

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

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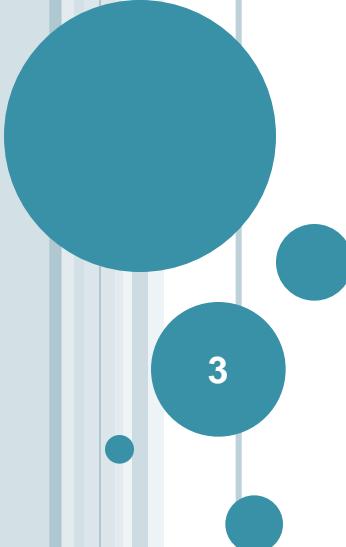
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- ▶ We will invite questions and comments between the presentations
- ▶ Webinar participants: please type your question or comment into the “chat”
- ▶ Presenters will first repeat or read a question before answering so everyone can hear.



COMMUNITY-BASED ORGANIZATIONS AND SOCIAL MEDIA: OPPORTUNITIES AND CHALLENGES

3

Shoba Ramanadhan, ScD

Center for Community-Based Research / Viswanath Lab

Dana-Farber Cancer Institute

September 11, 2014

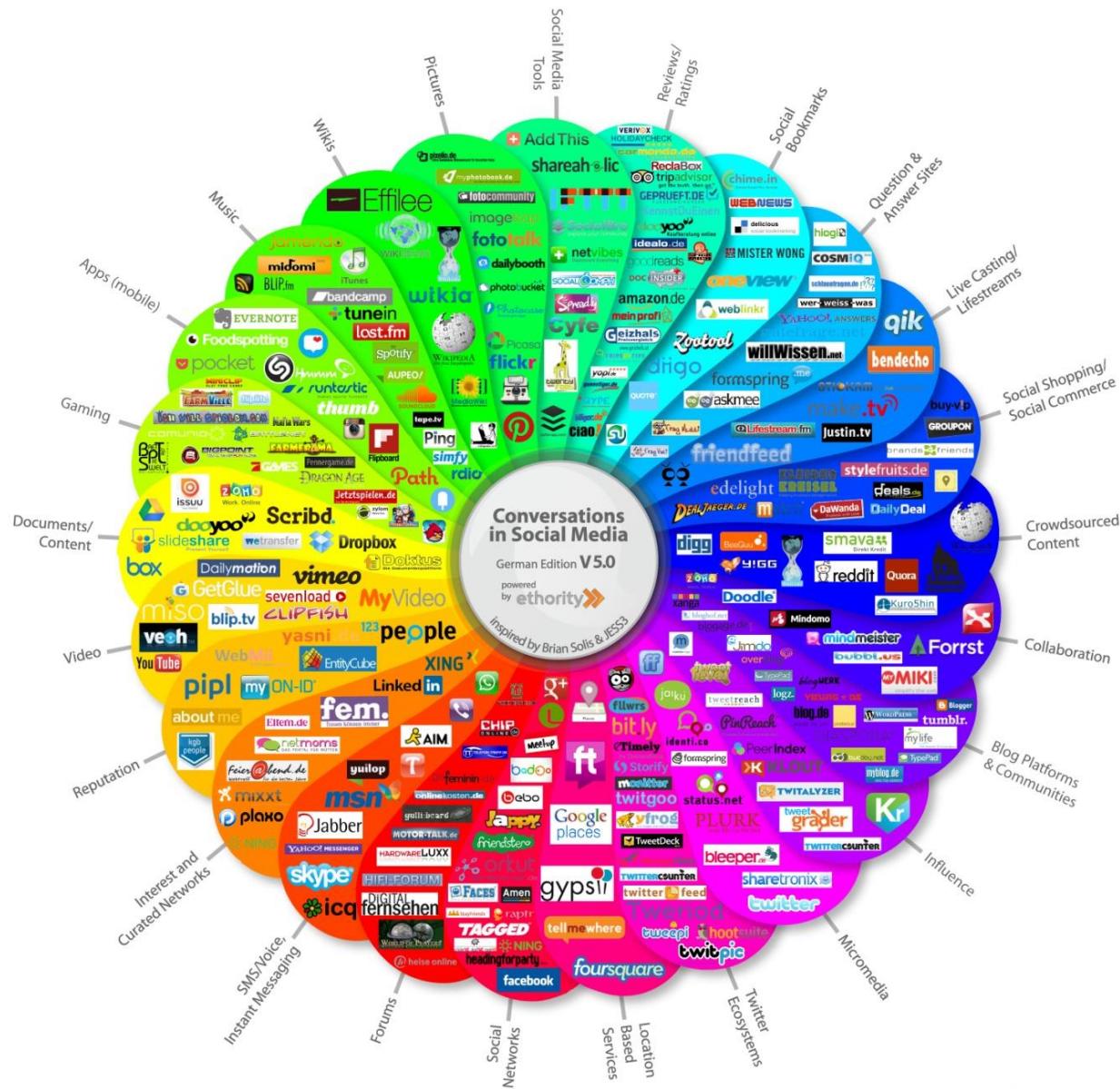
ACKNOWLEDGEMENTS

- Funded by the National Cancer Institute (5 R01 CA132651, PI: Viswanath).
- PLANET MassCONECT Community Project Advisory Committee



