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SOCIAL MEDIA & HEALTH COMMUNICATIONS

Why use social media?

- ⦿ Engage with participants.
- ⦿ Encourage, inspire, educate.
- ⦿ Behavior change.
- ⦿ Why does your agency want to use it?
 - Public Relations Plan
 - Strategies and SOPs

Five questions you should ask

- ① What is your message?
- ② What is the purpose of your message?
- ③ Who is your audience?
- ④ Why does your audience need to hear the message?
- ⑤ How effective was using the social media to spread your message?

Conversations powered by...

- ⦿ Social Networking
- ⦿ Blogs
- ⦿ Microblogs
- ⦿ Image sharing
- ⦿ Video sharing
- ⦿ Widgets
- ⦿ Electronic Games
- ⦿ Virtual Worlds
- ⦿ RSS Feeds
- ⦿ Podcasts
- ⦿ eCards
- ⦿ Mobile apps

Dissemination ↓ Engagement	Tools	Resources					
		Time/Staff			Cost		
		Low	Moderate	High	Low	Moderate	High
	Buttons/Badges	✓			✓		
	Content Syndication		✓		✓		
	RSS Feeds	✓			✓		
	Image Sharing	✓			✓		
	Podcast Posting	✓			✓		
	Online Video Sharing	✓			✓		
	Widgets ^{1,2}	✓			✓		
	eCards ³	✓			✓		
	Micro-blogs		✓		✓		
	Podcast Creation		✓			✓	
	Online Video Production		✓			✓	
	Blogs		✓			✓	
	Mobile Technologies/ Texting		✓				✓
	Virtual Worlds		✓				✓
	Social Networks			✓	✓		

¹ Indicates the posting of a widget, not production.

² Although the majority of widgets feature embedded content, some may contain an interactive component such as a quiz or a calculator.

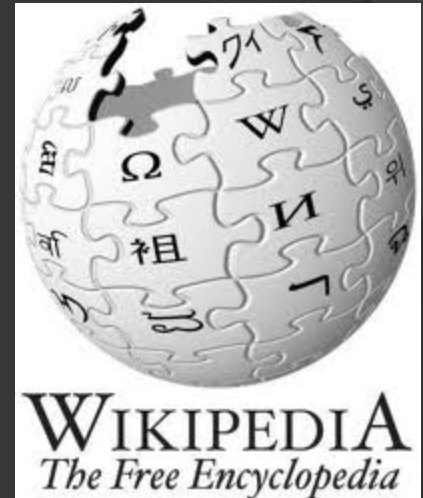
³ Indicates the sending of an eCard, not production.

Social Media Landscape



Why care?

- Social networking sites are more popular than porn sites. – Time, October 13, 2007
- Wikipedia has more than 4 MILLION articles.



Buttons/Badges/Banners

Some Secrets Aren't
Worth Keeping . . .



WCHD Suicide Prevention
Program

Where's the Salt?



Learn more

ACT
against
AIDS

Get the facts.
www.ActAgainstAIDS.org



Widgets

Body Mass Index (BMI)
Calculator for Adults

Calculator | What Is BMI?

Calculate Your BMI
English | Metric

Height:
 feet inch(es)

Weight:
 pounds

DIABETES
YOU COULD BE AT RISK

**TAKE THE TEST.
KNOW YOUR SCORE.**

START

www.cdc.gov/diabetes

INFO SHARE

RSS Feeds

- Really Simple Syndication -39% of active online users subscribe to a feed.
 - Enables partners to personalize health information they receive.
 - Subscribe to topics of interest.
 - RSS feeds provide updated news headlines, blog posts, website content

Facebook Statistics



- More than 800 million active users.
- The average user is connected to 80 community pages, groups, events.
- There are more than 350 million active users currently accessing Facebook through their mobile devices.
- 65% online adults use a social networking site.
- 96% of Millennials have joined a social network.
- 89% of online women age 18-29 use social media sites; 69% of those use it daily.

Getting started – Facebook

- Making a Fan Page
- Using Insights and Metrics
- Advertising on Facebook

The Facebook logo, consisting of the word "facebook" in a white, lowercase, sans-serif font, centered on a solid blue rectangular background.

facebook

Twitter statistics

- 100 million active users who log in at least once a month.
- 350 billion tweets a day.
- 200 million tweets by users each day.
- 13% of online adults use status update service on Twitter.
- Rates of African Americans and Latinos continue to rise – 25% use at least occasionally, 11% on a typical day.
- Age of users: 19% are 25-34; 14% are 35-44

Who uses Twitter?

% of internet users within each group who use Twitter

All internet users	13%
Gender	
Men	14
Women	11
Age	
18-29	18*
30-49	14*
50-64	8
65+	6
Race/Ethnicity	
White, non-Hispanic	9
Black, non-Hispanic	25*
Hispanic	19*
Household Income	
Less than \$30,000	12
\$30,000-\$49,999	15
\$50,000-\$74,999	12
\$75,000+	15
Education level	
High school grad	8
Some college	12
College+	16*
Geographic location	
Urban	15*
Suburban	14*
Rural	7

Source: The Pew Research Center's Internet & American Life Project, April 26 – May 22, 2011 Spring Tracking Survey. n=2,277 adult internet users ages 18 and older, including 755 cell phone interviews. Interviews were conducted in English and Spanish. * indicates statistically significant difference between rows.

Twitter

- Profile set up
- Tweeting Tips
- #Hashtags
- RTs and @replies
- Tiny URLs
- Twitter Chats
- Town Hall Meetings
- Twitterview
- Live event tweeting.
- TweetUp



Blogs - Statistics

- More than 200 million blogs exist.
- 73 percent active online users have read a blog. 45 percent have started their own blog.
- Some reports show that blogging is on decline among teens as social media grows.

Blogs

● Blogger



● Wordpress



YouTube Stats



Broadcast Yourself

- More than 65,000 new videos a day.
- 71% of adults are using video sharing websites.

YouTube



Broadcast Yourself

- On demand video.
- Link to Facebook and other sites.
- Showcase your agency's stories.
- Free. Little upfront cost.
- Easy for mainstream media to access.
- Post news conferences.

Image Sharing

More than 55% have uploaded images online.

- Flickr
- Facebook
- Picasa
- Shutterfly
- Photobucket
- Twitpic

Additional Tools

- ◉ Hootsuite
- ◉ Tweetdeck
- ◉ Twittercounter
- ◉ Twonvert
- ◉ Tweetgrid
- ◉ Monitter
- ◉ Google Reader
- ◉ Chrome Tweetdeck
- ◉ Ustream
- ◉ Twittermail
- ◉ GeoChirp
- ◉ Picplz
- ◉ Twilert
- ◉ BackupMyTweets
- ◉ Trendsmap
- ◉ yfrog

Your website

- ⦿ Make it interactive.
- ⦿ Incorporate social media.
- ⦿ Redundancy.
- ⦿ Clean and simple.
- ⦿ Consider intranet site to keep main site clean.

Google

- Google Ads
- Google Analytics
- Google+

Virtual Worlds and Games

- Second Life – 1.5 million residents
- Virtual HIV/AIDS game

SOPs

- ① Who will post?
- ① How often?
- ① How to do it?
- ① What's the approval process?

Challenges and Concerns

- Is it safe? Network/identity security.
- Can your IT staff provide support?
- Is it reliable?
- Is this my target audience?
- HIPPA

What's next?



Additional Resources

- [Http://cdc.gov/socialmedia](http://cdc.gov/socialmedia)
- www.pewinternet.org
- <http://socialmediagovernance.com/policies>