Social Media in College Health

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Overview

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  - Social Media Platforms
  - Best Practices
* Evaluating social media efforts
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  - Challenges
  - Evaluation
* Social Media in College Health
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* Questions
Introduction to Social Media in College Health

Purpose of Webinar
To familiarize college health professionals with the knowledge and skills necessary to effectively use and evaluate a social media communication plan.

Social Media addresses a Healthy Campus 2020 Health Communication/Health Objective:

- Increase the proportion of students who report receiving information on violence prevention, suicide, tobacco use, alcohol and other drugs, pregnancy prevention, STIs, nutrition, and/or physical activity.
Why Social Media Matters?

According to Nation Survey of Student Engagement (NSSE) Annual Results 2012:

* 89% of students reported using social media
* First year students who frequently used social media were more engaged and believed their campus environment to be more supportive
* Flip side: students who used social media in class felt less connected and reported lower grades
* Balance is needed to engage students with out distracting them
Introduction to Social Media in College Health

Social Media Platforms

**Learning Objective 1:** Distinguish between social media platforms
Social Media are the platforms that enable the interactive web by engaging users to participate in, comment on and create content as means of communicating with their social graph, other users and the public. Social media has the following characteristics:
Social Media Platforms:
To help you network

* Facebook
  + Widely adopted
  - Young generation may leave as the older generation finds it

* Google+
  + Ease of use and uncluttered environment
  - Competition from other platforms

* LinkedIn
  + Most people are on it
  - Most people don’t know how to use it once on

* MyLife (MySpace?)
  + Easy to use interface
  - Not widely adopted

* Twitter
  + Used by large segments of the population
  - Can be a distraction; difficult to be “seen”
Social Media Platforms:
To help you promote events and ideas

- **Search Engines**
  - Bing
  - Google
  - Yahoo

- **Blogging Platforms**
  - Blogger
  - Tumblr
  - Vox
  - Xanga
  - Joomla
  - Drupal
  - Typepad
  - Wordpress

- **Discussion Board Forums**
  - Lefora
  - Zoho
  - Drupal
  - PhpBB
  - Simple Machines
  - Vanilla
  - JavaBB
  - vBulletin
Social Media Platforms:
To help you share

- Buffer
- Delicious
- Digg
- Instagram
- Path
- Pinterest
- Quora
- Reddit
- Scribd
- StumbleUpon
- TweetDeck
- Wikipedia
Social Media Platforms: Most Popular

- Facebook
- Twitter
- LinkedIn
- Google+
- Pinterest
- Tumblr
- Flickr
- VK
- Instagram
- DeviantArt
Learning Objective 2: Discuss the best practices that exist for social media use in health communication
Best Practices
Tips for Communicating

1. Know your audience - messages should be relevant
2. Keep messages short and engaging
3. Limit the use of acronyms
4. Messages should be easy to understand
5. Proof read the entire draft
6. Use images and statistics to help support your message
7. Answer the question, “Why should I care?”
8. Provide a call to action

CDC: www.cdc.gov/socialmedia/tools
Use numbers when they help you make your point

GOOD EXAMPLE:
Researchers found that 90% of Americans believe the possible harm from vaccines is very small.

WEAK EXAMPLE:
Researchers found that 90 percent of Americans believe the risk from vaccines is very small.

CDC: www.cdc.gov/socialmedia/tools
Shorter is better

GOOD EXAMPLE:
Stress is normal. It’s a mental or physical reaction to problems people have in their lives.

WEAK EXAMPLE:
Stress is a prevalent psychological and physical consequence of the ever-increasing demands of life.

Clear and action-oriented

GOOD EXAMPLE:
Follow these rules to avoid getting sick from food:
  - Cook meat until it is not pink in the middle.
  - Wash fresh fruit and vegetables completely before you eat them.
  - Keep hot food hot and cold food cold.

WEAK EXAMPLE:
Following safety precautions can reduce food-borne disease transmission.

