

# Promoting Health Equity Through Social Media

## 2016 Millennial Health Leaders Summit



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Office of the Director

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## **Why Is Social Media at CDC Important?**

- ❑ Complement traditional health communication**
- ❑ Increase engagement to maintain and increase trust and credibility**
- ❑ Share content in new spaces**
- ❑ Reach new audiences**
- ❑ Listen in real-time**
- ❑ Communicate rapidly**
- ❑ Educate people worldwide about CDC's vital work**

# Social Media at CDC

- ❑ **18 current Facebook profiles**
  - Reach: 370,000
- ❑ **50 Twitter profiles**
  - Reach: 2.3 Million
- ❑ **YouTube channel**
  - More than 8.8 million views
- ❑ **13 CDC Blogs**
- ❑ **LinkedIn (OPHPR group, CDC profile)**
- ❑ **Text messaging, mobile web, apps**
- ❑ **Flickr gallery, widgets, badges, buttons, podcasts**



# Health Equity, Health Disparities Defined

- **What is health equity?**

*Health equity is achieved when every person has the opportunity to “attain his or her full health potential” and no one is “disadvantaged from achieving this potential because of social position or other socially determined circumstances.”*

# Health Equity, Health Disparities Defined

- **What are health disparities?**

*Health disparities are differences in length of life; quality of life; rates of disease, disability, and death; severity of disease; and access to treatment.*

# Health Disparity Questions

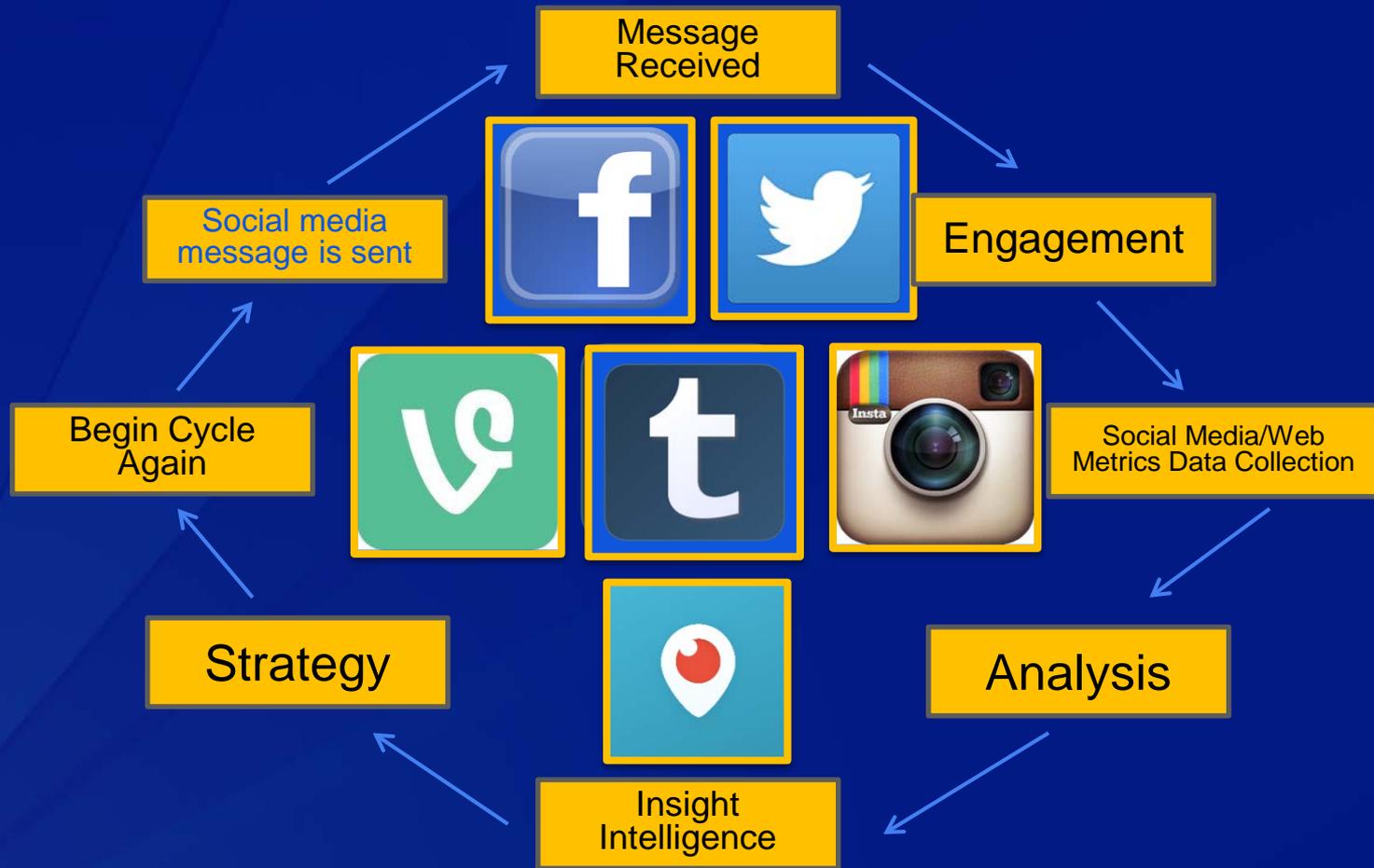
- Have you thought about the disparities in the community where you live or work?
- How would you describe those disparities and how they negatively impact peoples lives?
- What would you do to improve peoples' lives?
- How would you know if you're making a difference?
- How would you choose what to do or say to help?

