Social Media for Injury and Violence Prevention:
Learning how to use social and digital communications to effectively reach and engage with your audiences.

Rupal Mehta, MPH
Health Communications Specialist, CDC Injury Center

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Today’s agenda

- What do we know about using social media for IVP?
- Why should you care about social media for IVP?
- How can you get started with social media IVP?
- How can you create great digital content for IVP?
- Where and how should you engage on social media?
- What do you need to measure your work?
- Where do you go from here?
WHAT DO WE KNOW ABOUT USING SOCIAL MEDIA FOR IVP?
Safe States Social media for IVP webinar series

Why social media for IVP?  
Getting started with social media for IVP

Social media engagement and content development for IVP

Social media measurement, analysis, & next steps for injury and violence prevention

For all archived presentations: http://www.safestates.org/?page=webinarsocialmedia&terms=%22social+and+media%22
What we learned:

- Age
- Years in the field
- Organizational Type
- Comfort Level
- **Main Core Competency:**
  - *Ability to disseminate information related to injury and/or violence prevention to the community, other professionals, key policy makers and leaders through diverse communication networks*
Where we see the need

- Training on technical tools
- Making the case to leadership
- Staffing, time commitments
- Help in cultivating IVP content
- Metrics collection, reporting
- Spreading accurate IVP info
- Maximizing partnerships
- Elevating visibility of IVP programs online
WHY SHOULD YOU CARE ABOUT SOCIAL MEDIA FOR IVP?
Why social media for IVP?

- Find/ grow new audiences
- Discover thought-leaders in your field
- Entice engagement with your content
- Start conversations & measure their depth
- Increase awareness of services & programs
- Expand reach of health information
Why social media for IVP professionals?

- Bring audiences together for discourse
- Build brand loyalty
- Empower audiences
- Find opportunities for offline connections
- Crowd-source innovation and participation
- Encourage behavior/policy change
Who is using social media?

- As of January 2014, 74% of online adults use social networking sites:
  - 19% use Twitter
  - 71% use Facebook
  - 17% use Instagram
  - 21% use Pinterest
  - 22% use LinkedIn

Who is on social media in IVP?

- State and local health departments
- Federal agencies
- NGOs
- Academia/research centers
- Individuals in the field
- Subject matter experts
- Publications
- Media
- Legislators
How do we use social media for IVP?

- Promotion of new research, reports
- Share prevention messages and information
- Collaborate with partners
- Create conversations about IVP topics
- Identify key influencers in the field
- Keep pace with fast-moving events in real time
- Harness collective ingenuity of the public
How does social media impact IVP?

- Reaching large audiences quickly
- Support among victims/survivors
- Responding to individuals in need
- Fostering discussions
- Constructive feedback
- Tracking and monitoring of social environment
- Collect support for topic areas
When does social media impact IVP?

- Disasters
- News-worthy events
- National conversations
- During professional events
- Garnering support for a cause/campaign
HOW CAN YOU GET STARTED WITH SOCIAL MEDIA FOR IVP?
Personal social media accounts

- **Purpose:**
  - For personal interaction and engagement, **not** serving as a voice of your organization

- **Benefits:**
  - Interact with friends, family, colleagues
  - Follow/become a fan of preferred accounts/Pages
  - Like/Share your organization’s content

- Be careful not to share embargoed information before your organization, or be perceived as an official voice
Professional, individual social media accounts

- **Purpose:**
  - Serve as a voice/ give a personal face of your organization, be an online subject matter expert

- **Benefits:**
  - Contribute personal opinions and experiences
  - Suggest resources/ best practices to others in the field
  - Join conversations with colleagues
  - Correct misinformation online

- **Be aware of organizational rules for speaking on behalf of your organization**
Professional, organizational social media account

- **Purpose:**
  - To be the official voice of your organization on social media

- **Benefits:**
  - To promote the work and successes of your organization
  - Share expertise, resources to help others in the field

- **Be sure to adhere to all organizational content and security guideline**
Monitoring/ following/ listening on social media

- **Social Media Listening:**
  - Also called “social media monitoring”, is the process of watching out for conversations and questions about your organization and its related topics.

- **Benefits**
  - Keeps awareness of the 2-way communications model of social media
  - Knowledge of what others are saying about you & topics

- **How to do it:**
  - Subscribing to Lists from trusted partners
  - Searching relevant topics through keywords
What’s in a social media plan?
What do you need to excel at SM for IVP?

- **Planning**
  - Having appropriate plans and policies

- **Engagement**
  - Listen and respond to your audience

- **Continuity**
  - Keep on going, learn as you go

- **Credibility**
  - Keep authority with science-based messages

- **Evaluation**
  - Learn from your successes and mistakes
  - Incorporate lessons learned back into planning
HOW CAN YOU CREATE GREAT DIGITAL CONTENT FOR IVP?
What are people looking for on social media?

VetoViolence
June 9 - Edited

There are 6 types of elder abuse. Each one can be stopped before it starts. Share to inform others in your community. http://go.usa.gov/87DV

**Six Types of Elder Abuse Exist**

- **Physical**: Hitting, kicking, pushing, slapping, burning, or force causing injury
- **Sexual**: Engaging in sexual act without consent
- **Emotional**: Harming self-worth or emotional well-being, name calling, & scaring
- **Neglect**: Failing to meet basic needs like food, housing, clothing, & medical care
- **Abandonment**: Leaving elderly alone or no longer providing care
- **Financial**: Illegally misusing an elder's money, property, or assets

Learn how signs of elder abuse differ from normal aging to prevent elder abuse before it happens.

