Media Impact for Health Communication – Research, Practice, & Outcomes

Shoba Ramanadhan, ScD, MPH
Research Scientist, Viswanath Lab
Dana–Farber/Harvard Cancer Center
Harvard School of Public Health

Sherry Pagoto, PhD
Associate Professor
University of Massachusetts Medical School

Hosted by:
Worcester Division of Public Health, UMass Medical School,
Dana–Farber/Harvard Cancer Center, UMCCTS Community
Engagement and Research Section, UMass Worcester
Prevention Research Center, Common Pathways,
other partners
Housekeeping

- The presentation will be audiorecorded
- Slides, and audiorecording with slides will be available at: www.umassmed.edu/ccts/community
- We will invite questions and comments between the presentations
- Webinar participants: please type your question or comment into the “chat”
- Presenters will first repeat or read a question before answering so everyone can hear.
COMMUNITY-BASED ORGANIZATIONS AND SOCIAL MEDIA: OPPORTUNITIES AND CHALLENGES

Shoba Ramanadhan, ScD
Center for Community-Based Research / Viswanath Lab
Dana-Farber Cancer Institute
September 11, 2014
ACKNOWLEDGEMENTS

- Funded by the National Cancer Institute (5 R01 CA132651, PI: Viswanath).
- PLANET MassCONECT Community Project Advisory Committee
COMMUNITY-BASED ORGANIZATIONS (CBOs) AND SOCIAL MEDIA

- Building / strengthening community
- Sharing information
- Promoting events / activities
- Raising funds
- Linking to other organizations
SOCIAL MEDIA REFLECT A SHIFT FROM

WEB 1.0

Audience

Publisher

Audience

WEB 2.0

Audience/Publisher

Publisher/Audience

Audience/Publisher

Audience/Publisher
**Social Media Reflect a Shift from**

**Web 1.0**   **TO**   **Web 2.0**

<table>
<thead>
<tr>
<th>Static source</th>
<th>Dynamic source</th>
</tr>
</thead>
<tbody>
<tr>
<td>One-way flow of information</td>
<td>Multi-directional flow of information</td>
</tr>
<tr>
<td>Platform works like a lecture</td>
<td>Platform starts a conversation</td>
</tr>
</tbody>
</table>

RISING PRESENCE
Motivation for the Study

- Community partners:
  - Tremendous investment
  - Vital part of communication strategy
  - ?? Are we doing this right ??

- First step – find out what the current landscape looks like
Research Questions

- How many CBOs performing health outreach are using social media?
- What kind of content are these CBOs sharing through social media?
- Are CBOs taking advantage of the interactive features that define social media?
RESEARCH METHODS

- Census of CBOs conducting health outreach in Boston, Worcester, and Lawrence (166 in total)

- Some organizations use their umbrella organization’s accounts, e.g. YMCA
RESEARCH METHODS

- We assessed each organization’s online presence and analyzed their Twitter / Facebook / YouTube activity over a 30-day period (Nov 2011 – Jan 2012)
MARKERS OF INTEREST

- Social media activity, e.g. number and frequency of posts
- Type of social media content shared by CBOs
- Audience engagement, e.g. “likes”
- Links to other content, either produced by the CBO or by others
WEB / SOCIAL MEDIA PRESENCE

• 98% of CBOs in our sample had a website

CBO presence on Facebook, Twitter, and YouTube

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Percent of Total CBO Sample (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>42</td>
</tr>
<tr>
<td>Twitter</td>
<td>24</td>
</tr>
<tr>
<td>YouTube</td>
<td>14</td>
</tr>
</tbody>
</table>
## Frequency of Posts

- Posts were less frequent than best practice guidelines

<table>
<thead>
<tr>
<th>Platform</th>
<th>Suggested Frequency</th>
<th>Actual Frequency</th>
</tr>
</thead>
</table>
| Facebook | Weekly / Daily      | • 38% of active organizations had at least one 8+day gap  
|          |                     | • 97% had at least one 2+ day gap |
| Twitter  | Daily               | • 92% had at least one 2+day gap |
## Types of Posts

