

Social Media in Health Education 101

April 9, 2015

Presented by:

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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?

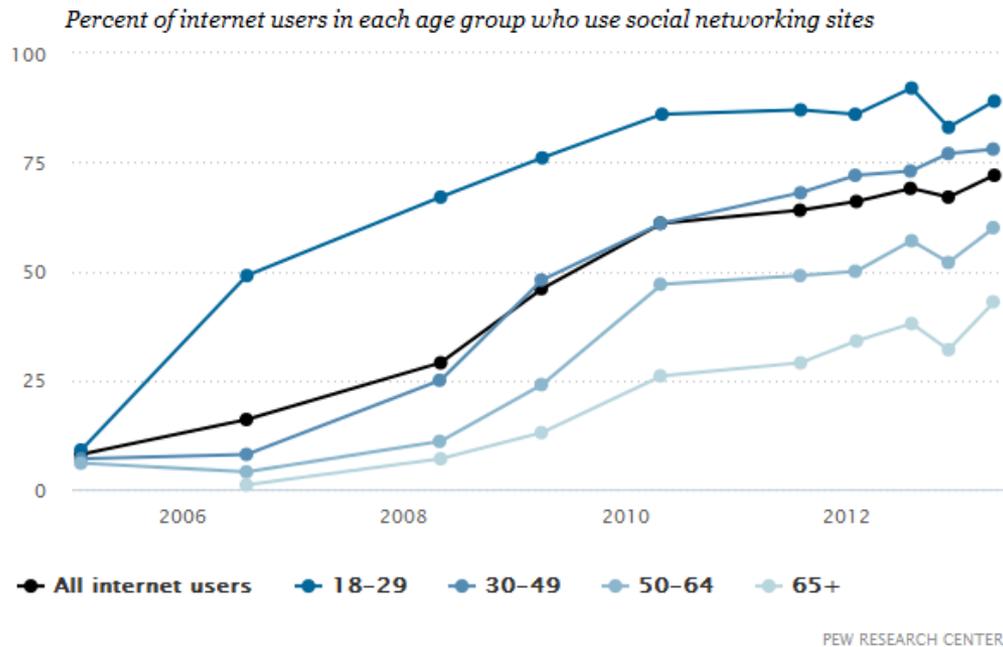
Why social media?

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:

STATE OF THE MEDIA: THE SOCIAL MEDIA REPORT 2012, Nielsen The Web at 25 in the U.S., Pew Research Internet Project

Why social media?

- Others in the public health field are using it with success

The image shows a screenshot of the CDC website's 'Social Media at CDC' page. The page header includes the CDC logo, the text 'Centers for Disease Control and Prevention', and the slogan 'CDC 24/7: Saving Lives. Protecting People.™'. Below the header is a search bar and an alphabetical index. The main content area is titled 'Social Media at CDC' and features a sidebar with navigation links: 'Social Media at CDC', 'CDC Social Media Tools', 'Data & Metrics', and 'Guidelines & Best Practices for Social Media Tools'. The main content includes a section for 'CDC Social Media Tools' with a 'Share' button circled in red. A dropdown menu for sharing options is visible, listing 'Favorites', 'Delicious', 'Digg', 'Google Bookmarks', 'LinkedIn', and 'Pinterest'. To the right, there is a 'Best Practices' section and a 'Share' button with a dropdown menu circled in red, listing options like 'Email page link', 'Print page', 'Get email updates', 'Subscribe to RSS', and 'Listen to audio/Podcast'. At the bottom right, there is a 'CDC 24/7' logo with the slogan 'Saving Lives. Protecting People.™' and a link to 'LEARN MORE ABOUT HOW CDC WORKS FOR YOU.', which is also circled in red.

Why social media?