**How can social media help us  
work toward health equity?**

## Data on Social Media use

- ❑ 87% of U.S. adults use the internet (January 2014 survey)
- ❑ 90% of U.S. adults own a cell phone; 58% of U.S. adults own a smartphone (January 2014 survey)
- ❑ More than 40% of consumers say that information found via social media affects the way they deal with their health.
- ❑ 18 to 24 year olds are more than 2x as likely than 45 to 54 year olds to use social media for health-related discussions.
- ❑ 90% of respondents from 18 to 24 years of age said they would trust medical information shared by others on their social media networks.

# Lifecycle of Social Media and Web Activity



# Content Strategy

## ☐ Identify Target Audience and their Needs

- Describe the person(s) you wish to reach; be as specific as possible.
- Keep in mind you might have multiple audiences with differing needs
- Also think about how your target audience accesses information

**Key Question: Who is your audience and what are their information needs?**

## Other things to consider:

- With whom do you want to share information to drive change?
- Do you want to reach individual persons, organizations that serve affected communities, or both?
- How do you know those are the right people or organizations?
- Do you know the right partner organizations to reach affected communities?
- Do you know the right messages and channels to reach those communities?

# Get Visual-But Appropriate

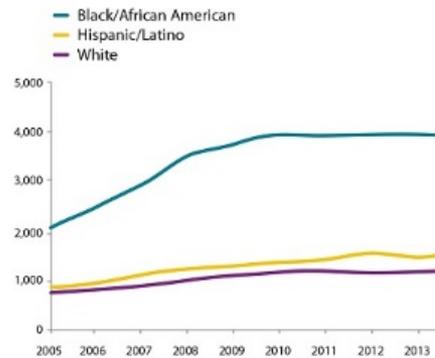


National Black HIV/AIDS Awareness Day

NBHAAD Twitter Chat  
Thursday Feb 4th  
3 pm EST

#NBHAADChat

HIV Diagnoses among MSM age 13-24  
by Race/Ethnicity, 2005-2014



Source: Centers for Disease Control and Prevention



# Content Strategy

## □ Determine Clear Objectives

- Describe what you want to achieve, why you want to achieve it, and how it will be measured.
- Restate your objectives in “SMART” terms so that they are *specific, measurable, achievable, realistic* and *relevant*, and *time-bound*.

**Key Question: What do you want to achieve through your communication efforts?**

# Content Strategy

## □ Define your Strategy

- Determine your strategy based on overall communication plans
- Consider how social media activities can support your other online efforts, as well as your offline communication activities.

**Key Question: Where does social media best support your overall communication strategy?**

# Content Strategy

## □ Identify Social Media Tactics

- Match the needs of your target audience with the specific social media tactics that best support your objectives and available resources.
- Identify tactics and/or deliverables for each strategy, making sure they support your over-arching objectives in ways you can measure. Be specific and concrete.

**Key Question: What specific social media tactics will you use to reach your communication goals and objectives?**

# Craft Relevant, Quality Content

You can build messages around:

- Interviews or focus groups with people impacted by health disparities
- Reports relevant to the subject matter in the geographic area served
- Relevant scientific journal articles
- Evidence-based, appropriate interventions for the population and disparity identified

# Engagement Questions

- Do you only want to push information out for a time- or event-specific goal?
- Do you want to also build a community around your social media to deal with longer-term health equity issues?
- Will you be able to respond to questions or comments within minutes or hours when possible?
- Will you seek to encourage followers to connect with one another via cross-engagement?

# Content Strategy

## □ Plan for Ongoing Evaluation

- Ongoing evaluation is a critical component of your communications strategy.
- Once you determine your communication objectives and specific social media tactics, you can determine how best to evaluate the process, outcomes and impact of your social media efforts.

**Key Question: How will you define success and how will you measure it?**

# Evaluation: Outcome Measures

- Desired behaviors
  - Website traffic
  - Page views
  - Downloads
  - Sign-ups
  - New followers
  - Sharing content to networks

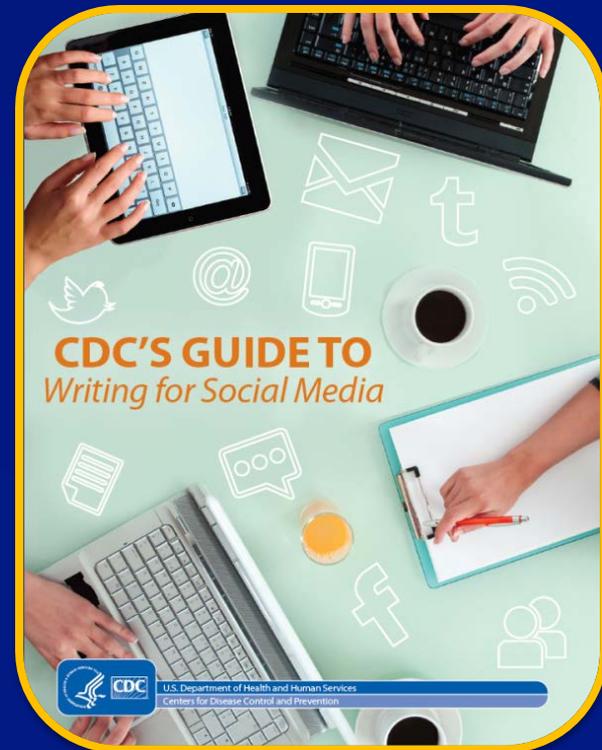
# Group Exercise

- Groups of 3 to 4 people
- Determine how you will use social media to address health disparities
- Report on your target audience, content strategy, and evaluation methods

# Guide to Writing for Social Media

## What's covered:

- ❑ Introduction
- ❑ Before writing, consider:
  - Audiences
  - Health Literacy
  - Plain Language
  - Social Marketing
- ❑ Principles of effective writing
- ❑ [www.cdc.gov/socialmedia](http://www.cdc.gov/socialmedia)



# Thank you!

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The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.



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