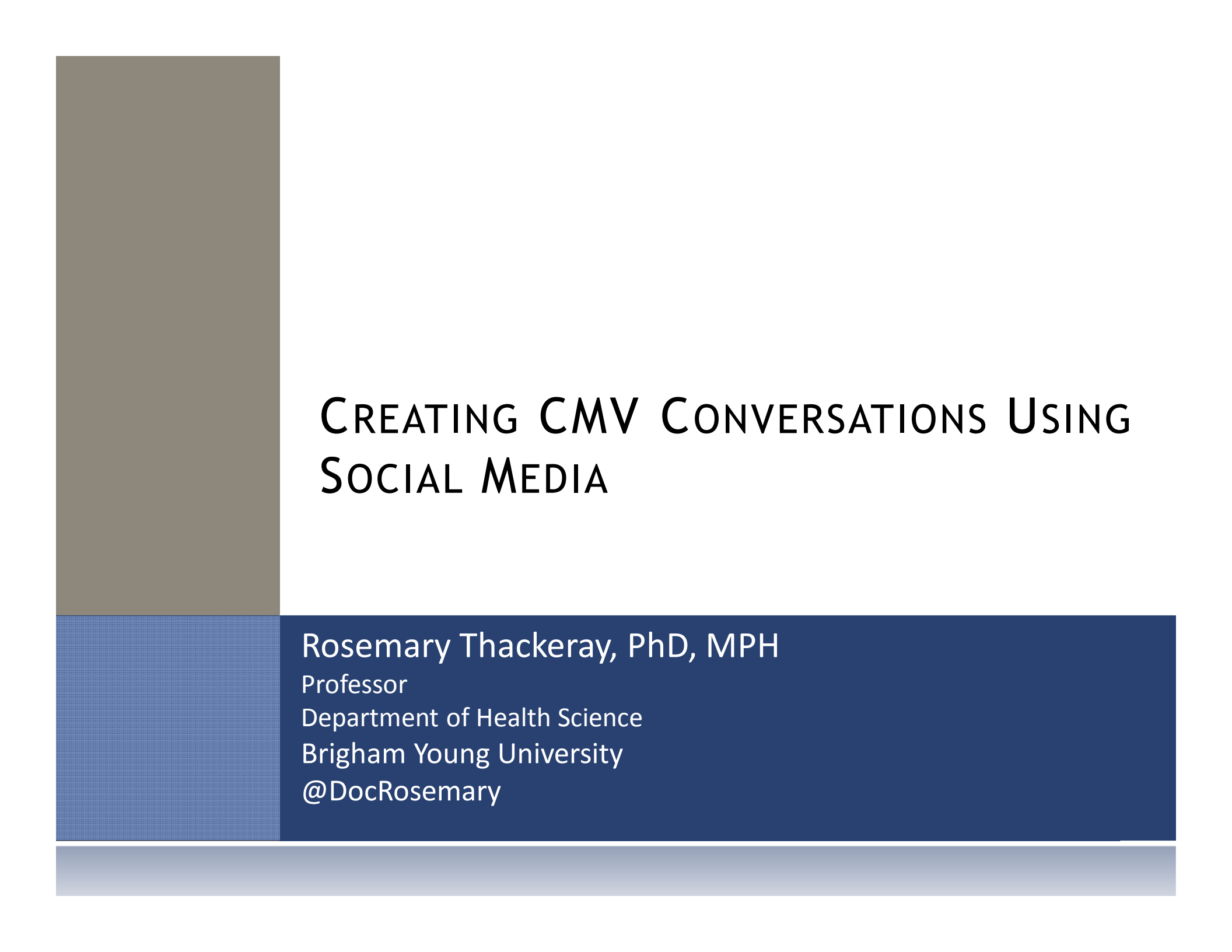




CREATING CMV CONVERSATIONS USING SOCIAL MEDIA

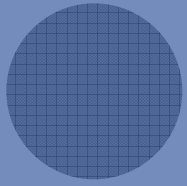
Rosemary Thackeray, PhD, MPH

Professor

Department of Health Science

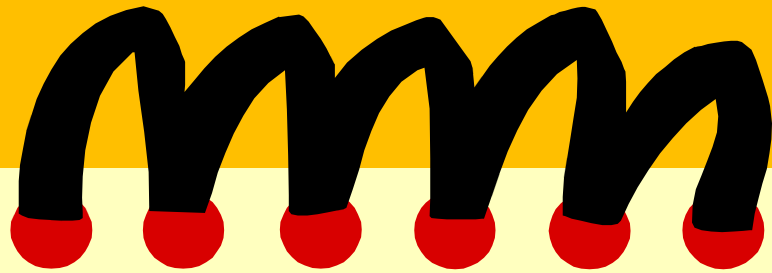
Brigham Young University

@DocRosemary



SESSION OBJECTIVES

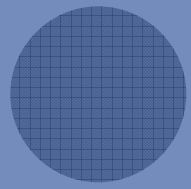
- ③ Choose the best social media channels for CMV conversations
- ③ Create CMV messages that are sharable using social media
- ③ Identify various categories of social media channels based on their features



Speaker

My "Ah-ha"

--	--

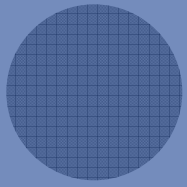


“Anything you communicate through a social media channel indeed will live forever—even if the app or program may promise otherwise. Only say it or post it if you want the entire world to have access to your message or picture for all time.”

David A. Bednar, BYU Devotional, 2014

“A small child with a new hammer discovers that great many things need pounding.”