- Evidence base for effectiveness in changing behaviors is growing

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Article

The Impact of Social Networks on Parents' Vaccination Decisions

Emily K. Brunson, MPH, PhD

+ Author Affiliations

ABSTRACT

BACKGROUND AND OBJECTIVE: Parents decide whether their children are vaccinated, but they rarely reach these decisions on their own. Instead parents are influenced by their social networks, broadly defined as the people and sources they go to for information, direction, and advice. This study used social network analysis to formally examine parents' social networks (people networks and source networks) related to their vaccination decision-making. In addition to providing descriptions of typical networks of parents who conform to the recommended vaccination schedule (conformers) and those who do not (nonconformers), this study also quantified the effect of network variables on parents' vaccination choices.

This Article

Published online April 15, 2013
(doi: 10.1542/peds.2012-2452)

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eLetters

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IMPORTANT SAFETY INFORMATION

- Sudden death, stroke and myocardial infarction have been reported in adults with CNS stimulant treatment at recommended doses. Sudden death has been reported in children and adolescents with structural cardiac abnormalities and other serious heart problems taking CNS

Source: *Pediatrics*. <http://pediatrics.aappublications.org/content/early/2013/04/10/peds.2012-2452>

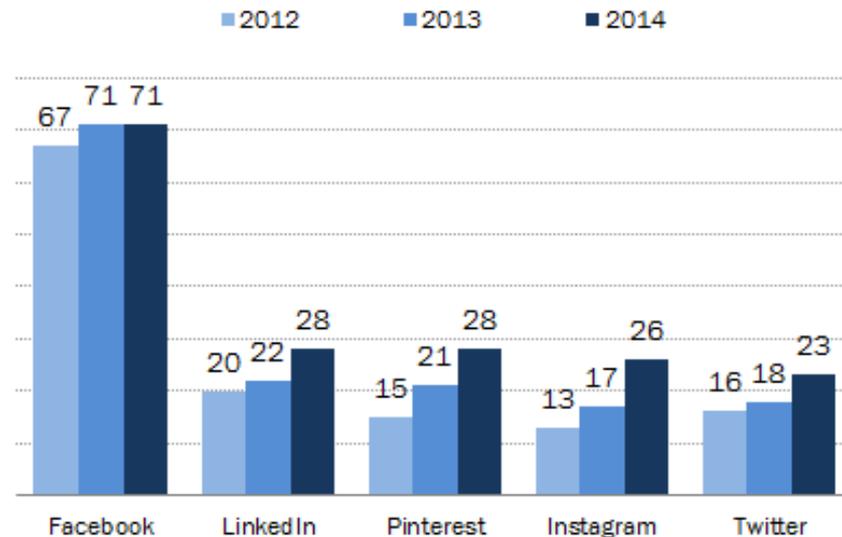
Social media tour

Social media tour: Where is everyone?

- Facebook
- LinkedIn
- Pinterest
- Instagram
- Twitter

Social media sites, 2012-2014

% of online adults who use the following social media websites, by year



Pew Research Center's Internet Project Surveys, 2012-2014. 2014 data collected September 11-14 & September 18-21, 2014. N=1,597 internet users ages 18+.

PEW RESEARCH CENTER

*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?

Social media users among all adults

Among all American adults ages 18+, the % who use the following social media sites

Facebook	58
LinkedIn	23
Pinterest	22
Instagram	21
Twitter	19

Source: Pew Research Center's Internet Project September Combined Omnibus Survey, September 11-14 & September 18-21, 2014. N=2,003 adults in the U.S. ages 18+.