<table>
<thead>
<tr>
<th>Category</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fundraising</td>
<td>Content that serves as a solicitation, e.g. advertising merchandise, soliciting donations, or selling tickets to a fundraising event.</td>
</tr>
<tr>
<td>Health education/news</td>
<td>Educational information or news articles on a range of health topics, e.g. health tips, policy decisions that relate to health, and scientific findings.</td>
</tr>
<tr>
<td>Human interest</td>
<td>Content that tells a personal story about a given health topic or public health initiative.</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>Content which does not fit into any of the other categories.</td>
</tr>
<tr>
<td>Non-informational</td>
<td>Content that is meant to maintain connections, but serves no informational, promotional, or persuasive purpose, e.g. holiday greetings or inspirational quotes.</td>
</tr>
<tr>
<td>Organization promotion</td>
<td>Content that advertises or builds the image of the organization sponsoring the account, e.g. organization-specific news, event/program updates, service offerings, and summaries of past events.</td>
</tr>
<tr>
<td>Cross-promotion</td>
<td>Content that advertises or builds the image of another organization, e.g. news or events.</td>
</tr>
</tbody>
</table>
### DISTRIBUTION OF CONTENT ACROSS CODED CATEGORIES

<table>
<thead>
<tr>
<th>Category*</th>
<th>Presence in Facebook posts (%)</th>
<th>Presence in Twitter tweets (%)</th>
<th>Presence in YouTube videos (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organization promotion</td>
<td>66</td>
<td>63</td>
<td>93</td>
</tr>
<tr>
<td>Health education / news</td>
<td>24</td>
<td>25</td>
<td>12</td>
</tr>
<tr>
<td>Fundraising</td>
<td>12</td>
<td>12</td>
<td>6</td>
</tr>
<tr>
<td>Non-informational</td>
<td>6</td>
<td>6</td>
<td>0</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>5</td>
<td>9</td>
<td>0</td>
</tr>
<tr>
<td>Human interest</td>
<td>2</td>
<td>2</td>
<td>31</td>
</tr>
</tbody>
</table>

*Coders could select multiple categories

Facebook: 60 accounts / 898 posts, Twitter: 36 accounts / 965 posts, YouTube: 18 accounts / 86 videos
SELF-PROMOTION WAS QUITE COMMON

- Not surprising
- Can we do this while engaging the audience?

SHARING / SOLICITING

YMCA of Central Massachusetts shared a link
September 3

Fall Programs are only a few days away, what are you looking forward to this session? #healthyliving

Fall Programs Are Coming! — YMCA of Central Massachusetts
www.ymcaofcm.org

The Y is a cause-driven organization that is for youth development, for healthy living and for social responsibility. That’s because a strong community can only be achieved when we invest in our kids.

Like · Comment · Share

9 people like this.

In Advanced TI class with George Randall! Can’t wait!
September 3 at 6:42pm · Like · 1

George Randall Me too 😊.. Hopefully we get enough registered.. Fingers crossed
September 3 at 6:56pm · Like

Swim strong
September 5 at 9:43pm · Like
Use of Interactive Features

- Facebook posts
  - 32% linked to external content
  - 27% linked to internal content
  - <1% included a video
  - 65% received at least one “like”

- Twitter
  - 32% linked to external content
  - 34% linked to internal content
  - 21% were Retweets
  - 38% included a mention
  - 37% included a hashtag
TRIGGERING “LIKES”

- Human interest (average = 6)
- Non-informational (average = 4)
- Others ranged between 1 and 2
GAUGING REACTIONS

YMCA of Greater Boston

June 10

Why not visit your local YMCA this evening and get in a quick workout?!

Not a member? That's okay because it's Try The Y Tuesday! Free facility access every Tuesday in June. We'll see you soon!

15 people like this.

Mayra
ACTIVATING NETWORKS

#icebucketchallenge

Ice Bucket Challenge ALS Donations Break $50 Million Mark
The organization raised $64 million in all of 2013.

TIME.COM

Thank You for the outpouring of support.
As of Sept. 8 we’ve received $110.5 million in Ice Bucket Challenge donations!