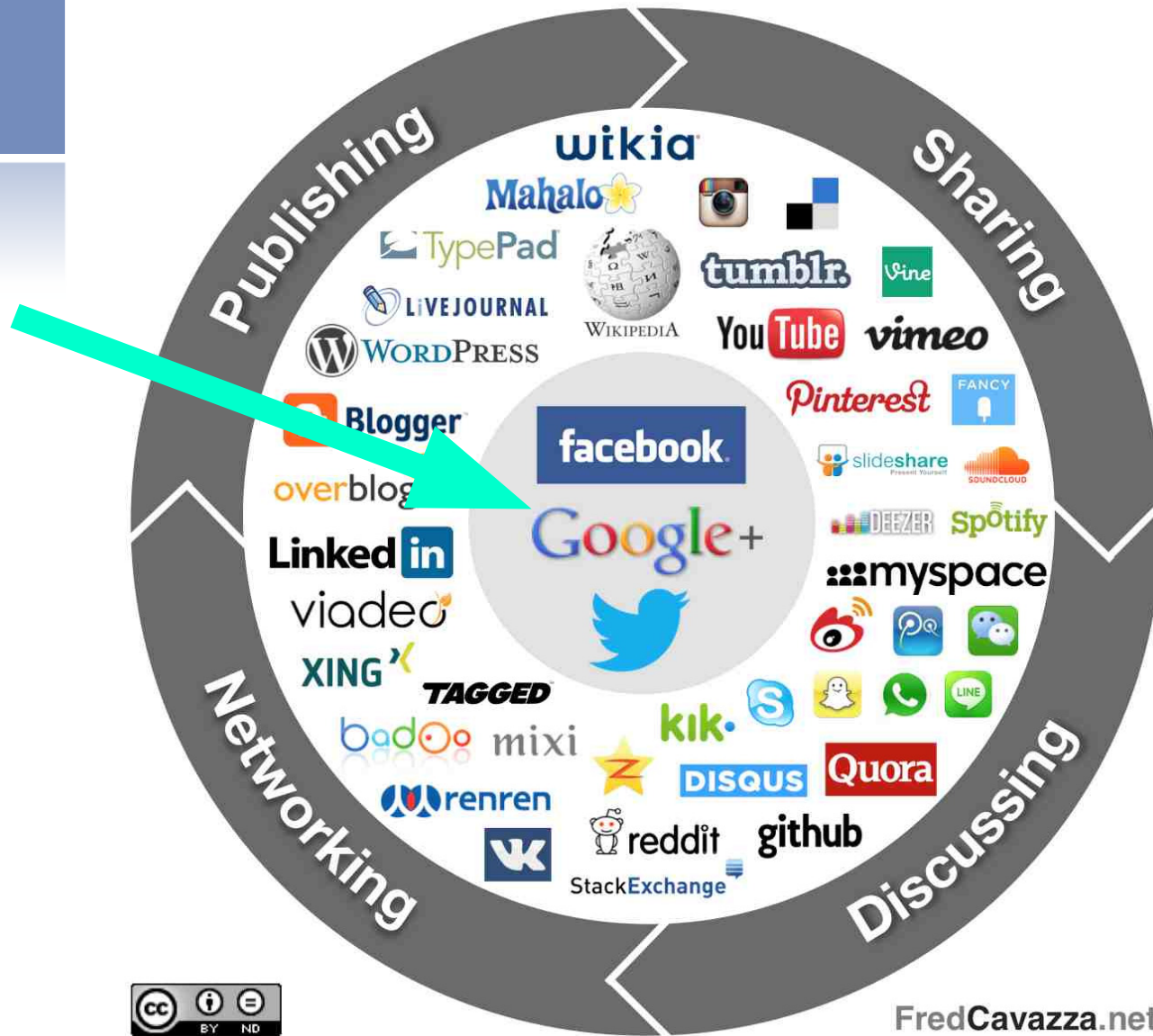


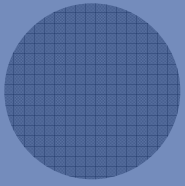


SOCIAL MEDIA DEFINED

“Activities, practices, and behaviors among communities of people who gather online to share information, knowledge, and opinions using conversational media. Conversational media are web-based applications that make it possible to create and easily transmit content in the form of words, pictures, videos, and audios.”

Social Media Landscape 2013





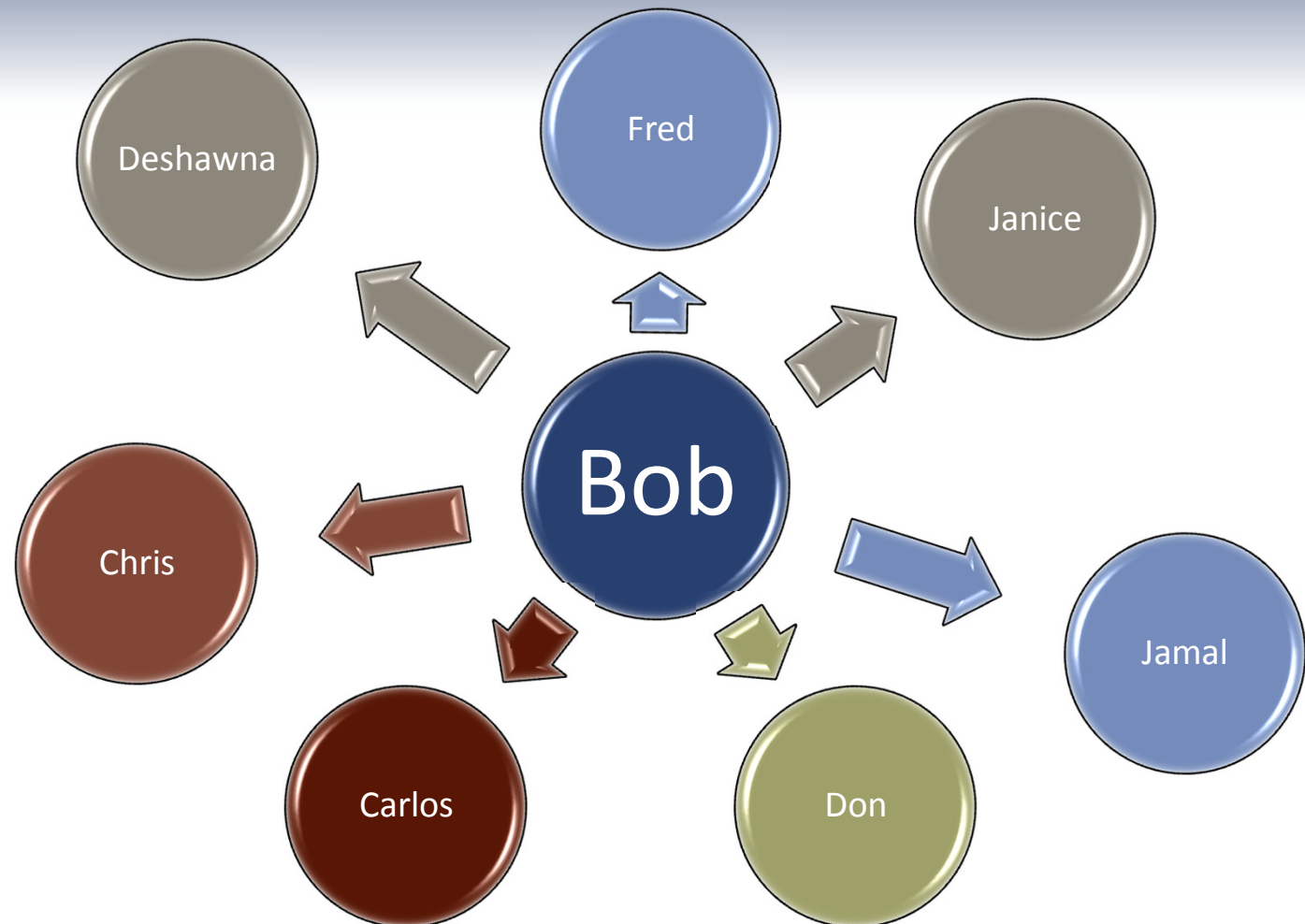
P-A-R-T-I-C-I-P-A-T-I-O-N

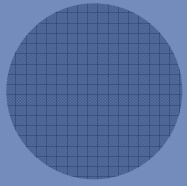
C-O-L-L-A-B-O-R-A-T-I-O-N

C-O-N-N-E-C-T-I-O-N-S

R-E-L-A-T-I-O-N-S-H-I-P-S

IT'S ALL ABOUT RELATIONSHIPS

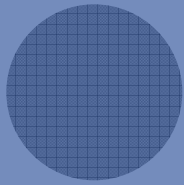




IT'S ABOUT RELATIONSHIPS

“It’s not about technology and wanting to be online constantly. It’s about wanting to belong and be connected constantly.”

*Johan Jervoe, Corporate VP, Global Marketing,
McDonald's Corp. (iMediaConnection, 10/16/08)*



IT'S ABOUT RELATIONSHIPS



Elyse Dupré, Reporter

Follow @DMNReporter

June 12, 2013

Ben & Jerry's Gives Locals a Taste of Cocreation

I scream. You scream. We all scream for ice cream—and Ben & Jerry's is listening. The ice cream producer is scooping up consumer insight and asking fans across the country to vote for their favorite local ingredients to create a city-inspired flavor in its new multi-city City Churned campaign.