Common Pathways
working together toward a healthier community

SOCIAL MEDIA



COMMUNITY-BASED ORGANIZATIONS (CBOs) AND SOCIAL MEDIA

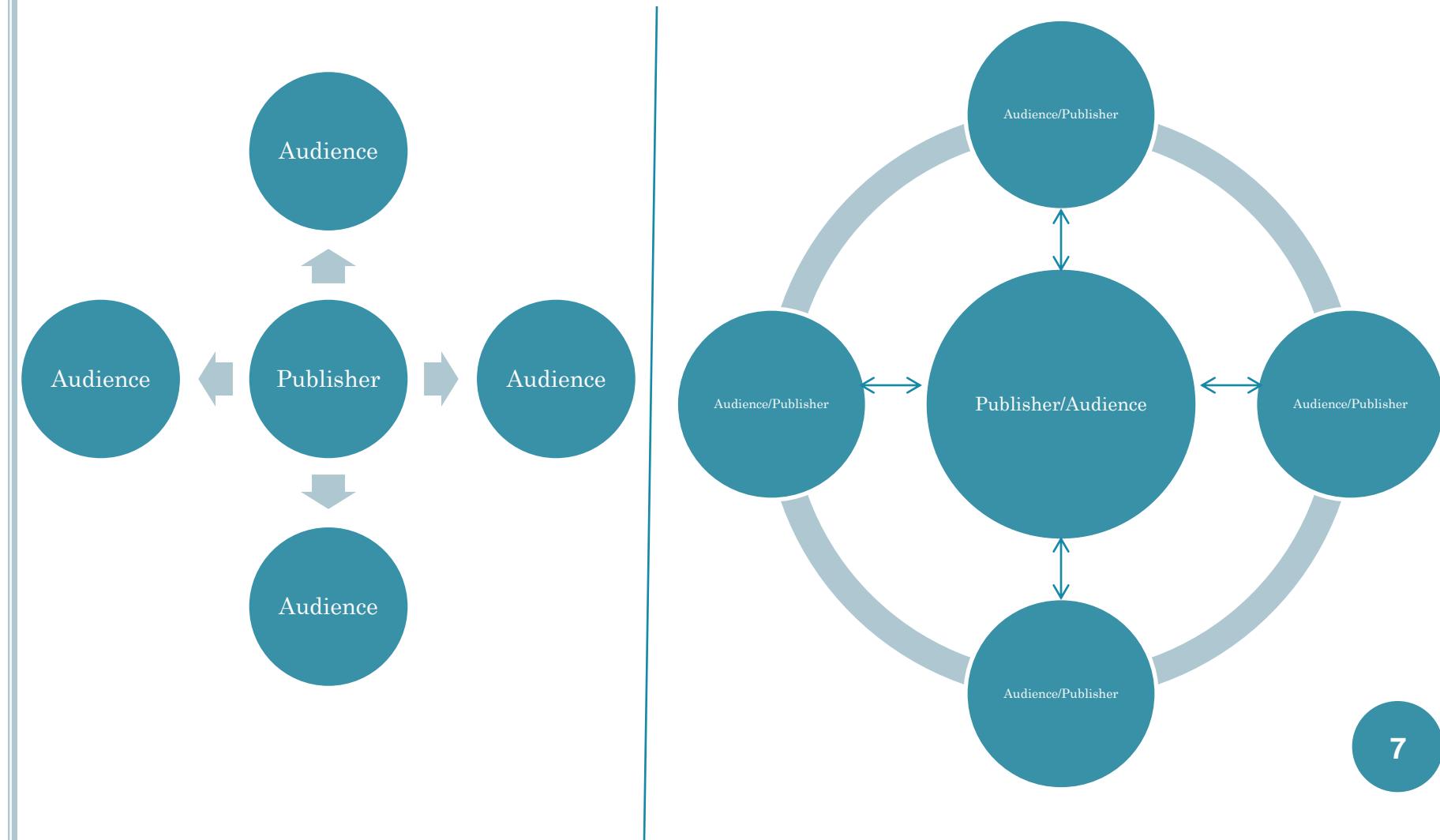
- Building / strengthening community
- Sharing information
- Promoting events / activities
- Raising funds
- Linking to other organizations

SOCIAL MEDIA REFLECT A SHIFT FROM

WEB 1.0

TO

WEB 2.0



SOCIAL MEDIA REFLECT A SHIFT FROM WEB 1.0 TO WEB 2.0

Static source

Dynamic source

One-way flow of
information

Multi-directional flow of
information

Platform works like a
lecture

Platform starts a
conversation

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)



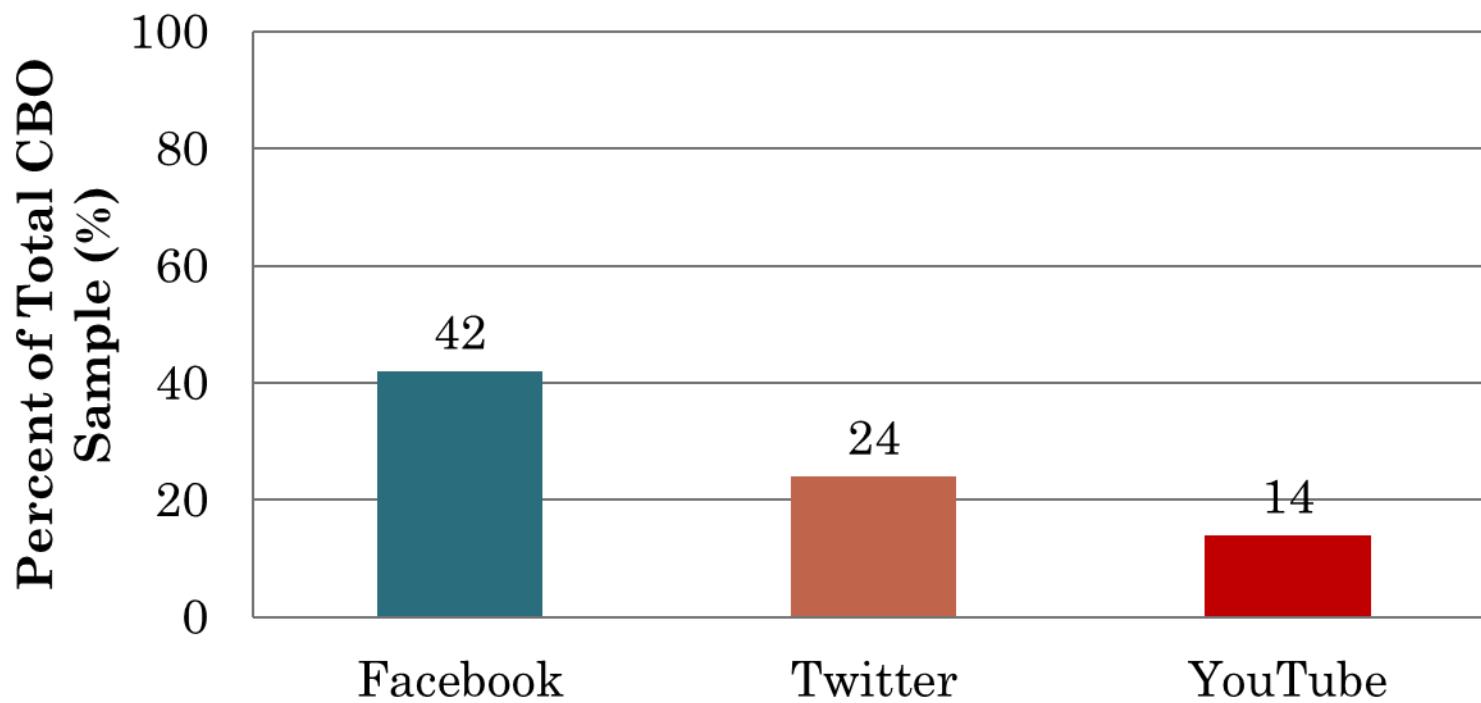
MARKERS OF INTEREST

- 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



FREQUENCY OF POSTS

- Posts were less frequent than best practice guidelines

Platform	Suggested Frequency	Actual Frequency
Facebook	Weekly / Daily	<ul style="list-style-type: none">• 38% of active organizations had at least one 8+day gap• 97% had at least one 2+ day gap
Twitter	Daily	<ul style="list-style-type: none">• 92% had at least one 2+day gap

TYPES OF POSTS

Category	Definition
Fundraising	Content that serves as a solicitation, e.g. advertising merchandise, soliciting donations, or selling tickets to a fundraising event.
Health education/news	Educational information or news articles on a range of health topics, e.g. health tips, policy decisions that relate to health, and scientific findings.
Human interest	Content that tells a personal story about a given health topic or public health initiative.
Miscellaneous	Content which does not fit into any of the other categories.
Non-informational	Content that is meant to maintain connections, but serves no informational, promotional, or persuasive purpose, e.g. holiday greetings or inspirational quotes.
Organization promotion	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.
Cross-promotion	Content that advertises or builds the image of another organization, e.g. news or events.

