

Social Media Strategies and Lessons Learned



“It’s Ok to Ask”
Campaign

Campaign Objectives

- Increase vaccination rates for children in Vermont
- Transform parents' hesitancy about vaccines into confidence

Campaign Strategy

- Present information in a way that parents' fears and concerns are addressed and acknowledged
- Create a campaign that is positive, supportive, approachable, and transparent
- Provide the primary audience with the information they need via channels they use
- Provide healthcare professionals (secondary audience) effective tools

Campaign Methodology

- Preparatory research process
- Priority group:
 - ❖ Vaccine hesitant/questioning parents, also called “fence sitters”
 - Over 30, college educated, upper to middle income
 - Expecting a baby or with children ages 2 and under

Priority Group

Persona: Meg

TRAITS

- ❖ Social
- ❖ Researches online
- ❖ Learning from websites to make responsible decisions for her baby

VALUES

- ❖ Strives to strike a balance: extreme opinions rub her the wrong way
- ❖ Maintaining her pregnancy “by the book”

MEDIA HABITS

- ❖ Runs most of her life on her iPad
- ❖ Uses her smartphone for texting and research
- ❖ Watches video primarily online and often on her tablet
- ❖ Reads the community weekly newspaper



MEG – PREGNANT & ON THE FENCE

Town: Middlebury, VT

Age: 27

Family: Married to husband Rob, an engineer

Household Income: \$130,000

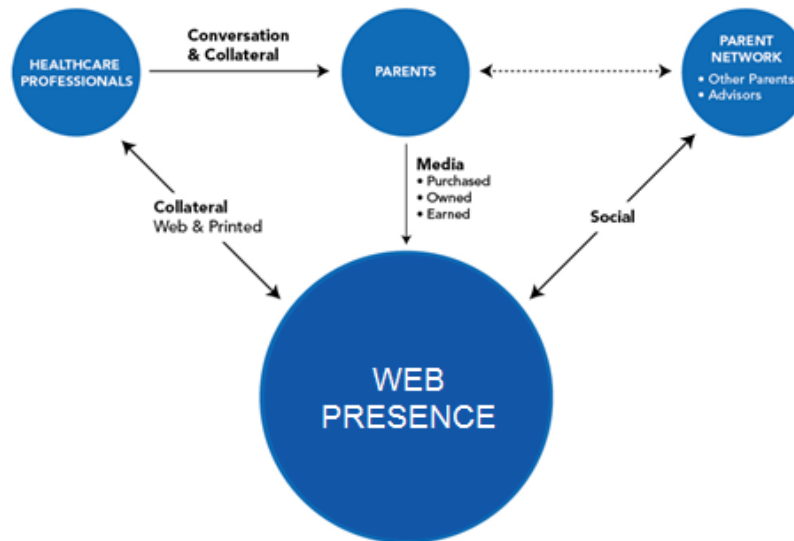
Education: Ithaca College

Profession: Development Manager at Middlebury College

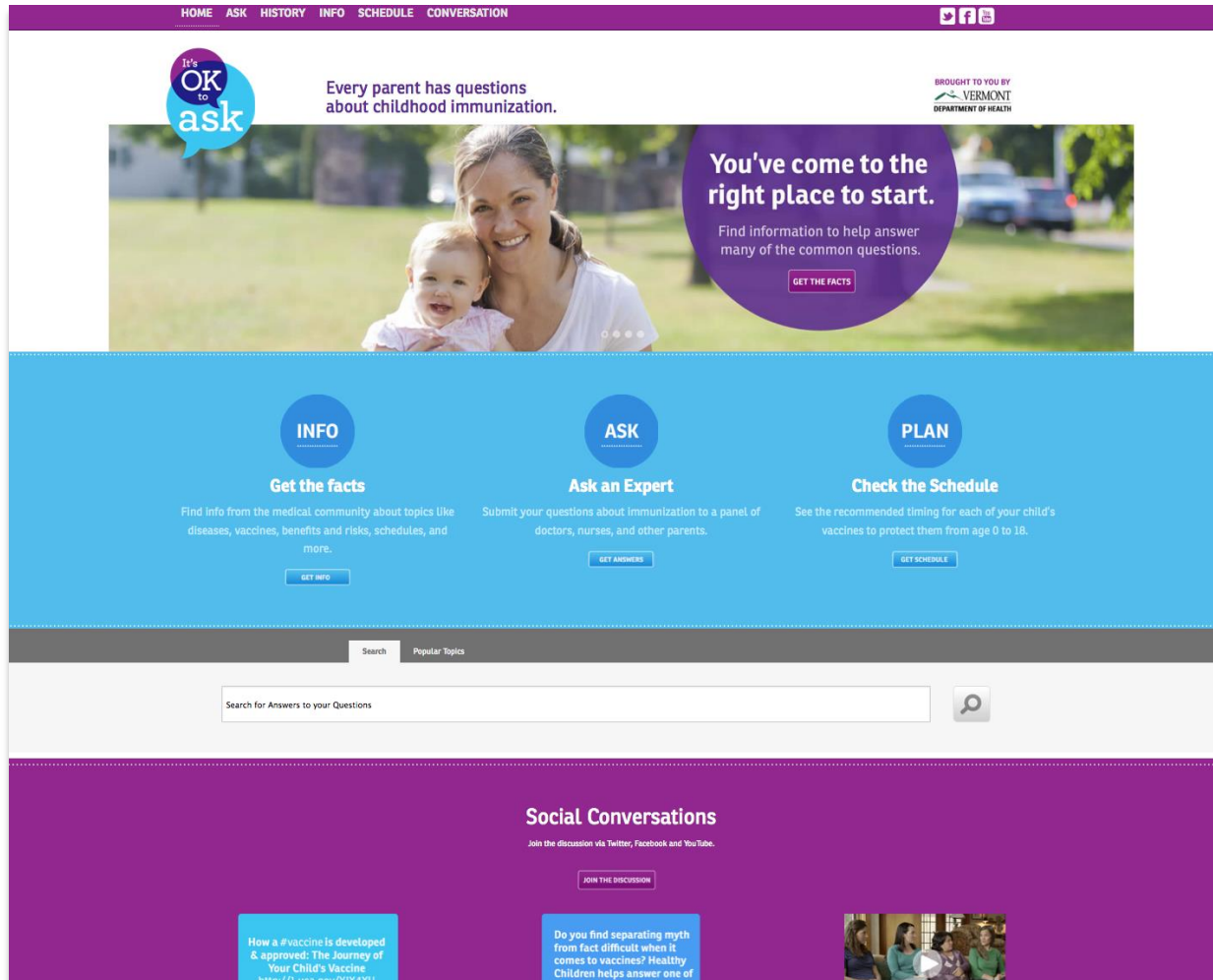
Creative Execution

How to Use Ok to Ask

- Encourage parents to use the website



It's Ok to Ask Website

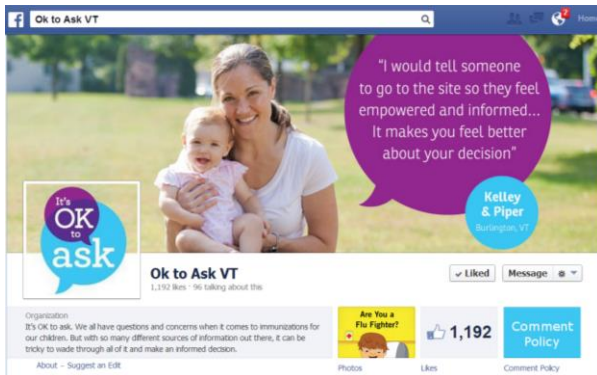


OKtoAskVT.org



Social Media

Goal: Participate in and influence sentiment around the vaccination conversation



Effectiveness: Social Media

Organic + Viral + Paid



2,072
page likes



617
followers



17,333
views

Effectiveness: Campaign

April 8, 2013-August 7, 2014

- Total unique visits to the website 53,912
- Page views 61,944
- Traffic acquisition (how people find the site)
 - ❖ Social media Facebook PPC 13%
 - ❖ Paid online Advertising Google PPC 44%
 - ❖ Organic Google Organic 19%
 - ❖ Direct 8%