To give its consumers a real taste of cocreation, Ben & Jerry's is driving its Scoop Truck to 11 different cities along the East and West coasts on a sampling tour. People can tweet @BenJerrysTruck with the hashtag #OMGFreeBenJerrys to snag some frozen freebies. However, only five major cities—New York, Portland, San Francisco, Seattle, and Washington D.C.—will have the opportunity to be “churned” into a flavor. Consumers can visit the campaign's website and vote for which ingredients should be used to create their local city-inspired flavor. Ben & Jerry's also teamed up with local suppliers—such as Route 11 Chips and Divine Chocolate in Washington D.C.—to give consumers an authentic taste of home.

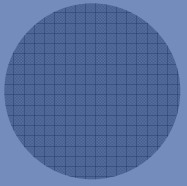


Ben & Jerry's Gives Locals a Taste of Cocreation

“We've really found that when we're working with our fans [and] when we're asking them to participate, we develop better relationships with them, so it lasts longer than any form of advertising you see. We really try to focus on that relationship building.”

-Mike Hayes, assistant digital marketing manager for Ben & Jerry's

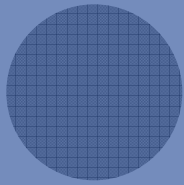
<http://www.dmnews.com/ben-jerrys-gives-locals-a-taste-of-cocreation/article/298509/>



OVERHEARD AT YOUTH SOCCER SPORTS CAMP...

Person #1: “Facebook killed Myspace and Twitter is killing Facebook”

Person #2: “And Vine is going to kill Instagram”



TECHNOLOGY IS CHANGING

FACEBOOK

Is Facebook Losing Its Cool? Some Teens Think So

By Victor Luckerson | March 08, 2013 | 333 Comments

f Share

f Like 2.7k

t Tweet 1,096

g +1 77

in Share 97

Read Later

Baret Steed is tired of Facebook. She's had an account since she was 13, but isn't a fan of the fact that the social network now includes not only her friends, but also her parents, aunts, and uncles. "It's almost like they're the only ones on there," she says. "All your relatives are constantly commenting on your stuff. I appreciate the gesture and wanting to keep up with my life, but it's kind of annoying."

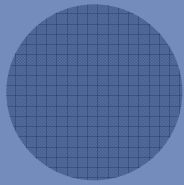
Steed, 15, is at an age where social media is high on her priority list. She spends about six hours a day on various social sites and apps, but an increasing amount of that time is being ceded to platforms like Instagram (which Facebook owns), Tumblr, and Twitter.



ROBERT GALBRAITH / REUTERS

Facebook CEO Mark Zuckerberg addresses an audience during a media event at the Facebook headquarters in Menlo Park, Calif., on March 7, 2013

<http://business.time.com/2013/03/08/is-facebook-losing-its-cool-some-teens-think-so/#ixzz2WTndegMI>



TECHNOLOGY IS CHANGING

From Japan, The Biggest Social Network You Never Heard Of

'Line' Has Gone Viral With Consumers, Fueled by Ads and Stiff Fees for Business

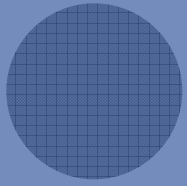
By: John Stampfel Published: June 14, 2013

is now the world's fastest-growing social network. It recently reached 50 million followers in just 399 days. In January 2013, Line's total number of Japanese followers hit 40 million; and a whopping 60 percent of Japanese women in their 20s and 30s, Line's research shows, use the platform every day.

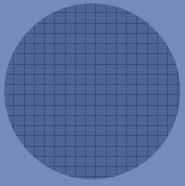


**FREE CALL&
MESSAGE**

The most downloaded app in over 40 countries!
A global messaging service loved in over 230 countries worldwide
> Data transfer fees may apply depending on your mobile operator.



P.O.S.T.



P.O.S.T.

🎯 People-

- 🎯 Who are we trying to reach.
- 🎯 What social media technologies do they use? For what purposes?

🎯 Objectives-

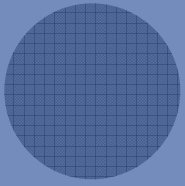
- 🎯 What are we trying to accomplish?
 - 🎯 Influence individual behavior?
 - 🎯 Build relationships with partners?
 - 🎯 Promote our agency and our services?
 - 🎯 Share public health information and increase awareness?

🎯 Strategy-

- 🎯 What type of communication flow are we hoping to achieve?
- 🎯 What added value do we provide through social media?
 - 🎯 In other words, why would they want to follow or be friends with us?

🎯 Technology-

- 🎯 What platforms to use?

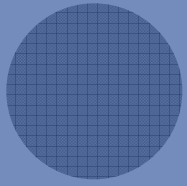


P.O.S.T.

🎯 People-

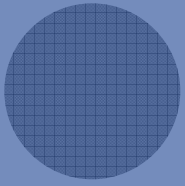
- 🎯 Who are we trying to reach?
- 🎯 What social media technologies do they use? For what purposes?

P.O.S.T.

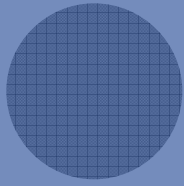


THE TARGET AUDIENCE IS
MALES AND FEMALES
AGED ZERO AND UP

P.O.S.T.



P.O.S.T.



Not Everybody is on Social Media



Lynne |
Tuesday

EMERGENCY NOTICE

Francis City would like to inform you that the City has received a questionable water sample test from the Summit County Health Department.

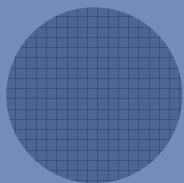
There is a mandatory boil water order until further notice. You will need to boil your water for at least five minutes. This does not apply if you live on Gines Lane or 1000 East. We will inform you when the boil order is lifted.

Wonderful.....