DISTRIBUTION OF CONTENT ACROSS CODED CATEGORIES

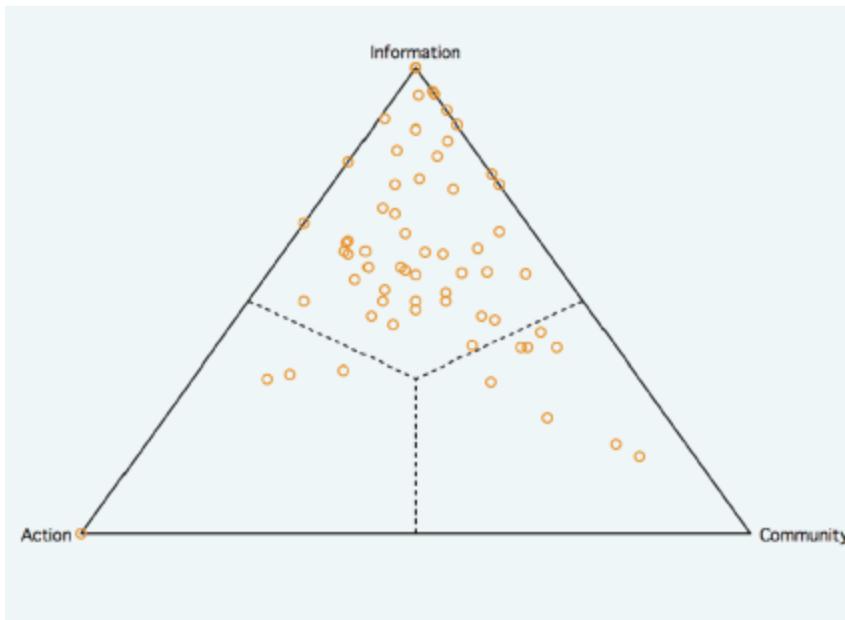
Category*	Presence in Facebook posts (%)	Presence in Twitter tweets (%)	Presence in YouTube videos (%)
Organization promotion	66	63	93
Health education / news	24	25	12
Fundraising	12	12	6
Non-informational	6	6	0
Miscellaneous	5	9	0
Human interest	2	2	31

*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?



Lovejoy, K., & Saxton, G. D. (2012). Information, Community, and Action: How Nonprofit Organizations Use Social Media*. *Journal of Computer-Mediated Communication*, 17(3), 337-353.

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.

 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

 M... 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

 Worcester Animal Rescue League shared a link.
4 hours ago

Our very own Executive Director was featured on the Worcester Business Journal's "40 Under Forty"! Join us in giving a huge congrats to Allie! 😊



2014 40 Under Forty: Allie Tellier
www.wbjournal.com

Birthplace: Worcester Residence: West Boylston High school: West Boylston High...

Like · Comment · Share 1 Share

97 people like this.

View 5 more comments

 The Vintage Retriever Congrats Allie!!!
about an hour ago · Like

 Congrats to you.
about an hour ago · Like

 YWCA of Greater Lawrence
May 23 · Edited

Girls from the YWCA Girls Center took a moment to plant flowers around the Women's War Memorial on Campagnone Common in honor of Memorial Day. It's just across the street from the YWCA so stop and take a look! Thanks to all women and men who have served our country. We honor you this Memorial Day weekend.

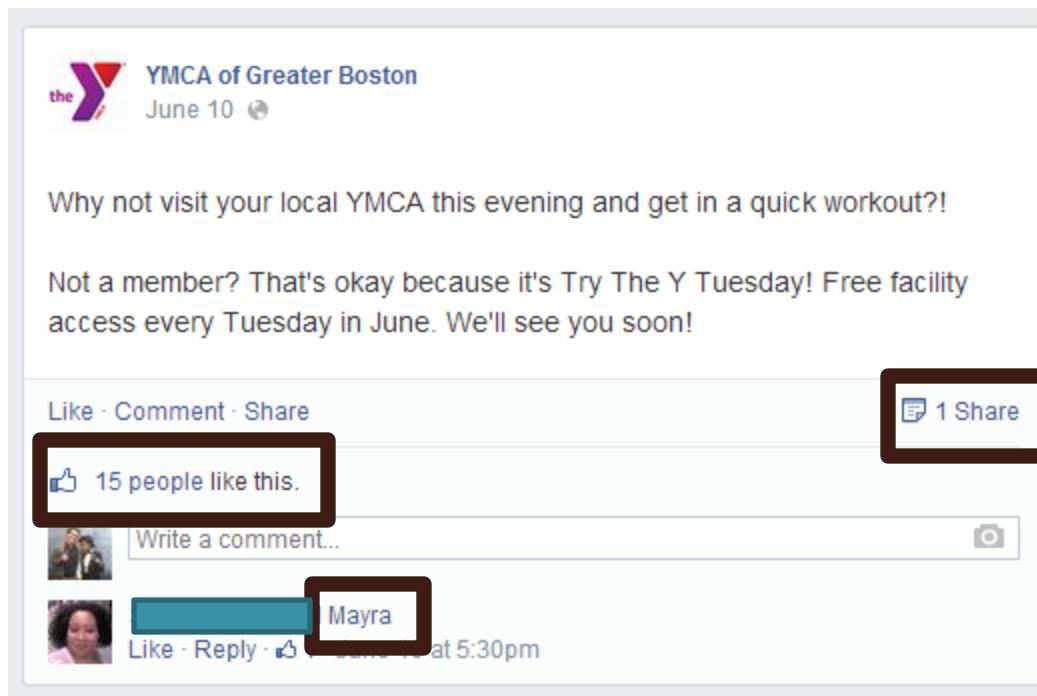


Like · Comment · Share 8 1 Share

8 people like this.

YWCA of Greater Lawrence The YWCA will be closed on Monday in observance of Memorial Day.
May 23 at 5:02pm · Like

GAUGING REACTIONS



The image shows a Facebook post from the YMCA of Greater Boston. The post was made on June 10. The content of the post is: "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!" Below the post, there are interaction metrics: 15 people liked the post, and 1 person shared it. A comment from a user named Mayra is visible, along with a camera icon for posting a photo.

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!

Like · Comment · Share

15 people like this.

1 Share

Write a comment...

