

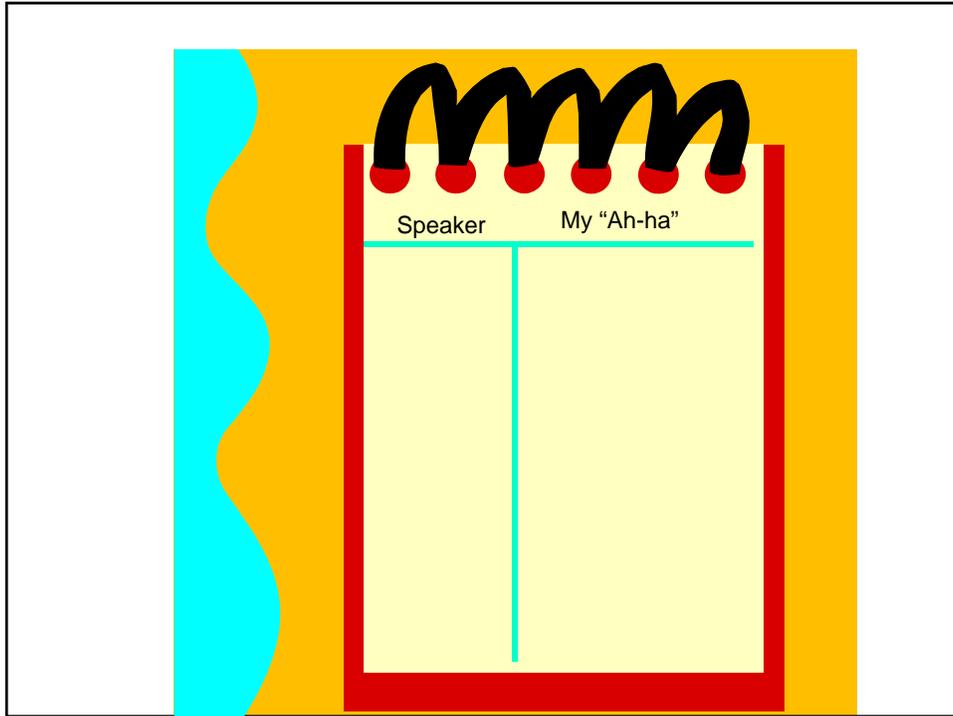
USING SOCIAL MEDIA TO EXPAND THE REACH AND EFFECTIVENESS OF PUBLIC HEALTH



Rosemary Thackeray, PhD, MPH
Professor
Department of Health Science
Brigham Young University

SESSION OBJECTIVES

- ⊙ 1) Describe at least 4 ways that social media has been used to further public health work
- ⊙ 2) List the 4 factors to consider when deciding whether to use social media as part of a public health program
- ⊙ 3) Identify at least 2 ways to apply social media to their own TB-related endeavors



© “A small child with a new hammer discovers that great many things need pounding.”

A cartoon illustration of a hand holding a hammer. The hand is pink and the hammer has a blue head and a yellow handle.

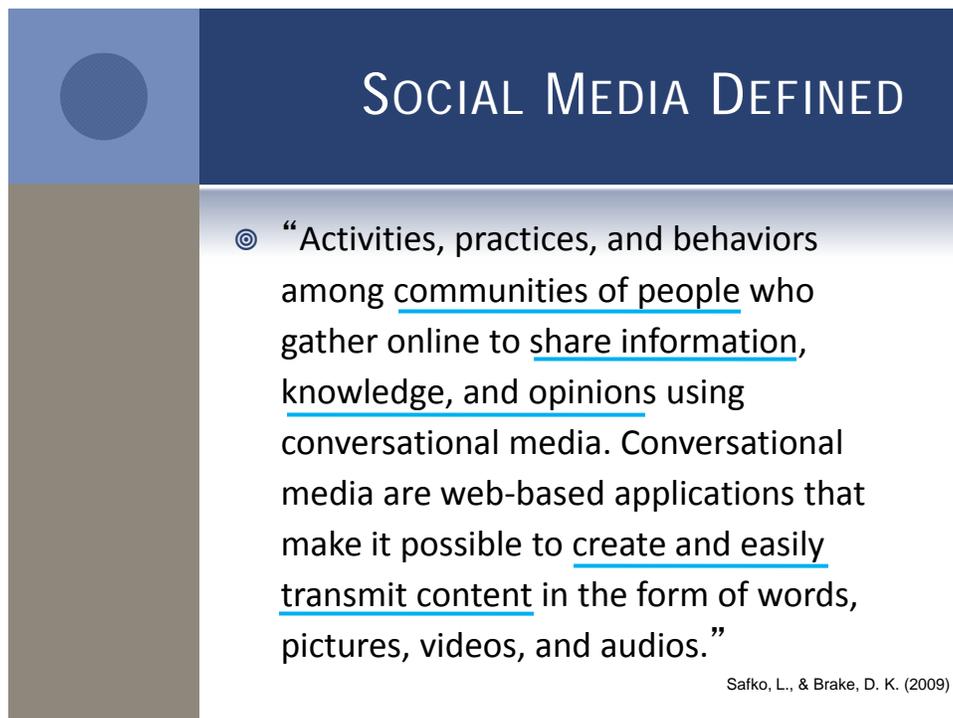


WHAT IS IT?

Web 2.0

Social Media

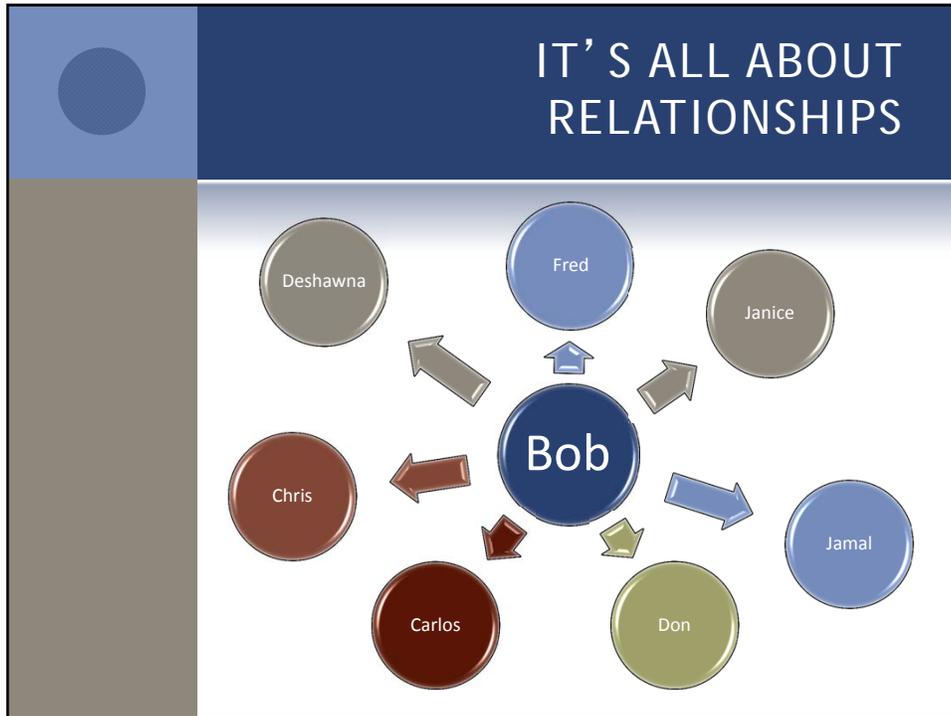
New Media



SOCIAL MEDIA DEFINED

- © “Activities, practices, and behaviors among communities of people who gather online to share information, knowledge, and opinions using conversational media. Conversational media are web-based applications that make it possible to create and easily transmit content in the form of words, pictures, videos, and audios.”

Safko, L., & Brake, D. K. (2009)



IT'S ABOUT RELATIONSHIPS

© “It’s not about technology and wanting to be online constantly. It’s about wanting to belong and be connected constantly.”

Johan Jervoe, Corporate VP, Global Marketing, McDonald’s Corp. (iMediaConnection, 10/16/08)

IT'S ABOUT RELATIONSHIPS



Elyse Dupré, Reporter

Follow @DMReporter

June 12, 2013

Ben & Jerry's Gives Locals a Taste of Cocreation

I scream. You scream. We all scream for ice cream—and Ben & Jerry's is listening. The ice cream producer is scooping up consumer insight and asking fans across the country to vote for their favorite local ingredients to create a city-inspired flavor in its new multi-city City Churned campaign.

To give its consumers a real taste of cocreation, Ben & Jerry's is driving its Scoop Truck to 11 different cities along the East and West coasts on a sampling tour. People can tweet @BenJerrysTruck with the hashtag #OMGFreeBenJerrys to snag some frozen freebies. However, only five major cities—New York,

Portland, San Francisco, Seattle, and Washington D.C.—will have the opportunity to be “churned” into a flavor. Consumers can visit the campaign's website and vote for which ingredients should be used to create their local city-inspired flavor. Ben & Jerry's also teamed up with local suppliers—such as Route 11 Chips and Divine Chocolate in Washington D.C.—to give consumers an authentic taste of home.



Ben & Jerry's Gives Locals a Taste of Cocreation

<http://www.dmnews.com/ben-jerrys-gives-locals-a-taste-of-cocreation/article/298509/>

“We've really found that when we're working with our fans [and] when we're asking them to participate, we develop better relationships with them, so it lasts longer than any form of advertising you see. We really try to focus on that relationship building.”

-Mike Hayes, assistant digital marketing manager for Ben & Jerry's

IT'S ABOUT RELATIONSHIPS

© “Our business is all about giving gifts and reconnecting with the people we love. It's what social networking is all about. It seems to me that our brand should be able to figure out how to integrate with social networking in a way to drive our business and deepen our relationship with our customers.”

Lewis Goldman, SVP of Brand Marketing, 1-800-Flowers (Adweek, 4/7/09)

OVERHEARD AT YOUTH SOCCER SPORTS CAMP...

Person #1: “Facebook killed Myspace and Twitter is killing Facebook”

Person #2: “And Vine is going to kill Instagram”

TECHNOLOGY IS CHANGING

FACEBOOK

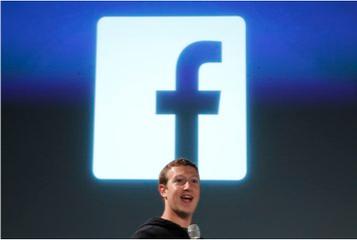
Is Facebook Losing Its Cool? Some Teens Think So

By Victor Luckerson | March 08, 2013 | 333 Comments

[f Share](#) [Like](#) 2.7k [Tweet](#) 1,096 [+1](#) 77 [in Share](#) 97 [Read Later](#)

Baret Steed is tired of Facebook. She's had an account since she was 13, but isn't a fan of the fact that the social network now includes not only her friends, but also her parents, aunts, and uncles. "It's almost like they're the only ones on there," she says. "All your relatives are constantly commenting on your stuff. I appreciate the gesture and wanting to keep up with my life, but it's kind of annoying."

Steed, 15, is at an age where social media is high on her priority list. She spends about six hours a day on various social sites and apps, but an increasing amount of that time is being ceded to platforms like Instagram (which Facebook owns), Tumblr, and Twitter.



ROBERT GALBRAITH / REUTERS

Facebook CEO Mark Zuckerberg addresses an audience during a media event at the Facebook headquarters in Menlo Park, Calif., on March 7, 2013

<http://business.time.com/2013/03/08/is-facebook-losing-its-cool-some-teens-think-so/#ixzz2WTndegMI>

TECHNOLOGY IS CHANGING

From Japan, The Biggest Social Network You Never Heard Of

'Line' Has Gone Viral With Consumers, Fueled by Ads and Stiff Fees for Business

By: John Stampfel Published: June 14, 2013

is now the world's fastest-growing social network. It recently reached 50 million followers in just 399 days. In January 2013, Line's total number of Japanese followers hit 40 million; and a whopping 60 percent of Japanese women in their 20s and 30s, Line's research shows, use the platform every day.



P.O.S.T.

P.O.S.T.

- ⊙ **People-**
 - ⊙ Who are we trying to reach.
 - ⊙ What social media technologies do they use? For what purposes?
- ⊙ **Objectives-**
 - ⊙ What are we trying to accomplish?
 - ⊙ Collect data as part of formative research/ audience insight?
 - ⊙ Influence individual behavior?
 - ⊙ Build relationships with customers or partners?
 - ⊙ Promote our agency and our services?
 - ⊙ Share public health information and increase awareness?
 - ⊙ Facilitate relationships between our customers; social support?
- ⊙ **Strategy-**
 - ⊙ What type of communication are we hoping to achieve?
 - ⊙ What added value do we provide through social media?
 - ⊙ In other words, why would they want to follow or be friends with us?
- ⊙ **Technology-**
 - ⊙ What platforms to use?

Adapted from *Groundswell* by Li & Bernoff

P.O.S.T.

