

Social Media
Twitter
LinkedIn
Facebook

Health promotion & social media: Evaluation, risks & mistakes

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ZOCK MELON HEALTH PROMOTION AND SOCIAL MEDIA CONSULTING

Kaurna acknowledgement

About Zockmelon

HEALTH PROMOTION
Social Media School

6 steps

Create a Training Course in Health Promotion

SO YOU WANT TO MAKE AN APP?

6 STEPS TO LAUNCH YOUR BUSINESS

Public Health Consultants

ZOCK MELON

About YOU!

Which of these best describes you?

- A. Using social media for work **and** personal use
- B. On social media personally, but **not** for work
- C. Using social media for work only, but **not** for personal use
- D. Not using social media at all

What you'll learn

- Evaluating your efforts on social media
- Managing risk
- Social media mistakes and how to avoid them
- Questions in the comments



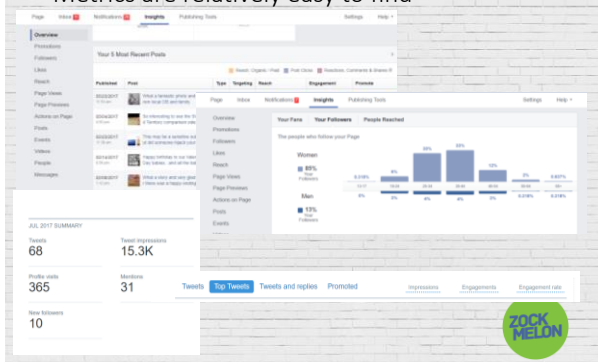
Social media evaluation tips



Evaluation = metrics



Metrics are relatively easy to find



Be crystal clear on your objective

- Wouldn't it be great if the general public knew about us
- I wish I didn't have to keep explaining
- I wish that and would connect
- There needs to be some consistency betweenand
- Something people find really interesting about our work is
- There is lots of untapped applicability between our work and
- It would be great if people understood more
- It would be great if thepopulation had better access to.....



Common health promotion objectives on social media

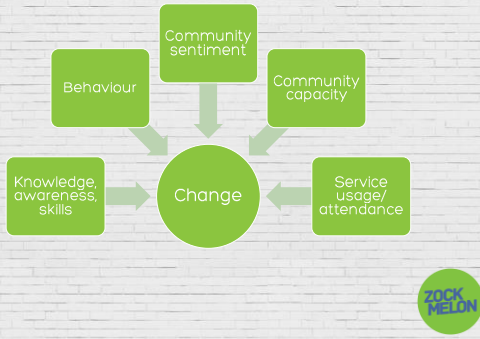
Community engagement	Peer support	Increasing health literacy	Advocacy/ lobbying	Shifting social attitudes and developing social norms
Building community capacity and online social capital	PR- corporate/ organisational communications	Awareness raising and campaign promotion	Information and support	Fundraising
Promoting events	Finding the hard to reach' and support for vulnerable populations	Making services easier to find and access	Recruiting participants to programs or research	Sharing resources
Disseminating research	Linking up professionals	Connecting rural/metro	Support the sharing and spread of official messages	User/participant feedback



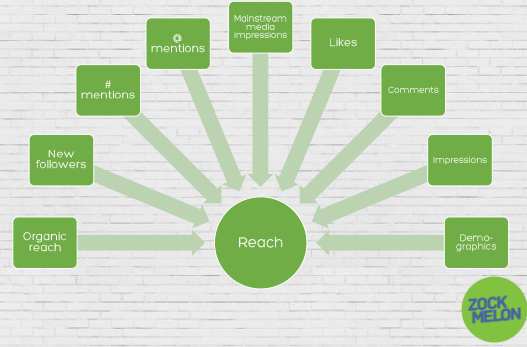
- What will you measure?
- How will you measure?
- Who will measure and report?
- What is your baseline?



Impact evaluation



Process evaluation - reach



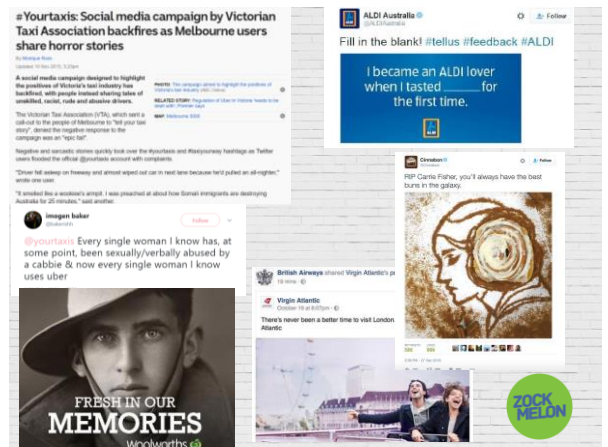
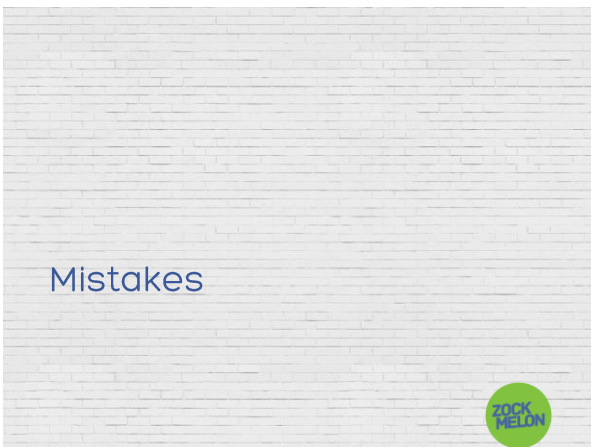
Process evaluation - quality



Measures of engagement

Modified from Nelger et al. 2012





Mistakes to avoid

1. Seeing social media as another channel for pushing out content
2. Spreading yourself too thin
3. Self doubt (I'm not expert enough, I have nothing to say)
4. Speaking more than you listen
5. Giving social media to a young person / student
6. Thinking it's fluffy or extraneous to core business
7. Not valuing training or upskilling
8. Allocating to a person or team only
9. Not having any strategy behind social actions
10. Thinking it's free