Mayra

Like · Reply · at 5:30pm

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 ·

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

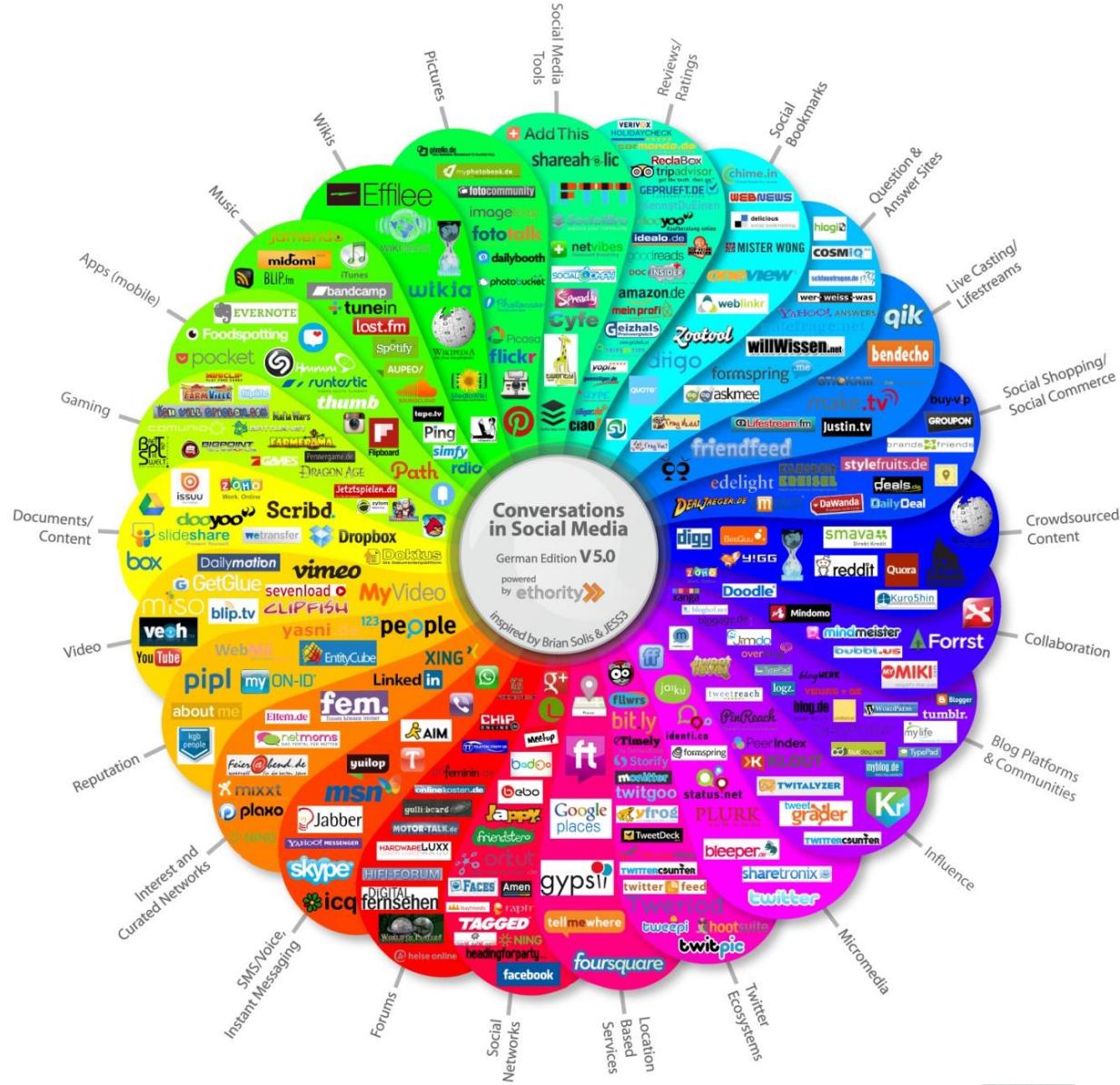
WHAT NEXT?

- 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



Ramanadhan, S., Mendez, S. R., Rao, M., & Viswanath, K. (2013). Social media use by community-based organizations conducting health outreach: A content analysis. *BMC Public Health*, 13, 1129.

FINDING THE SWEET SPOT



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www.viswanathlab.org



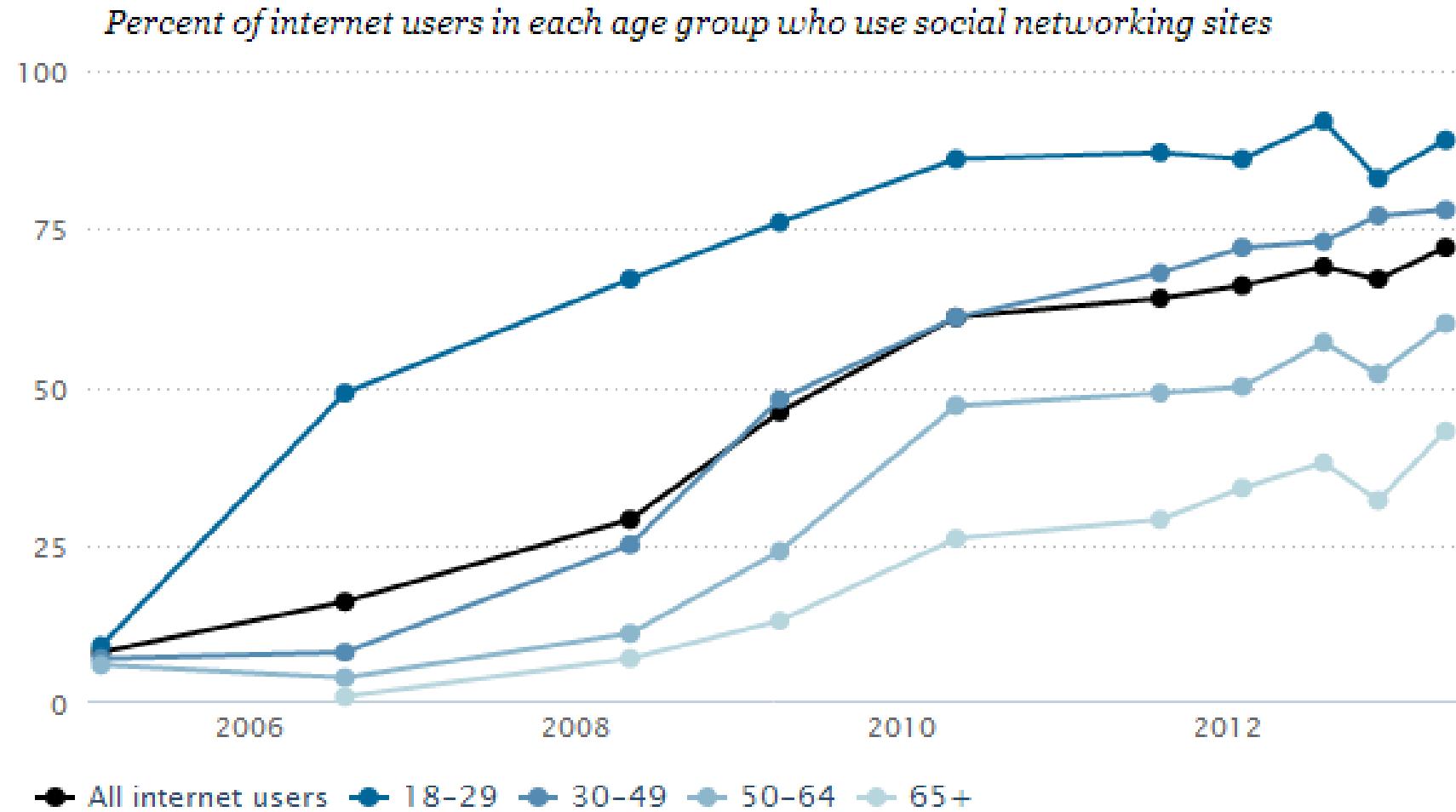
Social media for health communication

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.



Who uses social networking sites

% of internet users within each group who use social networking sites

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

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

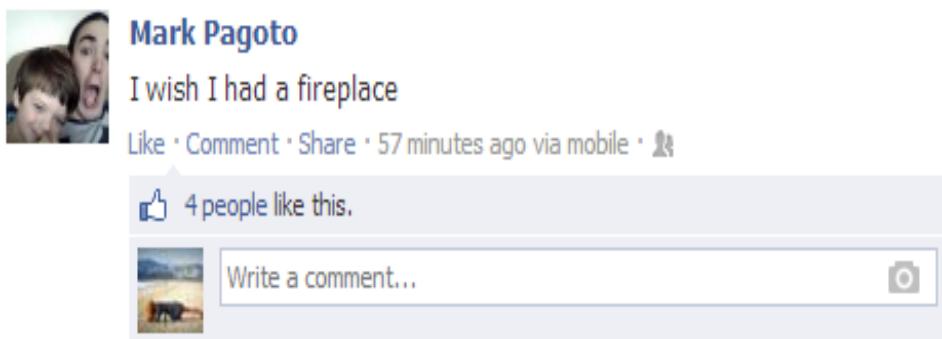
Engage the community

Engage media, public, stakeholders

Recruit staff

Public health campaigns

What is YOUR social media presence?



