Maximizing Communication with Social Media

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Objectives

• Develop a deeper understanding of social media
• Examine the Social Media Strategy
  • Listen, Plan, Create, Track, Modify
• Look at real examples
Overview of Presentation Sections

• Social media as part of communication planning process
• History and stats
• Finding your audience
• Online presence: What’s in it for me?
• Social Media Strategy: Facebook, Twitter, YouTube
• Additional thoughts
• Handouts and resources
The Health Impact Pyramid

- Socioeconomic Factors
  - Changing the Context to make individuals’ default decisions healthy
  - Long-lasting Protective Interventions
    - Clinical Interventions
      - Counseling & Education
        - Increasing Individual Effort Needed
        - Increasing Population Impact

Draft – For Review and Comment Only
Key Steps of Communication Planning

1. Assess current situation
2. Set communication goals & objectives
3. Identify intended audience
4. Develop & pretest messages
5. Select channels, activities, materials, & partnerships
6. Develop action plan
7. Adapt or develop materials & test
8. Implement, evaluate, & modify plan

Strategic Program Communication Planning Model

Message Framework

• Specify the situation in your community
  • Get attention with a fact or real-life example
• Illustrate the current landscape
  • Describe why it matters to your audience
  • Personalize, localize, humanize
• Propose a solution
  • Give examples of successes
  • Provide a sense of hope
  • Make change achievable
• What should the individual or group do?
Join the Conversation!
Just Pieces of a Puzzle
Where is your audience?

- Hispanics/Latinos
  - 80% of Internet users use social media
- African Americans
  - 75% of Internet users use social media
- Mothers
  - Highly active social media users; Facebook, Pinterest are most popular
  - Mommy bloggers and dozens of online communities focused on demographics, e.g., ethnicity ([My Brown Baby](#)), or parenting style ([Checklist Mommy](#))
What’s in it For Me?

• Helps you listen
• Drives traffic

• Builds your profile
• Multiplies your reach
• Connects you with peers
Facebook: The Latest Numbers

• About 1 billion global users¹
• 67% of U.S. Internet users have a Facebook account²
• More than 40% of Americans use Facebook every day³
• Older Americans have tripled their social media use, including Facebook, between 2009 and 2012⁴
• Demographics and use are shifting

1: Mashable: http://mashable.com/2012/10/04/facebook-one-billion/
3: Mashable: http://mashable.com/2013/08/13/40-percent-americans-use-facebook-every-day/
Social Media Strategy

- LISTEN
- PLAN
- CREATE
- TRACK
- MODIFY
Listen

• Questions to ask…
  • How and where are people talking about obesity/tobacco/physical activity/clinical and community preventive services on Facebook?
  • What kinds of comments are people posting to my page?
  • How do people engage with other obesity/tobacco/physical activity related pages or other local government pages?
Listen

• Facebook now uses hashtags*, making it easier to search on Facebook for conversations

• But, most Facebook profiles are private

*Hashtag: Word/phrase beginning with the pound sign (#) that is searchable and can identify messages about that topic. Ex. #HealthyLiving
Listen

1-Year Milestone Benefit:
The risk of a heart attack drops sharply.

Thanks for helping me quit for good.
If you or someone you know wants free help, call 1-800-QUIT-NOW.
Listening Tools

Free

• Facebook Search
• HootSuite
• Social Mention

Paid

• Radian 6
• Sysomos
• Crimson Hexagon
• Nuvi
• Ubervu
• Metricly
Research/Listening Tools

• Pew Internet and American Life Project
• Nielson
• Academic Journals
• Forrester
• Mashable
• Social Bakers
• …and many more!

The list above is not comprehensive nor a product endorsement by CDC.
Plan

• Questions to ask
  • Are there any health observances coming up?
  • What national-level conversations are happening right now?
  • Are there key dates I should be aware of?
  • Are there times, subjects, themes that generate more activity with my audience?
  • What kind of internal approvals are needed to post content on Facebook?
Create

- Listen to and engage with your audience
- Use visual content
- Create a commenting policy
- Be relevant and timely
- Have a voice
- Use all elements of your page, including events and separate tabs
- Remember: Facebook is two-way communication and should not be used only for broadcasting information
Track

• Monitor Facebook Insights
  • Do certain posts or content generate more engagement?
• Focus beyond vanity metrics and the short term
Just Breathe, Smoke Free Mobile County
Driving by Baker Rd on Hwy 437. Look up!!