Lynne

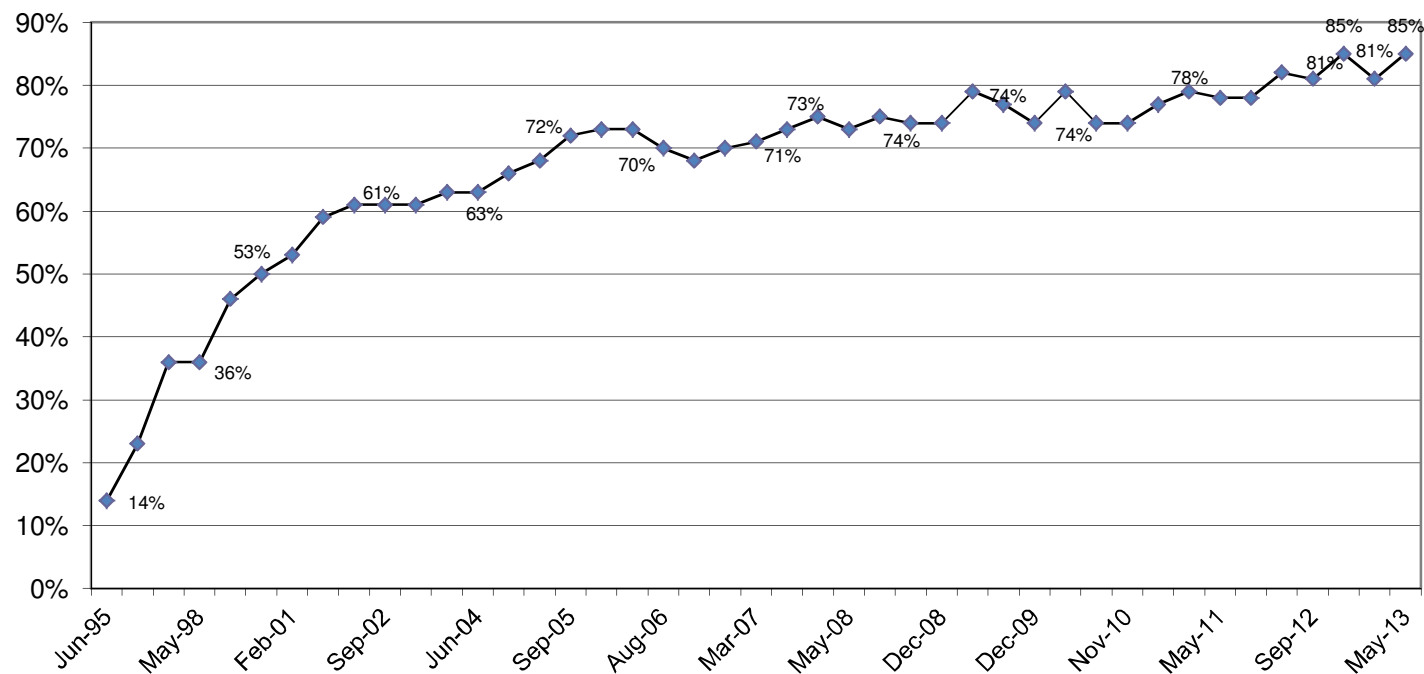
Francis Town apparently did a "reverse 911 call" to notify everyone. Did you get it? I didn't. I think that there needs to be another way to notify town residents. I mean, I don't know about you.... but I don't go on the Francis Town website everyday to see if our water system is safe. Do you?

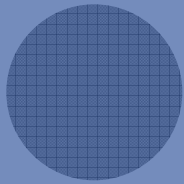


INTERNET ADOPTION

Internet adoption, 1995-2013

% of American adults who use the internet, over time





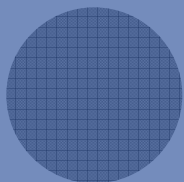
Demographics of internet users

% of adults in each group who use the internet (the number of respondents in each group listed as "n" for the group)

		Use the Internet
All adults (n=2,252)		85%
a	Men (n=1,029)	85
b	Women (n=1,223)	84
Race/ethnicity		
a	White, Non-Hispanic (n=1,571)	86 ^c
b	Black, Non-Hispanic (n=252)	85 ^c
c	Hispanic (n=249)	76
Age		
a	18-29 (n=404)	98 ^{bcd}
b	30-49 (n=577)	92 ^{cd}
c	50-64 (n=641)	83 ^d
d	65+ (n=570)	56
Education attainment		
a	Less than high school (n=168)	59
b	High school grad (n=630)	78 ^a
c	Some College (n=588)	92 ^{ab}
d	College + (n=834)	96 ^{abc}
Household income		
a	Less than \$30,000/yr (n=580)	76
b	\$30,000-\$49,999 (n=374)	88 ^a
c	\$50,000-\$74,999 (n=298)	94 ^{ab}
d	\$75,000+ (n=582)	96 ^{ab}
Urbanity		
a	Urban (n=763)	86 ^c
b	Suburban (n=1,037)	86 ^c
c	Rural (n=450)	80

Source: Pew Research Center's Internet & American Life Project Spring Tracking Survey, April 17 – May 19, 2013. N=2,252 adults. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error is +/- 2.3 percentage points for results based on internet users.

Note: Percentages marked with a superscript letter (e.g., ^a) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g. age).



Facebook users

Among online adults, the % who use Facebook

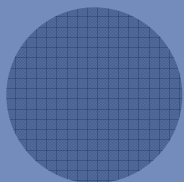
	Use Facebook
All internet users (n= 1,445)	71%
a Men (n= 734)	66
b Women (n= 711)	76 ^a
a White, Non-Hispanic (n= 1,025)	71
b Black, Non-Hispanic (n= 138)	76
c Hispanic (n= 169)	73
a 18-29 (n= 267)	84 ^{cd}
b 30-49 (n= 473)	79 ^{cd}
c 50-64 (n= 401)	60 ^d
d 65+ (n= 278)	45
a High school grad or less (n= 385)	71
b Some college (n= 433)	75 ^c
c College+ (n= 619)	68
a Less than \$30,000/yr (n= 328)	76 ^d
b \$30,000-\$49,999 (n= 259)	76
c \$50,000-\$74,999 (n= 187)	68
d \$75,000+ (n= 486)	69
a Urban (n= 479)	75
b Suburban (n= 700)	69
c Rural (n= 266)	71

Pew Research Center's Internet Project August Tracking Survey, August 07 - September 16, 2013. N=1,445 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 +/- 2.9 percentage points.

Note: Percentages marked with a superscript letter (e.g., ^a) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g., age).

PEW RESEARCH CENTER

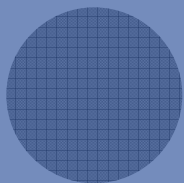
P.O.S.T.



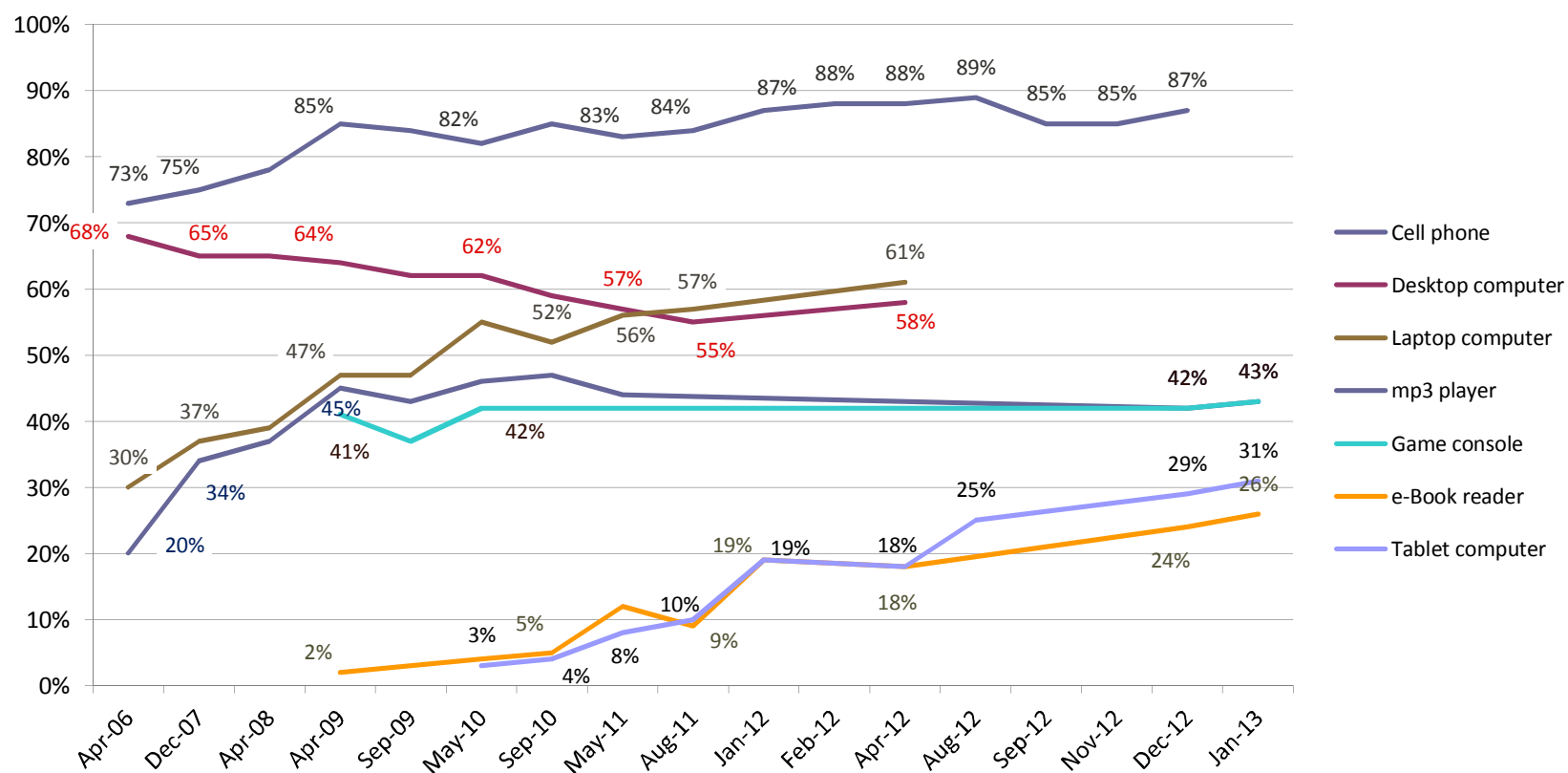
90-100%	40-49%
80-89%	30-39%
70-79%	20-29%
60-69%	10-19%
50-59%	0-9%