Mark Pagoto
I wish I had a fireplace
Like · Comment · Share · 57 minutes ago via mobile · 
4 people like this.
Write a comment... 

Careers history at T-Mobile.

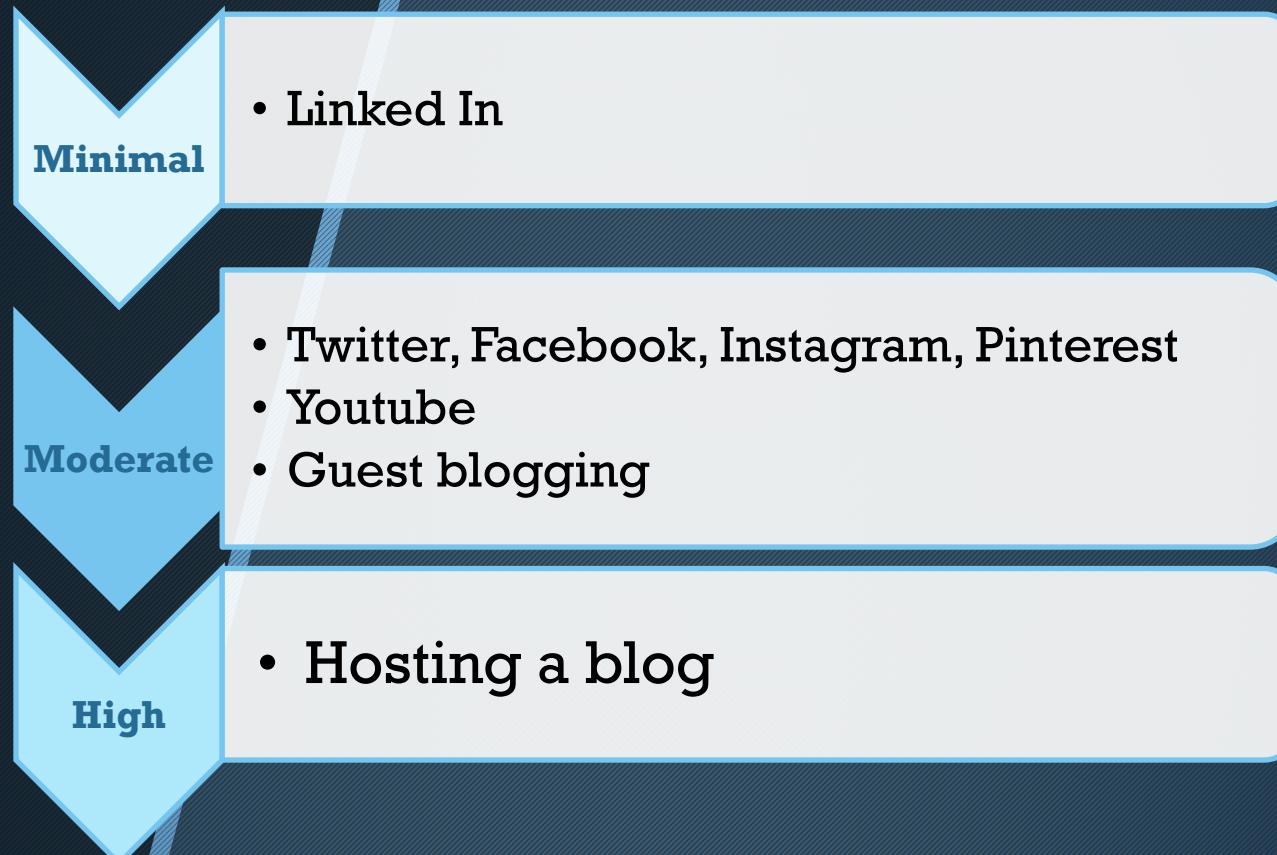
Women's Half-Yearly Sale!
shop.nordstrom.com



Shop the latest boot styles on sale today and enjoy FREE Shipping & Returns.



Social Media Activities by Intensity



Linked In

Professional networking

Have a detailed, up-to-date bio

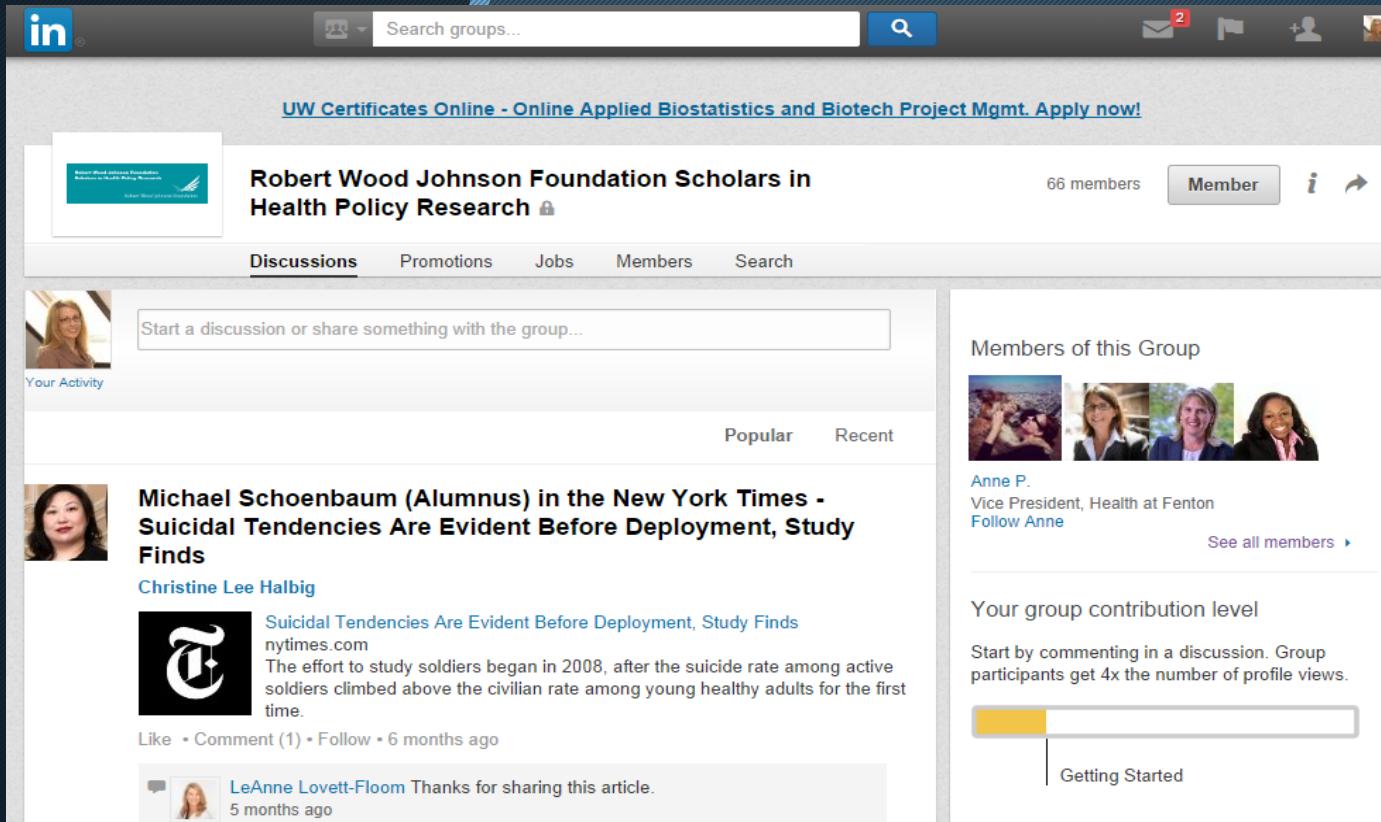
Active follow strategy – social networks must grow or they will stagnate

- 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



Search groups...