Reproductive Medicine Associates of Connecticut
9 mins · RT

Best Medical Monday ever, watching our RMACT team get dunked, don’t you think? http://bit.ly/1rTv7hj

RMA accepted the #ALS #icebucketchallenge from Reproductive Medicine Associates of New Jersey and nominates Reproductive Medicine Associates of Michigan and Coastal Obstetrics & Gynecology, PC!

TAKING THE CHALLENGE

• When doing the challenge, please use the hashtags #icebucketchallenge #alsicebucketchallenge, and #strikeoutals.
Duplication of content across platforms

- Coders noted that many times the same content was posted on Facebook and Twitter
- Often posted using third-party software
- Strategic use of platforms?
KEY FINDINGS

- Thinking about social media as a complement to “push” communication approaches
- There is no “one size fits all” approach to community-building
- We found human interest and non-informational posts generated the most feedback
  - Industry notes: entertain and engage / coming in sideways
**FREQUENCY OF POSTS**

- We found that posts were relatively infrequent
- At the time of our study:
  - Facebook’s guidelines: 1+ post / week (ideally 1+ post / day)
  - Twitter’s guidelines: 1+ Tweet / day
- Now: Greater flexibility
  - Tweak content type / frequency based on audience response
  - Facebook: likes, comments, shares, reach
  - Twitter: retweets, mentions, favorites
- Third-party tools allow for scheduling and cross-posting
CHALLENGES

- Resource commitment to maintain postings and content updates → protecting the brand
- Shift from top-down communication planning to ground-up approach
WHAT NEXT?

- Opportunity to engage and leverage networks
- Determining if / how social media fit into the larger strategic communication plan
  - Serve the same / different audience?
  - Offer an opportunity to engage informally?
  - Linkages to partners and allies?
- Considering the investment

FINDING THE SWEET SPOT
LAB MEMBERS

- Vish Viswanath, PhD
- Jaclyn Alexander-Molloy, MS
- Carmenza Bruff, BS
- Hope Cummings, PhD
- Josephine Crisostomo, MPH
- Yulin Hswen, MPH
- Nancy Klockson, BA
- Leesa Lin, MSPH
- Sam Mendez, BS
- Rachel McCloud, ScD
- Sara Minsky, MPH
- Yudy Muneton, LCSW
- Meg Rao, BS
- Shoba Ramanadhan, ScD (shoba_ramanadhan@dfci.harvard.edu)
- Divya Ramamurthi, MA

www.viswanathlab.org
Social media for health communication

Sherry Pagoto, PhD
Associate Professor
Co-Founder, Center for mHealth and Social Media
University of Massachusetts Medical School
As of May 2013, 72% of online adults have at least one social networking account. 42% have more than one.
<table>
<thead>
<tr>
<th>Who uses social networking sites</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of internet users within each group who use social networking sites</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>All internet users</th>
<th>66%</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gender</strong></td>
<td></td>
</tr>
<tr>
<td>Men</td>
<td>61</td>
</tr>
<tr>
<td>Women</td>
<td>71*</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td></td>
</tr>
<tr>
<td>18-29</td>
<td>86**</td>
</tr>
<tr>
<td>30-49</td>
<td>72</td>
</tr>
<tr>
<td>50-64</td>
<td>50*</td>
</tr>
<tr>
<td>65+</td>
<td>34</td>
</tr>
<tr>
<td><strong>Race/Ethnicity</strong></td>
<td></td>
</tr>
<tr>
<td>White, non-Hispanic</td>
<td>64</td>
</tr>
<tr>
<td>Black, non-Hispanic</td>
<td>68</td>
</tr>
<tr>
<td>Hispanic (English- and Spanish-speaking)</td>
<td>72</td>
</tr>
<tr>
<td><strong>Household Income</strong></td>
<td></td>
</tr>
<tr>
<td>Less than $30,000</td>
<td>71*</td>
</tr>
<tr>
<td>$30,000-$49,999</td>
<td>69</td>
</tr>
<tr>
<td>$50,000-$74,999</td>
<td>60</td>
</tr>
<tr>
<td>$75,000+</td>
<td>69*</td>
</tr>
<tr>
<td><strong>Education level</strong></td>
<td></td>
</tr>
<tr>
<td>Less than high school</td>
<td>63</td>
</tr>
<tr>
<td>High school grad</td>
<td>62</td>
</tr>
<tr>
<td>Some college</td>
<td>71*</td>
</tr>
<tr>
<td>College+</td>
<td>67</td>
</tr>
<tr>
<td><strong>Geographic location</strong></td>
<td></td>
</tr>
<tr>
<td>Urban</td>
<td>69</td>
</tr>
<tr>
<td>Suburban</td>
<td>65</td>
</tr>
<tr>
<td>Rural</td>
<td>64</td>
</tr>
</tbody>
</table>

**Note:** * indicates statistically significant difference between rows. Extra asterisks mean differences with all rows with lower figures.

