



# Social Media Best Practices

## Engage to Increase Immunization Coverage Rates

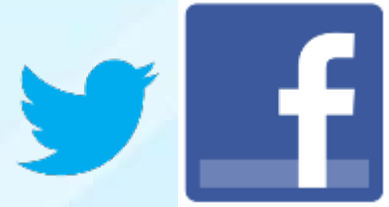
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Health Communication Science Office, NCIRD, CDC

August 7, 2014

# Social Media Recap

- Web-based & mobile tools that turn communication into engagement, interaction and dialogue



# Who Uses Social Media?

According to  
Pew Research Center,  
Jan 2014

## Who uses social networking sites

*% of internet users within each group who use social networking sites*

All internet users	74%
a Men	72
b Women	76
a 18-29	89 <sup>cd</sup>
b 30-49	82 <sup>cd</sup>
c 50-64	65 <sup>d</sup>
d 65+	49
a High school grad or less	72
b Some college	78
c College+	73
a Less than \$30,000/yr	79
b \$30,000-\$49,999	73
c \$50,000-\$74,999	70
d \$75,000+	78

Pew Research Center's Internet Project January Omnibus Survey, January 23-26, 2014.  
Note: Percentages marked with a superscript letter (e.g., <sup>a</sup>) 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).

**PEW RESEARCH CENTER**

<http://www.pewinternet.org/fact-sheets/social-networking-fact-sheet/>



# Which Channels Are Most Used?

- As of September 2013
  - 71% of online adults use Facebook
  - 22% use LinkedIn
  - 21% use Pinterest
  - 19% use Twitter

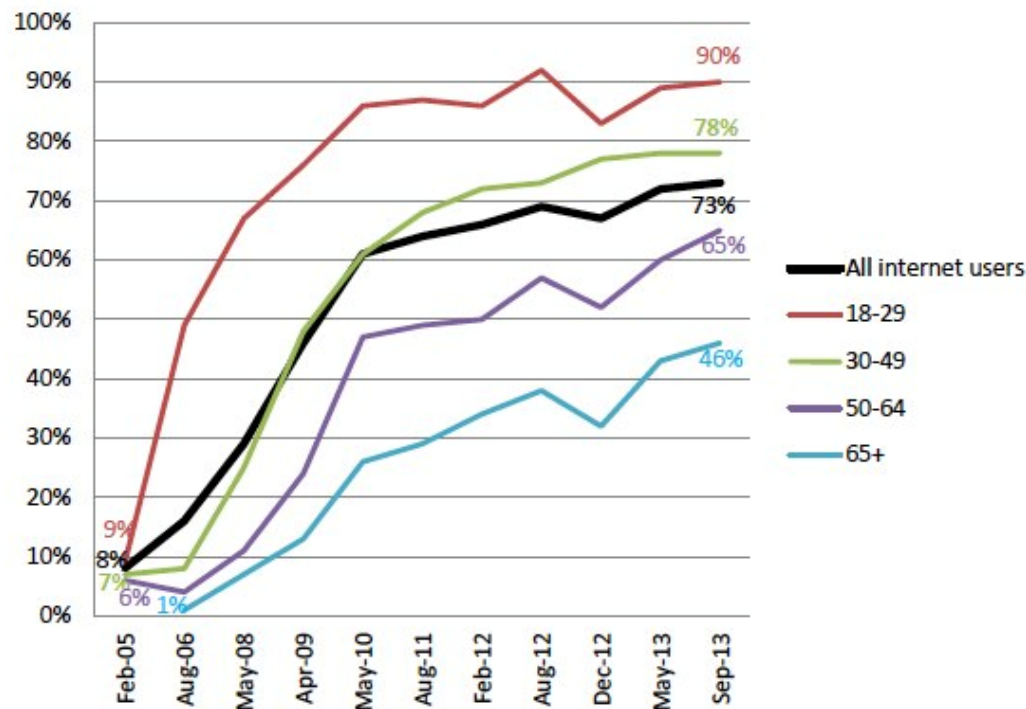


<http://www.pewinternet.org/fact-sheets/social-networking-fact-sheet/>

# Participation Has Grown

## Social networking site use by age group, 2005-2013

% of internet users in each age group who use social networking sites, over time



Source: Latest data from Pew Research Center's Internet Project Library Survey, July 18 – September 30, 2013. N=5,112 internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on internet users is +/- 1.6 percentage points.