- ⊙ **People-**
 - ⊙ Who are we trying to reach?
 - ⊙ What social media technologies do they use? For what purposes?



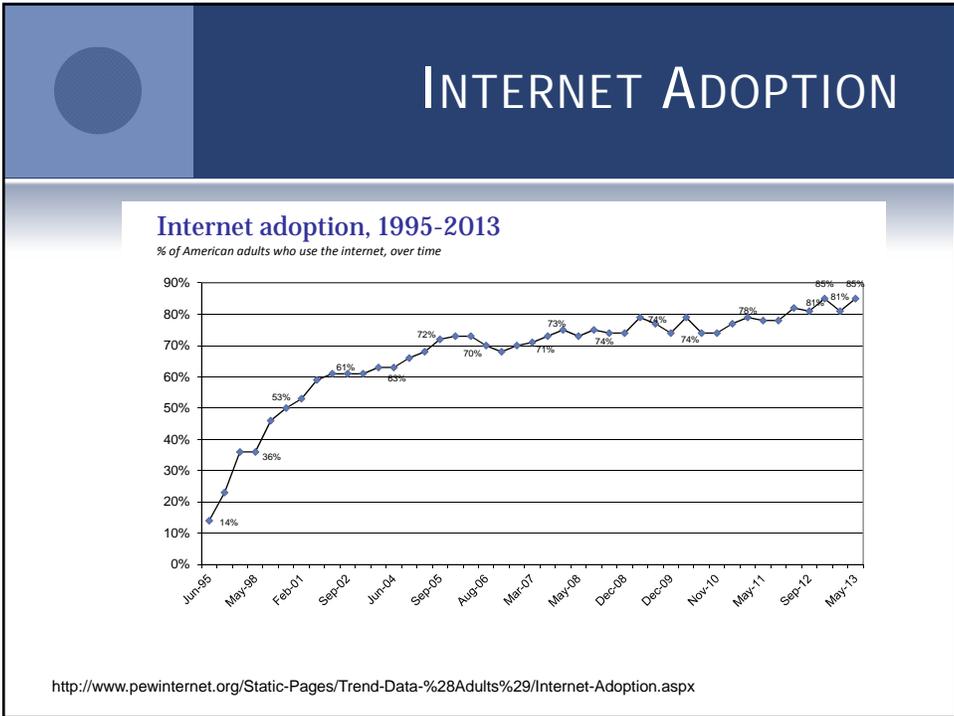
NOT EVERYBODY FOLLOWS...

Lynne
Tuesday

EMERGENCY NOTICE
Francis City would like to inform you that the City has received a questionable water sample test from the Summit County Health Department. There is a mandatory boil water order until further notice. You will need to boil your water for at least five minutes. This does not apply if you live on Gines Lane or 1000 East. We will inform you when the boil order is lifted.

Wonderful.....

Lynne
Francis Town apparently did a "reverse 911 call" to notify everyone. Did you get it? I didn't. I think that there needs to be another way to notify town residents. I mean, I don't know about you.... but I don't go on the Francis Town website everyday to see if our water system is safe. Do you?



Demographics of internet users

% of adults in each group who use the internet (the number of respondents in each group listed as "n" for the group)

Use the Internet		
All adults (n=2,252)		85%
a	Men (n=1,029)	85
b	Women (n=1,223)	84
Race/ethnicity		
a	White, Non-Hispanic (n=1,571)	86 ^a
b	Black, Non-Hispanic (n=252)	85
c	Hispanic (n=249)	76
Age		
a	18-29 (n=404)	98 ^{abc}
b	30-49 (n=577)	92 ^{ab}
c	50-64 (n=641)	83 ^a
d	65+ (n=570)	56
Education attainment		
a	Less than high school (n=168)	59
b	High school grad (n=630)	78 ^a
c	Some College (n=588)	92 ^{ab}
d	College + (n=834)	96 ^{abc}
Household income		
a	Less than \$30,000/yr (n=580)	76
b	\$30,000-\$49,999 (n=374)	88 ^a
c	\$50,000-\$74,999 (n=298)	94 ^{ab}
d	\$75,000+ (n=582)	96 ^{abc}
Urbanity		
a	Urban (n=763)	86 ^a
b	Suburban (n=1,037)	86
c	Rural (n=450)	80

Source: Pew Research Center's Internet & American Life Project Spring Tracking Survey, April 17 – May 19, 2013. N=2,252 adults. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error is +/- 2.3 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).

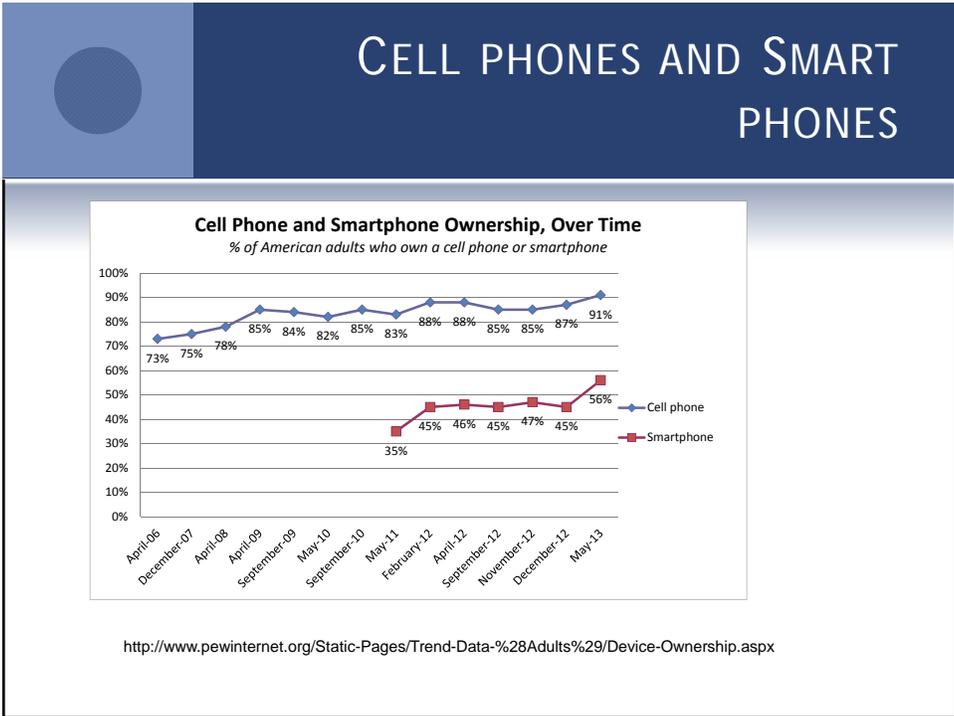
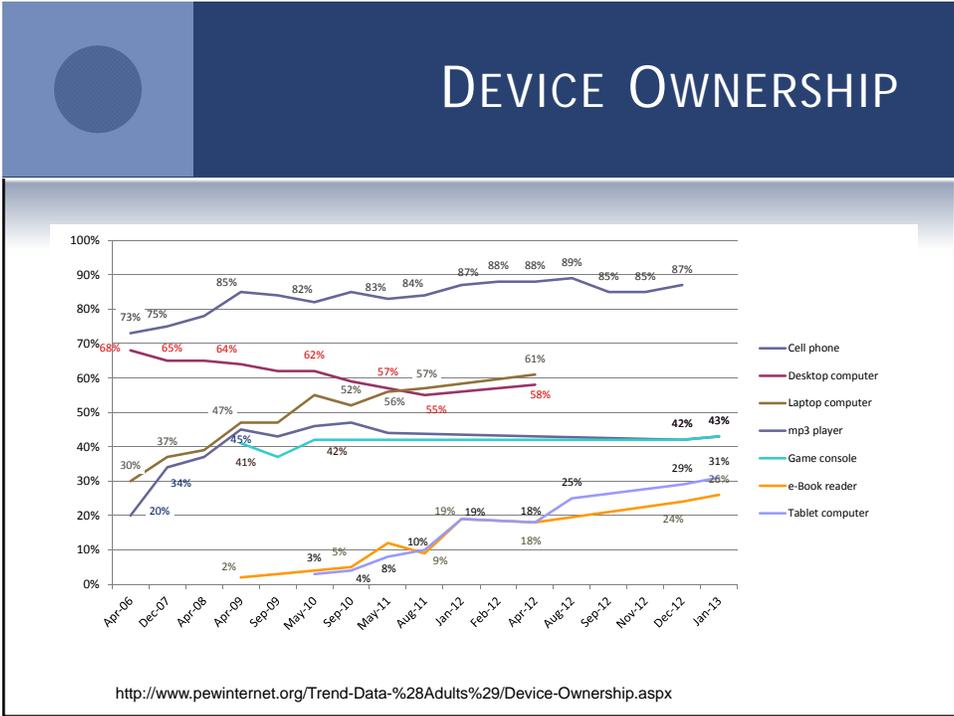
<http://www.pewinternet.org/Trend-Data-%28Adults%29/Whos-Online.aspx>

	Millennials Ages 18-33	Gen X Ages 34-45	Younger Boomers Ages 46-55	Older Boomers Ages 56-64	Silent Generation Ages 65-73	G.I. Generation Age 74+
Email	Email	Email	Email	Email	Email	Email
Search	Search	Search	Search	Search	Search	Search
Health info	Health info	Health info	Health info	Health info	Health info	Health info
Social network sites	Get news	Get news	Get news	Get news	Buy a product	Buy a product
Watch video	Govt website	Govt website	Govt website	Travel reservations	Travel reservations	Get news
Get news	Travel reservations	Travel reservations	Buy a product	Buy a product	Travel reservations	Travel reservations
Buy a product	Watch video	Buy a product	Travel reservations	Govt website	Govt website	Govt website
IM	Buy a product	Watch video	Bank online	Watch video	Bank online	Bank online
Listen to music	Social network sites	Bank online	Watch video	Financial info	Financial info	Financial info
Travel reservations	Bank online	Social network sites	Social network sites	Bank online	Religious info	Religious info
Online classifieds	Online classifieds	Online classifieds	Online classifieds	Rate things	Watch video	Watch video
Bank online	Listen to music	Listen to music	Financial info	Social network sites	Play games	Play games
Govt website	IM	Financial info	Rate things	Online classifieds	Online classifieds	Online classifieds
Play games	Play games	IM	Listen to music	IM	Social network sites	Social network sites
Read blogs	Financial info	Religious info	Religious info	Religious info	Rate things	Rate things
Financial info	Religious info	Rate things	IM	Play games	Read blogs	Read blogs
Rate things	Read blogs	Read blogs	Play games	Listen to music	Donate to charity	Donate to charity
Religious info	Rate things	Play games	Read blogs	Read blogs	Listen to music	Listen to music
Online auction	Online auction	Online auction	Online auction	Donate to charity	Podcasts	Podcasts
Podcasts	Donate to charity	Donate to charity	Donate to charity	Online auction	Online auction	Online auction
Donate to charity	Podcasts	Podcasts	Podcasts	Blog	Blog	Blog
Blog	Blog	Blog	Blog	Virtual worlds	Virtual worlds	Virtual worlds
Virtual worlds	Virtual worlds	Virtual worlds	Virtual worlds	Virtual worlds	Virtual worlds	Virtual worlds

90-100%	40-49%
80-89%	30-39%
70-79%	20-29%
60-69%	10-19%
50-59%	0-9%

Key: % of internet users in each generation who engage in this online activity

<http://www.pewinternet.org/Reports/2010/Generations-2010/Overview.aspx>



The Landscape of Social Media Users

	% of internet users who....	The service is especially appealing to ...
Use Any Social Networking Site	67%	Adults ages 18-29, women
Use Facebook	67	Women, adults ages 18-29
Use Twitter	16	Adults ages 18-29, African-Americans, urban residents
Use Pinterest	15	Women, adults under 50, whites, those with some college education
Use Instagram	13	Adults ages 18-29, African-Americans, Latinos, women, urban residents
Use Tumblr	6	Adults ages 18-29

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. Facebook figures are based on Pew Research Center's Internet & American Life Project Omnibus Survey, December 13-16, 2012. Margin of error for Facebook data is +/- 2.9 percentage points for results based on internet users (n=860).

