

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

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**Hosted by:**  
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Dana–Farber/Harvard Cancer Center, UMCCTS Community  
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other partners



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- ▶ We will invite questions and comments between the presentations
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# **COMMUNITY-BASED ORGANIZATIONS AND SOCIAL MEDIA: OPPORTUNITIES AND CHALLENGES**

**3**

**Shoba Ramanadhan, ScD**

**Center for Community-Based Research / Viswanath Lab**

**Dana-Farber Cancer Institute**

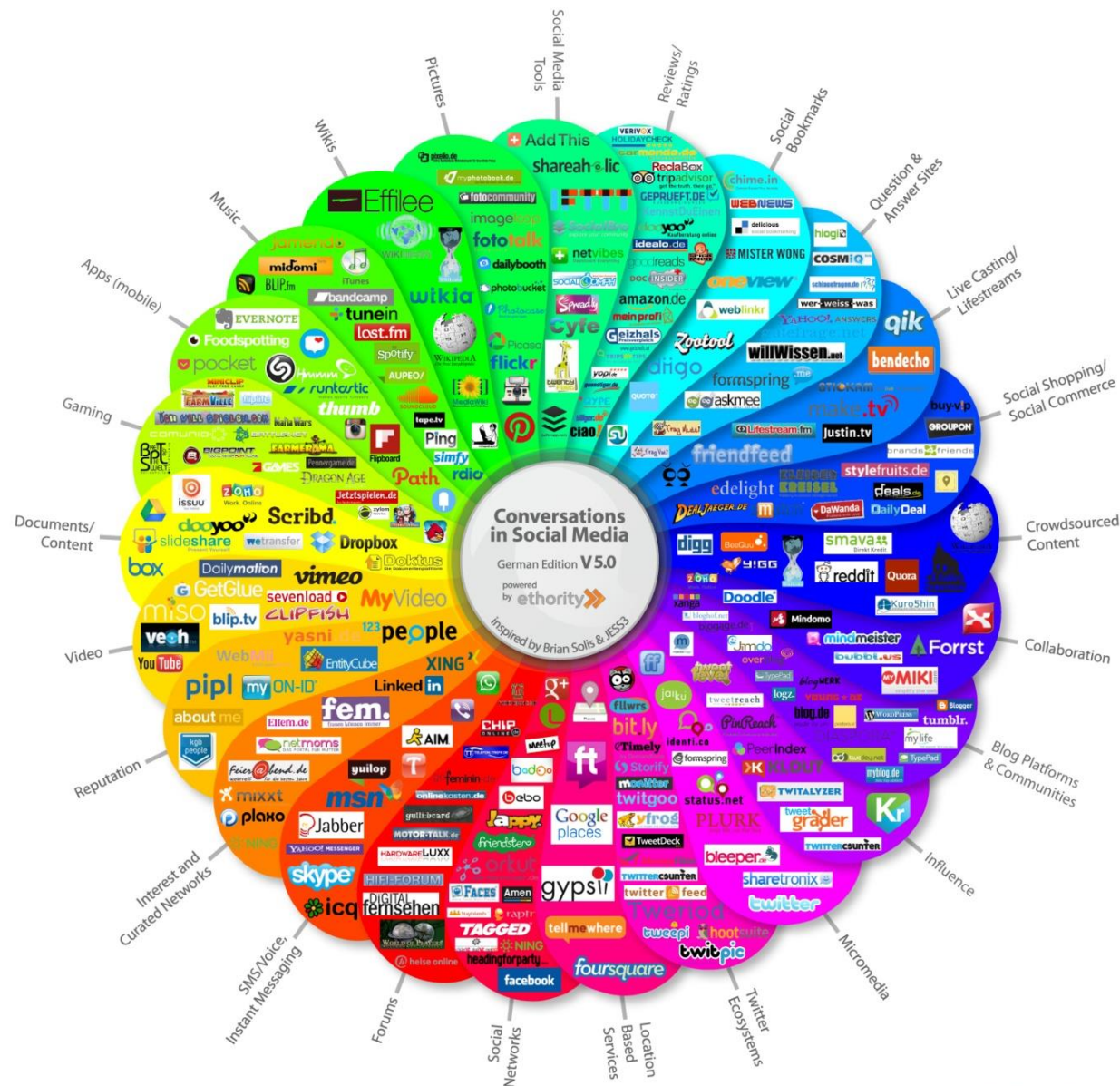
**September 11, 2014**

# ACKNOWLEDGEMENTS

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



# SOCIAL MEDIA



# COMMUNITY-BASED ORGANIZATIONS (CBOs) AND SOCIAL MEDIA

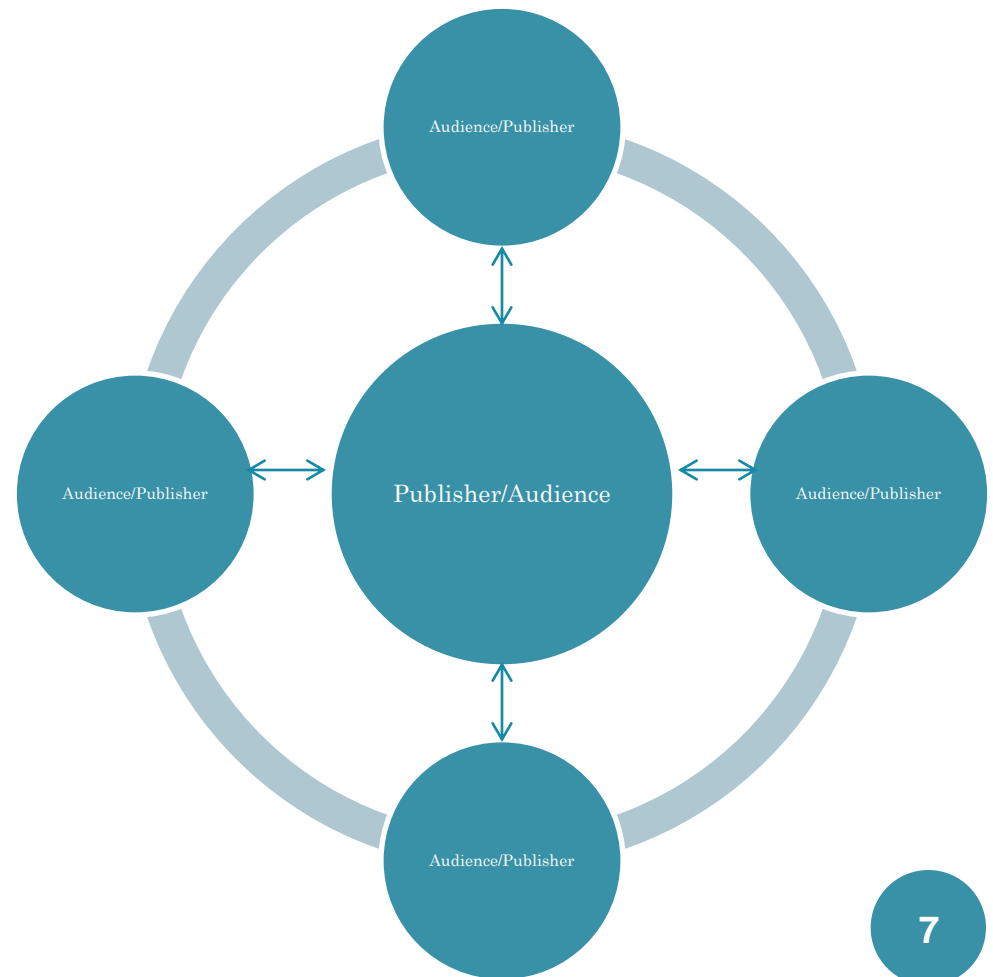
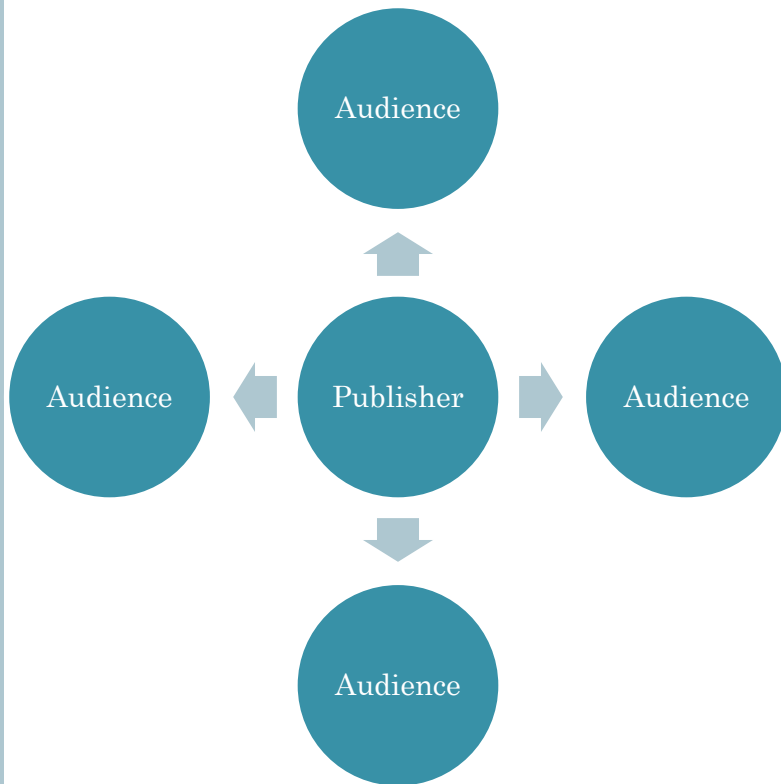
- Building / strengthening community
- Sharing information
- Promoting events / activities
- Raising funds
- Linking to other organizations

