

To: 2015 CDPH Hospital-Associated Infection Advisory Committee
From: Alicia Cole, Committee Member/HAI Survivor
Alliance for Safety Awareness for Patients (ASAP) 
Date: February 9, 2015
RE: Supplemental Social Media Information for PRES Subcommittee Report

Fellow Committee Members,

The CDPH currently has an existing social media presence on Facebook, Twitter and YouTube.



From the homepage of CDPH's website you can click-through to access both its Twitter & Facebook profiles.





The department already has the infrastructure in place to incorporate information from the HAI Program webpages into their social media platform.

Here is a quick example of what can be done using my own organization's FB page and the HAI Public Reporting Map.

Suggestions have been made that perhaps members of the PRES Committee could create content (posts & tweets) to submit to the information department at CDPH which currently manages the profiles. ~ While maintaining a social media presence is not strenuous work, it is *time* intensive. *Successful* social media marketing is timely, consistent and relevant; therefore it is not something which should be done sporadically by volunteers for a professional organization. Below are some examples of the value corporate America places on maintaining a social media presence.

Salaries by Company

Sort: Popular | Most Reports | Salary

Salaries in \$ (USD)

	Average	Min	Max
Social Media Coordinator BayCare Health System (2 BayCare Health System Salaries)	\$58,709	\$53k	\$64k
Social Media Coordinator Mammoth Advertising (2 Mammoth Advertising Salaries)	\$37,943	\$36k	\$40k
Social Media Coordinator - Hourly MTV Networks (2 MTV Networks Salaries)	\$25.48/hr	\$24	\$27
Social Media Coordinator Splash Media (2 Splash Media Salaries)	\$28,167	\$25k	\$32k
Social Media Coordinator TuneIn (2 TuneIn Salaries)	\$48,944	\$40k	\$58k
Social Media Coordinator	n/a	\$37k	\$40k



CONCLUSION: It is more cost effective and fiscally prudent to utilize the workforce already in place at CDPH to carry out the HAI Committee social media education & awareness campaigns. I hope this information has been useful in helping you to better understand our PRES recommendations.

Article 1

This is how much money social media professionals make

MARCH 29, 2013 BY [PATRICIA REDSICKER](#) [7 COMMENTS](#)

I'm always being asked how much social media services cost, so I decided to do a little research and discuss my findings in this article.

Social media is in high demand these days.

Businesses want to use it for marketing but they're not always sure where to start and how to execute it strategically. So they hire someone to help them figure it out.

But whether you hire a full-time social media professional, an independent contractor (like myself) or find someone in-house to get the job done, one thing is for sure – **social media is not free!**



Knowledgeable social media professionals make good money

Take a look at a sample of social media job titles and their respective salaries from [PRNewswire](#).

- Social media account executive – \$73,000 per year
- Social media strategist – \$61,000 per year
- Social media manager – \$57,000 per year
- Online community manager – \$55,000 per year
- Blogger – \$32,000 per year

Things get even better when you work for a Fortune 500 company where you can make anywhere between \$125K and \$180K depending on your negotiation skills.

For independent consultants, take a look at this 2012 price sheet compiled by industry leaders, [Mack Collier](#), Jason Falls, Jay Baer, Lisa Petrilli and others: (Prices based on experience of consultant. A [rookie social media consultant](#) will cost you a lot less, but as they say you get what you pay for.)

- Blogging – \$75 to \$200 per blog article
- Twitter account management – \$500 to \$1500 per month
- Facebook content management – \$1000 to \$2000 per month

These are the 'Big Three' tools when it comes to social media for business.

Why am I telling you this?

Because if you're thinking of hiring a social media professional (full time or consultant) I think it's important for you to become familiar with the price information for the industry.

The problem with social media careers is they're still so new that business owners aren't sure what's a fair amount of money to pay a knowledgeable person. Especially when you step outside of Corporate America where social media is highly valued.

But the reality is you can't go shopping if you don't know how much the goods cost. So I hope this information is helpful to you as you consider your future social media hiring decisions.

Again, feel free to go [here](#) and [here](#) to check for yourself and confirm what I am saying.

Your Turn: What do you think of these prices? Please share your thoughts in the comment box below.

- **7 Comments**

Join the discussion...

○



Christine Spatazza · 2 years ago

Thank you for this post. I have a hard time gaining clients because they do not believe that my job is that valuable.

▪



predsicker · Christine Spatazza · 2 years ago

Thank you for reading Christine. I know how you feel. It is very common in this industry but hopefully one of these days things will change. Keep up the good work :)

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Joe smith · a year ago

Hi thanks for the info. As we know managing the fb account is no good without a ppc fb campaign. What about that, is ppc managing included and what about ppc budget?

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Kristy Gardner · 2 years ago

Yup. I find a lot of the time, people go "huh?!" when I tell them how much their strategy will cost. They think it's something they can do themselves, or very often, suggest a "revenue split" based on what I can do for them. I explain I can't work for free - but as you've said, it's still a very new job and as an independent consultant, people figure "if she can do it, i can too". Tricky.

Good post - I think your numbers are spot on!

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Jo Miller, GPC · 2 years ago

Great post! I will be referring to it and passing it along - a lot!

How Much Does Social Media Marketing Cost?

We get a lot of inquiries about the cost of social media marketing services, and questions about why we charge what we do in relation to other online PR agencies. Before starting [The Content Factory](#), Joan Barrett and I did a ton of research about professional social media marketing agencies – and quickly came to the conclusion that there was no way we were ever going to charge any of our clients that much.

Mack Collier, one of the thought leaders of the professional social media marketing world and the writer of a fairly awesome blog, wrote a really interesting post about [how much online PR costs](#) businesses these days. The overall gist of his post: social media consultant rates are through the roof. Here's what the industry averages are (and no, we're not making any of these numbers up):

How Much Does Marketing With Twitter Cost?



Launching a new Twitter account, complete with setup and outsourcing content creation/consumer interaction (all 140 characters at a time), costs an average of **\$2,000-\$4,000 per month** – and that's just for Twitter. With that said, the total price range was \$1,000-\$7,500 per month.

What if you already have an existing Twitter account, but need some help to take it to the next level? Restructuring an existing Twitter account with "limited coaching" to achieve client goals is still going to cost you between **\$1,000-\$2,500 per month**, with some charging as much as \$4,000 per month... *just for Twitter!* That's right, if you want Facebook, you're paying extra.

How Much Does Marketing With Facebook Cost?

If you thought the costs of marketing with Twitter were high, you might want to grab your fainting chair — Facebook marketing rates will give you a case of the vapors. To set up a new Facebook account and provide limited ongoing training to business partners, online PR agencies charge an average of **\$2,500-\$5,000 per month**, with some going as high as **\$9,000**. Of course, this also includes status updates and interacting with customers. You know what it doesn't include, though? Strategy.

If you're shelling out a **minimum of \$4,500 per month** for Facebook and Twitter management, you're not getting any strategy behind the efforts. That costs extra (sort of like adding bacon, but not as tasty). Now, we'll admit that the strategy is the most important part — you've got to go into social media marketing with a game plan and a list of goals, or you'll never really get anywhere. This is the reason you don't want to outsource your company's social media management to your friend's kid who is taking a class in marketing at college. Online PR agencies know this, so they make sure to charge you for their expertise. You know, in case they're not getting enough of your money already.

Thank you for your consideration.
Alicia