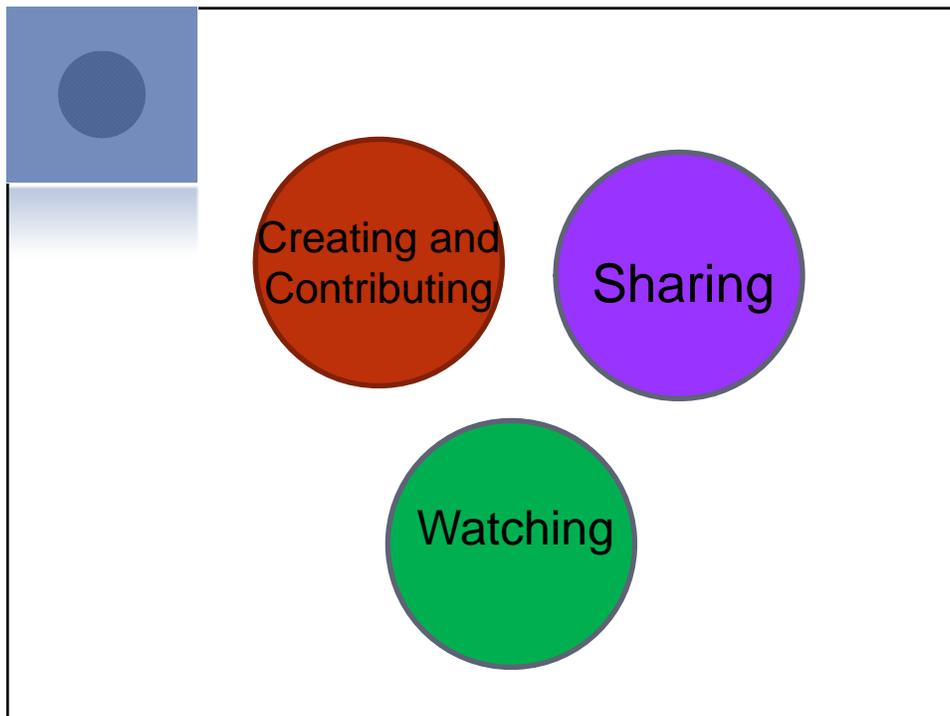
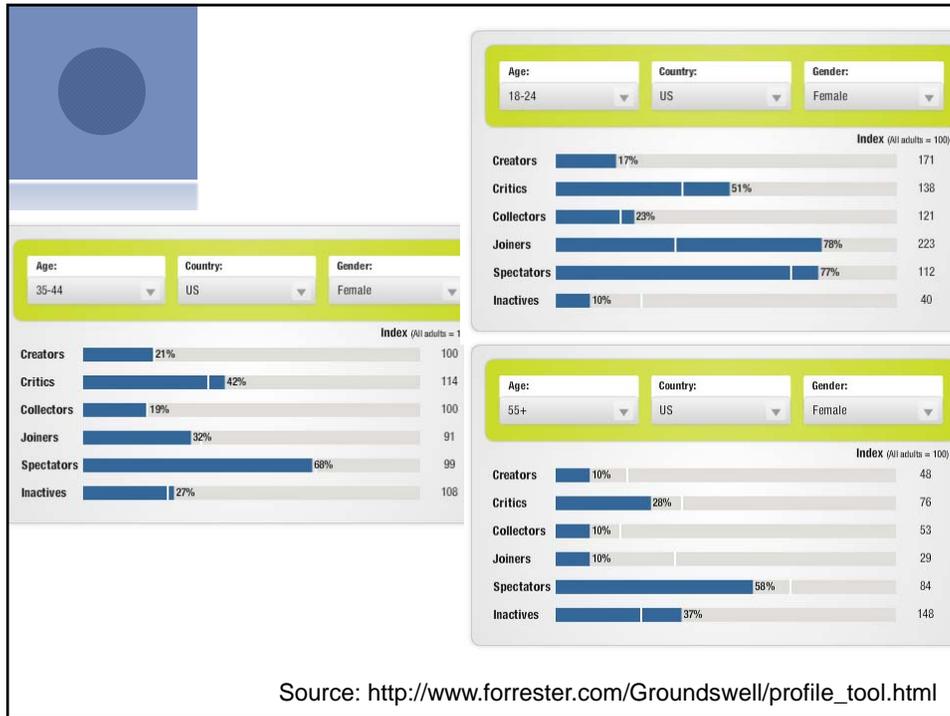
http://pewinternet.org/~media/Files/Reports/2013/PIP_SocialMediaUsers.pdf

HOW PEOPLE USE TECHNOLOGIES



- Creators
- Critics
- Collectors
- Joiners
- Spectators
- Inactives

Source: Li & Bernoff, 2009





SO WHAT?

- ⦿ Need to know who you are trying to reach
- ⦿ Understand if and how they are using technology



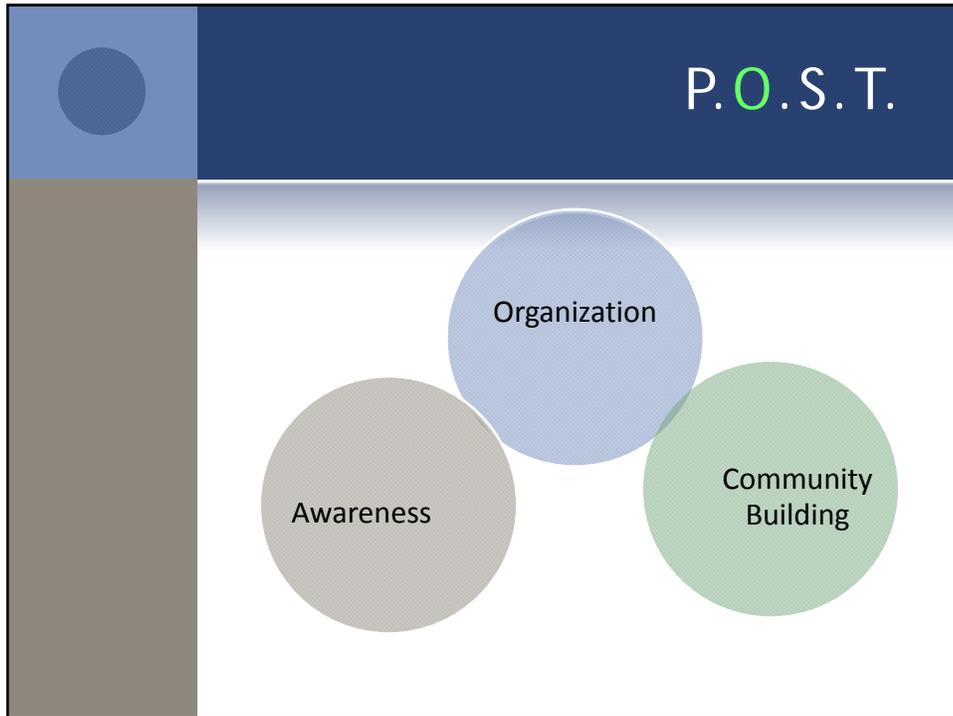
The Province EDITORIAL
Like' if you hate being a spam magnet
ONE DOES NOT SIMPLY
SAVE CANCER PATIENTS BY PRESSING LIKE ON FACEBOOK

People are starting to wise up to these scams — they will be wary of the obvious ones and become leery of posts that tug at their heartstrings. But the bad guys find the angles faster than the rest of us figure out how to protect ourselves. They're already becoming more subtle and sophisticated, and any popular cause or pop-culture phenomenon is at risk of being exploited. And each new scam creates more cynicism as the rest of us slowly clue in.

By the time Facebook administrators, or other responsible, well-meaning people, or even the business itself, are notified, the damage is done. The "like" button, in other words, is a double-edged sword. It's a tool that can be used to spread good news and to spread bad news. It's a tool that can be used to help people and to hurt people. It's a tool that can be used to save lives and to take lives. It's a tool that can be used to bring people together and to drive them apart. It's a tool that can be used to build trust and to destroy it. It's a tool that can be used to create a better world and to make it a worse one.

For more editorials, columns, reader letters and online comments go to theprovince.com/opinion

<http://publichealthmemes.tumblr.com/page/2>



-
- The diagram features a dark blue header with the text "P.O.S.T." in white, where the letter "O" is highlighted in green. Below the header, the text "Objectives-" is displayed with a target icon. A list of seven objectives follows, each preceded by a target icon.
- ◎ Objectives-
 - ◎ What are we trying to accomplish?
 - ◎ Collect data as part of formative research/ audience insight?
 - ◎ Influence behavior?
 - ◎ Build relationships with customers or partners?
 - ◎ Promote our agency and our services?
 - ◎ Share public health information and increase awareness?
 - ◎ Facilitate relationships between our customers; social support?

DATA COLLECTION

Win La Senza Gift Cards



WIN PRIZES!

Help BC Cancer Agency design a health campaign for young women! Enter to win prizes. Random draws of La Senza gift cards.

Cervical Cancer Screening Program
CAMPAIGN RESEARCH




**FILL OUT OUR SHORT SURVEY
AND ENTER TO WIN GIFT CERTIFICATES TO LA SENZA!**

Thank you for participating in our Contest/Survey! We have set of short questions to ask you as part of the contest. You will be helping us create a health promotion campaign directed at young women. This information will be kept confidential.

- Learn more about who we are.

Only women over 18 who are residents of British Columbia, Canada are eligible for the contest. [Click here to read the rules and regulations.](#)

The personal information in this survey is collected under the authority of section 21(1) of the Freedom of Information and Protection of Privacy Act of BC (FIPPA). Your information will be used to determine a general and anonymous demographic profile of the participants to assist in future planning for target audiences of the "Because She's Worth It" campaign on behalf of the BC Cancer Agency. If you have any questions about collection and use of this information, please contact the Screening Operations Leader at 604-677-6200 or write to 905 - 886 W Broadway, Vancouver, BC, V5Z 1S6.

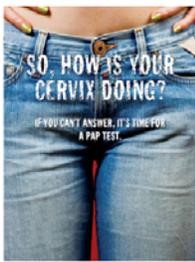
SURVEY QUESTIONS

1. My last Pap test was:

In the last year
 More than a year ago, but less than two years ago
 More than two years ago
 More than five years ago
 I've never had one
 What's a Pap test?

2. Where would you go to get a Pap test? Tick any that apply.

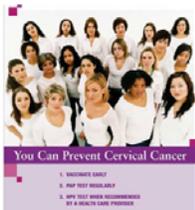
3. Please tell us what you think about these materials.



Click on image to enlarge

A

I love it
 I like it
 It's okay
 I don't like it
 I hate it



Click on image to enlarge

B

I love it
 I like it
 It's okay
 I don't like it
 I hate it

5. Which of the ads do you like least?

A. So, how is your cervix doing?
 B. You can prevent cervical cancer
 C. Healthy women, strong community
 D. An exam here may feel awkward
 E. The world needs women

Why?

6. Which of the ads would attract your attention the most?

A. So, how is your cervix doing?
 B. You can prevent cervical cancer
 C. Healthy women, strong community
 D. An exam here may feel awkward
 E. The world needs women

Why?

7. Would any of these ads help you remember to get a Pap test? Comment.

TRENDS



- Tweets containing the term “Adderall”
- November 2011 to May 2012
- 213,633 tweets from 132,099 unique user accounts
- Tweets peaked during traditional college and university final exam periods
- Highest among college and university clusters in the northeast and south regions of the United States
- Substances mentioned with Adderall: alcohol (4.8%) and stimulants (4.7%)
- Common side effects were sleep deprivation (5.0%) and loss of appetite (2.6%)

Hanson, Carl L., et al. "Tweaking and Tweeting: Exploring Twitter for Nonmedical Use of a Psychostimulant Drug (Adderall) Among College Students." *Journal of medical Internet research* 15.4 (2013).

INFLUENCE BEHAVIOR



AZ Dept. of Health @AZDHS 25 May
Be food safe this Memorial Day weekend! Don't let food sit out more than 2 hours & refrigerate leftovers immediately 1.usa.gov/13R072Y
Expand

BUILD RELATIONSHIPS

10K likes

Mentor, OH Police Department

Robin Simek A great way to show kids the police aren't around for just the bad people
👍 1 · June 5 at 7:10am via mobile

Steve Williams Sure wish Mentor took laterals! Nice job guys.
👍 1 · June 4 at 6:20pm

Great Lakes Mall Can we help? We'd love to offer some prizes for you to hand out! What a great initiative!
👍 1 · June 4 at 9:03am

Kathy Cole Moore Best idea ever! Way to go Officers! And Thanks for your Sacrifice!
👍 1 · June 4 at 5:51am

Photos of people in the community

**173 "shares"
97 "comments"
2,933 "likes"**

Potential partner

PIANO GUYS

Recognize Fans (Annotation pointing to the post header)

Encourage Participation (Annotation pointing to the text: "Wear your TPG-T as you film and upload your performance of one of our tunes -- we'll be watching!")

Ask them to do something for you (Annotation pointing to the text: "Wear your TPG-T as you film and upload your performance of one of our tunes -- we'll be watching!")

The Piano Guys | St. George, Utah
May 31

Our PBS show is running again for 2 weeks! Click here <http://thepianoguids.com/pbs-specials/> to see when it will be playing in your city! If you don't see your city listed, please call your local PBS station and tell them to get with the program.. 😊

The Piano Guys | St. George, Utah shared a link.
June 8 near Saint George, UT · 🌐

We loved this video! Thank you Samuel, we're honored! Just goes to show what a PianoGuys T-shirt can do for your music skills.. :-)
Get yours here!
<https://thepianoguids.com/newstore/merchandise/t-shirts.html>
Wear your TPG-T as you film and upload your performance of one of our tunes -- we'll be watching!