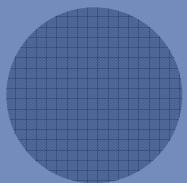
Key: % of internet users in each generation who engage in this online activity

Millennials Ages 18-33	Gen X Ages 34-45	Younger Boomers Ages 46-55	Older Boomers Ages 56-64	Silent Generation Ages 65-73	G.I. Generation Age 74+
Email	Email	Email	Email	Email	Email
Search	Search	Search	Search	Search	Search
Health info	Health info	Health info	Health info	Health info	Health info
Social network sites	Get news	Get news	Get news	Get news	Buy a product
Watch video	Govt website	Govt website	Govt website	Travel reservations	Get news
Get news	Travel reservations	Travel reservations	Buy a product	Buy a product	Travel reservations
Buy a product	Watch video	Buy a product	Travel reservations	Govt website	Govt website
IM	Buy a product	Watch video	Bank online	Watch video	Bank online
Listen to music	Social network sites	Bank online	Watch video	Financial info	Financial info
Travel reservations	Bank online	Social network sites	Social network sites	Bank online	Religious info
Online classifieds	Online classifieds	Online classifieds	Online classifieds	Rate things	Watch video
Bank online	Listen to music	Listen to music	Financial info	Social network sites	Play games
Govt website	IM	Financial info	Rate things	Online classifieds	Online classifieds
Play games	Play games	IM	Listen to music	IM	Social network sites
Read blogs	Financial info	Religious info	Religious info	Religious info	Rate things
Financial info	Religious info	Rate things	IM	Play games	Read blogs
Rate things	Read blogs	Read blogs	Play games	Listen to music	Donate to charity
Religious info	Rate things	Play games	Read blogs	Read blogs	Listen to music
Online auction	Online auction	Online auction	Online auction	Donate to charity	Podcasts
Podcasts	Donate to charity	Donate to charity	Donate to charity	Online auction	Online auction
Donate to charity	Podcasts	Podcasts	Podcasts	Podcasts	Blog
Blog	Blog	Blog	Blog	Blog	IM
Virtual worlds	Virtual worlds	Virtual worlds	Virtual worlds	Virtual worlds	Virtual worlds