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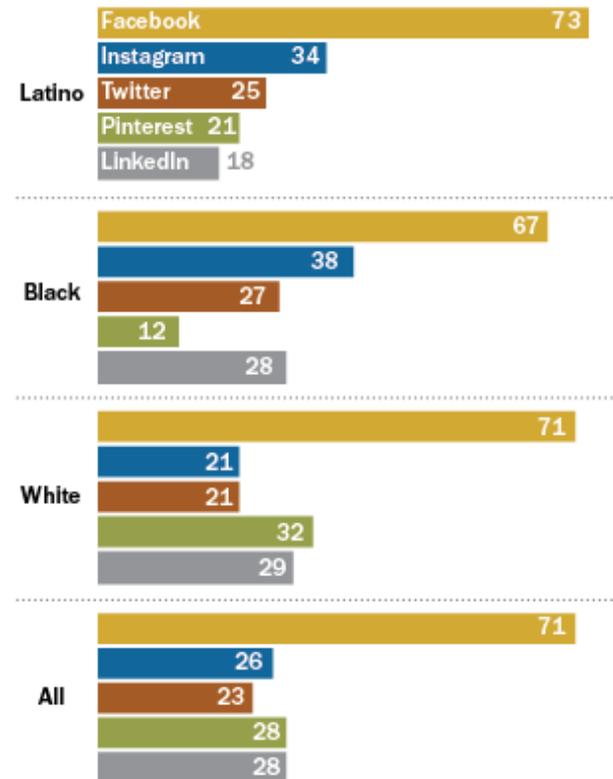
Source: Social Media Update 2014, Pew Research Center

<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



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

A screenshot of the Facebook page for 'Let's Move', a Government Organization. The page features a cover photo of Michelle Obama sitting at a table with Elmo and Cookie Monster. The page has 142,195 likes and a post from September 2nd about helping schools foster healthy environments. The page layout includes a navigation bar, a cover photo, a profile picture, a 'Timeline' tab, and sections for 'PEOPLE', 'ABOUT', and 'APPS'. The 'ABOUT' section contains a disclaimer that the page is operated by the White House and a link to the website. The 'PEOPLE' section shows that Toya Parks and Jaclyn Cheves like this page. The 'APPS' section is partially visible at the bottom.

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+)

Facebook users

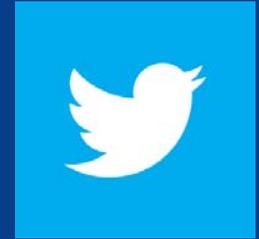
Among online adults, the % who use Facebook

	2013	2014
All internet users	71%	71%
Men	66	66
Women	76	77
White, Non-Hispanic	71	71
Black, Non-Hispanic	76	67
Hispanic	73	73
18-29	84	87
30-49	79	73
50-64	60	63
65+	45	56*
High school grad or less	71	70
Some college	75	71
College+ (n= 685)	68	74*
Less than \$30,000/yr	76	77
\$30,000-\$49,999	76	69
\$50,000-\$74,999	68	74
\$75,000+	69	72
Urban	75	71
Suburban	69	72
Rural	71	69

Source: Pew Research Center's Internet Project September Combined Omnibus Survey, September 11-14 & September 18-21, 2014, N=1,597 internet users ages 18+. The margin of error for all internet users is +/- 2.9 percentage points. 2013 data from Pew Internet August Tracking Survey, August 07 - September 16, 2013, n= 1,445 internet users ages 18+.

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

Twitter

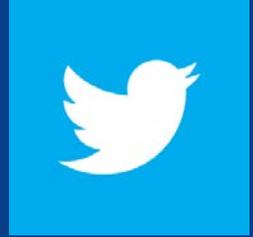


- AKA “Postcards” - 140 characters or less
Tech term: “Microblogging”
- **What to do:** share information, links, videos, photos; follow or retweet others’ messages

Example: Million Hearts
<https://twitter.com/MillionHeartsUS>

A screenshot of the Million Hearts Twitter profile page. The header shows navigation icons for Home, Notifications, Discover, Me, and a search bar. The profile banner features a photo of a man and a girl with a sign that says "Blood pressure control is our goal—every day." Below the banner is the Million Hearts logo and a badge that says "Be One in a MILLION HEARTS®". The profile statistics show 2,065 tweets, 66 photos/videos, 87 following, and 15.7K followers. The tweets section shows two tweets: one retweeted by Million Hearts from CDCChronic about a hypertension challenge, and another retweeted by Million Hearts from CDC Tobacco Free about ending tobacco sales. The bottom of the page shows 9 followers you know, including logos for RWJF, CDC, dtac, and Popular.