All of Me duet
www.youtube.com

This is an arrangement of All of Me by Jon Schmidt for two pianists that my brother put together and i performed with him in my eagle project. I am a huge Pi...

Like · Comment · Share 489

👍 1,980 people like this.

Samuel Raah Jules ~ Have you seen this? They mess up a lot, but I thought it was pretty cool what these two guys were attempting to do. 😊
Like · Reply · 🍵 6 · June 8 at 1:11pm
5 Replies

Lola Coba excelente!
See Translation
Like · Reply · 🍵 1 · June 8 at 1:13pm
2 of 75

The Piano Guys | St. George, Utah
May 31

Like · Comment · Share 115

👍 2,561 people like this.

Dallas McGowan No D/FW?! SAD SAD SAD face! 😞 😞 😞
Like · Reply · 🍵 4 · May 31 at 7:53pm

Vaughn Gardner Saw the concert... loved it.
Like · Reply · 🍵 4 · May 31 at 7:24pm

PIANO GUYS

Have a contest: get them engaged in your content (Annotation pointing to the text: "Best caption wins an autographed PianoGuys2 Deluxe Album!")

Show Personality (Annotation pointing to the photo of the band members)

The Piano Guys | St. George, Utah
May 25

Tour day 20:
Best caption wins an autographed PianoGuys2 Deluxe Album!
TPG Tour schedule: <http://thepianoguids.com/events/>

Austin Hudson Two flats and a sharp.
Like · Reply · 🍵 590 · May 25 at 10:53am
29 Replies

Rain Ong "The Pillow Guy"
Like · Reply · 🍵 176 · May 25 at 10:54am

SOUTHWEST AIRLINES

Find at least nine of the following:

1. Lift Coffee
2. Pretzels or Peanuts
3. Ticket Counter with Southwest Logo
4. Winglet
5. Boarding Pass
6. Your Route Drawn on a Napkin
7. SWA Onboard WiFi Hotspot Sign
8. Bags Flying Free
9. Kiosk
10. Specialty Plane
11. Pet in a Pet Carrier
12. Spirit Magazine

Abridged Rules:

1. You **MUST** mention @SouthwestAir using the #Hunt4SWA hashtag to be officially entered
2. You can enter via either Twitter or Instagram
3. You must submit your entry no later than 2:00 a.m. on Saturday (morning), May 25.

Angela Thompson @angela_thompson 24 May
 @SouthwestAir #Hunt4SWA collage completed! Here's your winner!
pic.twitter.com/E9MNE5VV7c
 View photo

Steve Turner @tTurn2 24 May
 @SouthwestAir #Hunt4SWA pic.twitter.com/f48bcFZJfD
 View photo

Steve Turner @tTurn2 24 May
 @SouthwestAir #Hunt4SWA pic.twitter.com/osaYlboXD
 View photo

Vladimir Vasilev @getox500 24 May
 @SouthwestAir #Hunt4SWA pic.twitter.com/MmyUnuk8hu
 View photo

Angela Thompson @angela_thompson 24 May
 #Hunt4SWA pic.twitter.com/pbYWayOS6a
 View photo

Angela Thompson @angela_thompson 24 May
 #Hunt4SWA pic.twitter.com/CsM1caXG
 View photo

Verity Kugelmann @SouthwestVerity 24 May
 @Jamie_NicJo if you're flying today, check out the #Hunt4SWA social.southwest.com/eCW - and have a great trip!
 View conversation

Verity Kugelmann @SouthwestVerity 24 May
 @KTG326 Enjoy!! #Hunt4SWA
 View conversation

Jason Elliott @ZeroExOses 24 May
 @SouthwestAir: The #Hunt4SWA Enter The Great Southwest Scavenger Hunt. social.southwest.com/eCW Winner gets roundtrip tix!
 View conversation

Southwest Airlines @SouthwestAir 24 May
 The #Hunt4SWA is waning, but there's still time! Enter The Great Southwest Scavenger Hunt social.southwest.com/eCW Winner gets roundtrip tix!
 View conversation

Texas Ginger @tgingersjoints 24 May
 Going to enjoy my SW Vegas Jackpot Vacation! @SouthwestAir #Hunt4SWA Monkey Business in Vegas...To be continued. pic.twitter.com/SBEULAJN1
 View photo

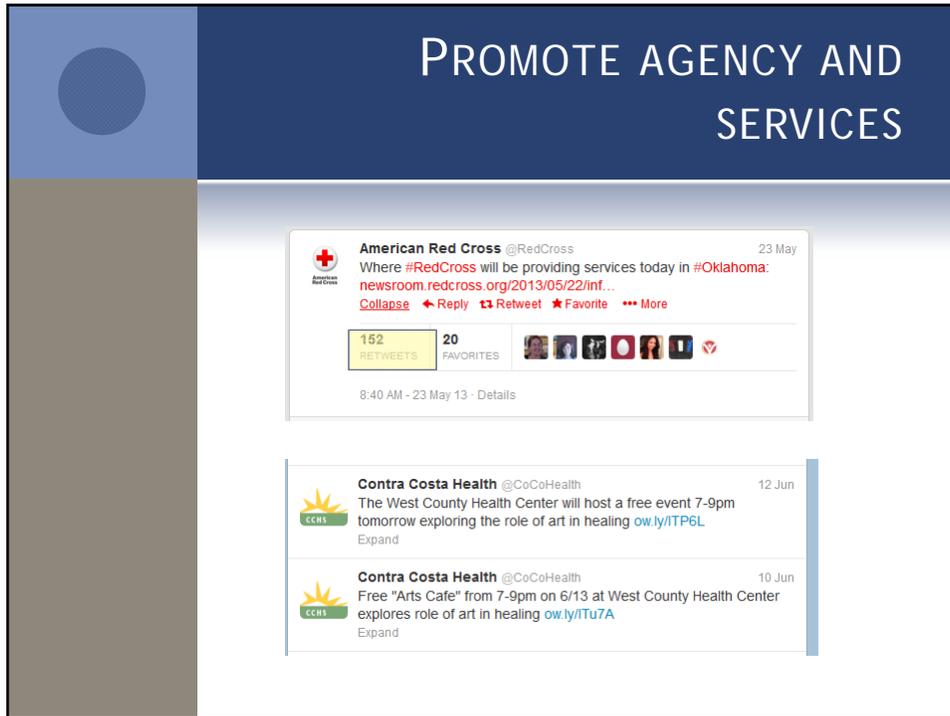
Texas Ginger @tgingersjoints 24 May
 Look, a flying monkey! @SouthwestAir #Hunt4SWA Just monkeying around before we land in Vegas! pic.twitter.com/zJgmM3EWR
 View photo

Loghan Bazan @talatalaghan 24 May
 A traveler's story on her #Hunt4SWA: Stopped at the SWA ticket counter to check my bag and get my... instagram.com/pi/ZX6TcAJE/
 Expand

Tim Gerst @tgerst 24 May
 Yep. Bags fly free here. All the time. #Hunt4SWA @southwestair instagram.com/pi/ZWHi-n6T/
 Expand

Emma Kuhl Pitts @emmakuhlPitts 24 May
 Doesn't look small next to a boarding pass. @SouthwestAir #Hunt4SWA #3of9 pic.twitter.com/ch3nXQIRd
 View photo

PROMOTE AGENCY AND SERVICES



The screenshot displays a Twitter interface with a dark blue header containing the title "PROMOTE AGENCY AND SERVICES" and a circular profile picture placeholder. The main content area shows three tweets. The top tweet is from "American Red Cross @RedCross" dated 23 May, with a text snippet: "Where #RedCross will be providing services today in #Oklahoma: [newsroom.redcross.org/2013/05/22/inf...](\"http://newsroom.redcross.org/2013/05/22/inf...\")". It shows 152 retweets and 20 favorites. Below it are two tweets from "Contra Costa Health @CoCoHealth": one dated 12 Jun about a free event exploring art in healing, and another dated 10 Jun about a free "Arts Cafe" event.

INCREASE AWARENESS/SHARE INFORMATION



The screenshot shows a Facebook post from the "California Department of Public Health" dated May 29. The post text reads: "The weather is beginning to warm up across California. Stay safe while enjoying fun in the sun – protect your skin before heading outdoors." and includes a link to a skin protection tips page. Below the text is a "Skin Protection Tips" section with a URL and a paragraph of text. At the bottom of the post are "Like · Comment · Share" buttons and a notification that "5 people like this." To the right of the post is a "CDC NPIN" post dated June 28, 2010, with text about new tuberculosis testing guidelines and a link. A yellow box with the text "Need to make content worth 'sharing' and 'liking'" has two red arrows pointing to the "Share" button of the CDC NPIN post and the "Share" button of the California Department of Public Health post.

INCREASE AWARENESS/SHARE INFORMATION



EXPOSED
The Race Against Tuberculosis

EXPOSED is a four-part series of short films that tell the story of the deadly global epidemic of tuberculosis. The series focuses on current efforts to halt this airborne disease, which is growing more difficult to address, as well as the urgent movement to develop new tools to prevent it. By telling the stories of four inspiring individuals interspersed with expert commentary from some of the world's top TB physicians, scientists, advocates and policymakers, EXPOSED brings viewers to the forefront of the race against tuberculosis.

Watch the trailer at www.vimeo.com/82263308

Part 1: A Global Epidemic
Natalie Skipper survived multidrug-resistant tuberculosis, but not before it ripped her life upside down. We reverse Natalie's story – which took place in Nashville, Tennessee – together with a global perspective on the pervasive threat posed by TB around the world.

Part 2: The Battle
Dr. Jayant Banavalkar, a leading tuberculosis doctor from Delhi, chronicles his daily struggle to save the lives of patients using today's antiquated tools – diagnostics barely more predictable than chance, drugs that can be toxic and weak against the pathogen, and vaccines that provide partial protection only for the early years of a child's life.

Part 3: The Innovation Movement
Unathi Gwintsa lives with her daughter in a community devastated by HIV and TB. But she's not sitting back and waiting for the answer – she has volunteered in a trial of one of the dozen TB vaccine candidates in clinical development. We follow her story along with others working tirelessly to rid their communities and the planet of TB.

Part 4: The Decisive Moment
Dr. Helen McInane has dedicated the last 12 years of her life to developing a new tuberculosis vaccine. We follow her team's unprecedented work at Oxford University and explore why now is a pivotal moment in history to save millions of lives and the TB epidemic.

UK in South Africa @UKinSouthAfrica 12 Apr
 #EXPOSED is a series of short films that tell the story of the deadly global epidemic of #tuberculosis @DFID_UK. Watch bit.ly/YtI6BC
 Expand



EXPOSED: The Race Against Tuberculosis (Official Trailer)
 EXPOSED is a four-part series of short films that tells the story of the deadly global epidemic of tuberculosis. The series focuses on current efforts to halt this...

<http://www.youtube.com/watch?v=A5ld3hD4m6A>

INCREASE AWARENESS/SHARE INFORMATION

“Ask...”
 “What don’t to say..”
 “What you do say is...”



For More Information
 and for help, visit
www.teen.org/prevention

Teen Suicide Prevention
 Mayo Clinic 18 1,985 views
 1,985 views
 Published on Jun 5, 2013

<http://www.youtube.com/watch?v=3BBYqa7bhto>

Video statistics

Views and discovery



2,099 Views

Key discovery events

- A First referral from: mayoclinic.org
 May 23, 2013 - 17 views
- B First referral from: facebook.com
 May 23, 2013 - 66 views

Show more events

Engagement

- 3 Comments
- 4 Favorites
- 36 Likes
- 1 Dislikes

Audience

Top demographics

- Female, 55-64 years
- Female, 45-54 years
- Male, 45-54 years

Mayo Clinic- Suicide Prevention

IBS SELF-HELP AND SUPPORT GROUP

Share content that they needs/want; add value

Irritable Bowel Syndrome Self Help and Support Group
 May 23

We're back from the Digestive Disease Week (DDW) medical conference. As always, it provides a wealth of information from researchers and industry about IBS and other digestive disorders. A few tidbits of what we learned. We will be posting a summary sometime next week.

Gut microbiota (bacteria) has a complex relationship with us. Diet is a major determinant of gut microbiota. There were murm... See More

Like · Comment · Share 11

65 people like this.

HIV/AIDS ON-LINE SUPPORT GROUP

HIV/AIDS support group meets on Facebook
 Published: Tuesday, September 18, 2012, 6:00 AM

By Angela Townsseed, The Plain Dealer

88 people recommend this. Be the first of your friends.