UW Certificates Online - Online Applied Biostatistics and Biotech Project Mgmt. Apply now!

Robert Wood Johnson Foundation Scholars in Health Policy Research  66 members Member

Discussions Promotions Jobs Members Search

Start a discussion or share something with the group...

Popular Recent

Michael Schoenbaum (Alumnus) in the New York Times - Suicidal Tendencies Are Evident Before Deployment, Study Finds

Christine Lee Halbig

Suicidal Tendencies Are Evident Before Deployment, Study Finds
nytimes.com

The effort to study soldiers began in 2008, after the suicide rate among active soldiers climbed above the civilian rate among young healthy adults for the first time.

Like • Comment (1) • Follow • 6 months ago

LeAnne Lovett-Floom Thanks for sharing this article. 5 months ago

Members of this Group

Anne P. Vice President, Health at Fenton Follow Anne See all members

Your group contribution level

Start by commenting in a discussion. Group participants get 4x the number of profile views.

Getting Started



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 NEW ENGLANDEDUCATION
PREVENTION
SUPPORT

5K RUN/WALK FOR HOPE

SEPTEMBER 20TH | WALTHAM HIGH SCHOOL

Melanoma Foundation of
New England
Non-Profit Organization

Great prizes for
top fundraisers,
influencers, and
finishers! Liked Following Message

...

[Timeline](#)[About](#)[Photos](#)[Reviews](#)[More](#) ▾

PEOPLE

1,325 likes
13 visits

Invite your friends to like this Page

ABOUT

The mission of the Melanoma Foundation of New England is to reduce the incidence of melanoma in the New England region. We provide a variety of...

[READ MORE](#)<http://www.mfne.org/> Suggest Edits

PHOTOS

 Post Photo / Video

Write something on this Page...

Melanoma Foundation of New England created an event.
3 hours ago

**CranwellINNESS 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 Join

Like · Comment · Share

1 Brian Lapis likes this.

 Write a comment...

Youtube



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 $\frac{1}{2}$ hours Youtube video, went viral.

Over 3 million views in 1 year!



UCLA Health

Home Videos Playlists Channels About



About UCLA Health

5,072 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](#)

Patient Stories



Huntington's Disease: John Paul Jr. shares his story
by UCLA Health 10,294 views
3 years ago



Berlin Heart Ventricular Assist Device: UCLA
by UCLA Health 15,472 views
4 years ago



Hear from UCLA Health System Patients
by UCLA Health 609 views
4 years ago



Jaw Distraction Surgical Technique for Pierre Robin...
by UCLA Health 18,012 views
4 years ago



UCLA Double Lung Transplant
by UCLA Health 64,046 views
4 years ago

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UCLA

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HolaSoyGerman.

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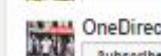
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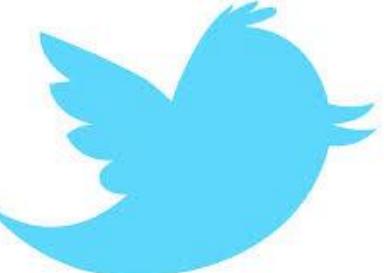
RihannaVEVO

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OneDirectionVEVO

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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



TWEETS
4,869PHOTOS/VIDEOS
75FOLLOWING
43FOLLOWERS
56.1K

More



Follow

CDC Cancer

@CDC_Cancer

CDC's Division of Cancer Prevention and Control: Promoting effective, science-based strategies to prevent and control cancer. 1-800-CDC-INFO / cdcinfo@cdc.gov

Atlanta GA

cdc.gov/cancer/

Joined June 2010

[Tweet to CDC Cancer](#)

75 Photos and videos



Tweets Tweets & replies

CDC Cancer @CDC_Cancer · 2h

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

7 2 ...

CDC Cancer @CDC_Cancer · 5h

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.

6 7 ...

[View more photos and videos](#)

CDC Cancer @CDC_Cancer · 9h

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

Who to follow · Refresh · View all

Stephanie @MathSP @Mat...
Followed by Nate Brown

Follow

HEPL @HEPLUBC

Follow

Donna Piant @DonnaPiant

Follow

Popular accounts · Find friends

Trends · Change

#Uncarrier7
Promoted by T-Mobile

#RayRice

#MTVEMA

Apple Watch

Goodell

#WSPD14

#ShawnOnEllen

#GBBO

iPhone 6

Scotland

Breast Cancer Social Media

Patients



Nancy Castleman @NancyCastleman · 1h

17 chemicals common in everyday life linked to #breastcancer, study shows nydn.us/1lonjOd h/t @LizSzabo #BCSM

[View summary](#)

Reply Retweet Favorite More

Advocates



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

[Expand](#)

Reply Retweet Favorite More

Orgs



Inspire @teaminspire · 2h

Advocating for Innovative Approaches to Ending Breast Cancer wp.me/p3DJW5-fV #bcsm #breastcancer

[Expand](#)

Reply Retweet Favorite More

Doctors



Michael Fisch @fischmd · 2h

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

[Expand](#)

Reply Retweet Favorite More

Researchers



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!

[Expand](#)

1 Reply 1 Retweet 1 Favorite

Conference hashtags bring conversations and networking to the web.



Professor Mike Weed @ProfMikeWeed · Aug 23

New analysis of 7500 individuals shows ass'ns between active commuting & reduced BMI bmj.com/content/349/bm... @bmj_latest #ICBM2014 @ICBM2014

View conversation

Reply Retweet Favorite More



Yvette Ciere @YvetteCiere · Aug 23

Master lecture Peter de Jonge: averaging people is meaningless. #ICBM2014

Expand

Reply Retweet Favorite More



ICBM2014 @ICBM2014 · Aug 23

After master lectures stay around for closing ceremony at 16:00 (Springer room) followed by closing reception (Springer foyer). #ICBM2014

Expand

Reply Retweet Favorite More



Gozde Ozakinci @Gozde786 · Aug 23

Peter de Jonge is giving a master lecture on deconstructing distress. This could be interesting! #ICBM2014

Expand

Reply Retweet Favorite More



ICBM2014 @ICBM2014 · Aug 23

Last but certainly not least, two exciting master lectures by Peter de Jonge and Laura Fratiglioni! #ICBM2014

Expand

Reply Retweet Favorite More



Martin Hagger @MartinHagger · Aug 23

@niinamk @shauntreweek @FSniehotta #ICBM2014 symp on methods is based on our article in Aus Psych onlinelibrary.wiley.com/doi/10.1111/ap... I can email a pdf!