# 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
	<b>RISING PRESENCE</b>

# 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)



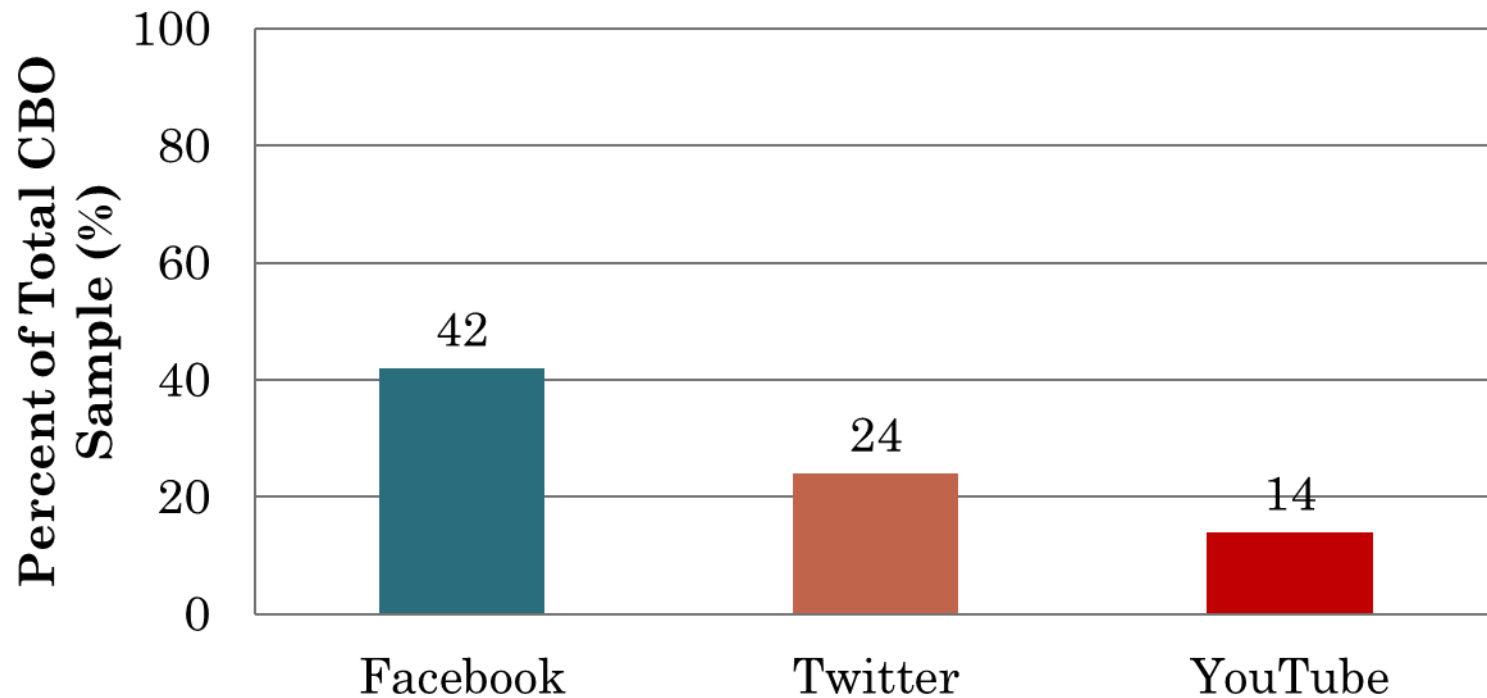
# MARKERS OF INTEREST

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

# 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

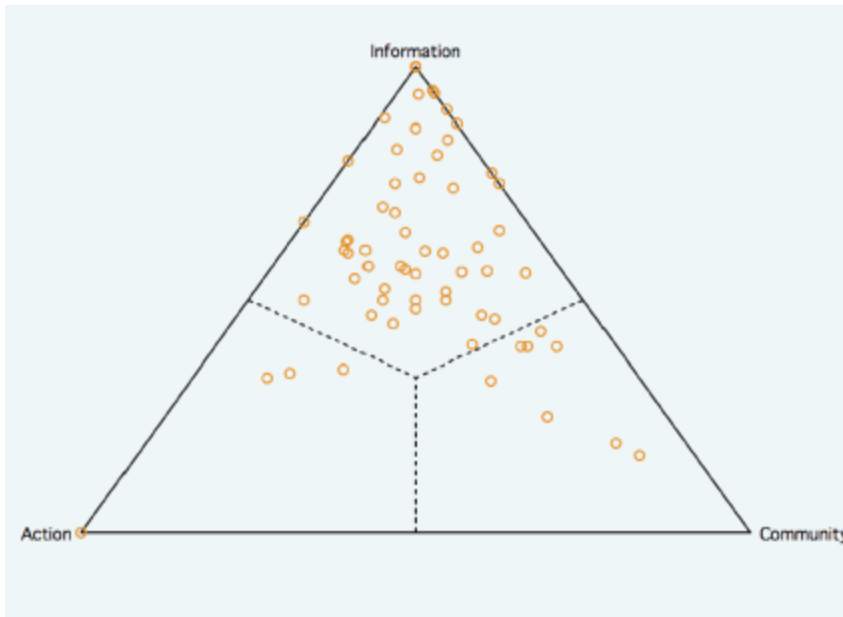
Category*	Presence in Facebook posts (%)	Presence in Twitter tweets (%)	Presence in YouTube videos (%)
Organization promotion	<b>66</b>	<b>63</b>	<b>93</b>
Health education / news	<b>24</b>	<b>25</b>	<b>12</b>
Fundraising	12	12	6
Non-informational	6	6	0
Miscellaneous	5	9	0
Human interest	2	2	<b>31</b>

\*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](http://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.

**[Redacted]** 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

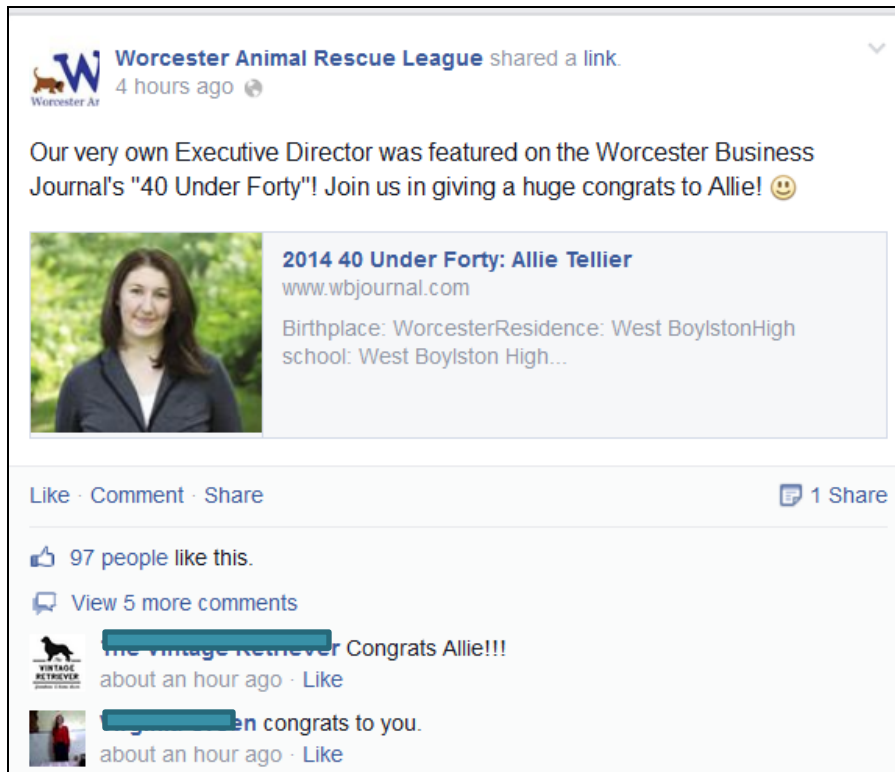
**[Redacted]** Swim strong  
September 5 at 9:43pm · Like