CDC: www.cdc.gov/socialmedia/tools
Evaluating Social Media Efforts

Key Indicators
Key Indicators

**Process**

* Are you reaching the target population?
* Count contacts
* Do not look for results
* Conduct throughout the life of the program

**Impact/Outcome**

* Are there changes in the target population’s knowledge, attitudes, beliefs or behaviors?
* Did you meet your overall goal?
* Impact: Baseline and first contact
* Outcome: Conduct as soon as enough people have participated to get meaningful results

Key Indicators

**Process**
- Followers
- Likes
- Number of messages sent
- Number of messages retweeted

**Impact/Outcome**
- Changes in awareness, knowledge and/or beliefs
- Changes in behavior
Learning Objective 3: Describe the strengths and challenges associated with health communication through social media
Challenges

- Sharing and Privacy
- Evaluation
- Keeping up with the trends
- Managing multiple accounts
- Lack of time
Learning Objective 3: Outline the evaluation process of a social media communication plan
* Define your social media success
* Develop measurable goals and objectives
* Measure engagement
* Start small
* Learn to measure results and influence
* Use measurement to connect
* Don’t use term “return on investment”
* Use metrics to learn, improve, and save time
Evaluation

* Base evaluation on the goals of the campaign
  - Exposure
  - Engagement
  - Influence
  - Results

“Key Aspects to social media evaluation are progressive: You can’t have ENGAGEMENT without EXPOSURE; never get to INFLUENCE and see RESULTS unless you’ve had some ENGAGEMENT with your target audience”

CDC: www.cdcnpin.org
Social Media in College Health

Examples
Examples

- College of St. Scholastica:
  - Develop Communication Plan
  - Hire WellU Marketing Intern:
Examples

* University of Pennsylvania:
  - Develop a Social Media Strategy
    - Content, timing, medium
  - Implement and evaluate plan

Heart Month: February
February 3-7:
1. Superbowl Sunday (Feb 2) → stress and link to heart health
2. Wear Red Day
3. Heart Disease Trends
4. Steadying an irregular heartbeat
5. National Black HIV/AIDS Awareness day (Feb 7)
6. Sodium Reduction

February 10-14: Prevention & Risk Factors
1. Risk Awareness Week
2. National Tooth Ache Day (Feb 9) → Gum disease link to heart health
3. National Organ Donor Day (Feb 14)
Examples
Process Evaluation

* Facebook
  - Process: Likes, Individual posts, comments, friends, geographical breakdown, demographics, page views, unique visitors, external referrers

* Twitter
  - Process: Number of followers, total posts, hashtags, reach, demographics, geographical location, mentions, re-tweets

  - Resources: Hootsuite, Tweetreach, Twitazlyer, Topsy
Examples
Process Evaluation

* LinkedIn
  - Pages: visitors by industry, page performance, total traffic, visitor demographics, followers, links clicked
  - Groups: members, activity (comments/discussions), demographics (location, function, industry)

* YouTube
  - Subscribers, likes/dislikes, comments, total views, minutes watched, average percentage watches, top contend viewed, geographical location, viewer demographics (age range and gender)

- Resources: LinkedIn Analytics, PeopleLinx
Examples
Process Evaluation

* Cross Channel Evaluation Tools
  - Google Analytics
  - Omniture
  - Hootsuite
* Website Analytics
  - Page views (new v. returning)
  - Page view duration AND Session visit duration
  - Bounce rate (the % of visits that are single page visits)
  - Exit rate (the most “last viewed” page)
  - Frequency/Loyalty (e.g. are the return users coming every day? Once a week? What page(s) are they returning to)
  - Engagement
    - Which pages they are viewing and for how long
  - How they get to our site (Google, from SHS, etc.)
  - Do people visit specific pages at specific times?
  - Which pages are the most popular?
  - How many pages (if any) do readers browse before leaving?
Examples
Outcome/Impact Evaluation

* ACHA-NCHA Survey
  - Have you received information on the following topics from your college or university?
  - Are you interested in receiving information on the following topics from your college or university?

* Patient Satisfaction Survey
* Sample Survey
* Focus Groups
* Message Testing
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Questions
THANK YOU!

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