View conversation

Reply Retweet Favorite More

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”

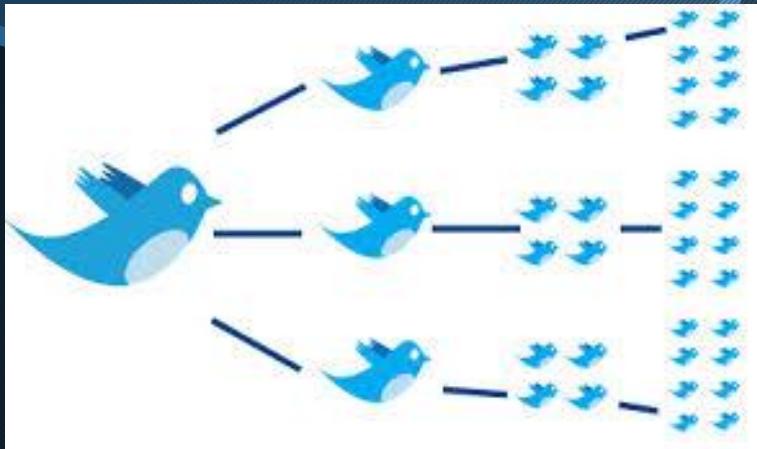
12% promoting a specific session at the conference

“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

Pinterest

 Search  Sherry 



Scripps Health

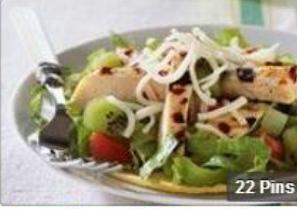
Scripps Health is a not-for-profit, community-based health care delivery network. Scripps. Where greater things happen.

San Diego, CA · www.scripps.org · 

31 Boards 529 Pins 183 Likes [Unfollow All](#) [Send Profile](#) 751 Followers 311 Following

Pins from:

-  ALL YOU Magazine
-  Sarah Simpkins
-  Health magazine

Diabetes-Friendly Recipes  22 Pins  Unfollow	Farmers' Market  16 Pins  Unfollow	Entrées  25 Pins  Unfollow	Gluten-Free Recipes  30 Pins  Unfollow	Mindful Sides and Snacks  33 Pins  Unfollow
--	--	--	--	---

Soundcloud

Audio files
Large music scene

Stream Explore Search  Upload Sherry Pagoto   

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Cancer Research UK
Britain (UK)

90 | 108

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www.cancerresearchuk.org/
[Facebook](#)
[Twitter](#)
[YouTube](#)
[Block Cancer Research UK](#)



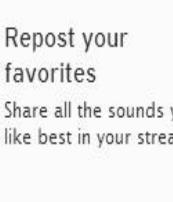
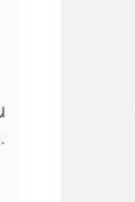
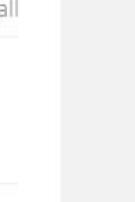
Cancer Research UK
87 The pill and cancer risk, sensitising tumours, and physicists fighting cancer
18 days 

     272 | 8

Cancer Research UK
86 Summer sun, anal cancer and teens on trials
1 month 

     328 | 7

Cancer Research UK
85 Deprivation, Wikipedia, pancreatic cancer and immunotherapy
2 months 

Repost your favorites
Share all the sounds you like best in your stream.

11 playlists 

 Cancer Research UK Podcasts 2014
1 | 1

 Cancer Research UK Podcasts 2013

 Cancer Research UK Scientist interviews
1

141 comments 

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

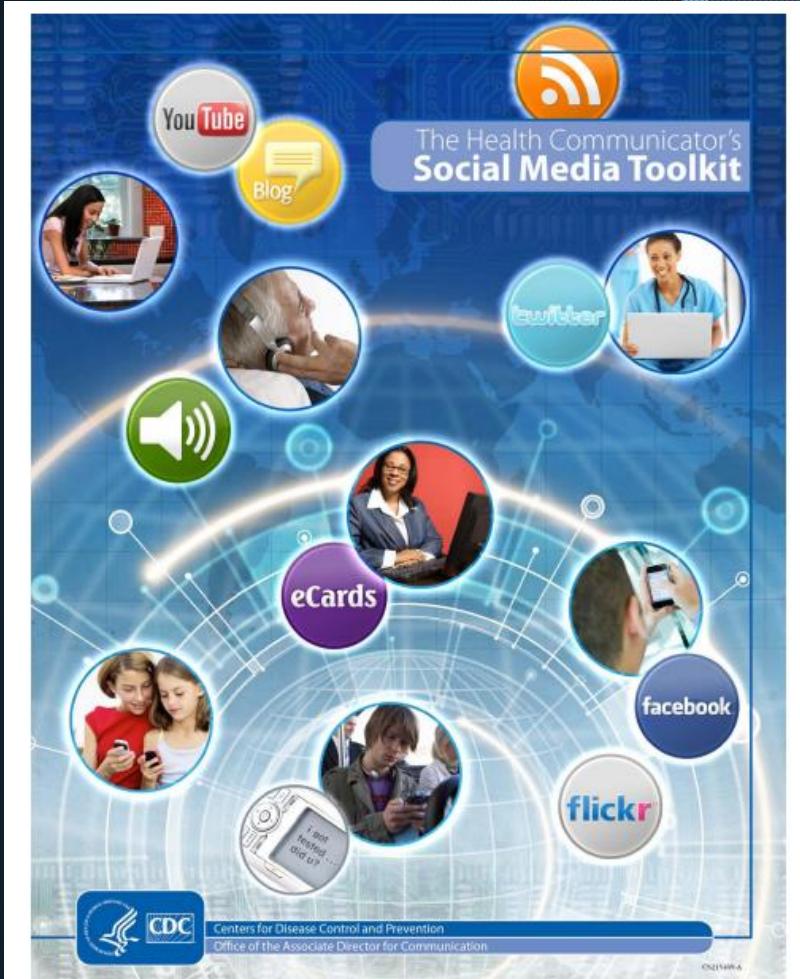
Use Hootsuite (or other social media manager)

- 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.