# USE OF INTERACTIVE FEATURES

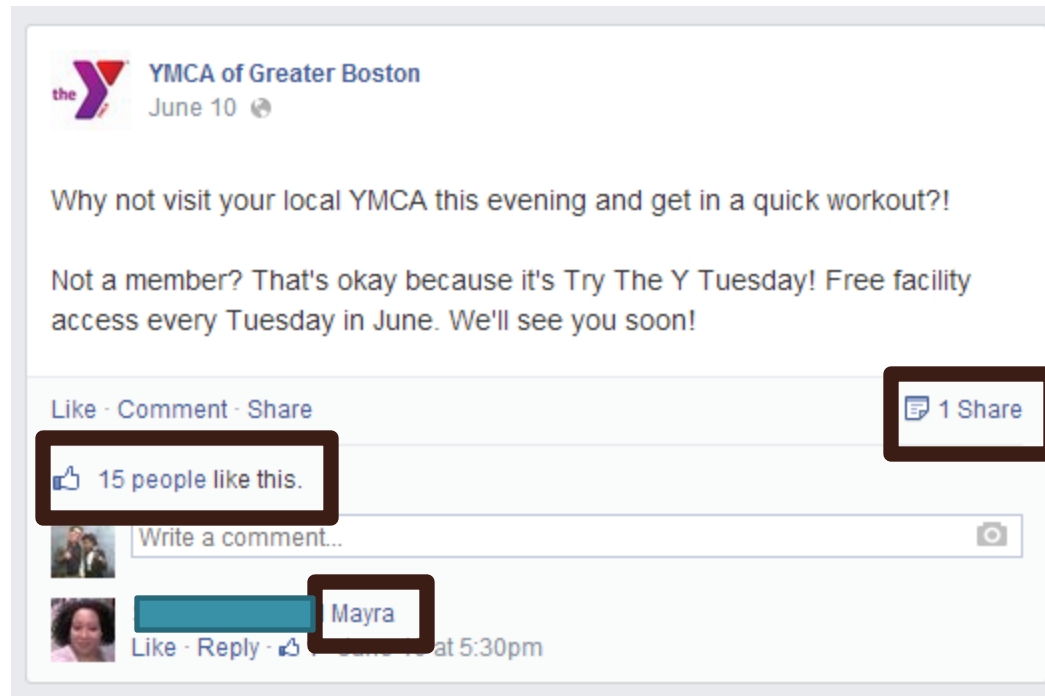
- Facebook posts
  - 32% linked to external content
  - 27% linked to internal content
  - <1% included a video
  - 65% received at least one “like”
- Twitter
  - 32% linked to external content
  - 34% linked to internal content
  - 21% were Retweets
  - 38% included a mention
  - 37% included a hashtag

# TRIGGERING “LIKES”

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



# GAUGING REACTIONS



# 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

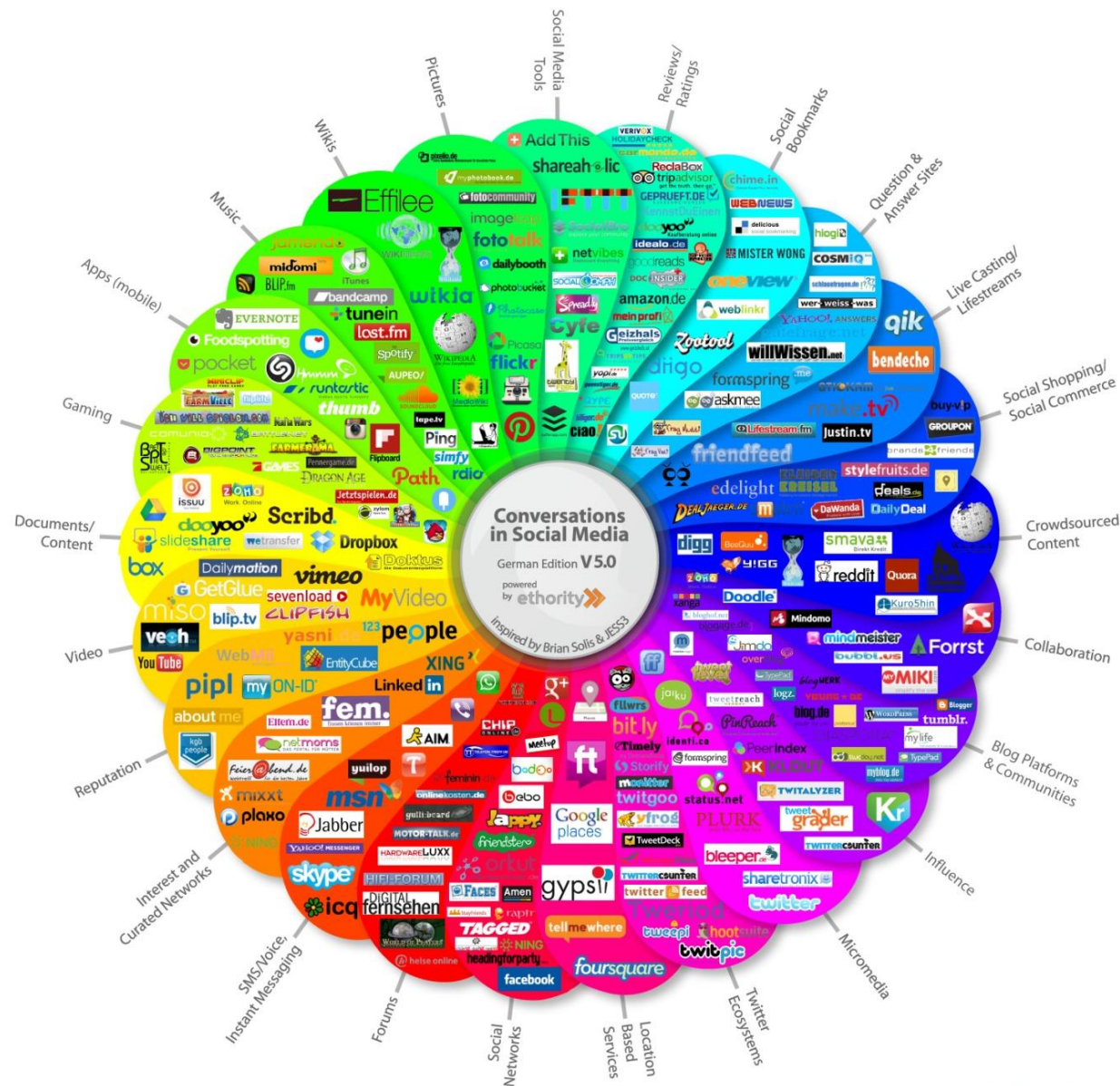
# WHAT NEXT?