Congratulations SATSUMA
A SMOKE-FREE CITY
AUGUST 2

about a month ago

376 people saw this post
## Your 5 Most Recent Posts

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<th>Type</th>
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<th>Reach</th>
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- Reach
- Post Clicks
- Likes, Comments & Shares
Modify & Repeat

• Adjust content based on your Facebook Insights and page activity

• Research and listening will inform how you should tailor your content in general – specifics come from how you analyze and use Facebook Insights
Twitter
Twitter: The Latest Numbers

• About 500 million global users\(^1\)
• 18% of U.S. Internet users are on Twitter\(^2\)
• Users 18–29 years old most likely to have a Twitter account\(^2\)
• Highly active groups and communities around health issues

1: Semiocast: [http://semiocast.com/publications/2012_07_30_Twitter_reaches_half_a_billion_accounts_140m_in_the_US](http://semiocast.com/publications/2012_07_30_Twitter_reaches_half_a_billion_accounts_140m_in_the_US)
2: Pew Internet and American Life Project - [http://www.pewinternet.org/Reports/2013/social-networking-sites/Findings/Twitter.aspx](http://www.pewinternet.org/Reports/2013/social-networking-sites/Findings/Twitter.aspx)
Listen

• Questions to ask…
  • How are people talking about healthy living on Twitter?
  • How do people engage with tweets related to healthy and active living?
  • What are some popular hashtags and Twitter chats*?

*Twitter Chat: When a group of Twitter users all discuss the same topic at the same time, using the same hashtag. For example, #abcDrBchat at 2:00 PM every Tuesday
Listen

• Questions to ask…
  • When people “mention” your handle, what are they saying? Are there any trends?
  • How do other organizations working on your issues use Twitter?
Listen - @MassinMotion

BCH Innovation News @BCH_Innovation
@MassinMotion @Hospitals4Kids: 'Turning Science Into Care' - child #obesity and interventions that work. Register: bit.ly/14Ckoku

Ted McEnroe @tmcenroe
Great recipes... great idea! RT @MassinMotion: Sign up for Mass in Motion's monthly recipe mag @chopchopmag bit.ly/168fbXd

Megan Yarbrough @MissHealth
The #Smokefree Daily is out! paper.li/MissHealth/132... ➤ Top stories today via @healthybrum @robinHEG @SmokefreeWomen

Emily Benjamin Finn @e_benjafinn
Congrats to @MassinMotion on the #walkingschoolbus success in Springfield!
1. usa.gov/18CEubD

Jennifer Bishop @JenLynnBishop
It's a big day for Jen. A year ago today, I had my last cigarette! #smokefree instagram.com/p/dmCDSgFqLj/
Listening Tools

Free

- Twitter Search
- Twitter Trends
- Twubs
- Topsy
- HootSuite
- Social Mention

Paid

- Radian 6
- Sysomos
- Crimson Hexagon
- Nuvi
- Ubervu
- Metricly

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Plan

• Questions to ask
  • Are there any health observances coming up?
  • What national-level conversations are happening right now?
  • What is popular on Twitter right now and does it relate to my organization?
Plan

• Questions to ask
  • Are there key dates to be aware of?
  • Are there other high power Twitter users to engage? Ideally, who should we engage on Twitter?
  • What kind of internal approvals are needed to open an account and/or post content on Twitter?
Plan

Tobacco Free Florida @tobaccofreefla
#WorstPickUpLines ... "do you have a light?"
Expand

Mass in Motion @MassinMotion
Baked apples - a great Rosh Hashanah treat (or whenever you have too many apples!). bit.ly/19WtLcQ #roshhashanah #apples
Expand

Cleveland Clinic @ClevelandClinic
Beyond pencils and notebooks: 4 things about your child's health you can't forget for #back2school | ow.ly/ohdtc #CCEhealthTip
Retweeted 13 times
Hide summary
Reply Retweet Favorite More
Create

