New Communication Channels: What They Are, Why They Are Here to Stay, and Why You Need to Be There

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Today’s Presentation

- Social media overview
  - What is it and why is it important?
- Social media at CDC
  - What we’ve learned
- Determining if social media is right for your organization
- Tools and resources
- Discussion
SOCIAL MEDIA OVERVIEW
Social Media Definition

- Internet-based tools for **sharing** and discussing information.

- Refers to activities that integrate **technology** and social **interaction**.
Social Media Goals

- Encourage multi-way engagement and interaction with the content
- Complement traditional communication
- Share content in new spaces
- Reach new audiences
Social networking site use by age group, 2005-2012

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

- All internet users
- 18-29
- 30-49
- 50-64
- 65+

Source: Pew Research Center’s Internet & American Life Project tracking surveys 2005-2013. Spring Tracking Survey, April 17 – May 19, 2013. N=1,895 adult internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all internet users is +/- 2.5 percentage points.
The Landscape of Social Media Users

<table>
<thead>
<tr>
<th>Use Any Social Networking Site</th>
<th>% of internet users who...</th>
<th>The service is especially appealing to...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use Any Social Networking Site</td>
<td>67%</td>
<td>Adults ages 18-29, women</td>
</tr>
<tr>
<td>Use Facebook</td>
<td>67</td>
<td>Women, adults ages 18-29</td>
</tr>
<tr>
<td>Use Twitter</td>
<td>16</td>
<td>Adults ages 18-29, African-Americans, urban residents</td>
</tr>
<tr>
<td>Use Pinterest</td>
<td>15</td>
<td>Women, adults under 50, whites, those with some college education</td>
</tr>
<tr>
<td>Use Instagram</td>
<td>13</td>
<td>Adults ages 18-29, African-Americans, Latinos, women, urban residents</td>
</tr>
<tr>
<td>Use Tumblr</td>
<td>6</td>
<td>Adults ages 18-29</td>
</tr>
</tbody>
</table>

Source: Pew Research Center’s Internet & American Life Project Post-Election Survey, November 14 – December 09, 2012. N=1,802 internet users. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error is +/- 2.6 percentage points for results based on internet users. Facebook figures are based on Pew Research Center’s Internet & American Life Project Omnibus Survey, December 13-16, 2012. Margin of error for Facebook data is +/- 2.9 percentage points for results based on internet users (n=860).
SOCIAL MEDIA AT CDC
CDC Digital Media Strategy

Provide CDC content when, where and how users want it.
Why Is Social Media at CDC Important?

- Support CDC mission of saving lives & protecting people
- Communicate rapidly
- Increase engagement
- Share relevant content in new spaces
- Reach new audiences
- Listen and respond in real-time
- Complement traditional communications
CDC Social Media Evolution
Social Media at CDC

- 58 Twitter profiles
- 18 Facebook profiles
- 14 Blogs
- 2 LinkedIn profiles
- YouTube channel
- Pinterest, Flickr, profiles (Instagram coming soon)
- Google+
- Mobile & tablet apps, mobile web
When some think of smoking they picture the Marlboro man. I think of my patient who wanted to see his child graduate but didn't make it.
March Madness

CDC Goes Mad for Healthy Behaviors!
March Madness Public Health Edition

- Drink plenty of water every day - Winner
- Eat more fruits and vegetables - Winner
- Get screened for breast cancer regularly - Winner
- Quit smoking - Winner
- Make an emergency preparedness plan - Winner
- Build an emergency preparedness kit - Winner
- Get vaccinated for the flu - Winner
- Wash your hands - Winner
- Separate raw and cooked foods - Winner
- Cook food thoroughly - Winner
- Get tested (know your HIV status) - Winner
- Get an annual physical exam - Winner

Email your top eight choices to socialmedia@cdc.gov

Liz Schneider • 3 weeks ago
Exercise regularly, eat more fruits and veggies, quit smoking, wash hands, eat less sodium, drink more water, wear a seat belt, annual physical

David n Kay Bisaiillon • 3 weeks ago
Drink plenty of water, quit smoking, wash your hands, wear a seat belt, exercise regularly

Jody Grant • 3 weeks ago
Water, quit smoking, make plan, wash hands, cook food thoroughly, annual exam, exercise, seatbelt

Erin Lebow-Skelley • 3 weeks ago
Eat more fruits and vegetables, quit smoking, and exercise regularly!