Source: The Pew Research Center’s Internet & American Life Project, January 20 – February 19, 2012 Winter Tracking Survey. n=1,729 adult internet users ages 18 and older, including 901 cell phone interviews. Interviews were conducted in English and Spanish.
Why social media for health?

“Peer to peer healthcare”

34% of internet users have read about someone else’s experience with a health condition on the internet (Pew Internet Survey 2012)

25% of internet users with a chronic health condition have sought out others with that condition on the internet (Pew Internet Survey 2012)
what can you get out of a social media presence?

- Increase impact/visibility of your organization
- Professional networking
- Engage the community
- Engage media, public, stakeholders
- Recruit staff
- Public health campaigns
What is YOUR social media presence?
Social Media Activities by Intensity

- **Minimal**
  - Linked In

- **Moderate**
  - Twitter, Facebook, Instagram, Pinterest
  - Youtube
  - Guest blogging

- **High**
  - Hosting a blog
Linked In

Professional networking

Have a detailed, up-to-date bio

**Active** follow strategy – social networks must grow or they will stagnate

- When you meet someone new, connect with them on Linked In “digital business card”
- Be liberal about accepting connections
Linked In

Post updates regularly
Join and/or start a discussion group
Facebook

Purpose:
Engage the community, recruit staff
Public health campaign

Must do:
Procure “likes” for your page
Need a plan for steady updates

Advantages:
Facebook page is more dynamic and interactive than a website
Your Facebook updates get put into people’s streams.
Melanoma Foundation of New England
Non-Profit Organization

5K RUN/WALK FOR HOPE
SEPTEMBER 20TH | WALTHAM HIGH SCHOOL

Great prizes for top fundraisers, influencers, and finishers!

CranwellNESS Columbus Day Melanoma Event!
Monday, October 13 at 9:00am
Cranwell Resort, Spa and Golf Club in Lenox, Massachusetts
Be the first person to join
To represent your org via video

Instructional/educational/intervention videos for patients or community members

Public health campaigns

Post your presentations to garner a wider audience
Health info gone viral?

http://www.youtube.com/watch?v=aUaInS6HIGo

Dr. Mike Evans, 23 and ½ hours Youtube video, went viral.

Over 3 million views in 1 year!
About UCLA Health

5,972 views 1 year ago

For more than half a century, UCLA Health has provided the best in healthcare and the latest in medical technology to the people of Los Angeles and throughout the world. Learn more at http://uclahealth.org.

Comprised of Ronald Reagan UCLA Medical Center; UCLA Medical Center, Santa Monica; Resnick Neuropsychiatric Hospital at UCLA; Mattel Children’s Hospital UCLA, and the UCLA Medical Group with its wide-reaching system of primary-care and specialty-care offices throughout the region, UCLA Health is among the most comprehensive and advanced healthcare systems in the world.

Read more
Twitter

Increase visibility to the public (local community and beyond)

Promote public health campaigns

Engage other public health organizations across the country and globe

Follow general public health and health policy trends

Participate in chats with other public health entities

Live tweet conferences and events
Learn about BRCA genes & a tool that helps assess your risk of having mutations in these genes, raising cancer risk. go.usa.gov/VaqR

Is BreastCancer affecting your emotional health? @AmericanCancer has tips. #WSPD14 bit.ly/1wbQSqV

Facing cancer can be difficult. Taking care of your emotional health is as important as taking care of your physical health.

