Learning Objectives

• Describe why social media is an effective tool for communicating public health messages and how it can complement traditional communications

• Explain key functions and best practices for today’s most popular social media sites

• Summarize the steps for planning a social media campaign

• Identify useful planning and evaluation resources for maximizing the impact of social media campaigns
Why social media?
Why social media?

The 3 P’s make social media unique:

- Personalization – content tailored to individual needs (user-driven)
- Presentation – timely & relevant content, variety of formats
- Participation – multi-directional flow of information
Why social media?

Growth and popularity

- 87% of adults using internet
- More time spent on social networks than any other category

Sources:
Why social media?

- Others in the public health field are using it with success
Why social media?

- Evidence base for effectiveness in changing behaviors is growing

Social media tour
Social media tour: Overview
Social media tour: Where is everyone?

- Facebook
- LinkedIn
- Pinterest
- Instagram
- Twitter

*well, maybe not everyone...*

Source: Social Media Update 2014, Pew Research Center
http://www.pewinternet.org/2015/01/09/social-media-update-2014
# Social media tour:
*Where is everyone?*

<table>
<thead>
<tr>
<th>Social media users among all adults</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Among all American adults ages 18+, the % who use the following social media sites</em></td>
<td></td>
</tr>
<tr>
<td>Facebook</td>
<td>58</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>23</td>
</tr>
<tr>
<td>Pinterest</td>
<td>22</td>
</tr>
<tr>
<td>Instagram</td>
<td>21</td>
</tr>
<tr>
<td>Twitter</td>
<td>19</td>
</tr>
</tbody>
</table>


PEW RESEARCH CENTER

Source: Social Media Update 2014, Pew Research Center
http://www.pewinternet.org/2015/01/09/social-media-update-2014
Social media tour: Where is everyone?

Latinos and Blacks More Likely Than Whites to Use Instagram, Less Likely to Use Pinterest

% of internet users who use each social media site, by race and ethnicity

<table>
<thead>
<tr>
<th></th>
<th>Latino</th>
<th>Black</th>
<th>White</th>
<th>All</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>73</td>
<td>67</td>
<td>71</td>
<td>71</td>
</tr>
<tr>
<td>Instagram</td>
<td>34</td>
<td>38</td>
<td>21</td>
<td>23</td>
</tr>
<tr>
<td>Twitter</td>
<td>25</td>
<td>27</td>
<td>21</td>
<td>26</td>
</tr>
<tr>
<td>Pinterest</td>
<td>21</td>
<td>12</td>
<td>32</td>
<td>28</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>18</td>
<td>28</td>
<td>29</td>
<td>28</td>
</tr>
</tbody>
</table>

Note: Blacks and whites include only non-Hispanics. Hispanics are of any race.
Source: Pew Research Center's Internet Project September Combined Omnibus Survey, Sept. 11-14, 2014 and Sept. 18-21, 2014. n=1,445 internet users

Source: Pew Research Center
http://www.pewresearch.org/fact-tank/2015/02/03/social-media-preferences-vary-by-race-and-ethnicity
Facebook

- AKA “Swiss Army Knife” of social networking

- What to do: chat, email, video, voice chat, file-sharing, blogging, and discussion groups

Example: Let’s Move
www.facebook.com/letsmove
Facebook

- 71% of internet users/58% of entire adult population
- Highest volume of visitors, time spent on site
- Women > men
- Increasing among older adults (65+)
• AKA “Postcards” - 140 characters or less
Tech term: “Microblogging”

• What to do: share information, links, videos, photos; follow or retweet others’ messages

Example: Million Hearts
https://twitter.com/MillionHeartsUS
Twitter

- 23% of adult internet users/19% of entire adult population
- Audiences: Under 50, the college-educated
Image-sharing sites

- **Pinterest**, AKA “virtual corkboard”
- **What to do**: Post images, collect and organize images from the web
- **Example**: CDC NPIN
Image-sharing sites

- Instagram - What to do: Post images and short video clips, follow others

Example: The Red Pump Project
http://instagram.com/redpump
Pinterest:
- 28% of adult internet users/22% of entire adult population
- Audience: Women >> men (42% vs. 13%)

Instagram:
- 26% of adult internet users/21% of entire adult population
- Audiences: young adults, women, Hispanics, African-Americans, residents of urban or suburban areas
LinkedIn

- AKA professional networking

- **What to do:** establish and document a network, groups, discussions, follow companies or influencers

Example: APHA group page
https://www.linkedin.com/groups?home=&gid=49480
LinkedIn

- 28% of adult internet users/23% of entire adult population
- Audiences: College graduates, higher-income households, the employed
- “Older” adults (on site where ages 30+ outnumber 18-29)

