



Social media meets health promotion

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Let's Start...

- By everyone sending a tweet that says something like you are "looking forward to the social media webinar hosted by @PHAIWA"
- Melissa Sweet said just a few weeks ago "there is a need for public health organisations to increase their knowledge and practical experience of social media in order to develop, implement and evaluate the social media component of public health campaigns"

Most common Types of social media for health promotion

AUSTRALIA (Jan 2017) ¹

- Facebook is the most popular platform with approx. 16M active monthly users
- Twitter – average 2.8 M active monthly users
- LinkedIn – average 3.6M active monthly users
- YouTube – 14.8M active monthly users
- Snapchat – 4M daily active users
- Instagram – 5 M active monthly users
- Blogs

1. <https://www.socialmedianews.com.au/social-media-statistics-australia-january-2017/>

Uses of social media in health promotion

- SM is different to traditional mass media – it is more interactive
- Help to create a brand
 - Health promotion can sometimes struggle for recognition in larger organisations so you could use SM to distinguish yourselves or lift your profile within or external to your organisation
 - Increases exposure
 - Can be used to influence
 - Increases engagement
 - Call to action
- Target your audience with precision & receive almost immediate feedback

We already know that...

- 40% of consumers say health info on social media influences how they deal with their own health
- 18-24 year olds are 2x more likely to use SM for health info
- 80% 18-24 yo trust medical info shared on SM
- 1/5th of us have at least 1 health app on our mobile
- 41% said SM affects their choice of medical provider

<https://getreferrallmd.com/2013/09/healthcare-social-media-statistics/>

Social media is the new newspaper

- Advocates repeatedly nominate news media as one of their leading sources of information on health issues¹
- There are few examples of major legislative or funding reforms in public health that have not been preceded by protracted periods of news coverage involving advocacy by those both promoting and opposing change²
- Social media presents a growing body of evidence that can inform policy – enhancing the transfer of evidence between sectors³ and can encourage the public to be more politically aware⁴
- Matching social media data with other data sources makes it much more powerful³

1. Leavey J (2013) Social media & public policy – What is the Evidence?
 2. Fakhoury R (2017) Can social media, loud & inclusive, fix world politics?
 3. Stoneham M & Dodds J (2014) "An exploratory study identifying where local government public health decision makers source their evidence for policy". Health Promotion Journal of Australia. 25 (2): pp. 139-142.
 4. Chapman S (2006) <http://jech.bmj.com/content/58/5/361>

activism or serious policy making?

- Obama
 - BuzzFeed video - "Things Everybody Does But Doesn't Talk About, Featuring President Obama" – 53 million views
 - In 2015 alone, the White House posted:
 - more than 400 videos to YouTube - viewed for a total of more than 174,497,605 minutes
 - Produced 275 infographics for WhiteHouse.gov
 - Only 3 interviews with journalists in 2015 but numerous online interviews
 - 5 min video on climate change – 38.5 mill views on FB
 - Most watched Facebook video ever published by a US Govt or political entity

USA research – community perception

- 2017 poll of 1000 adults internet users
- 30% - significant impact on policy outcomes
- 49% some impact
- more than half of Web-using American adults regularly get their political news through Facebook (Pew Research Centre, 2016)
- Have you ever seen a tweet or FB post that influences your next holiday destination or restaurant choice?

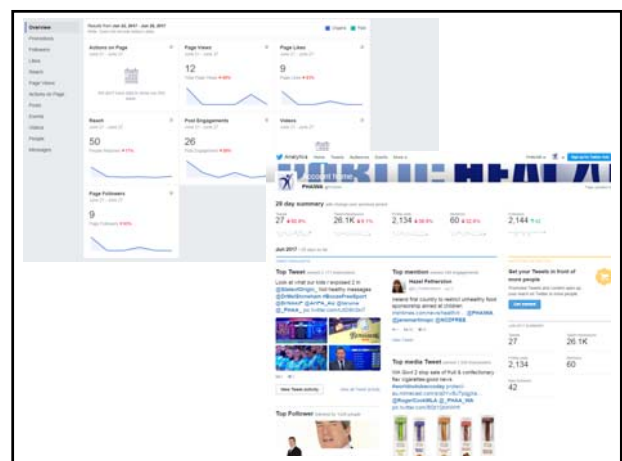
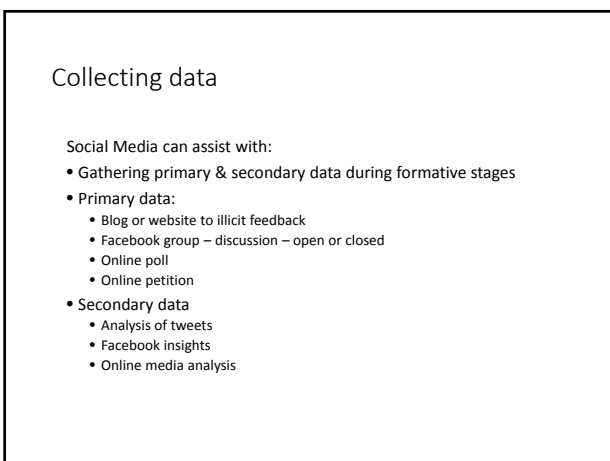
Effect that Social Media Can Have on Public Policy According to US Internet Users, Jan 2017
 % of respondents