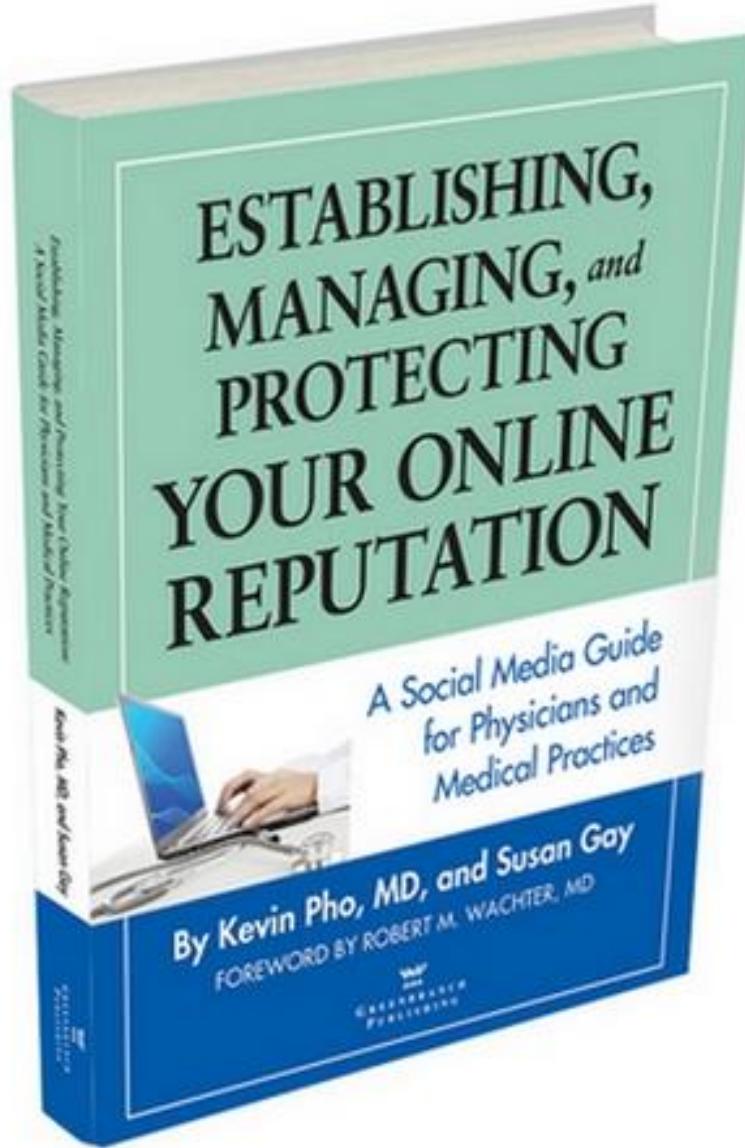


CDC Social Media Toolkit:

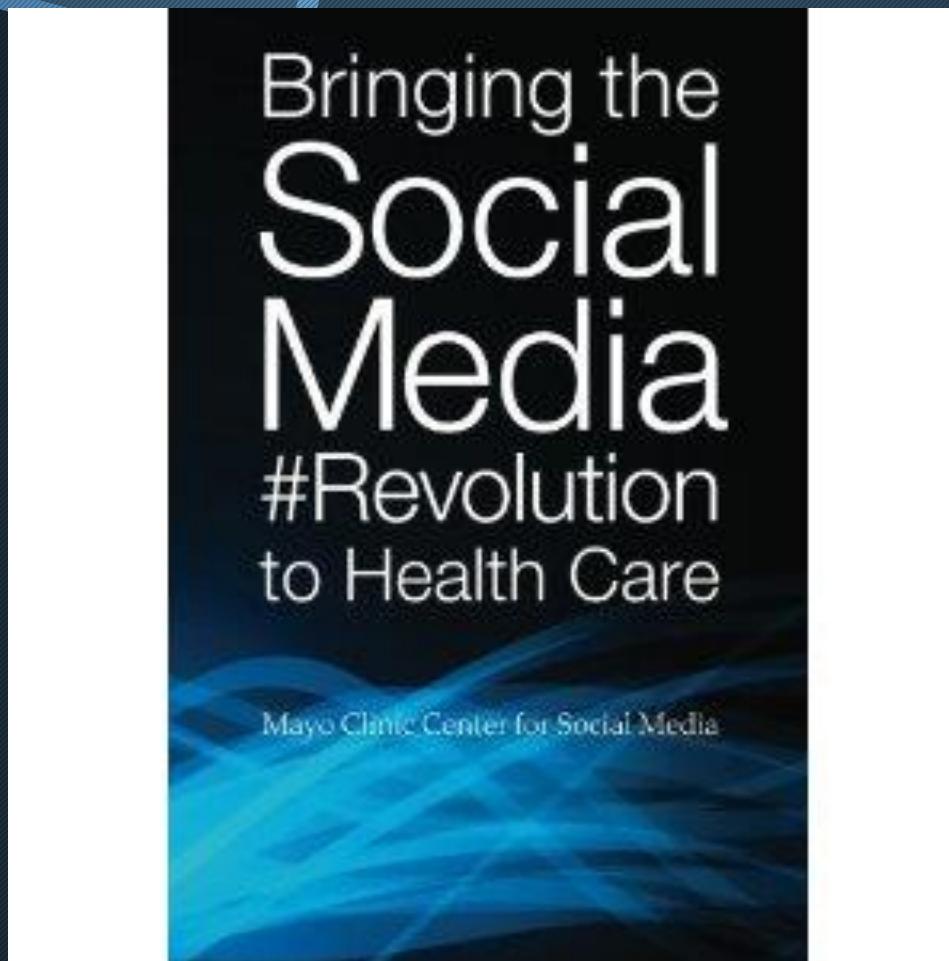
http://www.cdc.gov/socialmedia/tools/guidelines/pdf/socialmediatoolkit_bm.pdf

CDC Guide to Writing for Social Media

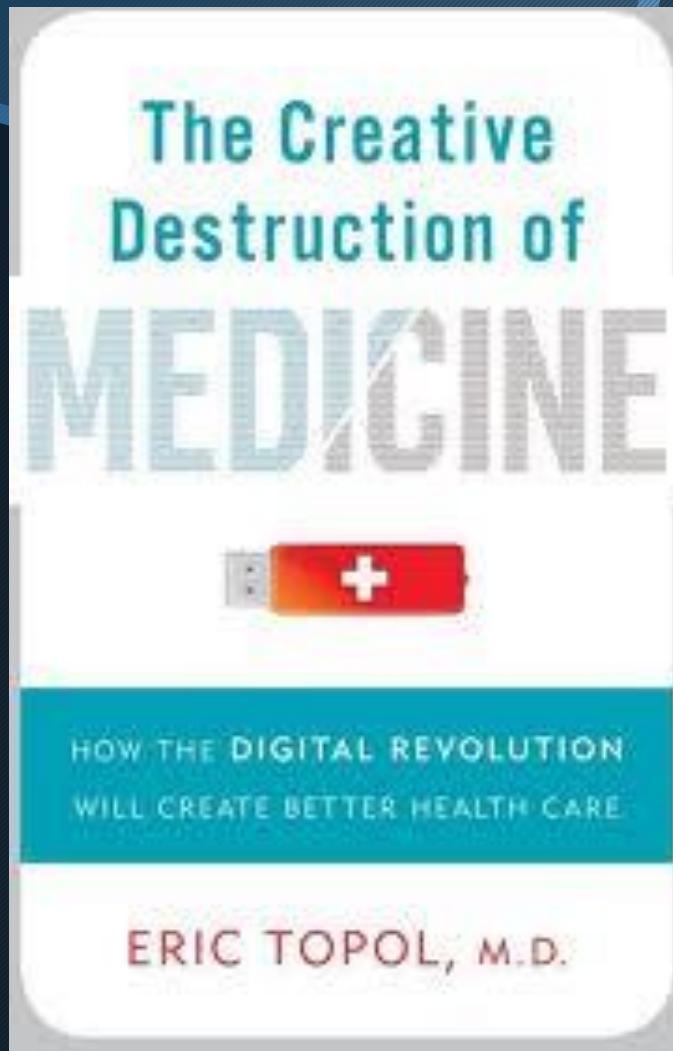
<http://www.cdc.gov/socialmedia/Tools/guidelines/pdf/GuideToWritingforSocialMedia.pdf>



Mayo Clinic



“...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?