¿Tiene cáncer o cuida a alguien con cáncer? Aprenda cómo prevenir infecciones durante la quimioterapia. go.usa.gov/VaqW
#BCSM

Breast Cancer
Social Media

Patients

Advocates

Orgs

Doctors

Researchers

Nancy Castleman @NancyCastleman · 1h
17 chemicals common in everyday life linked to #breastcancer, study shows
nydn.us/1lonJod h/t @LizSzabo #BCSM

Reply Retweet Favorite More

Jen Harley @_harleysangel_ · 2h
I ran into my mastectomy surgeon/surgical oncologist on her way in to work. Got
a hug. That's nice :) #bcsm

Reply Retweet Favorite More

Lisa DeFerrari @after20yrs · 2h
Advocating for Innovative Approaches to Ending Breast Cancer wp.me/p3DJW5-fV #bcsm #breastcancer

Reply Retweet Favorite More

Inspire @teaminspire · 2h
Advocating for Innovative Approaches to Ending Breast Cancer wp.me/p3DJW5-fV via @after20yrs #BreastCancer #BCSM

Reply Retweet Favorite More

Michael Fisch @fischmd · 2h
MT @CancerDotNet: Info from @ASCO for patients about the link between
weight & #cancer. bit.ly/1qwsKAe #bcsm #crcsm

Reply Retweet Favorite More

Jodi Sperber @jsperber · 2h
Are you part of #bcsm? I'd like to interview you for my dissertation on social
media and health. See healthissocial.net for more. Tx!

Reply Retweet Favorite More
Conference hashtags bring conversations and networking to the web.
Conference hashtag study

#sbm2013 and #sbm2014

Examined tweets using these hashtags in 4 week period surrounding the conferences each year
Who’s tweeting? How much?

The 2013 and 2014 conferences were attended by 1,861 and 1,690 individuals.

#sbm2013 had 773 tweets by 149 accounts

#sbm2014 had 1215 tweets by 248 accounts
What is content of tweets?

56% about science at or relevant to the conference
“Twitter is being used for disease surveillance, says @drkrisschneider. So cool! #sbm2014”

14% the overall conference experience
“What a great conference this year! #sbm2014”

12% promoting a specific session at the conference
“Come to the cancer prevention seminar in the Oak Room at noon! #sbm2013”

11% professional networking
“Looking forward to hanging out with the Bennett lab after the reception. #sbm2013”
What was the reach of tweets?

Impressions - the delivery of a post or tweet to an account’s Twitter stream

#SBM2013 reached 2,035,194 accounts

#SBM2014 reached 1,594,288 accounts
Potential reach is enormous

A total possible 8% and 15% of attendees tweeted each year respectively...

….and tweets appeared in 1.6-2 million Twitter user streams.

Imagine if the majority of attendees tweeted?

We could expose our conference science to 10’s of millions of users!!!
Instagram

Younger adults

Images only

Leverages nicely with Facebook and Twitter
Women (esp moms) are heavy users Image (pic) focused
General rules of social media

- Participate daily
- Professionalism
  - You represent you, your org, and your field
- Show your personality
- Interact
  - Engagement is key!
- Constantly build
  - Active growth vs passive growth
Social media time management

Get mobile apps for every site so you can browse and update anywhere, anytime

Use Hootsuite (or other social media manager)
- Updates can hit all social networks at once
- Schedule updates for later
- View lists and social networks all in one place

Post every paper/article you read and like
- Look for “share” button or just tweet the link with a brief description understandable to the layperson.
CDC Social Media Toolkit:


CDC Guide to Writing for Social Media

“...inviting practitioners, patients, and caregivers to become actively engaged with one another for the sake of health and wellness. Goes beyond “how to” and presents strategic reasons to integrate social media into health care marketing and communications.” - 2012
“Mobile wireless digital devices have brought about radical changes in our lives, providing hyper-connectivity to social networks and cloud computing. But the digital world has hardly pierced the medical cocoon. Until now.” -Eric Topol, MD
I’m overwhelmed!

Check out!
UMass Boston
Social Media Night
“How to tell your story with social media”
September 25
#UMBSocial

Get experience using one platform for starters

Pick a platform most used by your target population

Get consultation on your social media strategy
Find me on twitter @Drsherrypagoto

want to learn more?

Email me at sherry.pagoto@umassmed.edu
Thank you!!

- Questions?
- Comments?
- Experiences to share?