Note: ages 18+
 Source: Finn Futures survey sponsored by Finn Partners, March 23, 2017
 225002 www.fmarketer.com



Brand promotion



change.org Start a petition Browse Contributions Log In

Petition for a tax on sugar-sweetened beverages

Over 7,000 people have signed this petition.

Sign this petition

To Parliament:
We the undersigned respectfully petition you to introduce a tax on sugar-sweetened beverages as a means to help combat the increase of obesity, type 2 diabetes, dental and other health issues in New Zealand. We further petition you to use the monies gathered from such a tax to promote health and nutrition education in New Zealand.

New Zealand has a problem. We are the third fattest nation in the OECD. And we are suffering from 11 billion dollars worth of obesity. It's

Updates

Over 7000 people have called for action on sugary drinks. It's time that you stand up to the big sugar interests and introduce a tax on sugary drinks and subsidize the health education that you need to get good health for you.

Wendy Bellamy @wendybelleamy
I have my support (submitted) for a tax on sugary drinks and a reward point system for people who don't buy them.

ABC NEWS on radio

HOME PROGRAMS LISTEN PODCASTS **WEB POLL** PROMOTIONS PARLIAMENT ABOUT

Web Poll

Current Poll Past Polls Share

Is it reasonable for the Prime Minister to ask new migrants to become "Australian Patriots"?

No
 Yes

Submit vote

On Air Now

Federal Parliament LIVE
12:00pm - 11:59pm

Digital Radio & Online

Australian Health Promotion Association - Queensland

Discussion Members Events Photos

Write something...

James Wong with Chai Pirathes and 2 others
Yesterday at 12:07pm
The Exec Committee Needs You!
To tell us what Professional Development activities you would like to see
Click <https://www.surveymonkey.com/098PVCQ> - See More

ADDED MEMBERS

Joe Dods Add Member
Marlene Hebb Add Member
Peter Pui Add Member

DESCRIPTION
A group for anyone interested in the Health and Wellbeing of our... See More

GROUP TYPE
Support

TAGS
Queensland Health Health promotion More

LOCATION
Australia

GetUp! October 7, 2016 Like Page

20% GetUp! members chipped in to get this message to state and territory energy ministers today.
Australians want more clean energy, not more pandering to coal interests.

MALCOLM TURNBULL VS. CLEAN ENERGY

77% of Australians support clean energy

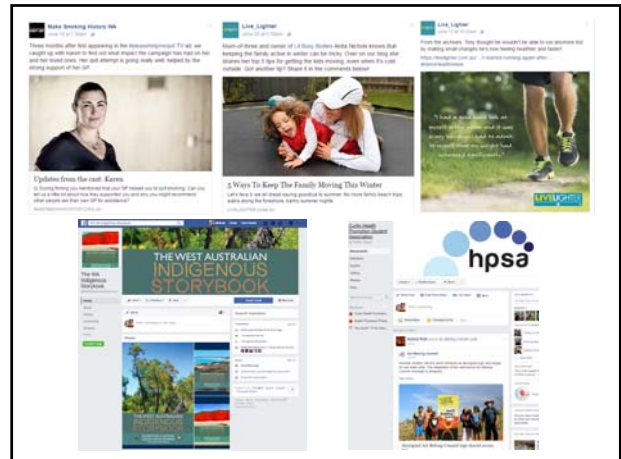
33% support coal

STATE AND TERRITORY LEADERS, WHICH SIDE ARE YOU ON?

69 Comments 527 Shares

Facebook – to maximise POSTS try...

- Testimonials
- Adopt a Motivational/Supportive/Encouraging tone in your posts
- Post new information that might relate to your project/campaign
- Always include a link to news article posts
- Photos add interest
- Humour (when appropriate)
- Boosting posts (choose audience and budget)



Twitter – there's no TL;DR!

