PART I
● Describe the current state of social media use in health

PART II
● Explain the need for college health professionals to critically evaluate and deploy social media

PART III
● Discuss how at least 4 different social media platforms can be engaged and deployed by college health professionals
BOYD AND ELLISON (2008)

- [W]eb-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system. (p. 211).

RECENT EXPANSION

- Movement away from individual profiles and towards collaborative identity
WEB 1.0
● Static
● "Archive of data"
● Taxonomy

WEB 2.0
● Collaborative
● "Transparent mechanism"
● Folksonomy

WEB 2.5
● Collectivist
IN HEALTH

US CONSUMERS
● Utilize platforms like WebMD, Mayo Clinic and Google for health information (Web 1.0)
● Social media (Web 2.0) consumption continues to increase
● New platforms

HEALTH CARE PROVIDERS
● Case studies demonstrating traditional forms of efficacy.
● Ensure access to high quality information
● Goal to “empower” patients - Health Promotion
● Often see pitfalls rather than opportunities
COLLEGE STUDENTS
- Utilize social media and social networks to guide personal health behaviors
- Targeted as early adopters

COLLEGE HEALTH PROVIDERS
- Share many of the concerns non-college counterparts
- Seek to meet the unique needs of college students
- Balance between use of innovated technologies and risks related to patient privacy
LIT. REVIEW

CONSUMER DESIRE ONLINE MEDIA
● Escoffery et al. (2005)
● Knight et al. (2015)
● Koteyko, Hunt & Gunter (2015)

IMPORTANCE OF SOCIAL NETWORKING
● Christakis & Fowler (2010)
● Wilson & Huttlinger (2010)

RESEARCH STUDIES ON HEALTH PROMOTION
● Love et al. (2013)
● Peddecord et al. (2008)
● Richman et al. (2014)
LIT REVIEW (2)

AWARENESS STRATEGIES
● Seale et al. (2011)
● Shropshire et al. (2013)

SOCIAL MEDIA AS RESEARCH TOOL
● Yoon, Elhadad & Bakken (2013)

SOCIAL MEDIA RELATED PRESENTATIONS
● Ostroski & Wermers (2015)
● Schneider et al. (2015)

CAUTIONARY TALES
● Schmidt (2015)
NEW LITERACIES

DIGITAL LITERACY
- Prensky (2001)
- Jenkins (2006, 2009)
- Rheingold (2007)
- Carr (2010)

A PERIOD OF APPLICATION
- Business
- Citizenship
- Education
- Medicine?
WHERE WE HAVE BEEN
- Consumer desire for socially mediated health information
- Clear statements of the importance of social networks
- Cautionary Tales

WHAT IS MISSING
- Approach to evaluate current and emerging platforms
- Understanding of the underlying digital pedagogy theoretical perspectives
- Understanding of how to engage with current and evolving platforms within college health settings
Branded Yak Responses

Native Yak Response

Number of Votes (positive indicates positive vote)
Number of Replies
PLATFORMS

Facebook

Instagram

Twitter
PLATFORMS (2)

- Tumblr
- Wikipedia
PLATFORMS (3)

YouTube

Yik Yak
BRIEF DESCRIPTION
● More than 1 billion active users
● Social networking allowing users to construct and gain information from within their network

INTENDED USE
● Connect family, friends and business associates
● Share information, websites, photos and videos within an established network
PRECAUTIONS

● Privacy settings
● Tagging of pictures
● Understanding of audience and social networking rules

COLLEGE HEALTH

● Advertise within a social network
● Connect with other FB groups: student organizations, parents, residence halls
● Link to other social media tools to promote messages
SETTING UP FACEBOOK PAGE

- User Guide
- Setup Page

POSTING TO FACEBOOK

- Be consistent
- Connect with words and pictures
- Review posts to see what works
BRIEF DESCRIPTION
● 316 million active users daily
● 500 million tweets sent per day
● Updates in 140 characters or less
● Use of hashtags (searchable)
● Periscope

INTENDED USE
● Messages from users show up on a twitter feed
● Like a newspaper with headlines pertinent to you
● Users who follow you will see your posts
PRECAUTIONS

- Following other twitter users indicates a relationship and their content can be attributed to you

COLLEGE HEALTH

- Engagement with other twitter users
- Real time messaging
- Links to evidenced based resources
- Connection with other groups at the University
SETTING UP TWITTER ACCOUNT

- User Guide

TWEETING

- Create a post of 140 characters
- Using # to link your post with similar content.
- Find # used by your campus community
- Use @ to connect with specific users
- Repost for other trusted organizations
INSTAGRAM