# Where Should You Participate?

Engagement

Community Building



Content Sharing



Generating Buzz



Listening



As engagement increases, usually so does the amount of time /resources needed

# Improving Coverage Rates through Social Media

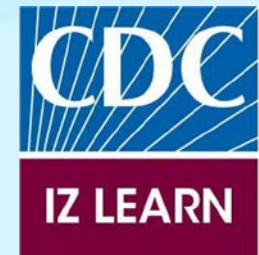
- Select your channel(s)
- Follow best practices for communication, making sure your messages are
  - Targeted
  - Actionable
  - Relevant
  - Timed and repeated/rephrased
  - Visual – *or not*
  - Measurable





# Targeted Social Media Messages

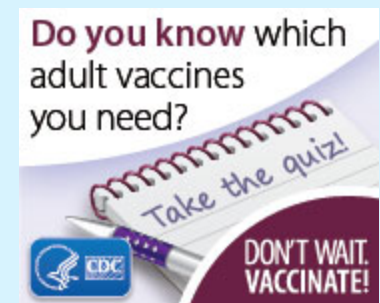
- Identify and speak to your primary audience, using language they understand, about topics interesting to them
- Example: @CDCizlearn Twitter #vaxchat
  - Prepared messages specifically for those who recommend and administer vaccines to
    - Increase awareness of recent rates for teens
    - Promote resources to use in practice/clinic
    - Celebrate others' efforts to vaccinate teens
  - Collaborated with partners who promoted their success stories





# Actionable Social Media Messages

- Encourage, entertain, educate – inspire to change behavior
- Include a call to action (what should reader do next) and a link to more information
- Example: Adolescent/Adult Vaccine Quiz linked from Facebook
  - “Do you know what adult vaccines you need to protect yourself and your loved ones? Take this quiz.”
  - Posted 3<sup>rd</sup> week of NIAM 2013



# Relevant Social Media Messages

- Help your message stand out among the clutter by being relevant
- Example: #Facebookdown & History of Vaccines
  - Facebook inaccessible for few hours on Friday, August 1
  - Twitter accounts grabbed the opportunity to have their message included in the trending hashtag

# Relevant Social Media Messages



**God** @TheTweetOfGod

 Follow

Attention world: [#facebookdown](#). Please remain calm and do not attempt to interact with human beings.

12:29 PM - 1 Aug 2014

4,240 RETWEETS 2,961 FAVORITES



**History of Vaccines** @historyvaccines · Aug 1

During [#facebookdown](#) save people by giving them the flu [#vaccine!](#)  
[mybestshot.org/games/flu-shot/](http://mybestshot.org/games/flu-shot/) @ImmunizeCa

1

# Timed, Rephrased Social Media Messages

- Be repetitive, as your first (not your only) message may be missed
- Be timely; current mindset on best timed posts:
  - Later in the day on Twitter  
*CDC tool indicates our best engagement occurs Tuesday afternoons , contrary to mindset indicating weekends are best*
  - Thursday/Friday on Facebook  
*“The less people want to be at work, the more they are on Facebook”*
  - Saturday evening on Pinterest
- Example: 2 travel vaccine tweets on @CDCgov

# Later, Rephrased Message Prompted Convo

 **CDC**  
@CDCgov Following

Travel healthy: many diseases uncommon in US are in other countries. Get vaccinated and protect yourself. [go.usa.gov/9nWA](http://go.usa.gov/9nWA)

Reply Retweet Favorite More

RETWEETS 42 FAVORITES 8

9:09 AM - 24 Jun 2014

Reply to @CDCgov

 **CDC**  
@CDCgov Following

Before traveling abroad, ask doctor that you're up to date on vaccines. Check 4-6 wks before travel. [go.usa.gov/9nWA](http://go.usa.gov/9nWA)