### LinkedIn users
Among online adults, the % who use LinkedIn

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>All internet users</td>
<td>22%</td>
<td>28%</td>
</tr>
<tr>
<td>Men</td>
<td>24%</td>
<td>28%</td>
</tr>
<tr>
<td>Women</td>
<td>19%</td>
<td>27%</td>
</tr>
<tr>
<td>White, Non-Hispanic</td>
<td>22%</td>
<td>29%</td>
</tr>
<tr>
<td>Black, Non-Hispanic</td>
<td>30%</td>
<td>28%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>13%</td>
<td>18%</td>
</tr>
<tr>
<td>18-29</td>
<td>16%</td>
<td>23%</td>
</tr>
<tr>
<td>30-49</td>
<td>27%</td>
<td>31%</td>
</tr>
<tr>
<td>50-64</td>
<td>24%</td>
<td>30%</td>
</tr>
<tr>
<td>65+</td>
<td>13%</td>
<td>21%</td>
</tr>
<tr>
<td>High school grad or less</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>Some college</td>
<td>16%</td>
<td>22%</td>
</tr>
<tr>
<td>College+</td>
<td>38%</td>
<td>50%</td>
</tr>
<tr>
<td>Less than $30,000/yr</td>
<td>12%</td>
<td>15%</td>
</tr>
<tr>
<td>$30,000-$49,999</td>
<td>15%</td>
<td>21%</td>
</tr>
<tr>
<td>$50,000-$74,999</td>
<td>22%</td>
<td>31%</td>
</tr>
<tr>
<td>$75,000+</td>
<td>38%</td>
<td>44%</td>
</tr>
<tr>
<td>Employed</td>
<td>27%</td>
<td>32%</td>
</tr>
<tr>
<td>Not employed</td>
<td>12%</td>
<td>21%</td>
</tr>
<tr>
<td>Urban</td>
<td>23%</td>
<td>32%</td>
</tr>
<tr>
<td>Suburban</td>
<td>26%</td>
<td>29%</td>
</tr>
<tr>
<td>Rural</td>
<td>8%</td>
<td>14%</td>
</tr>
</tbody>
</table>


Note: Percentages marked with an asterisk (*) represent a significant change from 2013. Results are significant at the 95% confidence level using an independent t test.

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Getting Started with Planning
Planning: Audience Research

- Current behaviors and perceptions?
- When and where are they already getting health information? (online AND offline)
- What are their interests? Why might they care about your issue?

### Planning: Audience Research

#### Audience Research:

<table>
<thead>
<tr>
<th>All internet users (n=1,802)</th>
<th>67%</th>
</tr>
</thead>
<tbody>
<tr>
<td>a</td>
<td>Men (n=846)</td>
</tr>
<tr>
<td>b</td>
<td>Women (n=956)</td>
</tr>
</tbody>
</table>

**Race/ethnicity**

<table>
<thead>
<tr>
<th>Race/ethnicity</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>a</td>
<td>White, Non-Hispanic (n=1,332)</td>
</tr>
<tr>
<td>b</td>
<td>Black, Non-Hispanic (n=178)</td>
</tr>
<tr>
<td>c</td>
<td>Hispanic (n=154)</td>
</tr>
</tbody>
</table>

**Age**

<table>
<thead>
<tr>
<th>Age</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>a</td>
<td>18-29 (n=318)</td>
</tr>
<tr>
<td>b</td>
<td>30-49 (n=532)</td>
</tr>
<tr>
<td>c</td>
<td>50-64 (n=551)</td>
</tr>
<tr>
<td>d</td>
<td>65+ (n=968)</td>
</tr>
</tbody>
</table>

**Education attainment**

<table>
<thead>
<tr>
<th>Education attainment</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>a</td>
<td>Less than high school/high school grad (n=549)</td>
</tr>
<tr>
<td>b</td>
<td>Some College (n=519)</td>
</tr>
<tr>
<td>c</td>
<td>College+ (n=721)</td>
</tr>
</tbody>
</table>

**Household income**

<table>
<thead>
<tr>
<th>Household income</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>a</td>
<td>Less than $30,000/yr (n=409)</td>
</tr>
<tr>
<td>b</td>
<td>$30,000-$49,999 (n=330)</td>
</tr>
<tr>
<td>c</td>
<td>$50,000-$74,999 (n=283)</td>
</tr>
<tr>
<td>d</td>
<td>$75,000+ (n=504)</td>
</tr>
</tbody>
</table>

**Urbanity**

<table>
<thead>
<tr>
<th>Urbanity</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>a</td>
<td>Urban (n=561)</td>
</tr>
<tr>
<td>b</td>
<td>Suburban (n=905)</td>
</tr>
<tr>
<td>c</td>
<td>Rural (n=336)</td>
</tr>
</tbody>
</table>

Source: Pew Research Center’s Internet & American Life Project Post-Election Survey, November 14 – December 09, 2012. N=1,802 internet users. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error is +/- 2.6 percentage points for results based on internet users.

Note: Percentages marked with a superscript letter (e.g., “a”) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g. age).
Planning: Audience Research

Who has influence / is affected? Be specific!