- 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



# LAB MEMBERS

- Vish Viswanath, PhD
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- Hope Cummings, PhD
- Josephine Crisostomo, MPH
- Yulin Hswen, MPH
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[www.viswanathlab.org](http://www.viswanathlab.org)



# Social media for health communication

## Sherry Pagoto, PhD

## Associate Professor

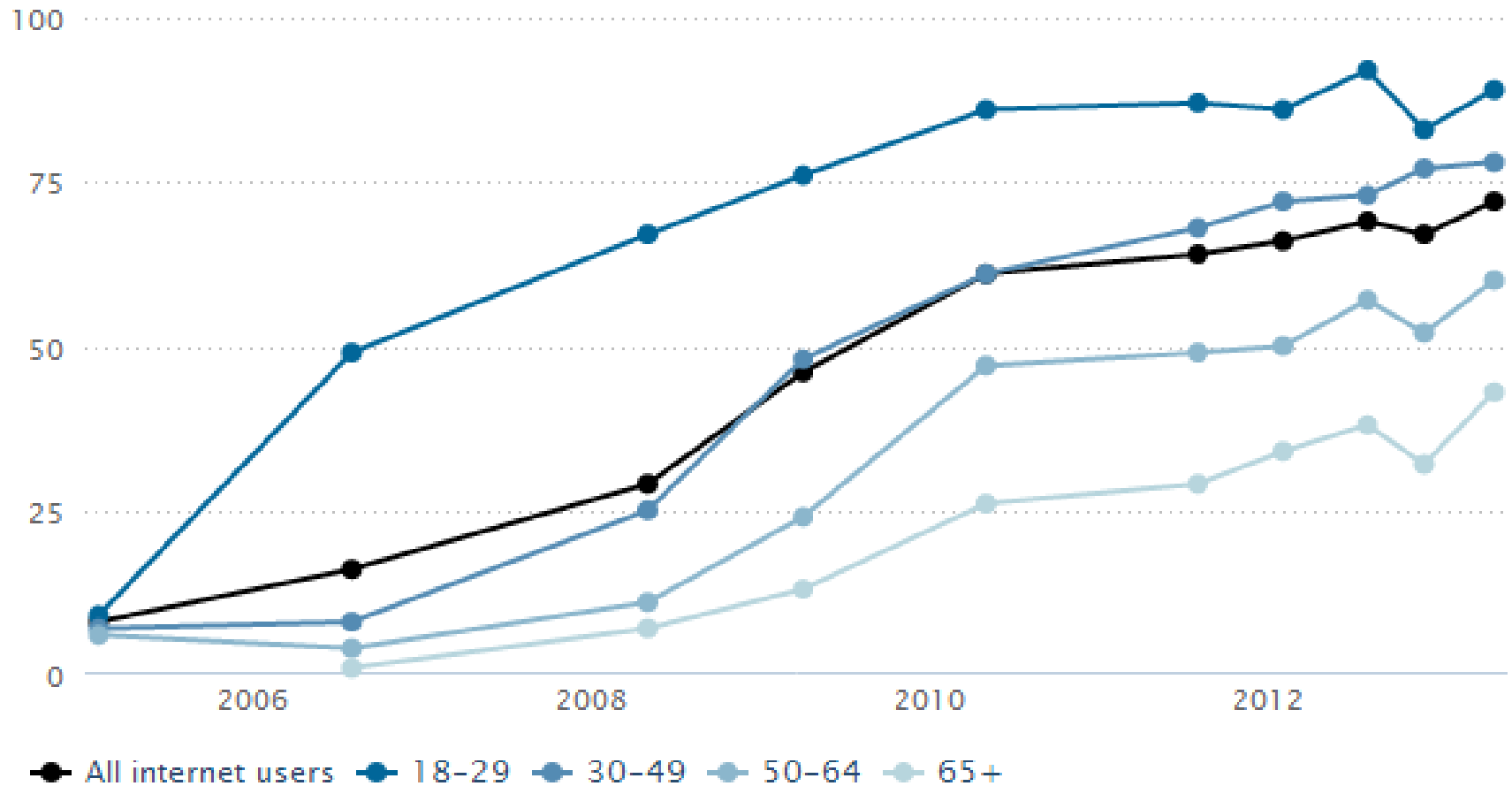
**Co-Founder, Center for mHealth and Social Media**

# 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.**

*Percent of internet users in each age group who use social networking sites*



# Who uses social networking sites

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

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



### Find Patients Just Like You

Do you have a life-changing condition? Learn from the real-world experiences of other patients like you.