Effectiveness: Campaign



oktoaskvt.org - <http://www.oktoaskvt.org> [Go to this report](#)
All Web Site Data

Pages

Mar 1, 2013 - Aug 5, 2014



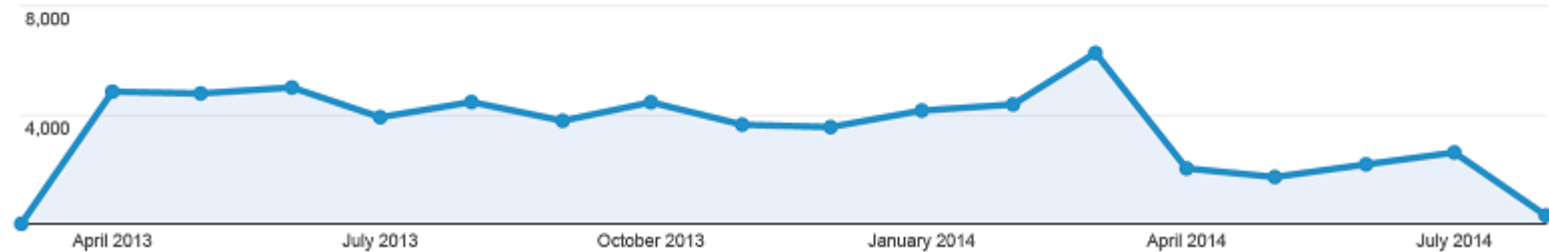
All Sessions
100.00%



+ Add Segment

Explorer

Pageviews



Lessons Learned

- Encourage conversation
- Create a safe space for conversation to happen
- Build it and they will come – refusers



Challenges: Vaccine Refusers

- Belief systems
 - ❖ Different cultural worldviews
 - ❖ Social networks
 - ❖ Risk perception
 - ❖ Emotions/trust
- Data interpretations
 - ❖ Anomalies in the data
 - ❖ Looking for “100%”



Ok to Ask VT shared a link.
December 4, 2013

Much research has been done about peoples' trust in science. A recent study found that the rejection of vaccines was predicted by an individual's "general tendency to endorse conspiracy theories including the specific beliefs that inconvenient scientific findings constitute a 'hoax'."



PLOS ONE: The Role of Conspiracist Ideation and Worldviews in Predicting Rejection of Science
www.plosone.org

PLOS ONE: an inclusive, peer-reviewed, open-access resource from the PUBLIC LIBRARY OF SCIENCE. Reports of well-performed...

Like · Comment · Share

7 4 1 Share

Jessie Hoffline Angus, Tom Holmes, Patsy Kelso and 4 others like this. Top Comments -



Write a comment...



Ok to Ask VT Ok to Ask social media is a place for parents to share thoughts, experiences, and concerns regarding immunizations, and for the page to share fact-based research to assist our visitors in their decision-making process. As such, we provide evidence-based links to research or reports of research conducted by independent third parties.