Twitter



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

Twitter users

Among online adults, the % who use Twitter

	2013	2014
All internet users	18%	23%*
Men	17	24*
Women	18	21
White, Non-Hispanic	16	21*
Black, Non-Hispanic	29	27
Hispanic	16	25
18-29	31	37
30-49	19	25
50-64	9	12
65+	5	10*
High school grad or less	17	16
Some college	18	24
College+ (n= 685)	18	30*
Less than \$30,000/yr	17	20
\$30,000-\$49,999	18	21
\$50,000-\$74,999	15	27*
\$75,000+	19	27*
Urban	18	25*
Suburban	19	23
Rural	11	17

Source: Pew Research Center's Internet Project September Combined Omnibus Survey, September 11-14 & September 18-21, 2014. N=1,597 internet users ages 18+. The margin of error for all internet users is +/- 2.9 percentage points. 2013 data from Pew Internet August Tracking Survey, August 07 - September 16, 2013, n= 1,445 internet users ages 18+.

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

Image-sharing sites



- **Pinterest**, AKA “virtual corkboard”
- **What to do:** Post images, collect and organize images from the web
- **Example: CDC NPIN**
<http://www.pinterest.com/cdcnpin>

A screenshot of a Pinterest board titled "Lets Stop HIV Together" by CDC NPIN. The board features several pins of campaign materials, including posters and informational cards. A blue arrow points from the text "Example: CDC NPIN" to the board. The board includes a "Follow Board" button, "Send Board" link, and statistics: "17 Pins" and "375 Followers". The pins are arranged in a grid, with some showing individuals and others showing text-based information. The text on the pins includes "Detengamos juntos el VIH" and "Estoy viviendo con el VIH, y mi amigo me apoya." The board also shows a "Pin it" button, "Like" button, and "Visit Site" button at the top left. The board is pinned from cdc.gov.

Image-sharing sites



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

Example: The Red Pump Project

<http://instagram.com/redpump>

redpump -
The Red Pump Project We #RocktheRedPump to raise awareness about impact of HIV/AIDS on women & girls using red shoes as symbol of empowerment. Twitter: @RedPumpProj. <http://www.redpump.org>

265 posts 1,936 followers 121 following

August 2014



Image-sharing sites: Pinterest, Instagram



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>

A screenshot of the LinkedIn group page for the American Public Health Association (APHA). The page header shows the LinkedIn logo, a search bar, and navigation links for Home, Profile, Connections, Jobs, Interests, Business Services, and Try Premium for free. The group name is "American Public Health Association (APHA)" with 62,452 members and a "Member" button. Below the header, there are tabs for Discussions, Promotions, Jobs, Members, and Search. The main content area features a post by Leah Ettman titled "Using comics to share health information" with a profile picture and a "Choice" badge. The post text discusses the use of comics in healthcare. To the right, there is a section for "Top Contributors in this Group" with profile pictures of Cathy J. and others. Below the main post, there is a "Start a discussion or share something with the group..." input field. Further down, another post by Michael Coburn titled "ATA's Policy Toolkit Outlines Tele Health Regulations by State" is visible. The right sidebar contains a "Your group contribution level" progress bar and several advertisements, including "Health Care Update" from Bloomberg BNA and "Free SuiteWorld 2015 Pass".

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

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

Source: Pew Research Center's Internet Project September Combined Omnibus Survey, September 11-14 & September 18-21, 2014. N=1,597 internet users ages 18+. 2013 data from Pew Internet August Tracking Survey, August 07 - September 16, 2013, n=1,445 internet users ages 18+.

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

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?