# 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.

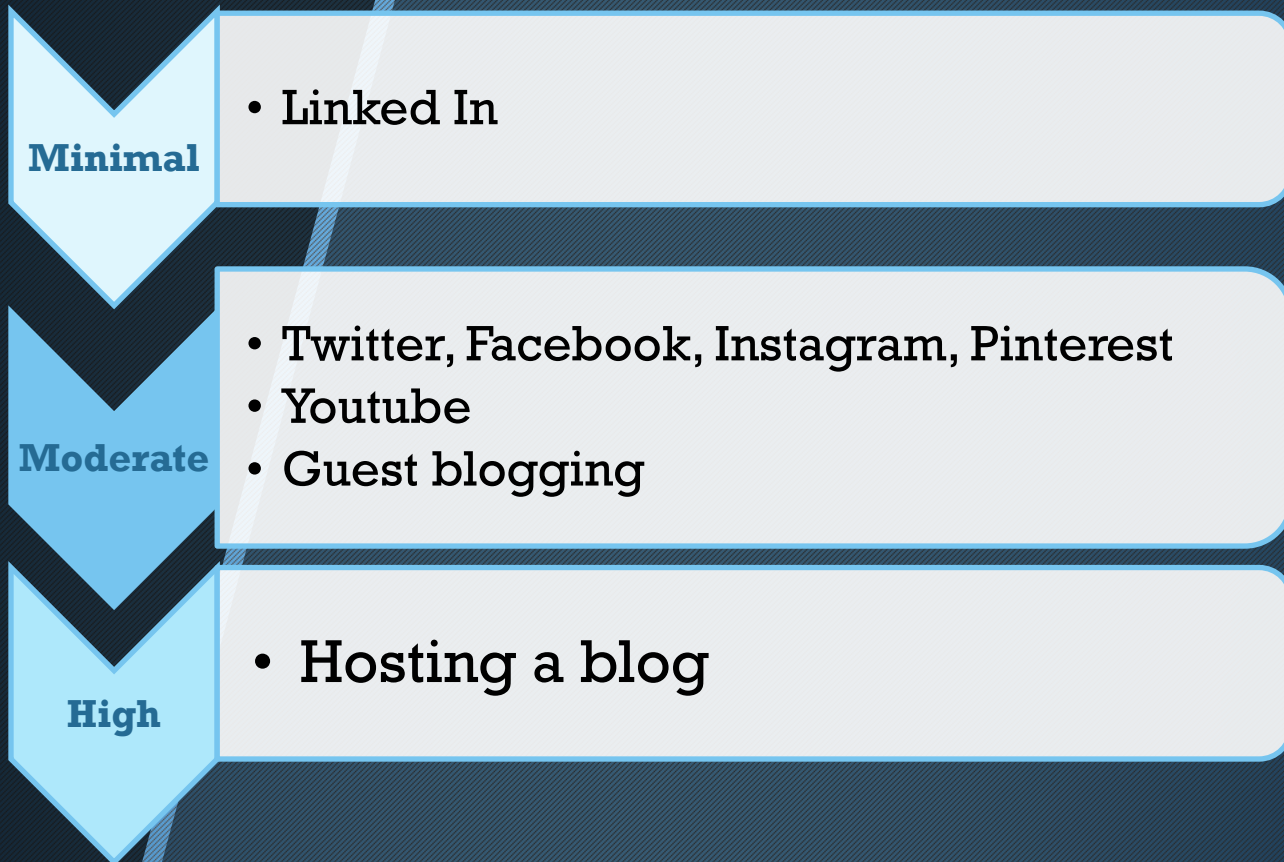
**Women's Half-Yearly Sale!**

[shop.nordstrom.com](http://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

The screenshot shows a LinkedIn group page for the "Robert Wood Johnson Foundation Scholars in Health Policy Research". The page header includes the LinkedIn logo, a search bar, and navigation icons. Below the header, there is a banner for "UW Certificates Online - Online Applied Biostatistics and Biotech Project Mgmt. Apply now!". The group name is "Robert Wood Johnson Foundation Scholars in Health Policy Research" with 66 members and a "Member" button. The page is divided into sections: "Discussions" (selected), "Promotions", "Jobs", "Members", and "Search". Under "Discussions", there is a text box to "Start a discussion or share something with the group...". Below this, a post by Christine Lee Halbig is shown, titled "Michael Schoenbaum (Alumnus) in the New York Times - Suicidal Tendencies Are Evident Before Deployment, Study Finds". The post includes a thumbnail of the New York Times logo and a link to the article. On the right side, there is a section for "Members of this Group" showing four member profiles, including Anne P. Vice President, Health at Fenton. Below this is a "Your group contribution level" section with a progress bar and the text "Getting Started".

in 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...

Your Activity

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 OF NEW ENGLAND

**EDUCATION  
PREVENTION  
SUPPORT**

# 5K RUN/WALK FOR HOPE

## SEPTEMBER 20<sup>TH</sup> | WALTHAM HIGH SCHOOL

**Melanoma Foundation of  
New England**  
Non-Profit Organization

Great prizes for  
top fundraisers,  
influencers, and  
finishers!

Like 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



**Cranwell \$\$\$ 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



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

Subscribe 5,944

Home Videos Playlists Channels About



### 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](#)

### 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 · 809 views  
4 years ago



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

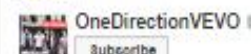


**UCLA Double Lung Transplant**  
by UCLA Health · 64,045 views  
4 years ago

### Featured Channels



### Popular channels on YouTube





# 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





**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/](http://cdc.gov/cancer/)  
 Joined June 2010

[Tweet to CDC Cancer](#)

75 Photos and videos



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

[Follow](#)

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](http://go.usa.gov/VaqR)

**CDC Cancer** @CDC\_Cancer · 5h  
 Is #BreastCancer affecting your emotional health? @AmericanCancer has tips #WSPD14 [bit.ly/1wbQSqV](http://bit.ly/1wbQSqV)

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

**CDC Cancer** @CDC\_Cancer · 9h  
 ¿Tiene #cáncer o cuida a alguien con cáncer? Aprenda cómo prevenir infecciones durante la quimioterapia [go.usa.gov/VaqW](http://go.usa.gov/VaqW)

Who to follow · Refresh · View all

- Stephanie MathSP** @MathSP  
 Followed by Nate Brown  
[Follow](#)
- HEPL** @HEPLUBC  
[Follow](#)
- Donna Piunt** @DonnaPiunt  
[Follow](#)

Popular accounts · Find friends

Trends · Change

- #Uncarrier7  
Promoted by T-Mobile
- #RayRice
- #MTVEMA
- Apple Watch
- Goodell
- #WSPD14
- #ShawnOnEllen
- #GBBO
- iPhone 6
- Scotland

#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](https://nydn.us/1lonjOd) h/t @LizSzabo [#BCSM](#)

[View summary](#)

[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 :) [#bcsbm](#)

[Expand](#)