DEVICE OWNERSHIP

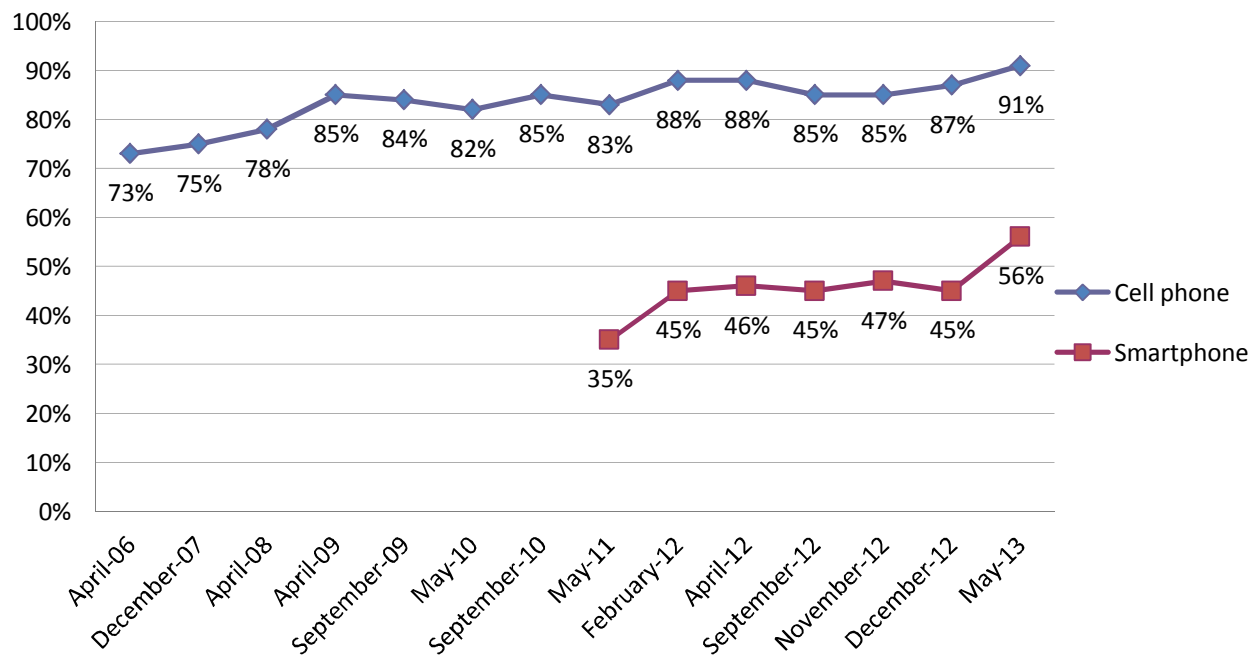


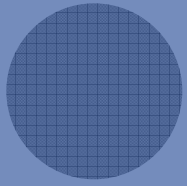


CELL PHONES AND SMART PHONES

Cell Phone and Smartphone Ownership, Over Time

% of American adults who own a cell phone or smartphone



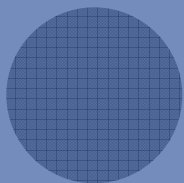


SOCIAL MEDIA USERS

The Landscape of Social Media Users

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

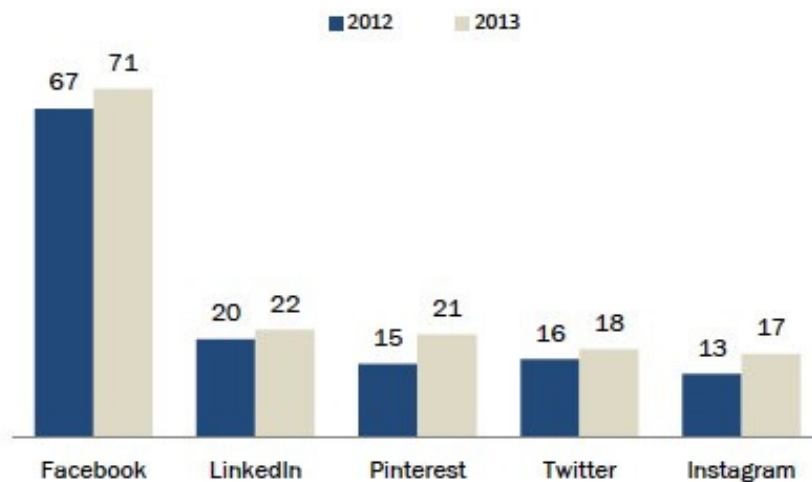
Source: Pew Research Center's Internet & American Life Project Post-Election Survey, November 14 – December 09, 2012. N=1,802 internet users. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error is +/- 2.6 percentage points for results based on internet users. 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 SITES 2012-2013

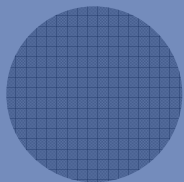
Social media sites, 2012-2013

% of online adults who use the following social media websites, by year



Pew Research Center's Internet Project Tracking Surveys, 2012-2013. 2013 data collected August 07 -September 16, 2013. N=1,445 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 +/- 2.9 percentage points.

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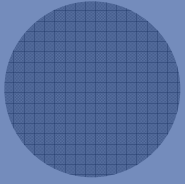
Social media matrix

% of users of each particular site who use another particular site (e.g., 29% of Pinterest users also use Twitter)

	Use Twitter	Use Instagram	Use Pinterest	Use LinkedIn	Use Facebook
% of Twitter users who...	N/A	53	34	39	90
% of Instagram users who...	53	N/A	37	30	93
% of Pinterest users who...	29	31	N/A	29	87
% of LinkedIn users who...	31	24	28	N/A	83
% of Facebook users who...	22	23	25	25	N/A

Pew Research Center's Internet Project August Tracking Survey, August 07 -September 16, 2013. Interviews were conducted in English and Spanish and on landline and cell phones.

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HOW PEOPLE USE TECHNOLOGIES



Creators

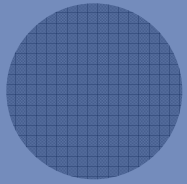
Critics

Collectors

Joiners

Spectators

Inactives



REASONS FOR FACEBOOK USE

Reasons for Facebook use, men vs. women

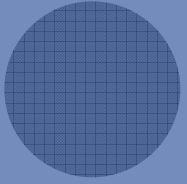
% of male/female Facebook users who cite the following as "major reasons" why they use Facebook

	Men	Women
Women are <u>more likely</u> than men to cite these as major reasons for using Facebook:		
Seeing photos or videos	39	54
Sharing with many people at once	42	50
Seeing entertaining or funny posts	35	43
Learning about ways to help others	25	35
Receiving support from people in your network	16	29
Men and women are <u>equally likely</u> to cite these as major reasons for using Facebook:		
Receiving updates or comments	39	39
Keeping up with news and current events	31	31
Getting feedback on content you have posted	16	17

Pew Research Center's Internet Project survey, August 7-September 16, 2013.

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P.O.S.T.



Creating and
Contributing

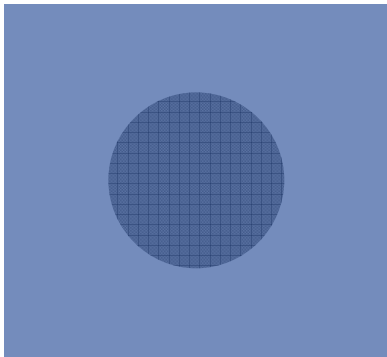
Sharing

Watching



SO WHAT?

- ◎ Need to know who you are trying to reach
- ◎ Understand if and how they are using technology



The Province **EDITORIAL** Executive Publisher: President and Publisher
Warren Marberry Editor-in-Chief
Ben Sogge Deputy Editor Editor: Suzanne Deputy Editor
Paul Chapman Senior News Editor
Shannon Miller Senior News Editor

A20 | THE PROVINCE The Province is published by North Vancouver Press, a division of Holladay Media Inc., 1-800-263-8888, Vancouver, B.C. T6T 2B7. Telephone: (604) 461-1000. Fax: (604) 461-1001. Thursday, January 11, 2012

'Like' if you hate being a spam magnet

RTA FARMING: Intruders inventing new hoaxes, sales pitches and invasions of privacy

ONE DOES NOT SIMPLY

SAVE CANCER PATIENTS BY PRESSING LIKE ON FACEBOOK

Sharing and liking viral posts on Facebook is actually often part of a 'like-farming' scam in which your information is sold to third parties.

DAVE BUDGE
OPINION

...you're also getting sick of these daff posts?" my "friend" Charlene asked on Facebook a while back. I put "friend" in quotes. She was talking about an ad posted showing up on news feeds, saying something like "a city without as many people as it looks". It, of course, Omgadino! Montevideo all long to budge Budge in India. Care others, or dead? Why go to the extent such an easy friend?" replied, "Maybe it's to see how many fish can get." Pretty right. The rest then turns out to be a effect you even if it's a dud. Not on Facebook, but creepy when the ads and strikes an "it's cancer" or "bullying." "Likes, my dad will see in almost any way enough ads like these will a big response, respond probably into minutes their door. They'll registry. They're boxes for pre-companies. But Facebook post that famine or video is cute, lathered for respect. And not of yours, too. It described Australia's exposed

how this works. It's called "like farming." A Facebook page is created, with an appeal for readers to like, comment or share. The creators, who are working together to build these pages, all have big networks, so the pages instantly get into thousands of other people's news feeds. When those people respond with a "like" or a share, then it reaches their friends. Suddenly, the thing has spread faster than a high-school rumour.

Then what? Then the people who started it, having quickly acquired tens of thousands of followers, sell the page. Now an advertiser has all those names and Facebook addresses. And that advertiser, who isn't allowed to phone you and whose flyers go straight to your recycling bin, is sending you commercial messages on Facebook.

Annoying, but harmless, you might think. Unless you're Terri Johnson. She's a mother of five in the U.S., who was surprised to find a picture of her daughter Katie on a viral Facebook post. Someone had taken a picture of Katie from Terri's Facebook account and renamed her in a post that read, "This is my sister Malorey. She has Down syndrome and doesn't think she's beautiful. Please like this photo so I can show her later that she truly is beautiful."

By the time Terri was alerted to this, 2.5 million sympathetic, well-meaning people's emotional buttons had been pushed, all so they would push the "like" button.

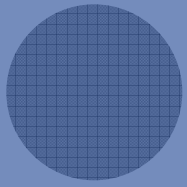
Imagine your privacy being violated and your family innocently embroiled in a cold-hearted lie to make a buck. You might feel even more sick and angry than the Johnsons.