BRIEF DESCRIPTION
● 200 million monthly active users
● 20 billion photos shared
● Share information and connect through pictures and brief videos

INTENDED USE
● Post pictures to share with other Instagram users
● Connect with other social media applications including: Flickr, Facebook and Twitter
PRECAUTIONS
● Following others indicates a relationship
● Privacy issues for photos

COLLEGE HEALTH
● Engagement with users
● Health promotion of activities
● Clinic promotion
● Connection across and within colleges and universities
HOW TO CREATE AN INSTAGRAM ACCOUNT

- User Guide

POSTING TO INSTAGRAM

- Upload a picture and use text to further describe or provide more information
- Look at posts created by other institutions
- Use the heart to indicate you like other post and evaluate your posts
- Link to your other social media accounts
TUMBLR

BRIEF DESCRIPTION
● 256.3 million blogs / 129.9 billion posts
● Online Blog site
● Share texts, photos, links, music and videos.
● Does not require people be in a social network

INTENDED USE
● Sharing of blog with integration of varied content.
● Allows blog to reach wider audience and link to similar content
PRECAUTIONS
- Having accurate data is key
- Public purpose is not misconstrued

COLLEGE HEALTH
- Can be a useful tool to discuss blog appropriate topics
- Postings in real time
- Allows for a more in depth analysis and linking to other blogs
HOW TO CREATE AN ACCOUNT

- User Guide

PUBLISHING YOUR BLOG

- Be consistent with posting
- Look for other similar blogs to create keywords
- Connect with other social media
- Use @ mentions to connect directly with other users
- Follow university requirements for online posts
BRIEF DESCRIPTION
● 374 million unique users per month
● 70,000 active active contributors
● More than 290 languages
● Free encyclopedia written by the people who use it.

INTENDED USE
● Live collaborative way to share information
● Allows for users to obtain and share knowledge
● View History allows to see edits to page
PRECAUTIONS

● Anyone can make edits
● Data may not verified in traditional ways to be deemed correct

COLLEGE HEALTH

● Students frequently use wikipedia for information sources
● Keeping up to date information can be a useful marketing source
CREATING/EDITING AN ENTRY

- User Guide
- Search for any topic on wikipedia
- Select the Edit tab at the top of the page
- Click save page at the bottom of page.

CRITICAL ANALYSIS OF ENTRY

- Track who is making changes to vet content
- Know how often content is changed
- Track your edits
YIK-YAK

BRIEF DESCRIPTION
● At least 1300 campuses
● Mobile, anonymous location posting site
● Like a college bulletin board to share information

INTENDED USE
● Share information with other users in a 5 mile radius
● Maintains user privacy
● Allows users to self monitor
PRECAUTIONS
● Anonymous

COLLEGE HEALTH
● Current high utilization rates on college campuses.
● Can be used for marketing - Native Yaks
● Provides an overall view of campus pulse and programming/educational gaps within college health on campus
HOW TO “YAK”

● User Guide
● Download on iOS or Android
● Create a Yak and view other Yaks
● Up vote to increase awareness, down vote to remove

NATIVE VS. BRANDED

● Recent study students more likely to interact with yaks not identified as coming from health services
● More health related posts after we started posting
● Use votes to track your messages
YOUTUBE

BRIEF DESCRIPTION
● Over 1 billion users (⅓ of all people on internet)
● More users (age 18-49) than any US cable network
● Allows users to create and share videos
● Allows anyone to view videos

INTENDED USE
● Forum for people to connect and share information via video.
● Multiple applications from entertainment to education
PRECAUTIONS

- Videos may have licensing rights (music used)
- If using video of students consider privacy issues
- Need a way for students and users to evaluate quality of information in the video

COLLEGE HEALTH

- Marketing services - [Example](#)
- Explanation of services / processes (can be helpful for international students to understand healthcare processes in the US)
HOW TO SET UP AN ACCOUNT
  ● User Guide

PUBLISHING VIDEOS
  ● Use video editor
    ○ iMovie
    ○ Camtasia
    ○ Explain Everything
  ● Screen Captures
  ● Uploading a video
  ● Use statistics to help you track your message
CONCLUSIONS

• Social Media usage will continue to grow - more platforms will become available
• Consumers, especially college students, regularly utilized digital sources for health and wellness information
• Social media represents an important tool for engaging with students
• Understand before you use
• Help students to learn to critically appraise information
• Be aware of pitfalls - don’t let them dictate your actions.
References

References (2)