[Reply](#) [Retweet](#) [Favorite](#) [More](#)



**Lisa DeFerrari** @after20yrs · 2h

Advocating for Innovative Approaches to Ending Breast Cancer [wp.me/p3DJW5-fv](https://wp.me/p3DJW5-fv) [#bcsbm](#) [#breastcancer](#)

[Expand](#)

[Reply](#) [Retweet](#) [Favorite](#) [More](#)



**Inspire** @teaminspire · 2h

Advocating for Innovative Approaches to Ending Breast Cancer [wp.me/p3DJW5-fv](https://wp.me/p3DJW5-fv) via @after20yrs [#BreastCancer](#) [#BCSM](#)

[Expand](#)

[Reply](#) [Retweet](#) [Favorite](#) [More](#)



**Michael Fisch** @fischmd · 2h

MT @CancerDotNet: Info from @ASCO for patients about the link between weight & [#cancer](#). [bit.ly/1qwsKAe](https://bit.ly/1qwsKAe) [#bcsbm](#) [#crcsm](#)

[Expand](#)

[Reply](#) [Retweet](#) [Favorite](#) [More](#)



**Jodi Sperber** @jsperber · 2h

Are you part of [#bcsbm](#)? I'd like to interview you for my dissertation on social media and health. See [www.thissocial.net](https://www.thissocial.net) for more. Tx!

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...](http://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...](http://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”*

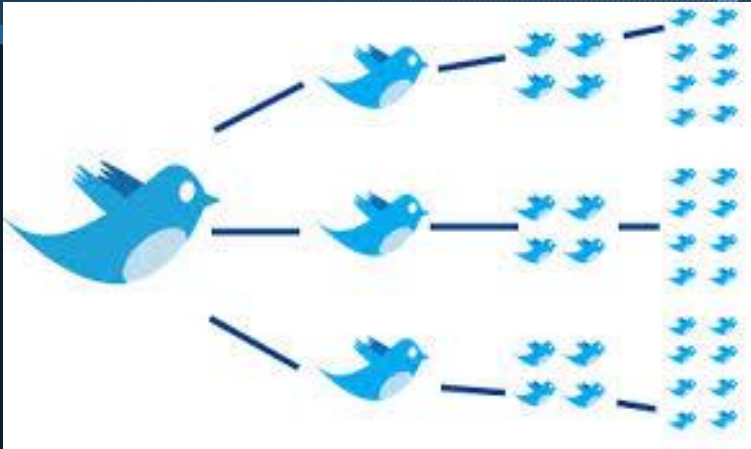
12% promoting a specific session at the conference

*“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




# Pinterest

Women (esp moms) are heavy users  
Image (pic) focused


 Search

 Sherry 1






## 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](http://www.scripps.org) · 

Pins from:


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# Soundcloud

Audio files  
Large music scene

StreamExploreUploadSherry Pagoto🔔✉️⚙️

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18 days  
87 The pill and cancer risk, sensitising tumours, and physicists fighting cancer  
#News




23:48

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▶ 272 | 💬 8




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




17:37

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




23:54

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Cancer Research UK Scientist interviews  
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# 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.

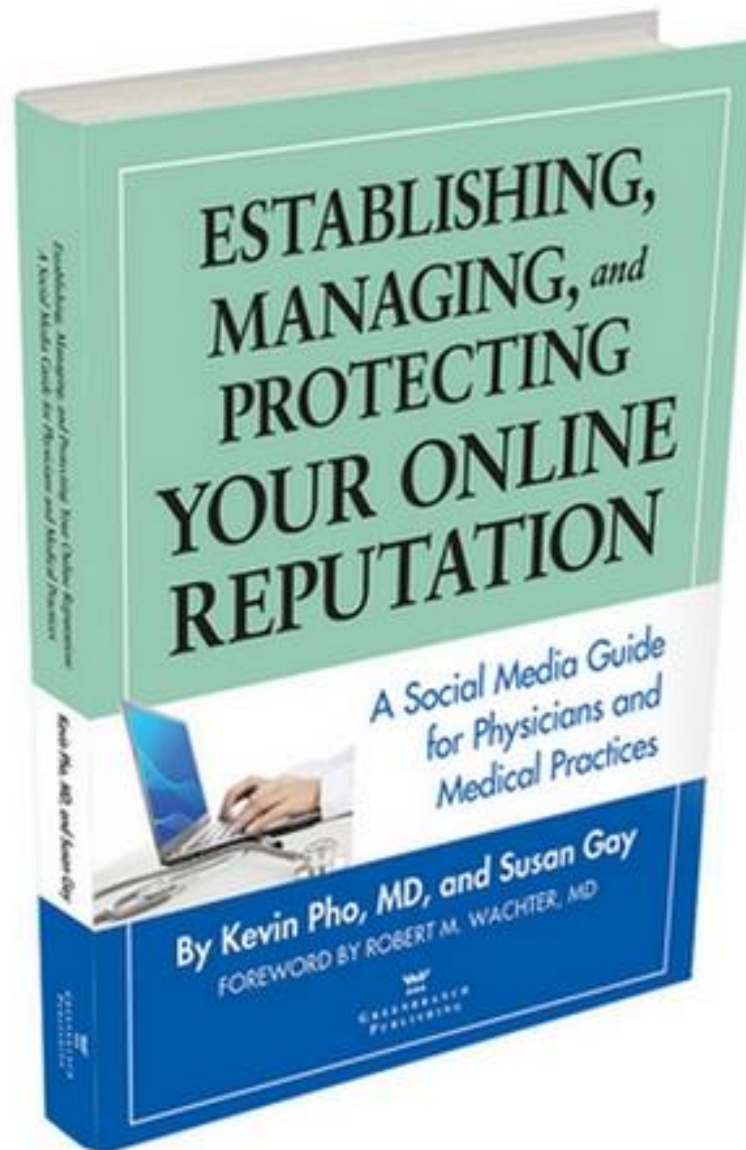
## CDC Social Media Toolkit:

[http://www.cdc.gov/socialmedia/tools/guidelines/pdf/socialmediatoolkit\\_bm.pdf](http://www.cdc.gov/socialmedia/tools/guidelines/pdf/socialmediatoolkit_bm.pdf)

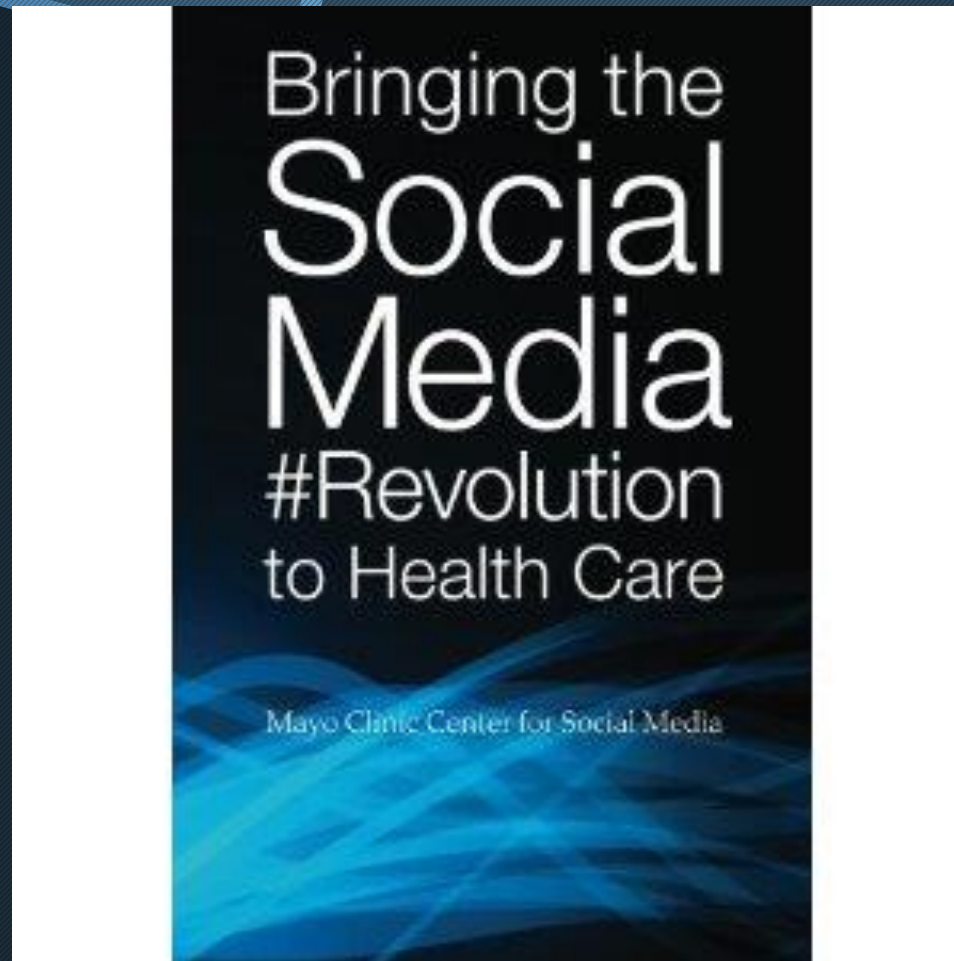
## CDC Guide to Writing for Social Media

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

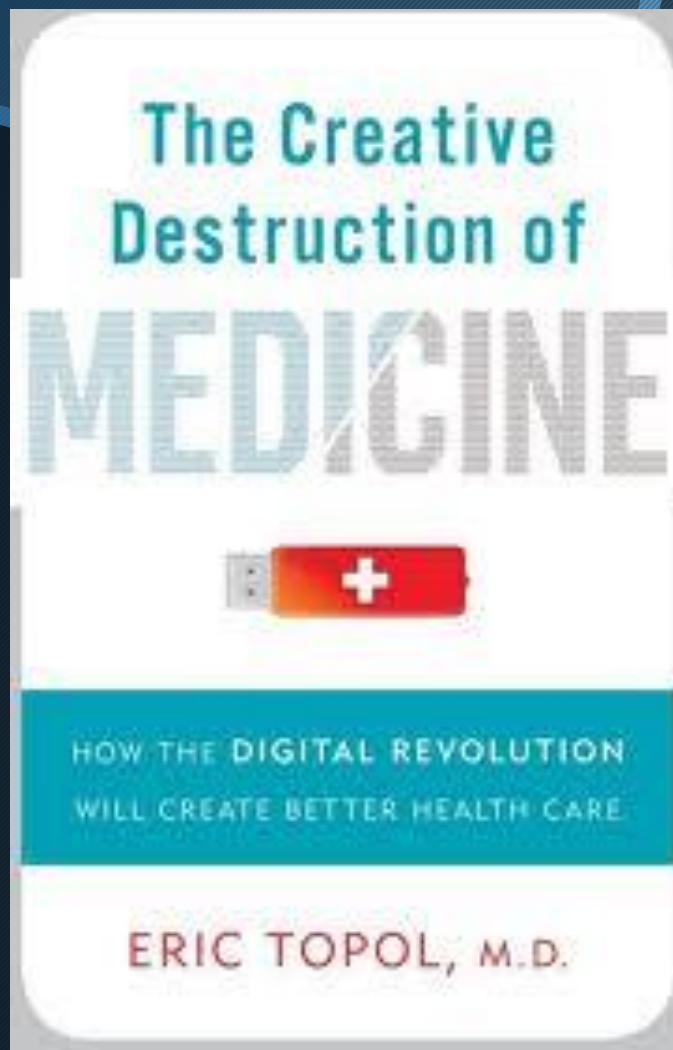




# Mayo Clinic



“...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](https://twitter.com/Drsherrypagoto)

want to learn more?

Email me at  
[sherry.pagoto@umassmed.edu](mailto:sherry.pagoto@umassmed.edu)

# Thank you!!

- ▶ Questions?
  - ▶ Comments?
  - ▶ Experiences to share?
- 