Facebook long ago redefined the word "friend," according to its meaning. Now to register by "like farmers" makes a mockery of our humanity.

People are starting to wake up to these scams — they will be wary of the obvious ones and become leery of posts that tug at their heartstrings. But the bad guys find the angles faster than the rest of us figure out how to protect ourselves. They're already becoming more subtle and sophisticated, and any popular cause or pop-culture phenomenon is at risk of being exploited. And each new scam creates more cynicism as the rest of us slowly clue in.

More than 12 million people are on Facebook, many of them in places to reach up to us like, not a story to be told of anything popular or our friends. Dave Budge is a former multi in Calgary.

web For more editorials, columns, reader letters and online comments go to theprovince.com/opinion

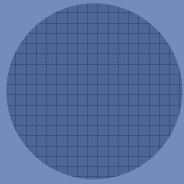


P.O.S.T.

🎯 Objectives-

- 🎯 What are we trying to accomplish?
 - 🎯 Influence individual behavior?
 - 🎯 Build relationships with partners?
 - 🎯 Promote our agency and our services?
 - 🎯 Share public health information and increase awareness?

P.O.S.T.



INFLUENCE BEHAVIOR



AZ Dept. of Health @AZDHS

25 May

Be food safe this Memorial Day weekend! Don't let food sit out more than 2 hours & refrigerate leftovers immediately [1.usa.gov/13R072Y](https://www.usa.gov/13R072Y)

Expand



CMV Action UK @cmvactionuk · Jul 31

'Don't share, wash with care, do wear'

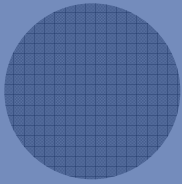
dld.bz/duEu5

#CMVActionUK



[View more photos and videos](#)

P.O.S.T.



BUILD RELATIONSHIPS



10K likes

Mentor, OH
Police
Department

Robin Simek A great way to show kids the police aren't around for just the bad people
1 · June 5 at 7:10am via mobile

Steve Williams Sure wish Mentor took laterals! Nice job guys.
1 · June 4 at 6:20pm

Great Lakes Mall Can we help? We'd love to offer some prizes for you to hand out! What a great initiative!
1 · June 4 at 9:03am

Kathy Cole Moore Best idea ever! Way to go Officers! And Thanks for your Sacrifice!
1 · June 4 at 5:51am

Photos of
people in
the
community

BUILD RELATIONSHIPS



173 "shares"
97 "comments"
2,933 "likes"



Potential
partner

Robin Simek A great way to show kids the police aren't around for just the bad people
1 · June 5 at 7:10am via mobile

Steve Williams Sure wish Mentor took laterals! Nice job guys.
1 · June 4 at 6:20pm

Great Lakes Mall Can we help? We'd love to offer some prizes for you to hand out! What a great initiative!
1 · June 4 at 9:03am

Kathy Cole Moore Best idea ever! Way to go Officers! And Thanks for your Sacrifice!
1 · June 4 at 5:51am

Recognize
Fans

BUILD RELATIONSHIPS

Encourage
Participation

Ask them to
do something
for you

 **The Piano Guys | St. George, Utah** shared a link.
June 8 near Saint George, UT

We loved this video! Thank you Samuel, we're honored! Just goes to show what a PianoGuys T-shirt can do for your music skills.. :-)
Get yours here!
<https://thepianoguys.com/newstore/merchandise/t-shirts.html>
Wear your TPG-T as you film and upload your performance of one of our tunes -- we'll be watching!



All of Me duet
www.youtube.com

This is an arrangement of All of Me by Jon Schmidt for two pianists that my brother put together and i performed with him in my eagle project. I am a huge Pi...

Like · Comment · Share

489

1,980 people like this.



Samuel Raah Jules ~ Have you seen this? They mess up a lot, but I thought it was pretty cool what these two guys were attempting to do. 😊

Like · Reply · 6 · June 8 at 1:11pm

5 Replies



Lola Coba excelente!

See Translation

Like · Reply · 1 · June 8 at 1:13pm

View more comments

2 of 75



The Piano Guys | St. George, Utah

May 31

Our PBS show is running again for 2 weeks! Click here <http://thepianoguys.com/pbs-specials/> to see when it will be playing in your city! If you don't see your city listed, please call your local PBS station and tell them to get with the program.. 😊



Like · Comment · Share

115

2,561 people like this.



Dallas McGowan No D/FW?! SAD SAD SAD face! 😞 😞 😞

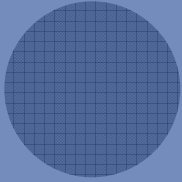
Like · Reply · 4 · May 31 at 7:53pm



Vaughn Gardner Saw the concert... loved it.

Like · Reply · 4 · May 31 at 7:24pm

P.O.S.T.



The Piano Guys | St. George, Utah

May 25

Tour day 20:

Best caption wins an autographed PianoGuys2 Deluxe Album!

TPG Tour schedule: <http://thepianoguys.com/events/>



Like · Comment · Share

70



3,769 people like this.



Austin Hudson Two flats and a sharp.

Like · Reply · 590 · May 25 at 10:53am



29 Replies



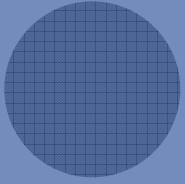
Rain Ong "The Pillow Guy"

Like · Reply · 176 · May 25 at 10:54am

BUILD RELATIONSHIPS

Have a contest; get
them engaged in your
content

Show
Personality



PROMOTE AGENCY AND SERVICES



American Red Cross @RedCross

23 May

Where #RedCross will be providing services today in #Oklahoma:
newsroom.redcross.org/2013/05/22/inf...

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

152

RETWEETS

20

FAVORITES



8:40 AM - 23 May 13 · Details



Contra Costa Health @CoCoHealth

12 Jun

The West County Health Center will host a free event 7-9pm tomorrow exploring the role of art in healing ow.ly/ITP6L

[Expand](#)



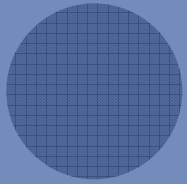
Contra Costa Health @CoCoHealth

10 Jun

Free "Arts Cafe" from 7-9pm on 6/13 at West County Health Center explores role of art in healing ow.ly/ITu7A

[Expand](#)

P.O.S.T.



INCREASE AWARENESS / SHARE INFORMATION



California Department of Public Health shared a link.
May 29

The weather is beginning to warm up across California. Stay safe while enjoying fun in the sun – protect your skin before heading outdoors.

<http://www.cdph.ca.gov/programs/SkinCancer/Pages/ProtectionTips.aspx>

Skin Protection Tips

www.cdph.ca.gov

Please note that the SPF number on the sunscreen tube indicates how many times longer--under ideal conditions--a person can stay out in the sun without beginning to turn red in comparison with the amount of time totally unprotected skin would start to burn. Research indicates these

Like · Comment · Share

1

5 people like this.



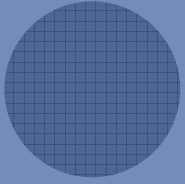
CDC NPIN
June 28, 2010

The CDC has issued new guidelines on tuberculosis testing. For more information please visit <http://www.cdc.gov/mmwr/pdf/rr/rr5905.pdf>.

Like · Comment · Share

Need to make content worth "sharing" and "liking"

P.O.S.T.



