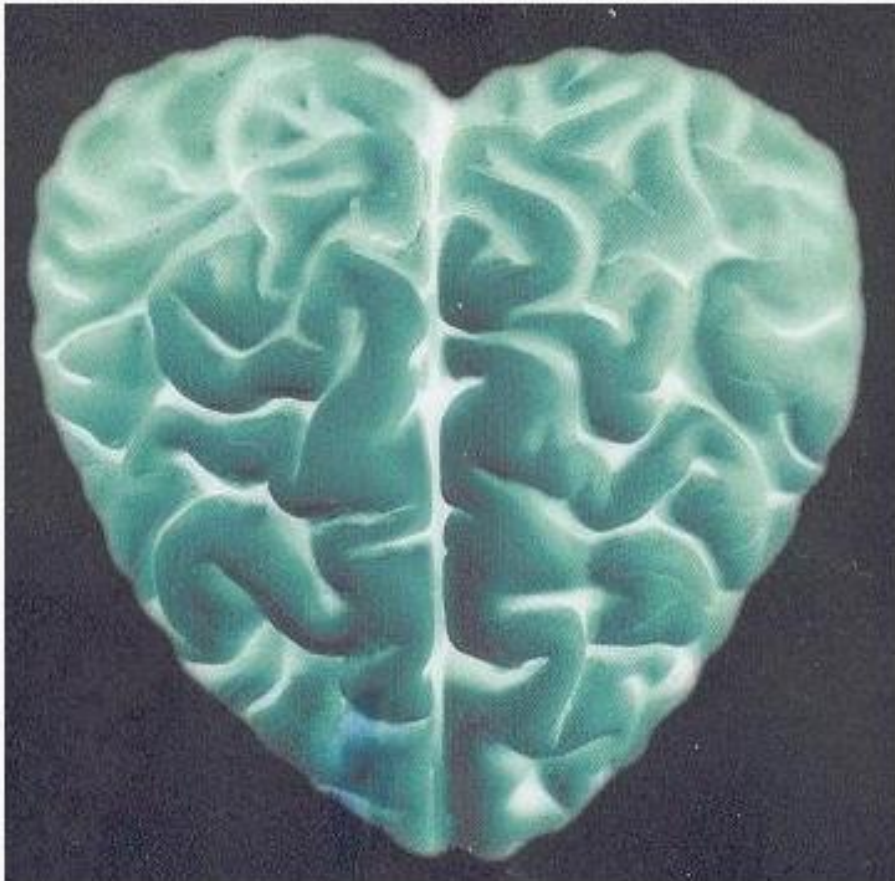
Service Dog Keeps Child Safe from seizures

[Pin it](#) 10

[Like](#)

[Website](#)

[Send](#)



What's stopping you?

Lack of time?

Spare ten minutes a day
Get the app for the smartphone and do it on the way home from work

Fear of getting it wrong?

Set up a personal Twitter or Pinterest account before doing an epilepsy organisation one

Fear of losing control?

It's rarely as bad as you think it's going to be.
Blocked around three people on Twitter and one person on Facebook.

Thank you for listening!

Mark Morton

Epilepsy Action

mmorton@epilepsy.org.uk

Twitter: [@pontoondock](https://twitter.com/pontoondock)

epilepsy.org.uk

facebook.com/epilepsyaction

twitter.com/epilepsyaction

pinterest.com/epilepsyaction