Reply Retweet Favorite More

RETWEETS 57 FAVORITES 21

3:24 PM - 24 Jun 2014

Reply to @CDCgov

 **Dr. Jacqueline Taubman** @drjackiet - Jun 24  
@CDCgov if you need medical services, make sure u are registered w/ a concierge service provider which can get medical orders & arrange care  
Details Reply Retweet Favorite More

 **Heather Galloway** @GallowayHeather - Jun 24  
@CDCgov especially if you're planning on biting or being bitten #suarez #WorldCup  
Details Reply Retweet Favorite More

 **Independent Traveler** @TravelEditor - Jun 24  
Don't wait till last minute! MT @CDCgov Before trip ask dr if you're up to date on vaccines. Check 4-6 wks before. [go.usa.gov/9nWA](http://go.usa.gov/9nWA)  
Details Reply Retweet Favorite More

 **Cammie Phan** @Chloee - Jun 24  
@TravelEditor @CDCgov very true! Thankfully there were malaria pills available for few days before trip. Otherwise, I'm SOL.  
Details Reply Retweet Favorite More

 **missjayloves** @missjayloves - Jun 24  
@TravelEditor got mine all sorted whoo rabies, hep B & Japanese encephalitis takes at least a month & 3 doses it can catch you out!!  
Details Reply Retweet Favorite More

 **Independent Traveler** @TravelEditor - Jun 25  
@missjayloves Good! It can definitely take longer than you expect to build immunity (I'm guilty of going too late myself).  
Details Reply Retweet Favorite More

 **Independent Traveler** @TravelEditor - Jun 25  
@Chloee @CDCgov So many last-minute details to take care of -- hard to stay on top of all of them!  
Details Reply Retweet Favorite More

Retweeted by travel news account with 137k followers and travel writer with 108k followers



# Engaging Messages with & without Visuals

- Image can provide visual impact
- Images take up more space in viewers' feeds, increasing odds of a post getting noticed
- Fans more likely to remember message content when a striking or informative image is included
- That said, text-only messages can be engaging — experiment to identify topics & tone
- Example: HPV vaccine is cancer prevention  
*2 Facebook posts for public; 2 tweets for HCPs*

# Engaging Messages with & without Visuals

**HPV CANCER PREVENTION**

- 1 HPV VACCINE IS CANCER PREVENTION**  
HPV vaccine protects against HPV types that most commonly cause anal, cervical, esopharyngeal, penile, vaginal, and rectal cancers.  
Every year in the U.S., 27,000 people get cancer caused by HPV. That's 1 person every 20 minutes of every day, all year long.  
Most of these cancers can be prevented by HPV vaccine.
- 2 HPV VACCINE IS RECOMMENDED AT THE SAME TIME AS OTHER TEEN VACCINES**  
Preteens need three vaccines at 11 or 12. They protect against whooping cough, cancers caused by HPV, and meningitis.  
Vaccines for your child 11-12 year old  
#NISTeen #HPV #Immunization
- 3 HPV VACCINE IS BEST AT 11-12 YEARS**  
Preteens have a higher immune response to HPV vaccine than older teens.  
While there is very little risk of exposure to HPV before age 11, the risk of exposure increases thereafter.

Parents and healthcare professionals are the key to protecting adolescents from HPV cancers.

**VACCINATE YOUR 11-12 YEAR OLDS.**

[www.cdc.gov/vaccines/teens](http://www.cdc.gov/vaccines/teens)

**YOU ARE THE KEY TO HPV CANCER PREVENTION**

U.S. Department of Health and Human Services  
Centers for Disease Control and Prevention

**CDC**  
Has your preteen received the #HPV vaccine? Make an appointment with your child's healthcare professional today to protect your preteen from HPV cancers tomorrow. #cancerprevention <http://go.usa.gov/5VKR>

Album: Timeline Photos  
Shared with: Public

Open Photo Viewer  
Download  
Embed Post

Madhusudan Swarnikar, Yenni Angelica, Len Sanchez and 549 others like this.  
732 shares  
View previous comments 39 of 77

**CDC** July 25

Did you know #HPVvaccine prevents cancer? Learn more about getting this life-saving vaccine for your child at: <http://go.usa.gov/5fqT>.