- Professional organizations (e.g. physicians, nurses, physician assistants, dentists, dental hygienists, pharmacists, mental health providers, drug and alcohol counselors)
- Hospitals, clinics, and university health centers
- Local public health programs and professionals
- Pharmaceutical companies
- Pharmacies
- Large employers
- Unions
- Small employer associations and Chambers of Commerce
- Policymakers and enforcers
Consider:

- Staff
- Time
- Costs

Source: The Health Communicator’s Social Media Toolkit, Centers for Disease Control and Prevention
Planning:
Be realistic about resources & capacity

Try low-resource, low-cost options first:

- Buttons/badges
- RSS feeds
- Image sharing
- Podcast posting
- Online video sharing
- Widgets
- eCards

For further reading: CDC’s Social Media Toolkit
www.cdc.gov/socialmedia/Tools/guidelines

Examples: CDC’s Zombie Preparedness campaign
http://www.cdc.gov/phpr/zombies.htm
Best practices
Best practices:
1. Stick to the science.

Above all, messages should be accurate and credible.

General pointers:
• Engage the reader early on
• Keep messages short
• Use plain-language terms that are familiar to your audience
• Avoid jargon and acronyms
• Write in active voice

For further reading: CDC’s Guide to Writing for Social Media
Best practices:
2. Start small

• Pick 1-2 channels or tools
• Consider using tools you are most familiar with or that are “low-risk”
• Keep in mind:
  ➢ Audiences
  ➢ Goals / objectives for your campaign
  ➢ Resources & staff
Best Practices: 3. Be strategic

- Social media policy (internal / external)

- Schedule / Time management
  - Who is responsible for monitoring? Pick a point person!
  - How frequently to check / update / respond to social media? Set a schedule!
  - Guidelines for consistent posting (e.g. Different types of content each day of the week)

- Train staff
Repurpose content

- From your existing communications and materials: website, reports, news articles, fact sheets, event/conference information, guidelines
- From partners (share, retweet, link)

Cross-post content across multiple channels – different people will access information in different ways

- Caveat: Make sure to repackage so that messages fit the medium
How will you know that you’re making progress toward your objectives and goals?

Not just about what happens online
• Transmitting your message
• Meaningful engagement, interaction

...but also real-world results (behavior change)
• Change in knowledge, skills, attitudes
• Change in individual behaviors
• Improved health outcomes in the state / community
Best practices: Summary

- Stick to the science.
- Start small.
- Be strategic.
- Evaluate.
Additional Resources
Planning:

- CDC tools: [www.cdc.gov/socialmedia/Tools/guidelines](http://www.cdc.gov/socialmedia/Tools/guidelines)
  - Social Media Toolkit
  - Guide to Writing for Social Media
  - Guidelines & Best Practices for different tools
- Book: Social Media Road Map – Hoshino, McColloch-Lussier, and Shepherd
- Webinar recording: Advocating for Public Health with Social Media - APHA
  [https://www.youtube.com/watch?v=pDUynbqfWFA](https://www.youtube.com/watch?v=pDUynbqfWFA)
Resources

**Audience research:**
- Pew Internet & American Life Project - [www.pewinternet.org](http://www.pewinternet.org)
- Nielsen - [http://en-us.nielsen.com](http://en-us.nielsen.com)
- Audience insights from CDC: [www.cdc.gov/healthcommunication/Audience](http://www.cdc.gov/healthcommunication/Audience)

**Implementation/understanding the technology:**
- Mashable.com
- Hootsuite.com
Resources

Webinar: Twitter 101 & Twitter for California Advocacy - PolicyLink California | April 15 @11-12:30pm PT
https://attendee.gotowebinar.com/register/4417935942044314882

New Media Best Practices webinar series - UC Berkeley Center For Health Leadership
• Pinterest For Health – May 19 @11-12:30
• Instagram for Health – May TBD
Resources

Making the case for using social media: Peer reviewed publications

• Use of Social Media in Health Promotion: Purposes, Key Performance Indicators, and Evaluation Metrics - *Health Promotion Practice*, March 2012
  [http://hpp.sagepub.com/content/13/2/159.short](http://hpp.sagepub.com/content/13/2/159.short)

• Harnessing Social Media for Health Promotion and Behavior Change, *Health Promotion Practice*, January 2013 [http://hpp.sagepub.com/content/14/1/15](http://hpp.sagepub.com/content/14/1/15)
SOCIAL MEDIA EXPLAINED

TWITTER  I'M EATING A #DONUT
FACEBOOK  I LIKE DONUTS
FOURSQUARE  THIS IS WHERE I EAT DONUTS
INSTAGRAM  HERE'S A VINTAGE PHOTO OF MY DONUT
YOUTUBE  HERE I AM EATING A DONUT
LINKED IN  MY SKILLS INCLUDE DONUT EATING
PINTEREST  HERE'S A DONUT RECIPE
LAST FM  NOW LISTENING TO "DONUTS"
G+  I'M A GOOGLE EMPLOYEE WHO EATS DONUTS.
Thank you!

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