- We LOVE Twitter because it makes you think about your key message & it's quick
 - 140 characters (exc URLs)
- Been around since July 2006
- Not about being friends (like Facebook; no mutuality) but more about disseminating information FAST!
- Platform for breaking news – it's where the news breaks
- Hashtags can track trends; tag in handles



Start a conversation

- Tag within the tweet
- Include emojis
- Include pics
- See RTs, Likes & Shares

Promote a new resource

- To increase your exposure
- Can also tag additional people into a picture

Promote an event

The screenshot shows a tweet from Aboriginal Health (@NACCHOAustralia) dated June 14, 2014. The tweet promotes a new report titled 'Preventive Health: How much does Australia spend?' and includes a link to the report. Below the tweet is a detailed event program for 'Prevention 1st' with the following schedule:

Time	Activity
9:00-9:30AM	Registration (see and collect)
9:30-9:35AM	Welcome and Introduction David Tomlinson, Queensland @dave_tomlinson
9:35-9:45AM	Presentation of La Trobe University's report, Preventive Health: How much does Australia spend and is it enough? Professor Alan Shill @alan_shill
9:45-10:00AM	Plenary: How would you spend \$500 million on preventive health? Followed by a panel discussion facilitated by Paul Klemmer, Australian Health Promotion Association (AHPA), AHP Dr Elizabeth Dunlop, Medical Officer (Health & NCD) @elizabethdunlop Rohan Greenwood, General Manager, Advocacy @rohan_greenwood

Call to action

The screenshot shows a tweet from First Lady - Archival (@FL0TU544) dated May 8, 2014. The tweet features a photo of a woman holding a sign that says '#BringBackOurGirls'. The text of the tweet reads: 'Our prayers are with the missing Nigerian girls and their families. It's time to #BringBackOurGirls. -mo'.

Latest news

- Pin a tweet
- Include URL

Five 'Must Follows' on Twitter

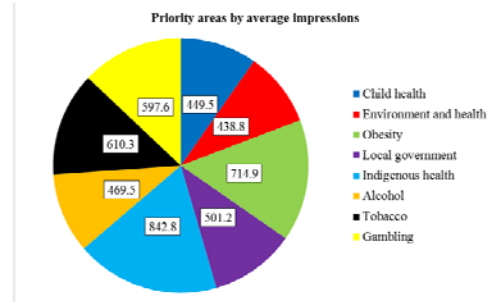
1. @PHAIWA 2120
2. @Croakeyblog 18.5K
3. @guardian 6.56M
4. @CroakeyNews 3412
5. Your Prof Assoc

The screenshot shows a tweet from Hazel Fetherston (@H_Fetherston) dated June 1, 2014. The tweet is about Ireland being the first country to restrict unhealthy food sponsorship aimed at children. It includes a photo of fast food items (a burger, fries, a drink, and a dessert) and a link to the news article. Below the tweet is a list of five 'Must Follows' on Twitter.

Measuring success

What issues does phaiwa tweet about?

- Tweets that focused on our priority areas for the past 12 months (April 2016-May 2017) were analysed (n=471)
 - Individual (& original) tweets served as the coding unit
 - Date, # retweets by other users, # likes for each tweet, total engagements and impressions for each tweet