CDC MARCH MADNESS WINNER
Thanks for voting and remember to practice healthy behaviors all year!
How are we measuring social media?

- Native analytics: Twitter, Facebook, YouTube, etc.
- Social media monitoring: Radian 6
- Web analytics: Adobe SiteCatalyst
- Web-based survey tools: UserZoom & ACSI
Is the Juice Worth the Squeeze?
Measuring Social Media ROI

- **Awareness**: Have people noticed we’re out there?
  - Social media mentions, positive reviews (from other influencers, Twitter followers)

- **Reach**: Are we reaching more people?
  - Increase in Twitter followers, potential/actual reach (impressions)

- **Engagement**: Are we having more two-way conversations?
  - Measure retweets, monitor Twitter chat metrics, track comments and questions received on Twitter profile, responses sent

- **Message**: Are we saying the right things? Are the messages being shared?
  - Quotes/key messages in social media, content analyses

- **Influence**: Are we driving the conversation?

- **Reporting**: Month-to-month reports, quarterly reports to identify trends
# CDC Measurement Framework

## REACH
How many people received your communications materials?
Who are the people that received your content?

<table>
<thead>
<tr>
<th>Channel</th>
<th>Recommended Metric (Primary Measurement Tool)</th>
</tr>
</thead>
</table>
| **Web** (Please note addendum to Web channel at end of document) | 1. Page views (Omniture)  
2. Referrals (Omniture)  
3. Unique visitors (Omniture)  
4. GeoSegmentation (Omniture)  
5. Demographics (ACSI) |
| Facebook                 | 1. Reach (Facebook Insights)  
2. Total fans (Facebook Insights)  
3. Friends of fans (Facebook Insights)  
4. Overall page Demographics (Facebook Insights) (Radian 6)  
5. Share of conversation (Radian 6) |
| Twitter                  | 1. Number of followers (Twitter metrics)  
2. Number of followers receiving a retweet or mention (Twitter metrics)  
3. Reach - Number of unique followers multiplied by numbe unique posts (Radian 6)  
4. Influencers (Radian 6)  
5. Share of conversation (Radian 6) |
| Blogs                    | 1. Page Views (blogs)  
2. Number of external blog posts (Radian 6) – see addendum  
3. Followers (Radian 6) |
| YouTube                  | 1. Number of subscribers (YouTube insights)  
2. Demographics (YouTube insights) |
| Texting                  | 1. Current subscribers (SMS platform)  
2. Demographics (SMS platform) |
| Mobile Apps              | 1. Downloads |
| Email                    | 2. Number of subscribers (Gov. delivery) |

## ENGAGEMENT
How many people interacted with your content?

<table>
<thead>
<tr>
<th>Channel</th>
<th>Recommended Metric (Primary Measurement Tool)</th>
</tr>
</thead>
</table>
| **Web** (Please note addendum to Web channel at end of document) | 1. Syndicated interactions (Omniture)  
2. Links to other sites (Omniture)  
3. Widget Interactions (Omniture)  
4. Average Time on Site (Omniture) |
| Facebook                 | 1. Likes (Facebook Insights)  
2. Comments (Facebook Insights) (Radian 6)  
3. Shares (Facebook Insights)  
4. Talking about this per post (Facebook Insights)  
5. Influencers/Individuals sharing our content: Sentiment; Activity Trends (Radian 6) |
| Twitter                  | 1. Followers - trended over time (Twitter metrics)  
2. Mentions and @Replies (Twitter metrics) (Radian 6)  
3. Retweet and unique comments (Twitter metrics) (Radian 6)  
4. Influencers/Individuals sharing our content (Radian 6) |
| Survey Tool              | 1. Surveys completed  
2. Noted use of content (I.e. – for themselves, another person, research…) |
| Blogs                    | 1. Comments (Omniture) (Radian 6)  
2. Length of interaction - time spent on site (Omniture)  
3. Number of times blog has been e-mailed from site (Omniture)  
4. Likes (Radian 6)  
5. Influencers/Individuals sharing our content (Radian 6) |
| YouTube                  | 1. Comments (YouTube Insights)  
2. Likes (YouTube Insights)  
3. Shares (YouTube Insights) |
SHOULD YOUR ORGANIZATION BE USING SOCIAL MEDIA?
Things to Think About