Comment · Tweet · Share · Like · Pin it

CLEVELAND, Ohio -- It took nearly a year after being diagnosed with HIV in April 2011 before 26-year-old Eddie, who asked that we not use his real name, went to his first support-group meeting at MetroHealth Medical Center. What he found, he said, was instant acceptance and understanding. "Being able to have a safe place, being able to talk to people who know my status, it's been a lifesaver," he said of the group, for people ages 18-30 living with HIV/AIDS.

That group now can offer that safe place to even more people, with the creation of its own secure, invitation-only Facebook page.

"Find me on Facebook," was what members frequently said to each other as they left the monthly meetings, said social worker Jen McMillen Smith, who oversees MetroHealth's HIV support group events. Smith wondered, "If they're finding each other on Facebook, why aren't we there?"

She reached out to Blue Star Design in Ohio City, a company that specializes in online applications. They helped her create a secure, nonsearchable, password-protected online presence for the young-adult support group.

Since May, the online group has grown to nearly 30 members, four times the number that can regularly attend meetings in person. The page is a venue for free-flowing discussion and sharing articles and other information.

- Cleveland, OH; MetroHealth Medical Center
- "Find me on Facebook"
- "if they are finding each other on Facebook, why aren't we there?"
- Created a "Non-searchable, password-protected online presence for the young-adult support group."
- More people on there than can attend meetings at the facility.

HARLEY DAVIDSON

facebook

Harley-Davidson

Harley-Davidson shared a link.
Yesterday

Ladies, are you ready to twist the throttle of a Harley-Davidson and get outfitted for the road? Learn how to get started with other women who are also new to riding at a Garage Party: <http://bit.ly/1143x27>

Garage Party | Women Motorcycle Events | Harley-Davidson USA
bit.ly

Learn the motorcycle basics at an H-D® Garage Party™ designed for women. From finding a bike that fits to learning

Like · Comment · Share 109

1,692 people like this.

Write a comment...

Tammy Gaustad Meyer Just took a Ladies Only Rider's Edge class this weekend at St. Paul Harley-Davidson. 8 women participants; 2 women instructors. Incredible. Learned skills for life. ROCKED!!!! Best way to do it.
Like · Reply · 4 · Yesterday at 9:16am · Edited

Tamie Odegard-Deutsch Looking what's out there and getting finances together, but want an HD so bad. My Honda is still getting me riding but still not quite doing it for me.
Like · Reply · 23 hours ago

View 23 more comments

4 million "likes"

HARLEY DAVIDSON

facebook

Harley-Davidson

Harley-Davidson shared a link.
Yesterday

Ladies, are you ready to twist the throttle of a Harley-Davidson and get outfitted for the road? Learn how to get started with other women who are also new to riding at a Garage Party: <http://bit.ly/1143x27>

Garage Party | Women Motorcycle Events | Harley-Davidson USA
bit.ly

Learn the motorcycle basics at an H-D® Garage Party™ designed for women. From finding a bike that fits to learning

Like · Comment · Share 109

1,692 people like this.

Write a comment...

Tammy Gaustad Meyer Just took a Ladies Only Rider's Edge class this weekend at St. Paul Harley-Davidson. 8 women participants; 2 women instructors. Incredible. Learned skills for life. ROCKED!!!! Best way to do it.
Like · Reply · 4 · Yesterday at 9:16am · Edited

Tamie Odegard-Deutsch Looking what's out there and getting finances together, but want an HD so bad. My Honda is still getting me riding but still not quite doing it for me.
Like · Reply · 23 hours ago

View 23 more comments

Specific audience for this post

Content they value

Endorsement by followers

HARLEY DAVIDSON

Fewer followers- 132K

Harley-Davidson @harleydavidson
The official Twitter feed for the Harley-Davidson Motor Company. We fulfill dreams of personal freedom. Milwaukee, WI · h-d.com

4,848 TWEETS 900 FOLLOWING 132,016 FOLLOWERS

Harley-Davidson @harleydavidson 12 Jun
Ladies, learn the riding basics from gear to the thrill of revving a v-twin at a Garage Party Event near you: bit.ly/1143x27

Similar content being tweeted

SO WHAT?

- ⦿ What is your purpose for using social media?
- ⦿ Get followers/friends/fans involved
 - ⦿ Ask
 - ⦿ Encourage
 - ⦿ Recognize people/ fans
- ⦿ Make it personable
- ⦿ Make content worth sharing

P.O.S.T.

🎯 Strategy-

- 🎯 What added value do we provide through social media?
 - 🎯 In other words, why would they want to follow or be friends with us?
- 🎯 What type of communication are we hoping to achieve?



**“If you
build it,
they will
come”**

Image: <http://www.imdb.com/title/tt0097351/>

W-I-I-F-M?



What will
your _____
do for me?

" FOLLOW THE PASSION "

- ⊙ "People love what they love. For Sears, this led them towards creating a community focused on grilling called "Grilling Is Happiness." On it, people can share what they love about grilling, when they do it, photos and plenty more. It was a perfect example of the secret truth of engagement that many brands have uncovered: follow the passion. For Sears, this means finding communities of people who love certain products, and encouraging that conversation by finding authentic ways to jump in."

<http://www.rohitbargava.com/brands-branding>

WHY MILLENNIALS FOLLOW ON FACEBOOK

- ⊙ Causes/topics they were passionate about
- ⊙ Liked discounts, special offers
- ⊙ Keep updated with relevant info
- ⊙ If their friends were members
- ⊙ Didn't like it if page was just like their website
- ⊙ Didn't like too many messages

Source:McCorkindale, Tina, Marcia W. DiStaso, and Hilary Fussell Sisco. "How Millennials are Engaging and Building Relationships with Organizations on Facebook." *The Journal of Social Media in Society* 2.1 (2013).

- ⊙ "I was getting like five messages a day from one organization and it was bothering me. I actually messaged the guy back to stop sending me the messages. I was so annoyed by that."
- ⊙ "I used to get notified when there are party promotions around the area and it was a cool aspect that was useful. But now it is just plain annoying so it is ignored."

Source:McCorkindale, Tina, Marcia W. DiStaso, and Hilary Fussell Sisco. "How Millennials are Engaging and Building Relationships with Organizations on Facebook." *The Journal of Social Media in Society* 2.1 (2013).

WILL THEY COME IF WE BUILD IT?

- ⊙ “It is still questionable whether popular social media applications like Facebook and Twitter can provide added value as an extra channel to distribute information about pesticide residues and related risks to consumers. Although these channels are accessible and free information sources, our results show that even among the interested consumer segments, Facebook and Twitter were not perceived as the most ideal information channels.”

Pieter Rutsaert, Zuzanna Pieniaka, Áine Reganb, Áine McConnonb, Wim Verbekea. (2013). Consumer interest in receiving information through social media about the risks of pesticide residues. Food Control, 34 (2), 386-392

LEVELS OF ENGAGEMENT

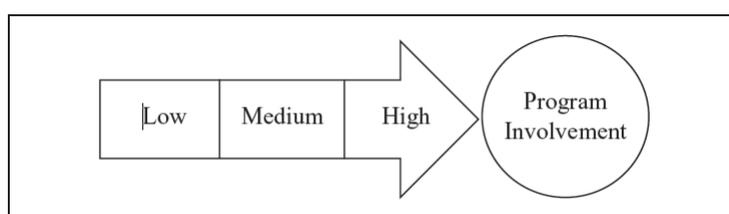
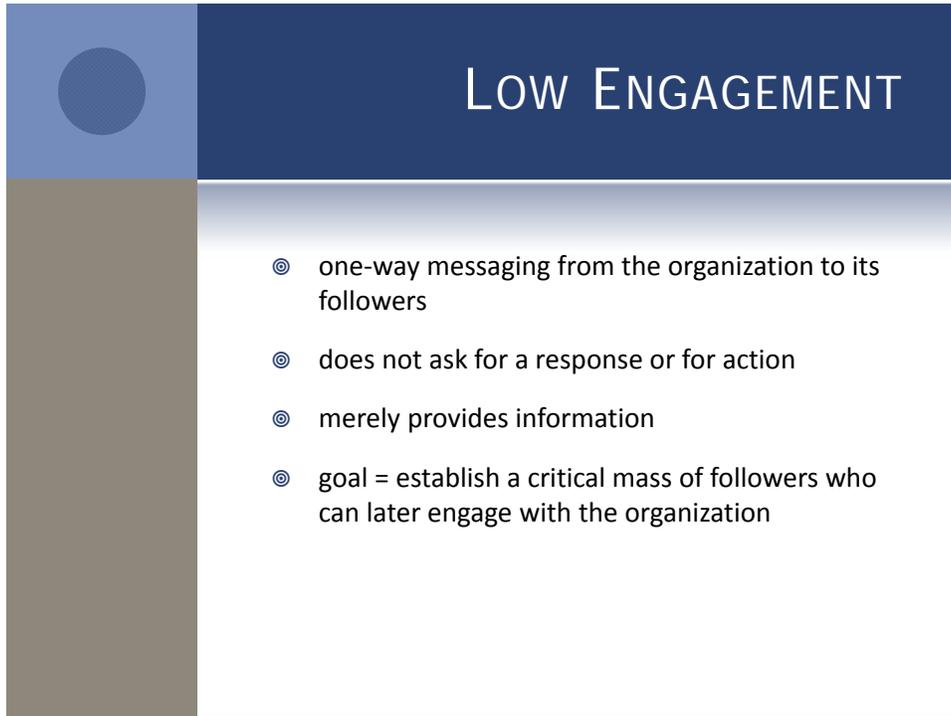


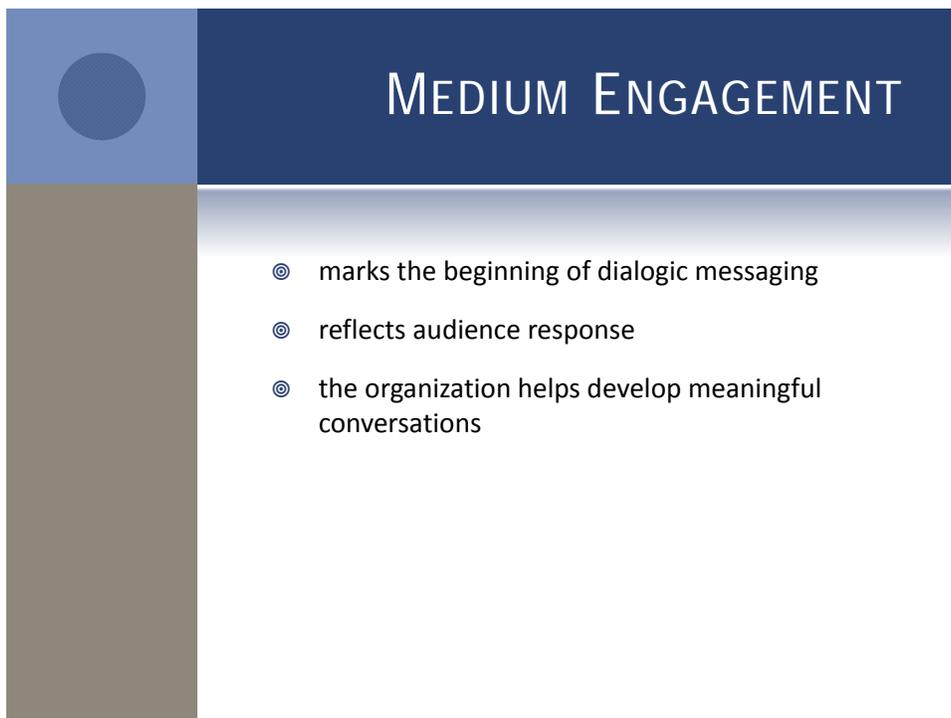
FIGURE 1 Evaluation Hierarchy for Social Media Engagement

Source: BL Neiger, R Thackeray, SA Van Wagenen, CL Hanson, JH West, MD Barnes, MC Fagen (2012). Use of Social Media in Health Promotion Purposes, Key Performance Indicators, and Evaluation Metrics. *Health Promotion Practice* 13 (2), 159-164.



LOW ENGAGEMENT

- ⊙ one-way messaging from the organization to its followers
- ⊙ does not ask for a response or for action
- ⊙ merely provides information
- ⊙ goal = establish a critical mass of followers who can later engage with the organization



MEDIUM ENGAGEMENT

- ⊙ marks the beginning of dialogic messaging
- ⊙ reflects audience response
- ⊙ the organization helps develop meaningful conversations

HIGH ENGAGEMENT

- ⊙ online or off-line audience member involvement with a health promotion program
- ⊙ takes action to help the organization achieve its goals
- ⊙ might involve audience members helping the organization identify program priorities
- ⊙ advocate for the passage of legislation or policies
- ⊙ viral communication promoting an event sponsored by the organization (e.g., fun run, health fair)

WHAT TYPE OF ENGAGEMENT AND COMMUNICATION DO YOU WANT?