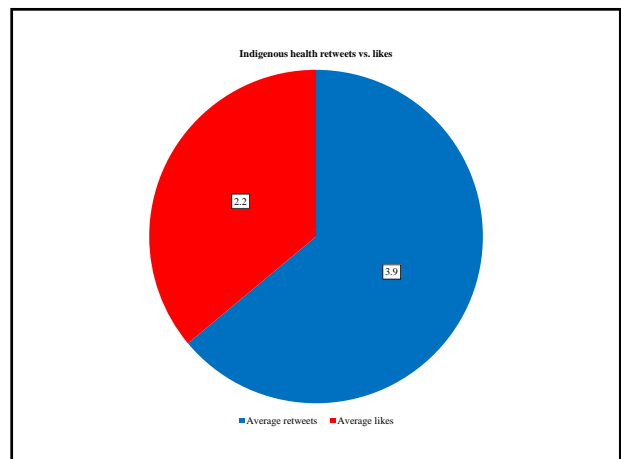
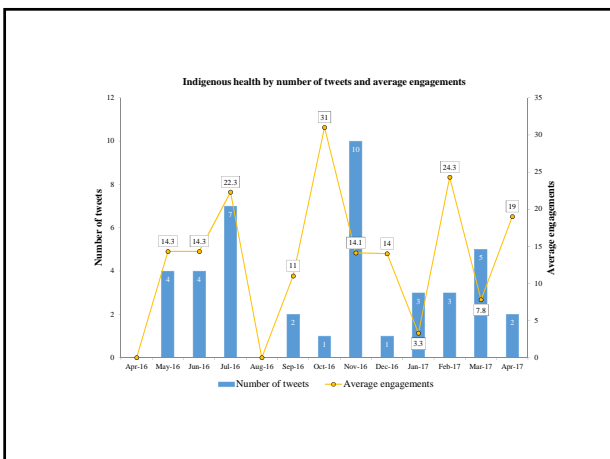
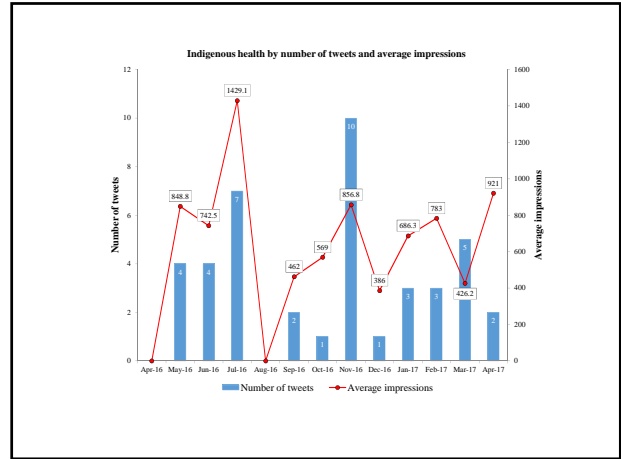
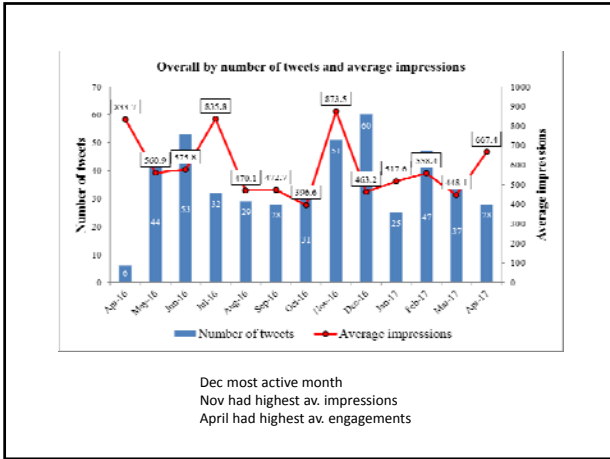


METRICS

- Engagements & Impressions are important KPIs for social media
- Engagement on Twitter accounts for every way that followers interact with your account and make it show up in their timeline. It incorporates one-on-one conversations, as well as promotion to their circle of influence.
- Engagements: Total number of times a user interacted with a Tweet.
 - Clicks anywhere on the Tweet
 - Retweets
 - Reply
 - Follow
 - Like
 - Hashtag

Impressions

- The aim with Twitter is to make it onto your followers news feeds
- The total number of times a tweet from your account or mentioning your account could appear in users' Twitter feeds
- Hashtags are particularly useful today when aiming to get more Twitter impressions – measure & monitor over a period of time
- Twitter Dashboard - Clicks, Engagement Rate, Period over Period comparisons
- Twitter Analytics (<https://analytics.twitter.com>) – measure impressions & can get data on when and where each of these impressions happened; also get click stats and engagement metrics (Likes, retweets, etc.)



Measuring success - Recap

- Twitter analytics
 - Twitter report card
 - Tweet activity dashboard
 - # views, RT, Likes & replies
 - Audience insights
 - Track follower growth
 - Follower demographics



Facebook

- Facebook Insights – track user interaction
 - Best time of day; best day of week; most popular content
 - # likes; #friends; #actively talking; #unlikes; weekly reach
 - Most popular posts; who, when, shares, etc.
 - Sort by demographic & location of friends
 - Track content over time
 - Onsite – track appointments/registrations/RSVPs made through SM
- Reach, exposure and engagement rates are key indicators of effectiveness

Concluding remarks

- Social media is the new newspaper
- Trusted source of information, but has many other benefits
- It's cheap, has a large reach & can be measured
- It has a role to play in **policy development** – offers a free public participation platform
- It can be an effective tool to **trigger changes** in government policies and services if well used
- Get engaged...and connected!

@DrMelStoneham @Melinda_Edmunds @PHAIWA