All internet users (n=1,802)		67%
a	Men (n=846)	62
b	Women (n=956)	71^a
Race/ethnicity		
a	White, Non-Hispanic (n=1,332)	65
b	Black, Non-Hispanic (n=178)	68
c	Hispanic (n=154)	72
Age		
a	18-29 (n=318)	83^{bcd}
b	30-49 (n=532)	77^{cd}
c	50-64 (n=551)	52^d
d	65+ (n=368)	32
Education attainment		
a	Less than high school/high school grad (n=549)	66
b	Some College (n=519)	69
c	College + (n=721)	65
Household income		
a	Less than \$30,000/yr (n=409)	72
b	\$30,000-\$49,999 (n=330)	65
c	\$50,000-\$74,999 (n=283)	66
d	\$75,000+ (n=504)	66
Urbanity		
a	Urban (n=561)	70^c
b	Suburban (n=905)	67
c	Rural (n=336)	61

← % of internet users who use social networking sites

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

Planning:

Be realistic about resources & capacity

Consider:

- Staff
- Time
- Costs

Source: The Health Communicator's Social Media Toolkit, Centers for Disease Control and Prevention

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.

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

Best practices:

3. Be strategic

- 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

Best practices:

4. Evaluate

How will you know that you're making progress toward your objectives and goals?

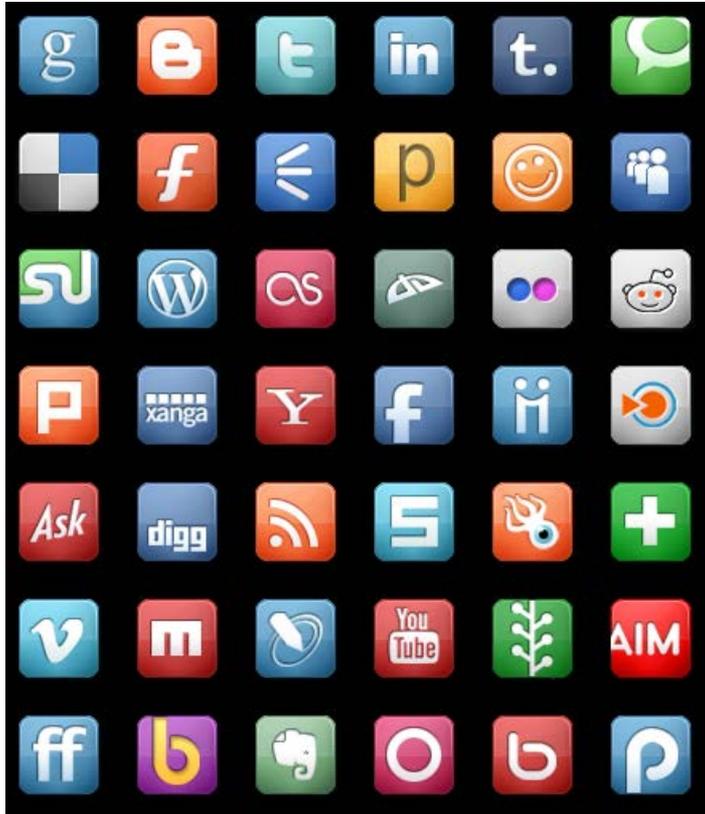
Not just about what happens **online**

- 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

Resources

Planning:

- CDC tools: 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>

Resources

Audience research:

- Pew Internet & American Life Project - www.pewinternet.org
- Tools of Change Planning Guide: www.toolsofchange.com/en/planning-guide
- Nielsen - <http://en-us.nielsen.com>
- Audience insights from CDC: www.cdc.gov/healthcommunication/Audience

Implementation/understanding the technology:

- Mashable.com
- Hootsuite.com
- Examples of social media policies -California Immunization Coalition
<http://www.immunizeca.org/resources/partnering-with-media/social-media-policies>
- Alliance for Immunization in Michigan - Videos, mobile apps, websites, blogs, and other forms of social media from credible sources
<http://www.aimtoolkit.org/indiv-families/social-media.php>

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

<http://chl.berkeley.edu/events/newmedia/2015-new-media-trainings/sessions-2015.html>

- 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>
- Harnessing Social Media for Health Promotion and Behavior Change, *Health Promotion Practice*, January 2013 <http://hpp.sagepub.com/content/14/1/15>

Questions?



Thank you!

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