Like · Reply · December 5, 2013 at 2:53pm



Vermont Coalition for Vaccine Choice Yes indeed there are many science deniers using our tax dollars to push pharmaceutical products that have no liability. Example, Whooping Cough Science being denied:

- Waning vaccine-induced immunity & antigenic divergence in circulating strains seem to be the major problems accounting for resurgence of pertussis. *Curr Top Med Chem*, 2013.
- Waning immunity to Pertussis Following 5 Doses of DTaP. *Pediatrics*, 2013.
- Bordetella pertussis infection in a child with completed primary immunization: A case report. *Hum Vaccin Immunother*, 2013.
- Whooping cough, caused by *Bordetella pertussis*, still occurs despite vaccination. *Ned Tijdschr Geneesk*, 2013.
- "Significant changes in *B. pertussis* populations have been observed after the introduction of vaccinations, suggesting a role for pathogen adaptation." from: Pertussis resurgence: waning immunity and pathogen adaptation – two sides of the same coin. *Epidemiol Infect*, 2013.
- Why do pertussis vaccines fail? *Pediatrics*, 2012.
- "Vaccination with currently used vaccines cannot prevent continued circulation and reinfection with pertussis..." from: incidence and reproduction numbers of pertussis: estimates from serological and social contact data in five European countries. *PLoS Med*, 2010.
- Response to nonvaccine antigens in pertussis vaccine failures was lower than that which occurred in previously unvaccinated children with pertussis. The original exposure to vaccine essentially "locks in" the immune response to certain epitopes and inhibits the response to pertussis in vaccinated children. From: Antibody Response Patterns to *Bordetella pertussis* Antigens in Vaccinated (Primed) and Unvaccinated (Unprimed) Young Children with Pertussis. *Clinical Vaccine Immunol*, 2010.

Like · Reply · 1 · December 5, 2013 at 11:14am



Oregonians for Vaccine Truth and Healthcare Choice Scientists used to be trained to question everything; to set up hypothesis, test and reproduce results. This page seems not to be promoting science, you seem to be promoting product. With the tax money of Vermonters? Is this a state sponsored site? Are we still in the USA? You are ignoring much science in order to sell more product. Shameful.

Like · Reply · 1 · December 5, 2013 at 11:06am



Jennifer Stella I am impressed by your stated efforts to focus on the evidence coming from independent third parties. can you specify (please) how you determine "independence"? - thanks.

Like · Reply · December 6, 2013 at 7:17pm

Write a comment...





We welcome and encourage testimonials and comments on OKtoAskVT.org and our social networks. This is intended to be an open forum available to all age groups. Positive and respectful ideas, information, opinions and stories are encouraged and appreciated.

Inappropriate commentary, images or links will not be tolerated. We will delete a comment if it contains:

- Hate speech or material
- Profanity, obscenity or vulgarity
- Inappropriate photos or images
- Name-calling or personal attacks
- Suggestion or encouragement of illegal activity
- Wording designed to sell a product or service
- Information/wording that infringes on copyrights
- Spam, such as same comments posted repeatedly
- Other comments deemed inappropriate

The OktoAskVT Facebook page will automatically delete any comments containing common profanity with no prior review by the Vermont Department of Health.

Statistics, measurements or information meant as proof, evidence or facts posted on the Ok to Ask Facebook page must be supported with links to citations. Comments and posts including, but not limited to statistics, measurements or information meant as proof, evidence or facts without citations may be deleted. As always, we encourage people researching any medical matter to give great consideration to the source of information. Posts or comments revealing personal details may be hidden from the Ok to Ask Facebook page to safeguard page fans. Posts made directly to the Ok to Ask Facebook timeline are not public for this reason.

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Build a foundation of influencers

- Hesitant to join the conversation
 - ❖ “Nobody got sick” isn’t much of a story
 - ❖ “Trusting ‘the establishment’ isn't trendy”
 - ❖ “Most people are not ready to discuss their beliefs in a public forum accessible to anyone”
- Anger spreads faster online
- Information consumers

Planning is the key to success

- Short term and long term planning
- Secure funding
 - ❖ Include funding for 3-5 years
- Who will do the work? In house vs. contract
- Social media training needs



Lessons Learned

- Stay focused on priority group
- Set up clear boundaries
- Don't engage in arguments with refusers
- Don't dilute the message
- Fact-based vs. fear-based approach

FEEL FREE TO CONTACT US!

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OktoAskVT.org

Healthvermont.gov



Thank you.