- If you’re on social media, your user expects you to be social.
- Content is key: No amount of promotion will make your content engaging if it isn’t compelling.
- Know your audience: You may think your content is compelling, what are your users’ information needs?
- Opportunities arise if you’re paying attention. Listen. Monitor. Respond.
- Baby steps are okay. Build from there.
- People are passionate about public health. Give them something to talk about by showing you care about them and their opinions and health information needs. (P.S. They’re already talking about you, anyway)
Levels of engagement

- **Community Building**
  - Facebook
  - Pinterest
  - LinkedIn

- **Content Sharing**
  - YouTube
  - Pinterest
  - Flickr
  - iTunes
  - Twitter

- **Generating Buzz**
  - Pinterest
  - Twitter
  - Digg

- **Listening**
  - Google
  - Blog
  - Twitter
  - RSS

As engagement increases, usually so does the amount of time/resources involved.
### Social Media Continuum

<table>
<thead>
<tr>
<th>Tools</th>
<th>Resources</th>
<th>Time/Staff</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Low</td>
<td>Moderate</td>
</tr>
<tr>
<td>Buttons/Badges</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Content Syndication</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>RSS Feeds</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Image Sharing</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Podcast Posting</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Online Video Sharing</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Widgets(^1,2)</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>eCards(^3)</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Micro-blogs</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Podcast Creation</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Online Video Production</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Blogs</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mobile Technologies/Texting</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Virtual Worlds</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social Networks</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
</tbody>
</table>

1. Indicates the posting of a widget, not production.
2. Although the majority of widgets feature embedded content, some may contain an interactive component such as a quiz or a calculator.
3. Indicates the sending of an eCard, not production.

Source: CDC. The Health Communicator’s Social Media Toolkit. August 2010
TOOLS AND RESOURCES
www.facebook.com/CDCSTLTConnection
Health Communicator’s Social Media Toolkit

PDF available at: www.cdc.gov/socialmedia
Guide to Writing for Social Media

What’s covered:

- Introduction
- Before writing, consider:
  - Audiences
  - Health Literacy
  - Plain Language
  - Social Marketing
- Principles of effective writing
- www.cdc.gov/socialmedia
CDC Social Media Tools, Guidelines & Best Practices

The use of social media tools is a powerful channel to reach target audiences with strategic, effective and user-centric health interventions. To assist in the planning, development and implementation of social media activities, the following guidelines have been developed to provide critical information on lessons learned, best practices, clearance information and security requirements. Although these guidelines have been developed for the use of these channels at the Centers for Disease Control and Prevention (CDC), they may be useful materials for other federal, state and local agencies as well as private organizations to reference when developing social media tools.

Social Media Toolkit [PDF - 2.42 MB] – The Social Media Toolkit has been designed to provide guidance and to share lessons learned in more than three years of integrating social media into CDC health communication campaigns, activities, and emergency response efforts. In this guide, you will find information to help you get started using social media—from developing governance to determining which channels best meet your communication objectives to creating a social media strategy. You will also learn about popular channels you can incorporate into your plan—like blogs, video-sharing sites, mobile applications, and RSS feeds. (Revised July 2011)

CDC’s Guide to Writing for Social Media [PDF - 1.57 MB] – CDC’s Guide to Writing for Social Media was written to provide guidance and share the lessons learned in more than three years of creating social media messages in CDC health communication campaigns, activities, and emergency response efforts. In this guide, you will find information to help you write more effectively using multiple social media channels, particularly Facebook, Twitter, and mobile phone text messaging. The guide is intended for a beginner audience, although some readers with an intermediate level may find it useful too.

Guidelines for the following tools are available:

- YouTube and Online Video Guidelines and Best Practices [PDF - 604KB] [Revised October 2012]
- Facebook Guidelines and Best Practices [PDF - 530KB] [Revised May 2012]
- Twitter Guidelines and Best Practices [PDF - 310KB] [Revised February 2012]
2012 Annual Summary

- 746,222,318 page views to CDC.gov overall
- 17,194,699 page views to the CDC Homepage

Most Popular Topics on CDC.gov

- STD FACTS
- CDC Homepage, Search, A-Z
- Vaccines
- Health Statistics
- Travelers’ Health
- Seasonal Flu

CDC Spanish Metrics

- 2,970,449 page views to CDC en Español overall
- 20,600 Facebook fans
- 26,400 Twitter followers

Satisfaction Scores

- Jumped from 74 (Q2-2004) to 82 in Q4-2012.
- CDC.gov received a satisfaction score of 82 in Q4-2012, while
- In Q4-2012, CDC.gov was ranked 3rd in customer satisfaction
Thank you!

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