⊙ = Agency/Organization
● = "Customers"

The diagram illustrates four types of engagement and communication between an agency/organization (represented by a blue circle) and customers (represented by green circles):

- Top Left:** A single blue circle (Agency/Organization) has a single green arrow pointing to a single green circle (Customer).
- Top Right:** A single blue circle (Agency/Organization) and a single green circle (Customer) are connected by two green arrows pointing in opposite directions, representing two-way communication.
- Bottom Left:** A single blue circle (Agency/Organization) has a single green arrow pointing to a central green circle (Customer), which then has multiple green arrows pointing to several other colored circles (yellow, orange, red, purple), representing a one-to-many communication.
- Bottom Right:** A network of green circles (Customers) is connected to a central blue circle (Agency/Organization) by multiple green arrows, representing a many-to-one communication.



BROADCAST- SHARE INFORMATION



California Department of Public Health shared a link. May 7

Just one day away from Bike to School Day. Be sure to wear a helmet, follow traffic laws, and most importantly, have fun!

<http://www.walkbiketoschool.org/>



Homepage | Walk to School Day and Bike to School Day
www.walkbiketoschool.org

Bike to School Day! Join Us May 8th! Get counted! Register your event! Bike to School Day 2013 national press release

TB Alliance @TBAlliance 29 May
Read about the personal effects of the spread of resistant #tuberculosis in this piece from @undispatch: bit.ly/Z5RvoX
Expand

CDC NCEZID @CDC_NCEZID 31 May
Multistate outbreak of #HepatitisA potentially associated with a frozen berry blend food product. cdc.gov/hepatitis/Outb... #HAV
Retweeted by CDCgov
Expand



BROADCAST- TAKE ACTION



facebook

Community Food Advocates
To connect with Community Food Advocates, sign up for Facebook Today!



Community Food Advocates
1,957 likes

Take action to support our cause

Community Food Advocates
May 23 near Nashville, TN

The Senate is working on the Farm Bill right now. Please take 5 minutes to call your Rep to support the 2013 Farm Bill!

Here's the contact info for TN Senators:

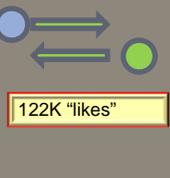
Sen. Lamar Alexander
(202) 224-4944
Sen. Bob Corker
(202) 224-3344

Calling is easy – just dial the numbers above and leave a message like this one below with the person who answers the phone:
... See More

CCPHA @CCPHA 7 Jun
Protest the \$20 billion cut to SNAP in the House's Farm Bill by taking the SNAP Challenge from June 13th - 19th. ow.ly/IOLLJ
Expand

The California Center for Public Health Advocacy (CCPHA)

ASK FOR FEEDBACK



122K "likes"

facebook

Hostelworld.com
122,200 likes

What's the one thing you shouldn't miss in Berlin and why? Tell us by commenting below and you could be included in a feature on our site next week!

Hostelworld.com
Sunday

What was the first hostel you ever stayed in?

Like · Comment

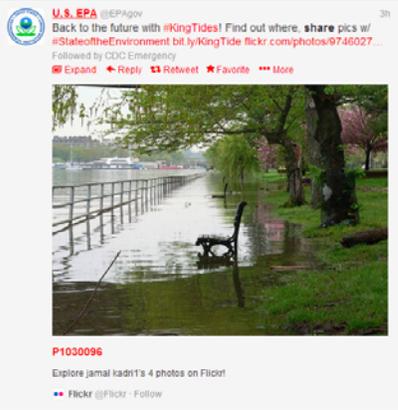
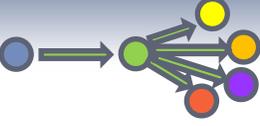
Gibela Travellers Lodge, Che Lagarto to Hostels, Bambu Guest House and 80 others like this.

Daniel Weil-Brenner Wombat's Vienna - The Lounge
7 · Sunday at 2:25pm via mobile
3 Replies

Katharine Conroy St Christopher's Inn at the Winston in Amsterdam
5 · Sunday at 2:40pm via mobile

View more comments 2 of 377

WORD OF MOUTH



Have You Heard?

CDC Injury Center @CDCInjury
Spread the word about the new Be Heads Up poster contest for kids. 1.usa.gov/13XUfT5
Followed by CDC Emergency
View summary

girlshealth.gov @girlshealth
There is no safe suntan! Take healthy steps to protect your skin. Retweet to spread the word! go.usa.gov/b.2N9
Followed by wsmconference and 1 other
Expand Reply Retweet Favorite More

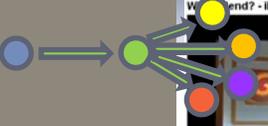
Cooking Light @Cooking_Light
Our July issue is on newsstands today—share your favorite recipe from the issue using #CLJuly2013!

U.S. EPA @EPAgov
Back to the future with #KingTides! Find out where, share pics w/ #StateoftheEnvironment bill by #KingTide flickr.com/photos/9746027...
Followed by CDC Emergency
Expand Reply Retweet Favorite More

P1030096
Explore jamal kadr1's 4 photos on Flickr!
Flickr @Flickr · Follow



VIDEOS- GO VIRAL?



Blend? - iPhone
6,895,408 views



SA Department of Health - Out it Flu
208,103 views



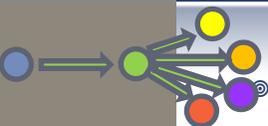
Healthiest Nation in One Generation
7 OUT OF EVERY
6,601 views



One Small Change - For the Health of It
one small change
4,558 views

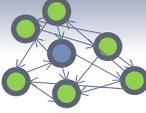


VIDEO EXAMPLES



- One small change (SLVHD)
 - http://www.youtube.com/watch?v=pRn-K_9vryU
- Australia
 - <http://www.youtube.com/watch?v=931aIoM07E>
- BlendTech
 - <http://www.youtube.com/watch?v=qg1ckCkm8YI>
- Healthier in One Generation
 - <http://www.youtube.com/watch?v=atfiRB2kclY>

INTER-CONNECTED CONVERSATIONS



Problem: “Wanted to improve dialogue with end-users and senior management of their System i customers”



https://www-304.ibm.com/partnerworld/wps/servlet/ContentHandler/swg_com_sfw_social_media_success_stories_main

PHYSICAL ACTIVITY



- ⊙ Teen girls physical activity:
 - ⊙ Phone app allowed them to compare step counts with each other
 - ⊙ Allowed them to send texts to each other as encouragement
 - ⊙ Step history published on web site and they reflected on their progress through the web journals
 - ⊙ <http://hercules.infotech.monash.edu.au/~saguna/wp-content/uploads/references/persuasive%20references/Encouraging%20Physical%20Activity%20in%20Teens.pdf>



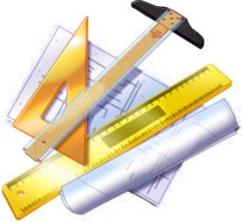
SO WHAT?

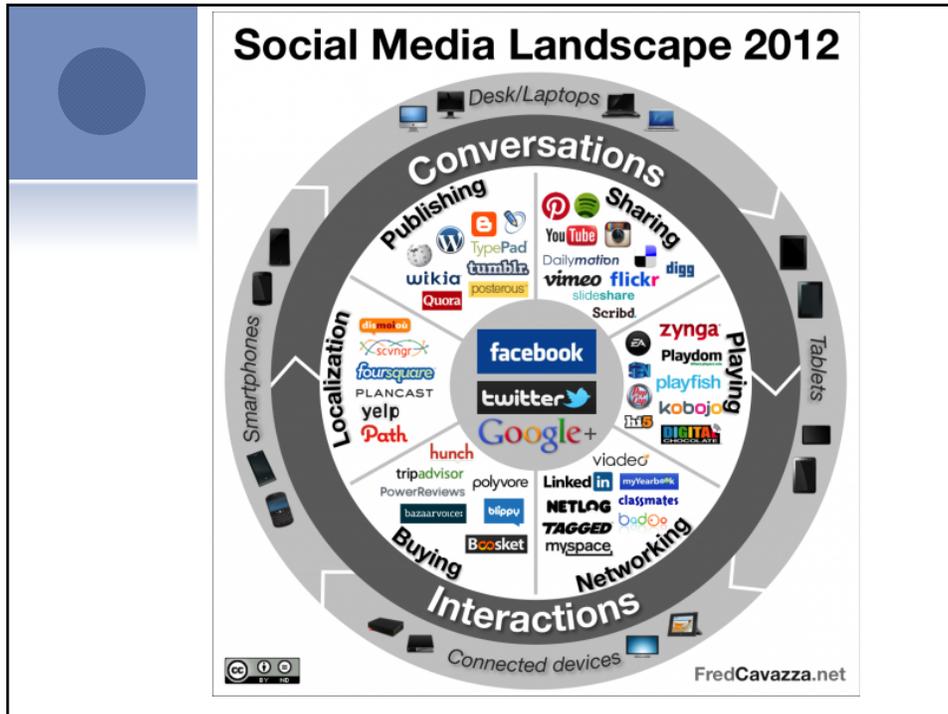
- ⦿ We have to provide “value” to them
 - ⦿ Why do they want to be “friends” or “follow” us?
- ⦿ What type of communication do you want?
 - ⦿ This will influence the technology choice
- ⦿ Again:
 - ⦿ Have to make it “sharable”
 - ⦿ Make it so they want to interact with you



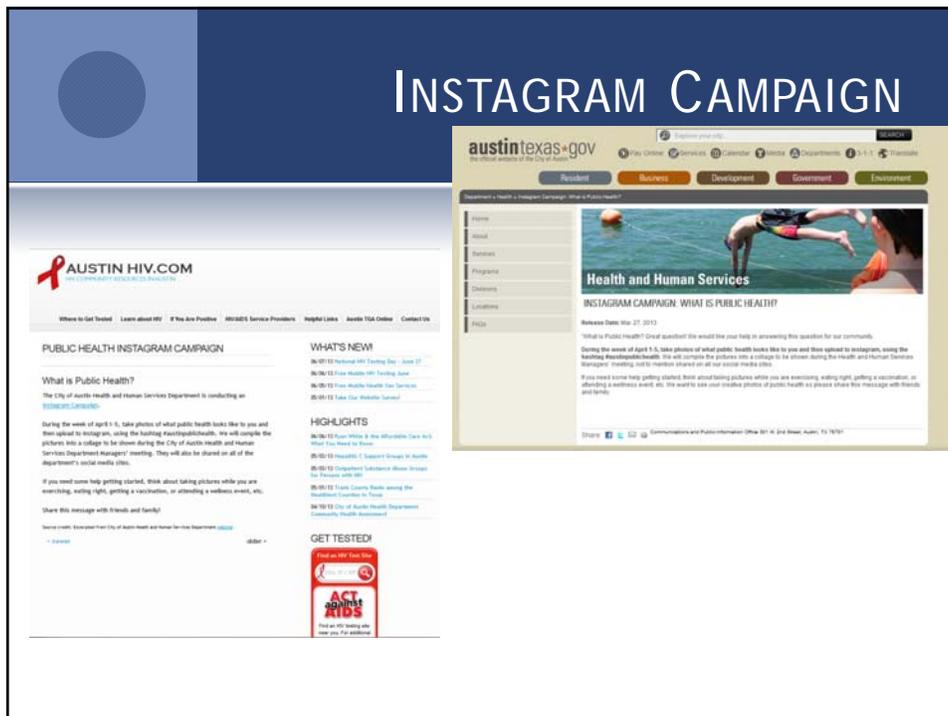
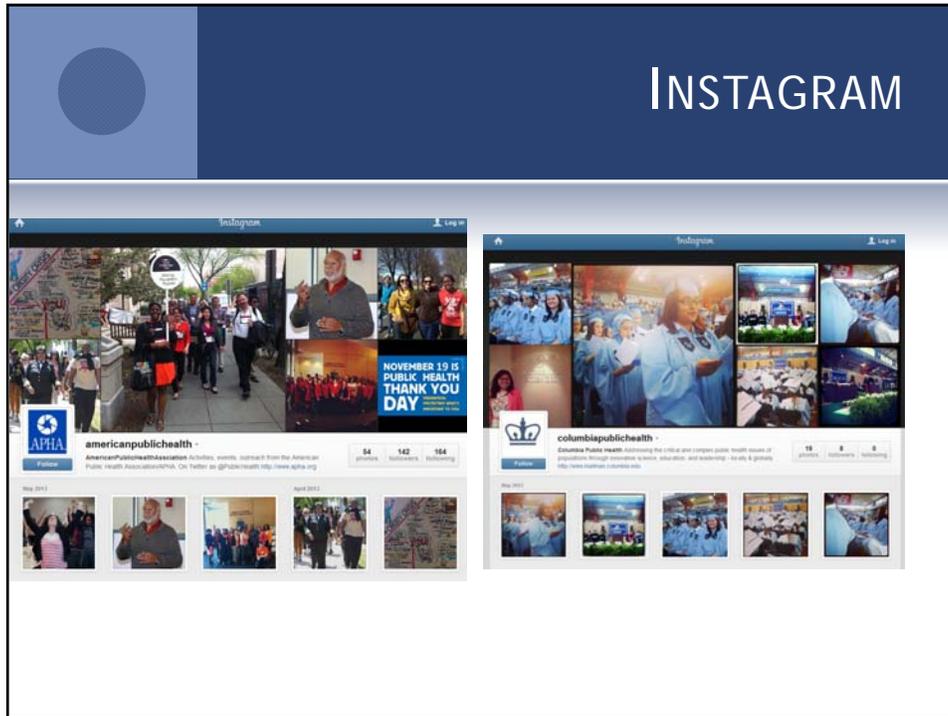
P.O.S.T.

