Why Social Media for Injury and Violence Prevention?

Rupal Mehta, MPH
Health Communications Specialist, CDC Injury Center

Social Media for Injury and Violence Prevention Professionals
September 17, 2014
Today’s agenda

- Why social media?
- Who is online and what are they looking for?
- What are types of social media?
- What is popular social media terminology?
- How and when does social media impact IVP?
Why social media?

- **Definition:** Social interaction among people in which they create, share, or exchange information and ideas within virtual communities and networks.

- **What you need to work in social media:**
  - Valuable content
  - Credibility
  - Audience
  - Time
Why social media for IVP professionals?

- 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
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

http://www.pewinternet.org/fact-sheets/social-networking-fact-sheet/
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
What are people looking for on social media?

- Building a persona or reputation
- Updated or new information first
- Sharable content
- Feel a part of a community
- Have direct access to a source
What are people looking for on social media?

43%
Motor vehicle deaths among children age 12 and under decreased by 43% in the past decade.

Evidence shows that state laws result in more children being buckled up.
Only 2 states (Tennessee and Wyoming) have child passenger restraint laws requiring car seat or booster seat use for children age 8 and under.

SOURCE: Insurance Institute for Highway Safety, 2013
What are people looking for on social media?

Six Types of Elder Abuse Exist

Physical
- Hitting, kicking, pushing, slapping, burning, or force causing injury

Sexual
- Engaging in sexual act without consent

Emotional
- Harassing an elderly person 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 using an elderly person’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
160 · 12 · 1,556

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/XGTQ

21,880 people reached

Like · Comment · Share
61 · 3 · 153
What are the types of social media?

- Social networking
- Microblogging
- Professional
- Publishing
- Media sharing
- Niche
- And many, many more...
## Defining social media terminology

<table>
<thead>
<tr>
<th>Facebook</th>
<th>Twitter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fans</td>
<td>Followers</td>
</tr>
<tr>
<td>Posts</td>
<td>Tweets</td>
</tr>
<tr>
<td>Likes</td>
<td>Favorites</td>
</tr>
<tr>
<td>Shares</td>
<td>ReTweets (MT)</td>
</tr>
<tr>
<td>Comment</td>
<td>Reply</td>
</tr>
</tbody>
</table>
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 else would you use it?
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
Resources for getting started

- **CDC’s “Social Media Toolkit”**
  - Provides guidance and lessons learned from CDC Health Communication Campaigns.

- **CDC’s “Guide to Writing for Social Media”**
  - Provides guidance on how to write effectively for multiple social media channels.

- **CDC guidelines and best practices**
  - for a variety of social media tools.

- **CDC eHealth Metrics Dashboard**
  - Provides information on various things the CDC tracks as well as Monthly Metrics Reports.

- **HHS Center for New Media**
  - Provides references and guideline to what's going on in social media.

- **HowTo.gov's Social Media Reference**
  - Provides a good list of general information about social media, and guidance specific for the appropriate use of social media by governments.
# Homework – Getting started on SM for IVP

<table>
<thead>
<tr>
<th>For Beginners</th>
<th>For Experienced Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Search for an “injury prevention” or “violence prevention” on Twitter search.twitter.com</td>
<td>How can you support your role in IVP in your social media efforts?</td>
</tr>
<tr>
<td>Who is on there? What are they saying?</td>
<td>Follow leaders in the field ReTweet/ Share messages</td>
</tr>
</tbody>
</table>

For Beginners:
- Search for an “injury prevention” or “violence prevention” on Twitter [search.twitter.com](https://search.twitter.com)
- Who is on there? What are they saying?

For Experienced Users:
- How can you support your role in IVP in your social media efforts?
- Follow leaders in the field
- ReTweet/ Share messages
Join in: 1 Photo, 6 Words. #VetoViolence

1 Photo, 6 Words. #VetoViolence

Share your commitment to preventing violence against women, intimate partner violence, & sexual violence.

Take a photo or create a unique image & six words that:

- promote healthy relationships.
- illustrate an America without violence, or
- celebrate the Violence Against Women Act (VAWA).

Post your photo & six words to Facebook, Twitter, or Instagram accounts using the #VetoViolence hashtag. The six words can be in the image or in the caption.

Show America how all women can live free of violence!
Questions?

Rupal Mehta
rmehta@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.