88,192 people reached

Like · Comment · Share 169 🧡 12 🤝 1,656

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CDC Heads Up - Brain Injury Awareness
July 17

A recent CDC study found motor vehicle crash deaths among children 12 and younger dropped by 43 percent from 2002-2011. But more than 9,000 children still died in crashes during the same time period. These tips will help you keep them safe from TBI and other injuries on the road:
http://go.usa.gov/XQTQ

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CDC - Child Passenger Safety Fact Sheet - Motor Vehicle Safety - Injury Center

Motor vehicle injuries are a leading cause of death among children in the United...

CDC.GOV

21,380 people reached

Like · Comment · Share 61 🧡 3 🤝 153
Keep in mind when developing content

- Health Literacy
- Plain Language
- Tone
- Align with metrics & goals
- Allow for people to engage
- Know the channel, algorithms
- Tie into your web metrics
- Use SM tricks and tools
- Cover all areas of the field
WHERE AND HOW SHOULD YOU ENGAGE ON SOCIAL MEDIA?
Engaging on social media

- Why engage?
- Types of engagement
- Can ignore, acknowledge, or respond
- Can encourage by creating sharable content
Engagement Decision Tree

- Comment positive or negative?
- Worth acknowledging, sharing?
- Appropriate to respond?
- Have the content to respond?
- Need to correct misinformation?
- Can you add value to conversation?
- Credible information from established partner?
- Process to triage/ clear response text?

Engagement

YES

Respond

NO

Share

Leave Alone
Comment Moderation Policy

- External comments do not represent your organization
- Are not indicative of endorsement/support
- Maintain respectful environment by removing
  - Hate speech
  - Profanity, obscenity or vulgarity
  - Nudity in profile pictures
  - Defamation to a person or people
  - Name calling and/or personal attacks
  - Comments whose main purpose is to sell a product
  - Comments that infringe on copyrights
WHAT DO YOU NEED TO MEASURE YOUR WORK?
Why collect social media metrics?

- Gauge the success of social media channels
- Improve performance of messages
- Save cost, effective use of staff hours
- Increase agility to innovate digital programs
- Review what our audience wants and responds to
- Measure the impact of IVP messages in prevention
- Make goal-based decisions on what constitutes success
Why do we need social media measurement?

- **Discover:**
  - Organization’s visibility
  - Impact of your outreach efforts
  - Opportunities for engagement
  - Partners, competitors, influencers, advocates
  - Potential crises

- **Make informed decisions about environment and our efforts**

- **Ensure we are going down the right path**
What are we really measuring on social media?

- **Exposure**: Visits, views, followers, fans, subscribers, brand mentions
- **Influence**: Share of voice, sentiment, other influencers
- **Engagement**: Clicks, Retweets, shares, replies, messages, posts, comments
- **Actions**: Downloads, attendees, success stories, leads
Qualitative (subjective) data collection

- Conversations
- Relationships built
- Sentiment
- Influence
- Images/ Evidence
- Quality of comments
- Recommendations
- Invitations
- Success Stories

@CDCInjury has some great online concussion prevention resources including a new app: go.usa.gov/6rPh

thank you @CDCInjury & @preventioninst for hosting a great #ViolenceLinks discussion!
Quantitative (objective) data collection

- Reach
- Engagement
- Growth
- Click-throughs
- Downloads
- Timing
- Demographics

Source: Twitonomy.com
Source: TwitterCounter.com
Key metrics to collect

- **Breadth**: *What brings in our audiences and who are they?*
  - How much has our audience grown?
  - Who are our followers & what do they want?
  - What is our exponential reach of our content?

- **Engagement**: *What does each community value?*
  - How do they respond to our content?
  - What kinds of content do they respond to the most?

- **Depth**: *What does it take for them to take further action?*
  - What do our followers do outside of social media?
WHERE DO YOU GO FROM HERE?
Using metrics to make audience decisions

- ID primary & secondary audiences
- Personalize key messages to followers
- Go to where your audience is, when they are there
- Create engaging content, visuals
- Figure out what they are going to do with the content
- Measure the growth/change of your audience based on your targeted outreach
Using metrics to make content decisions

- Create ongoing, personalized, engaging content
- Focus and dedicate resources to create visual content
- Create content that helps build a community, highlighting partners and leaders in the field
- Create crowdsourced content through coordinated events
Using metrics to make strategy decisions

- Set new social media and metrics goals & objectives
- Increasing response frequency/reduce clearance time
- Adjust to more conversational tone
- Create opportunities for conversations through specialized events
- Focus efforts during time of increased national attention
…for metrics

- Annually update goals & objectives
- Continue collecting data, compare it to baseline
- Expand scope of data collected
- Report to invested parties
- Research who our audience is and what they want
- Develop listening program
- Conduct influencer/ partnership assessment
... for you

- Get started in social media to your comfort level
- Participate in your organization’s social media process
- Follow your IVP partners/ professionals in the field
- Follow/ use professional events’ hashtags
- Learn how you can benefit from tying your social media presence your prevention
- Assess your social media persona before reaching out to a professional audience
Questions?

Rupal Mehta
rmehata@cdc.gov

For more information please contact Centers for Disease Control and Prevention

1600 Clifton Road NE, Atlanta, GA 30333
Telephone, 1-800-CDC-INFO (232-4636)/TTY: 1-888-232-6348
E-mail: cdcinfo@cdc.gov  Web: www.cdc.gov

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.