- ⦿ **T**echnology-
 - ⦿ What platforms to use?

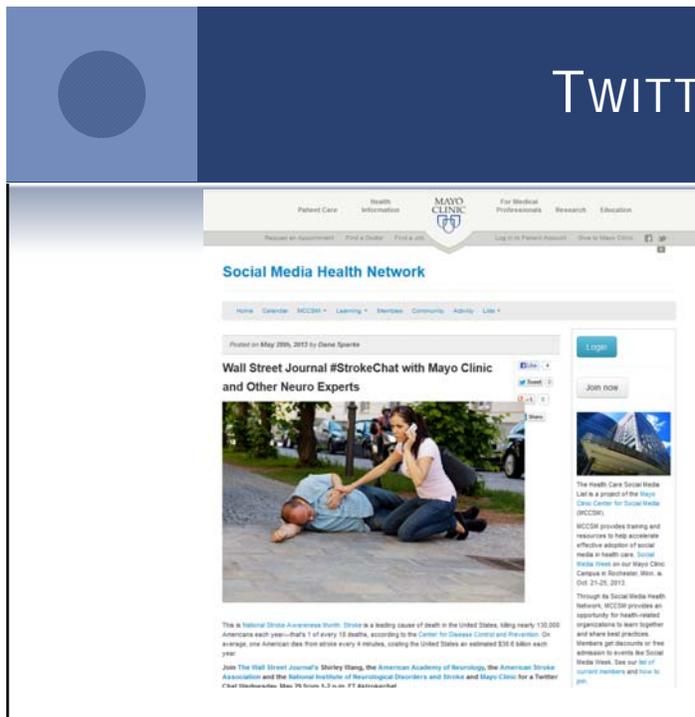




SHARING, NETWORKING,
CONNECTING



TWITTER CHAT



“Tweet chats are a great way to bring attention to a specific topic or hashtag to a large audience in a short amount of time.”

TWITTER CHAT



NPIN is hosting its first bilingual Twitter chat on HIV Prevention in Latino Communities. Join us – post your comments and questions in English or Spanish.

- Date/Time: Thursday June 20, 2:00 p.m. – 3:30 p.m. EDT
- Topics to include: challenges in reaching Latino communities, effective messages, integrating HIV prevention messages with other public health messages, risk groups
- Partners: AIDS Project Los Angeles, Latino Commission on AIDS, CDC Division of HIV/AIDS Prevention, and CDC Capacity Building Branch

To participate in the chat:

- Use the hashtag #NPINChat in all your tweets.
- Use the Twitter search box or a third party site such as TweetChat.com to input the #NPINchat hashtag and view the conversation stream.
- Contact NPIN at info@cdcnpin.org if you have questions about the chat topics or how to participate.

For more information on NPIN: www.cdcnpin.org

TWITTER CHAT

Request an Appointment Find a Doctor Find a Job Log in to Patient Account Sign to Mayo Clinic

Social Media Health Network

Home Calendar MCCSM Learning Members Community Activity Lists

Posted on May 23rd, 2013 by Randy Schwarz

Join the @USNewsHealth #Preemie Twitter Chat Today!

[Facebook](#) [Twitter](#) [LinkedIn](#) [Google+](#) [Email](#)

[Log in](#)

[Join now](#)



The Health Care Social Media List is a project of the Mayo Clinic Center for SocialMedia (MCCSM). MCCSM provides training and resources to help accelerate effective adoption of social media in health care. Social Media Week on our Mayo Clinic Campus in Rochester, Minn. is Oct. 21-25, 2013. Through its Social Media Health Network, MCCSM provides an opportunity for health-related organizations to learn together and share best practices. Members get discounts or free admission to events like Social Media Week. [Read more](#) [See all](#)

To learn more about premature births, please join the @USNewsHealth chat with experts prepared to discuss the latest research and innovations in therapy. They'll also cover prevention and treatment, complications; what to expect in the hospital and how to care for your baby when he or she goes home.

Date: Thursday, May 23
Time: 2 p.m. to 2 p.m. ET
Hashtag: #Preemie
Moderator: @USNewsHealth
Experts: @AmerAcadPeds, @CHilrensPhis, @marchofDimes, @mayoclinic

BOSTON CHILDREN'S HOSPITAL ON FACEBOOK

facebook Search for people, places and things Rosemary Thackeray



Until every child is well.

SHOW YOUR SUPPORT



Boston Children's Hospital

722,243 likes · 6,605 talking about this · 66,411 were here

Hospital · Pediatrics · Medical Research
Please read our social media policies before posting:
<http://bit.ly/chbpol>

About · Suggest an Edit

Photos Request an Appoint... Events Give today

Boston Children's Hospital
Yesterday · 1h

Max is a patient at the Heart Center at Boston Children's Hospital, recently ranked #1 for Cardiology & Heart Surgery by U.S. News and World Report for the 5th year in a row! In this photo, he is celebrating with his doctor Betsy Blume.

Is there a Boston Children's clinician or staff member you'd like to congratulate on a job well done? If so, leave a comment and/or share a photo to our wall! <http://on.bchl.org/169FHCM>

Like · Comment · Share 124

1,523 people like this.

Dalana Cassater Simply the best place in the whole world, congratulations to them all!
Like · Reply · 4 · 10 · Yesterday at 12:20pm

Nicole Tarquinio Johsson LOVE Dr. Blume and the entire Heart Transplant Group (Drs & Nurses) and ALL of the Dr's and Nurses on 8 East as well. This is my son Max and we are so proud of him! We are currently at BCH while he waits for a new heart and the nurses and doctors go above and beyond to make him feel special. Thank you BCH!

1523 likes
113 comments

About the organization

Asking for feedback

Boston Children's Hospital
June 4 · 1h

Last year, Boston Children's patient Leanna Healey travelled to Washington, DC, with our Teen Advisory Council, to advocate on behalf of all of our patients and families. Last weekend, Leanna graduated high school, and she's still advocating! On behalf of all of us at Boston Children's, congratulations!

To read more about Leanna, visit our 'Grattudes' page: <http://on.bchl.org/11pbLK>

Like · Comment · Share 33

1,198 people like this.

John Findley Leanna (Killer) Healey way to go girl Coach JF
Like · Reply · 4 · 2 · June 4 at 1:18pm

Diane Allain We need more people like this in the world.
Like · Reply · 4 · 2 · June 4 at 12:38pm via mobile

View 18 more comments

Building relationships; highlighting people

Boston Children's Hospital
May 22 · 98

When parents care for a sick child in the hospital it can be difficult for them to leave the bedside to sleep, much less find time for a romantic getaway. But Boston Children's has been working to change that by bringing a downtown dining experience to our parents right here in the hospital. Learn more about our special Parents' Night Out event in today's blog: <http://on.bch.org/168VJQ5>

Like · Comment · Share

1,011 people like this.

Henry Kate Ellsworth Great idea! Au Bon Pain gets a little Au No No! Sign after a few days...
Like · Reply · 42 · 9 · May 22 at 1:00pm · Edited

Rebekah Schreckenghost Thank you CHH for this wonderful experience! I had the privilege of attending this Parents Night Out in October and I can say it was a relaxing, fun night, with great food! It can be so hard to leave your child, and all I had to do was walk downstairs!
Like · Reply · 42 · 3 · May 22 at 3:13pm via mobile

View more comments 2 of 61

Write a comment...

About the organization; what they are doing that benefits their "customers"

facebook

Remember Me Forgot your password?

Email Password Login

Sign Up Sign up for Facebook to join Project:1200.

Project:1200
Global

Basic Info
Type: Organizations - Advocacy Organizations
Description: There is a war going on. 1200 casualties every day. And for what? Corporate greed? Social acceptance? The victims aren't strangers though. The victims are you and me. Your family, friends, co-workers, and neighbors. But here is the thing, we aren't going to be manipulated and led to any longer. We are group of people who are taking a stand.
We are the rocks in Big Tobacco's shoes. The sun in their eyes. The guerilla warriors on the battlefields of life.
But we need your help.
If your into taking a stand against an industry that kills, lies, and manipulates for a profit, join us.
If your into educating the public on an important issue that is swept under the rug and brushed off as "a personal choice," join us.
Big Tobacco has gotten away with too much for too long. Because of them, every year, over 5 million people take their last, painful breath. Just fix that: more people

Project:1200

Group Type
This is an open group. Anyone can join and invite others to join.

Admins
Peter (creator)

Related Groups
Stop the Chop - Tobacco Prevention and Control Must Stay Funded
Organizations - Advocacy Organizations

ORGANIZE EVENTS

The screenshot shows a Facebook event page for a 'Candlelight Vigil' for World No Tobacco Day. The event is hosted by Project:1200 and is scheduled for Saturday, May 30, 2009, from 9:00pm to 10:00pm at the Utah State Capitol in Salt Lake City, UT. The page includes a description of the event, a list of confirmed guests, and a 'Your RSVP' section with options to attend, maybe attend, or not attend. There are also sections for 'Other Information' and 'Other Invites'.

CONNECTING WITH CUSTOMERS

The screenshot shows the SCE&G website with a news article titled 'SCE&G Uses Social Media To Connect With Customers During 2013 Hurricane Season'. The article discusses the company's efforts to reach customers during the hurricane season through social media channels like Facebook, Twitter, and YouTube. It also includes contact information for Public Affairs and a list of services offered by SCE&G.

<http://www.sceg.com/en/news-room/current-news/2013-hurricane-season.htm>

SHARING VIA VIDEO AND PHOTOS

UCLA surgeons using Vine, Instagram to video tweet brain surgery



UCLA Health professionals ready a patient for a procedure to implant a brain pacemaker. (@UCLAHealth Vine / Mar 13, 2013)

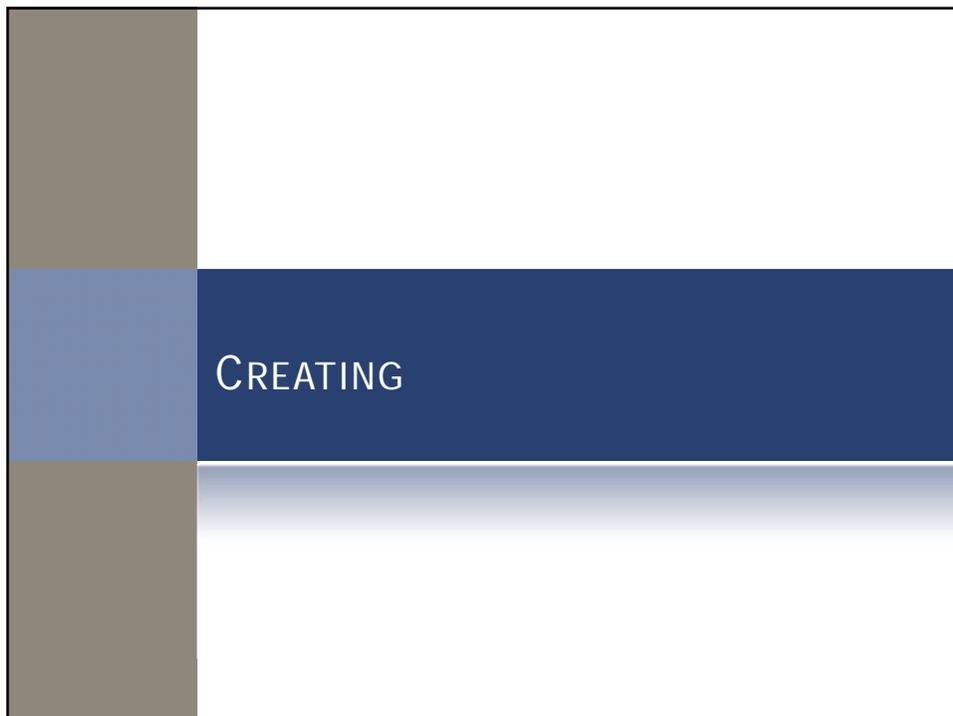
TB ON TWITTER



CDC Kenya @CDCKenya 24 Mar
Globally, TB kills almost 200 people every hour. #WorldTBDay #tuberculosis
Expand

PAHO/WHO @pahowho 24 Mar
#Tuberculosis is spread through the air when people with active lung infection cough, sneeze or spit. #WorldTBDay new.paho.org/hq/index.php?o...
Expand

United Nations @UN 23 Mar
#Tuberculosis: @WHO & @GlobalFundNews said this week that \$1.6 billion is needed to fill funding gap j.mp/16HA8MC #WorldTBDay
Expand



TUMBLR

THE RED PUMP PROJECT

A NONPROFIT THAT RAISES AWARENESS ABOUT THE IMPACT OF HIV/AIDS ON WOMEN AND GIRLS, ONE RED PUMP AT A TIME. WHY DO YOU "ROCK THE RED PUMP?"