- Listen to and engage with your audience
- Be relevant and timely
- Have a voice
- Use visual content
  - Instagram/Vine/TwitPics/Memes
- Use your 140 character profile wisely
- Share “behind the scenes” or “exclusive” information
- Remember: Twitter is two-way communication and should not be used only for broadcasting information
Create

Mass in Motion @MassinMotion
Tips to keep kids healthy! bo.st/1dInLU3 #backtoschool
26 Aug

Mass in Motion @MassinMotion
Going to the #gym can be scary & intimidating! Read a few of these tips to help get you there...and stay there. ow.ly/o3v4l
19 Aug

Mass in Motion @MassinMotion
Let's welcome the Market at Pinehills to our #HealthyMarkets program @HealthyPlymouth
12 Aug

HuffPost Living
How To Conquer Your Fear Of The Gym
Last week, we came across a Reddit thread that struck a chord. User beaniebambino was looking to tackle a trip to the gym.

View on web
Create
Track

- Monitor followers, mentions, favorites, and retweets
- Many, many tools exist to track Twitter analytics for a monthly fee
  - HootSuite
  - TweetDeck
  - Social Flow
- Pull information from your account into an ongoing worksheet
Track
Modify

• Adjust your content based on your engagement numbers
  • Do people retweet certain content more than others?
  • Do you find pictures and videos increase favorites and retweets?
YouTube
YouTube Channel

Live Well Omaha: "The Oranges" - :30 Commercial

LiveWellOmaha Subscribe 44 videos
Pulling It All Together

• Social media is a tactic that needs to be applied strategically.
• Social media is not a megaphone—it’s a telephone. Two-way conversation engages followers.
• Each social media platform has its own metrics. Some are internal, like Facebook Insights, while some are external, like Hootsuite.
A Few Additional Thoughts

• The best way to start with social media is to START.
  • Try establishing a personal account to listen and explore.
  • Work with partners who already use social media effectively.
• If you receive a negative comment, remember to “bridge” back to your message—just as you would do in a live interview.
• Your communication TA specialist can help.
Social Media Buttons & Infographics

Questions?
Handouts and PDF Downloads

- Social Media Tip Sheet
- Evaluating Social Media Efforts Tip Sheet
- Health-related and Other Observances 2013
- CDC’s Guide to Writing for Social Media
- The Health Communicator’s Social Media Toolkit
Federal Resources

• CDC Health Comm Works
  (https://cdc.orau.gov/healthcommworks/Account/LogOn?signInArea=SocialMediaWorks#2)
• Social Media at CDC
  (http://www.cdc.gov/socialmedia/)
• Getting Started with Social Media (HHS)
  (http://www.hhs.gov/web/socialmedia/getting_started/index.html)
• New Media Tools (AIDS.gov)
  (http://www.aids.gov/using-new-media/tools/)
• HowTo.Gov Social Media Page (GSA)
  (http://www.howto.gov/social-media)
Social Media Web sites

- Facebook (http://facebook.com)
- Twitter (http://twitter.com)
- Instagram (http://instagram.com)
- Vine (http://vine.twitter.com)
- Blogger (http://blogger.com)
- Wordpress (http://wordpress.com)
- YouTube (http://youtube.com)
- LinkedIn (http://linkedin.com)
Monitoring Resources

- Facebook Insights (http://facebook.com/insights)
- Hootsuite (http://hootsuite.com)
- Social Bakers (http://socialbakers.com)
- Social Mention (http://socialmention.com)
- Twitter Trends (http://twitter.com/trends)
- Trendsmap (http://trendsmap.com)
- Twubs (http://twubs.com)
- Topsy (http://topsy.com)
- YouTube Analytics (http://www.youtube.com/yt/playbook/yt-analytics.html)
Other Resources

• Social Media Evaluation Standards (http://www.smmstandards.com/)
• Pew Internet and American Life Project (http://pewinternet.org)
• Forrester Social Media Reports (http://www.forrester.com/Social-Media)
• Mashable (http://mashable.com)
Thank You!