Social Media for Public Health: Evaluating Twitter Chats

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About NPIN
Sixty percent of state health departments reported using at least one social media application in 2012. Of these, 86.7% had a Twitter account.

- Track conversation on health topics
- Rapid response and crisis communications
- Use popular culture for public health messages
- Engage with target audiences and partners

*AETC NRC @AETCNRC #NPINchat Follow interesting & credible people who may be outside your target audience for fresh new perspectives*
Success Story: Community of Practice

CDC NPIN @CDCNPIN

Hosting monthly TwitterChats to engage partners and build a community of practice.

• #NPINchats bring CBOs, health departments, health communicators and public together to discuss specific topics
• Subjects chosen based on relevant topics, new research or resources, observance days
• NPIN using TwitterChats since innovative Twitter Town Hall meeting in 2010
• Recent #NPINchat on Twitter for Public Health had 551 tweets containing hashtag. Potential reach of 7,115,868 followers and probable reach of 711,586 (10%) exposed followers
• Chats over time developed into community of practice

#SM4PH
Evaluating Your Success on Twitter
# Measure towards Your Goals

<table>
<thead>
<tr>
<th>Goal</th>
<th>Metric</th>
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| Disseminate| # of followers  
|            | # of tweets  
|            | Potential reach                               |
| Engage     | # of retweets  
|            | # of @ replies  
|            | # of clicks on images/videos                  |
| Connect    | # of event participants  
|            | # of tweets/event  
|            | # of tweets/participant/event                 |
| Influence  | # of followers  
|            | # of new followers over time                  |
| Impact     | Qualitative assessment of @replies  
|            | Self-reported data post-event                 |
What Does a Retweet Really Tell Us?

Quantitative – Impressive numbers with little insights

Qualitative – With analysis, you can understand:

• Level of engagement
• Sentiment
• Competition (digital media, other behaviors)
• Barriers to behavior change

#NBHAAD Twitter Chat Metrics:
• 44 Participants
• 220 Tweets
• 54,598 Users Reached
• 664,000 Impressions

We Are Greater Than AIDS!! #NBHAAD
Thu Feb 2 8:04:51 PST 2012

Amen!!! RT @NatBlackAIDSDay: We Are Greater Than AIDS!! #NBHAAD
Thu Feb 2 8:08:36 PST 2012

I would love to do some aids awareness work... people need to know more. #NBHAAD
Thu Feb 2 11:10:26 PST 2012

@CDCNPIN Biggest challenge: educating and involving. You must do both to succeed at testing & treating. NBHAAD #NPINchat
Thu Feb 2 11:39:04 PST 2012

What is the HBCU Initiative for #NBHAAD? What schools are involved? Great way to reduce stigma. CDCNPIN #NPINchat @NatBlackAIDSDay
Thu Feb 2 11:45:35 PST 2012
Metrics Results
The following metrics were collected to track this objective’s tactics:
- Twitter Mentions: 62,763
- Twitter Retweets: 34,846
- Unique Sources: 16,098
- Potential Reach: 526,454,162
Twitter Analytical Tools

- TwitterAnalyzer
- Twinfluence
- TweetStats
- TwitterGrader
- Hashtracking
- Tweetreach
- TwitterCounter
- Radian 6
- Tweriod
- PeopleBrowsr

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Karyn B.W. @KB_DoubleU 17 Jan
A5: Since our primary focus is raising awareness, we set KPIs against reach, impressions, and number of engagements via tweets/RTs
#NPINchat
CDCNPIN hosts a twitter chat about HIV Testing and Awareness, posting links to hivtest.cdc.gov.

Through the Radian6 /Google Analytics integration, we can report:

- Total posts
- Retweets
- Unique sources
- Potential reach (Twitter followers reached)
- Participant and chat transcripts
- Number of links to hivtest.cdc.gov posted
- How many clicks those links received
- What visitors from the chat did once they arrived on the hivtest.cdc.gov website – like conducting a zip code search for testing centers or viewing specific pages

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Public Health Success Stories
Philadelphia Office of HIV Planning

@hivphilly

Expanding community workshops with Twitter.

- Large service area (9 counties in 2 states)
- Twitter extends conversation beyond the room
- In advance, invite participation on Twitter
- Live tweet workshop with updates and pictures
- Share workshop consensus on Twitter for virtual feedback
- Incorporate Twitter in every workshop
- Use feedback for program development

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Centers for Disease Control and Prevention
@CDCemergency

*Incorporating Twitter into a multi-channel emergency preparedness campaign.*

- Zombie Apocalypse an ongoing campaign to engage new audiences on emergency preparedness
- Took advantage of zombie trend in popular culture
- Started as a blog post in 2011, developed into multi-channel campaign
- Included educators website, posters, graphic novella, and use of Twitter and other social media
- Developed content syndication, badges, widgets, etc. to spread content (kinda like zombies)
- Promotion on the CDC Emergency Twitter Feed

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Success Story: Increase Media Coverage

Shelby Co. Health Department TN
@ShelbyTNHealth

Using Twitter as part of press strategy.

• Follows local print and TV networks and major reporters
• Uses #nowfollowing hashtag to let reporters and media know the health department is following them
• Includes Twitter handle in email signatures of department officials, in press releases and talking points
• Repurposes press release content -- tweets highlights immediately after release
• Regularly receives RTs from reporters. Recent release on norovirus had four reporters RT which expanded health department’s public reach
• Has Twitter enabled on staff mobile device so can tweet while on the go

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Success Story: Popular Culture for Public Health Messages

American Public Health Association
@publichealth

Using popular event hashtags to promote public health

• Day before: began tweeting about healthy snacks, including link to CDC post on healthy #SuperBowl. Followers RTed & replied with their own tips
• Game day: APHA reminded people about dangers of drinking & driving
• During the game: tweeted about flu vaccination & highlighted CDC partnership with NFL players
• Unexpected opportunity of the blackout got most response. APHA tweeted “Power outages can disrupt more than football games. Know how to be prepared with our @getready fact sheet: goo.gl/6BtSs #SuperBowl”

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Success Story: Respond to Disease Outbreak/Emergencies

Philadelphia Dept. of Public Health, Bioterrorism and Public Health Preparedness Program, @PHLPublicHealth @PDPHFlu

Responding to H1N1, Hurricane Sandy

• Disseminated information about H1N1 vaccines
• Monitored public sentiment
• Identified a problem when a mother tweeted about one of their clinics saying children couldn’t be vaccinated
• Reached out to her, identified clinic and retrained staff by end of day
• Hurricane Sandy, used Twitter to support first responder agencies like police, fire and emergency management, and to publish original content around topics of food safety, injury prevention, flood clean up, and mold removal

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