Like · Comment 64 Shares

Berthah Valdez Garza, Morgana Smith-Posada, Masood Najafi and 194 others like this.  
View all 75 comments

**CDC IZ Learn @CDCIZLearn** · Jul 24

Eliminate missed opps: review vax status at every visit & give strong recommendation to protect preteens from #HPV. [1.usa.gov/1jXGcdM](http://1.usa.gov/1jXGcdM)

**CDC IZ Learn @CDCIZLearn** · Jul 24

Safe, effective, anti-cancer HPV vaccine continues to be underutilized. Learn more: [#NISTeen cdc.gov/vaccines/who/t...](http://cdc.gov/vaccines/who/t...)

2 1

Sharable visual: FB post above shared by 700+ fans; FB top right only 64 shares  
Engaging topic: post above had 77 comments; post at right 75 comments  
Disengaged audience: Twitter posts at bottom right had negligible engagement





# Measurable Engagement

- Teen vaccines #vaxchat on @CDCizlearn had an estimated 3+ million impressions
- Vaccine quiz on CDC Facebook generated 300% increase in views of the quiz over 4 days
- Afternoon post on travel vaccines RT'ed by influencers generated an estimated 650,000 impressions
- Facebook HPV infographic generated 700+ shares

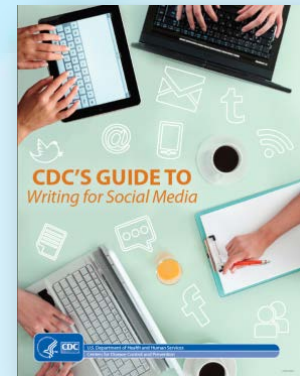
# Engagement Increasing Vax Coverage

- Not only about social media metrics
  - Impressions and influence can't always be measured
  - Increasing awareness is a building process
- **Social media is part of an overall communication strategy**
- Example of broad CDC social media strategy for maintaining childhood and increasing teen and adult vaccination coverage rates
  - Multiple audiences, different messages, multiple channels
  - Public
    - Parents of young children: continue vaccine-preventable disease and protection messages to help maintain norm of vaccination/high coverage rates
    - Parents of teens: educate about recommendations and vaccine-preventable disease
    - Adults: make aware of possible needs, encourage discussion with physician
  - Providers
    - Pediatricians: promote tools to help with vaccination conversations and to educate about vaccine-preventable diseases
    - Physicians to teens and their parents: alert to missed opportunities; promote tools to help with vaccination conversations
    - Physicians to adults: increase awareness, esp. if caring for patients with chronic conditions



# Some Resources

- CDC Health Communicator Social Media Toolkit  
[www.cdc.gov/socialmedia/tools/guidelines/pdf/socialmediatoolkit\\_bm.pdf](http://www.cdc.gov/socialmedia/tools/guidelines/pdf/socialmediatoolkit_bm.pdf)
- CDC Guide to Writing for Social Media  
[www.cdc.gov/socialmedia/tools/guidelines/pdf/guidetowritingforsocialmedia.pdf](http://www.cdc.gov/socialmedia/tools/guidelines/pdf/guidetowritingforsocialmedia.pdf)
- HHS Social Media  
[www.hhs.gov/web/socialmedia/](http://www.hhs.gov/web/socialmedia/)
- GSA Social Media  
[www.digitalgov.gov/category/socialmedia/](http://www.digitalgov.gov/category/socialmedia/)
- Follow on social media
  - @socialmedia2day
  - @Digital\_Gov
  - @GreatGovTweets



# Thank you.

Questions? Please contact [bkf0@cdc.gov](mailto:bkf0@cdc.gov)