Just saw an ad for OraQuick, the rapid at-home HIV test on the side of a Chicago Transit Authority bus. Do...

HIV DISCLOSURE ETIQUETTE

YOUR FRIENDS JUST TOLD YOU THEY HAVE HIV. HERE ARE A FEW SUGGESTIONS ON HOW TO PROPERLY RESPOND.

HOW

- "HOW LONG DO YOU HAVE?"
- "HOW DID YOU GET IT?"
- "WHO GAVE IT TO YOU?"
- "WHY AM I NOT SURPRISED?"
- "I'M NOT GONNA GET IT AM I?"

DON'T

- "YOU'RE NOT ALONE."
- "HAVE YOU STARTED TREATMENT YET?"
- "I'M HERE FOR YOU."
- "HAVE YOU FOUND A GOOD DOCTOR?"
- "I APPRECIATE YOU TELLING ME THAT."

IF SOMEONE EVER DISCLOSES TO YOU THAT THEY ARE LIVING WITH HIV, HERE ARE SOME POINTERS ON HOW TO NAVIGATE THE CONVERSATION BY ASKING THE RIGHT QUESTIONS AND NOT STIGMATIZING THEM.

Props to **The Stigma Project** for this cheat sheet.

<http://redpumpproject.tumblr.com/post/48946498700/f-someone-ever-discloses-to-you-that-they-are>

OTTAWA PUBLIC HEALTH ON TUMBLR- SERVICES PROVIDED

Calling All Businesses! Community Connect Training

COMMUNITY CONNECT
Keeping older adults safe and independent

- Look** for changes in the person's well-being
- Listen** and ask questions
- Connect** Call Ottawa Public Health

Community Connect Training Launch
Keeping Older Adults Safe and Independent

Date: Tuesday June 11, 2013
Time: 10:00 - 11:00 AM
Location: Billings Bridge Centre, 2277 Riverside Drive, Central Court

Learn about:

- What Ottawa Public Health is doing to keep isolated and at-risk older adults safe
- What to look for and what to do if you are concerned about an older adult
- How you can help connect an older adult to services and supports through Ottawa Public Health

Please register with Beverly.Nussbaum@ottawa.ca or call 613-580-6744, ext. 26274

Refreshments will be served

<http://ottawahealth.tumblr.com/post/52710345534/community-connect-works>

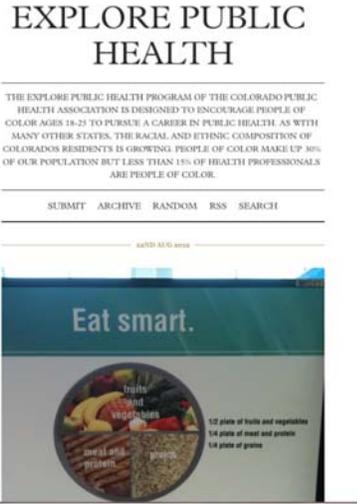
COLORADO PUBLIC HEALTH ON TUMBLR

EXPLORE PUBLIC HEALTH

THE EXPLORE PUBLIC HEALTH PROGRAM OF THE COLORADO PUBLIC HEALTH ASSOCIATION IS DESIGNED TO ENCOURAGE PEOPLE OF COLOR AGES 18-25 TO PURSUE A CAREER IN PUBLIC HEALTH. AS WITH MANY OTHER STATES, THE RACIAL AND ETHNIC COMPOSITION OF COLORADOS RESIDENTS IS GROWING. PEOPLE OF COLOR MAKE UP 30% OF OUR POPULATION BUT LESS THAN 15% OF HEALTH PROFESSIONALS ARE PEOPLE OF COLOR.

SUBMIT ARCHIVE RANDOM RSS SEARCH

45TH AUG 2012



This is public health! #nodumping for healthy drinking water.

TB ON TUMBLR

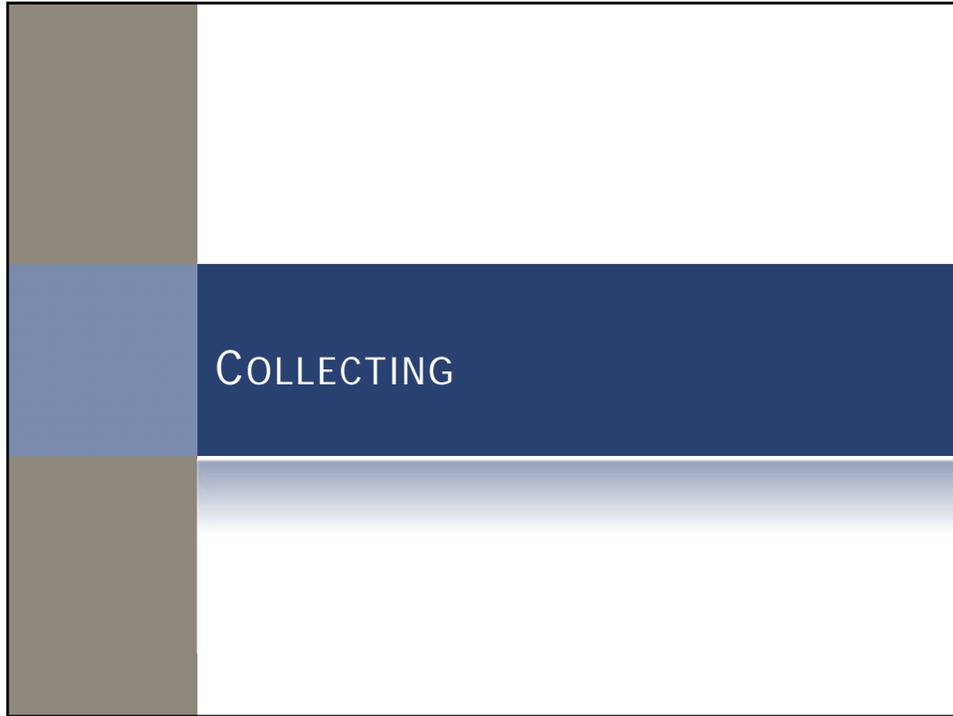
tumblr.

Follow posts tagged #tuberculosis, #tb, and #isoniazid in seconds.



Worst TB outbreak in 20 years kept secret. Florida government covered up TB outbreak while rushing to close hospitals as a part of Gov. Rick Scott's cost cutting campaign.

By [Diane Foster](#)



CDC ON PINTEREST

The CDC is on Pinterest!
Posted on March 19, 2013 by cshannon

CDC.gov joins millions of pinners around the country with an official presence on Pinterest, a virtual pinboard sharing site. On Pinterest, [CDCgov](#) will share inspiring images and important health information through boards covering topics such as women's health, healthy living, emergency preparedness, tobacco prevention, public health history and more! We are excited to have an additional social media channel to interact with you on the latest in health news and information.

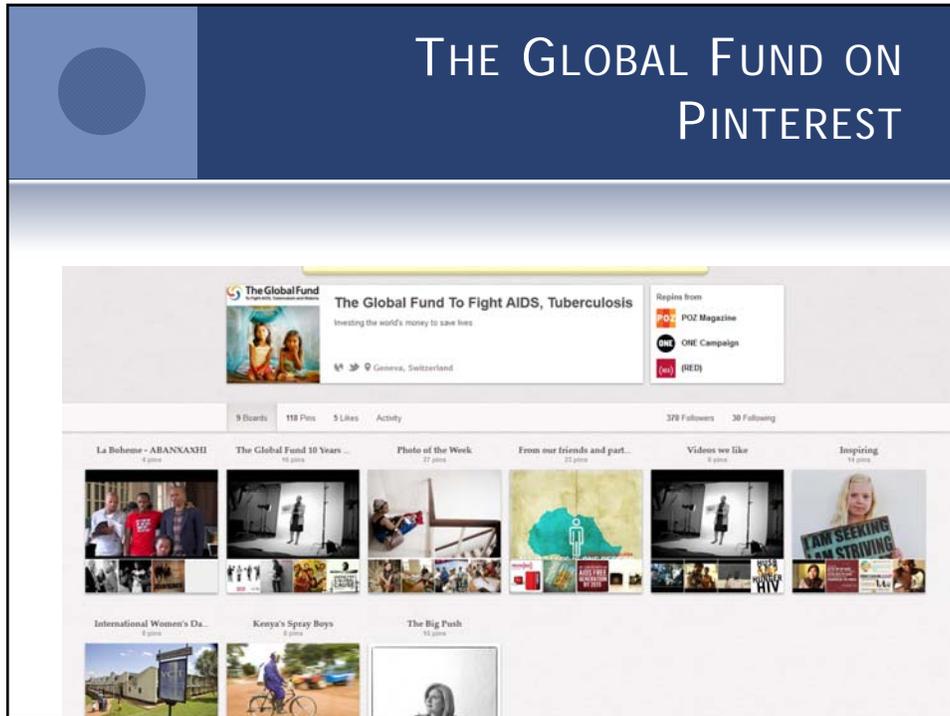
Why is CDC joining Pinterest?

We wanted to provide an additional channel for our readers to share our public health infographics, images and tips. We want to always be part of the conversation about health in social media and present wherever our audience is. Pinterest is the third fastest growing social network and we decided it was time to join the conversation there.

Follow us on [Pinterest](#) and re-pin your favorite CDCgov images and health information to share with friends and loved ones.







BE PATIENT...IT TAKES TIME

“...social is a patience game, which for many can be a bitter pill.” “Return on relationship takes time,” he says. “People are being sold on social as a place to generate leads, but it’s really a place to build loyalty, answer customer service questions and to build a community.” These things take time, he says, and commitment to the platform, but in his experience they have proven to be the value that *does* result in an increase in revenue. How? Through trust and loyalty.

“Any business owner small or large will say that’s the win,” Rubin says. “If people trust you they’re going to be loyal. If they’re loyal, their average order will be higher, the frequency of their purchases will be higher and the life expectancy of them as a customer will be longer.”

--Ted Rubin, Chief Social Marketing Officer of [Collective Bias](http://www.forbes.com/sites/meghancasserty/2013/04/17/why-small-businesses-are-losing-on-social-media/)
<http://www.forbes.com/sites/meghancasserty/2013/04/17/why-small-businesses-are-losing-on-social-media/>

SUMMARY

- ◎ **P**eople-
 - ◎ Who and what
- ◎ **O**bjectives-
 - ◎ Why are we doing this?
- ◎ **S**trategy-
 - ◎ WIIFM
 - ◎ Communication and engagement
- ◎ **T**echnology-
 - ◎ Finally, which platforms to use

RESOURCES & REFERENCES

Data

- ◎ Pew Internet and American Life Project
<http://www.pewinternet.org/>

Books

- ◎ Li, C., & Bernoff, J. (2008). *Groundswell*. Boston: Harvard Business Press.
- ◎ Safko, L., & Brake, D. K. (2009). *The Social Media Bible*. Hoboken, NJ: John Wiley & Sons.
- ◎ Stern, J. (2010). *Social media metrics. How to measure and optimize your marketing investment*. Hoboken, NJ: John Wiley & Sons.

RESOURCES & REFERENCES

Websites

- ⊙ CDC Gateway to Health Communication and Social Marketing Practice
 - ⊙ <http://www.cdc.gov/healthmarketing/ehm/>
- ⊙ Mashable.
 - ⊙ <http://mashable.com/social-media/>
- ⊙ CDC NPIN Social media for public health webcast series (archived recordings and slides)
 - ⊙ http://www.cdcpin.org/scripts/features/feature_itk.asp

RESOURCES & REFERENCES

Journal Articles

- ⊙ BL Neiger, R Thackeray, SA Van Wagenen, CL Hanson, JH West, MD Barnes, MC Fagen (2012). Use of Social Media in Health Promotion Purposes, Key Performance Indicators, and Evaluation Metrics. *Health Promotion Practice* 13 (2), 159-164.
- ⊙ Thackeray, R., Neiger, B. L., Koch Smith, A., & Van Wagenen, S. (2012). Adoption and use of social media among state health departments. *BMC Public Health*, 12, 242. doi:10.1186/1471-2458-12-242



CONTACT INFORMATION

Rosemary Thackeray, PhD, MPH
Professor
Brigham Young University
Department of Health Science
rosemary_thackeray@byu.edu
801.422.0273 (fax)
801.422.1704 (phone)