Stop CMV - The CMV Action Network

August 27

BREAKING NEWS from the CMV Public Health and Policy Conference: US Senator Orrin Hatch is scheduled to attend and speak at the conference. CMV is getting more attention at all levels as a public health issue and we're excited that Senator Hatch has made it a priority.

Like · Comment · Share

20 Shares

167 people like this.



Write a comment...

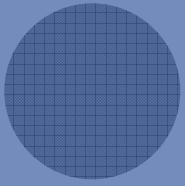


Jasmine Marie Sanchez I am pregnant again and I had my first visit today and they asked me if I wanted to be screened for cmv I was so happy because five years ago when I had angelina I even know about cmv progress is the key!! Rhode island is deff making progress I am so happy!



Need to make content worth "sharing" and "liking"

P.O.S.T.



INCREASE AWARENESS / SHARE INFORMATION



Stop CMV - The CMV Action Network

September 8

Congratulations to William and Catherine, Britain's Duke and Duchess of Cambridge, on the pregnancy of their second child! Since CMV anecdotally affects second pregnancies, some tips for the expecting parents:
- Avoid contact with saliva, ... [See More](#)



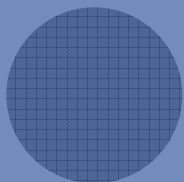
Like · Comment · Share

51 Shares

149 people like this

Need to make content worth "sharing" and "liking"

P.O.S.T.



INCREASE AWARENESS / SHARE INFORMATION

AERAS

EXPOSED

The Race Against Tuberculosis

EXPOSED is a four-part series of short films that tell the story of the deadly global epidemic of tuberculosis. The series focuses on current efforts to halt this airborne disease, which is growing more difficult to address, as well as the urgent movement to develop new tools to prevent it. By telling the stories of four inspiring individuals interspersed with expert commentary from some of the world's top TB physicians, scientists, advocates and policymakers, EXPOSED brings viewers to the forefront of the race against tuberculosis.

Watch the trailer at www.vimeo.com/62245306



Part 1: A Global Epidemic

Natalie Skipper survived multidrug-resistant tuberculosis, but not before it flipped her life upside down. We weave Natalie's story – which took place in Nashville, Tennessee – together with a global perspective on the pervasive threat posed by TB around the world.



Part 2: The Battle

Dr. Jayant Banavaliker, a leading tuberculosis doctor from Delhi, chronicles his daily struggle to save the lives of patients using today's antiquated tools – diagnostics barely more predictable than chance, drugs that can be toxic and weak against the pathogen, and vaccines that provide partial protection only for the early years of a child's life.



Part 3: The Innovation Movement

Unathi Gwintsa lives with her daughter in a community devastated by HIV and TB. But she's not sitting back and waiting for the answer – she has volunteered in a trial of one of the dozen TB vaccine candidates in clinical development. We follow her story along with others working tirelessly to rid their communities and the planet of TB.



Part 4: The Decisive Moment

Dr. Helen McShane has dedicated the last 12 years of her life to developing a new tuberculosis vaccine. We follow her team's unprecedented work at Oxford University and explore why now is a pivotal moment in history to save millions of lives and end the TB epidemic.



UK in South Africa @UKinSouthAfrica

12 Apr

#EXPOSED is a series of short films that tell the story of the deadly global epidemic of #tuberculosis @DFID_UK. Watch bit.ly/YtliBC

Expand

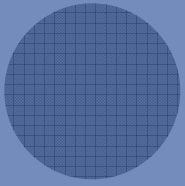


EXPOSED: The Race Against Tuberculosis (Official Trailer)

EXPOSED is a four-part series of short films that tells the story of the deadly global epidemic of tuberculosis. The series focuses on current efforts to halt this...

<http://www.youtube.com/watch?v=A5ld3hD4m6A>

P.O.S.T.

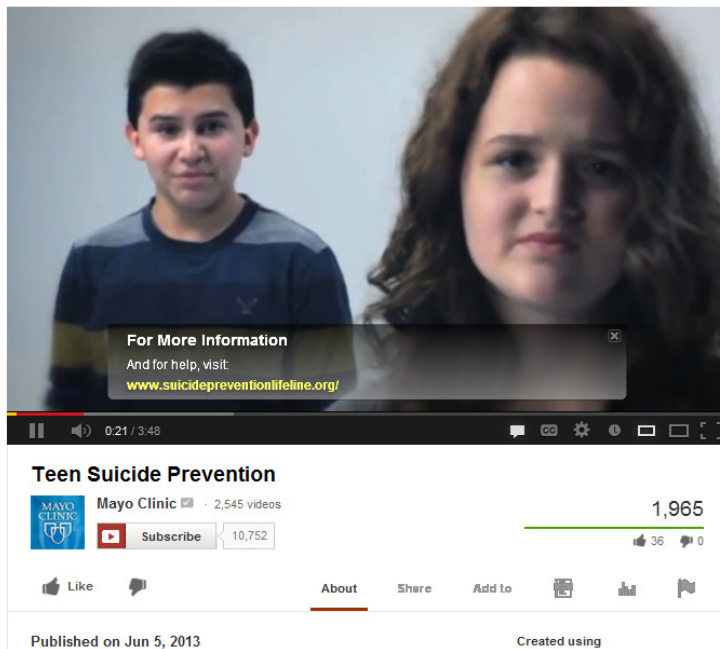


INCREASE AWARENESS / SHARE INFORMATION

“Ask...”

“What don’t to say..”

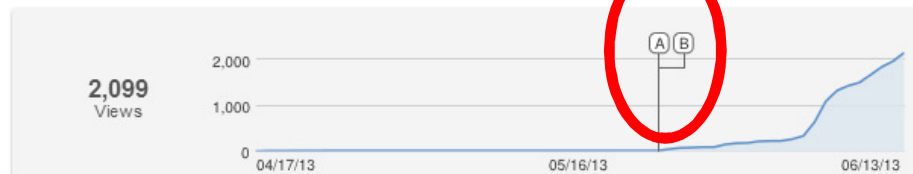
“What you do say is...”



<http://www.youtube.com/watch?v=3BByqa7bhto>

Video statistics

Views and discovery



Key discovery events

- (A) First referral from: mayoclinic.org
May 23, 2013 - 17 views
- (B) First referral from: facebook.com
May 23, 2013 - 66 views

[Show more events](#)

Engagement



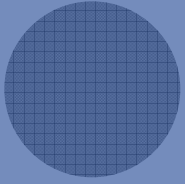
Audience

Top demographics

Female, 55-64 years
Female, 45-54 years
Male, 45-54 years

Mayo Clinic- Suicide Prevention

P.O.S.T.



HARLEY DAVIDSON



4 million "likes"



Harley-Davidson shared a link.

Yesterday

Ladies, are you ready to twist the throttle of a Harley-Davidson and get outfitted for the road? Learn how to get started with other women who are also new to riding at a Garage Party: <http://bit.ly/1143x27>



Garage Party | Women Motorcycle Events | Harley-Davidson USA
[bit.ly](http://bit.ly/1143x27)

Learn the motorcycle basics at an H-D® Garage Party™ designed for women. From finding a bike that fits to learning

Like · Comment · Share

109

1,692 people like this.



Write a comment...



Tammy Gaustad Meyer Just took a Ladies Only Rider's Edge class this weekend at St. Paul Harley-Davidson. 8 women participants; 2 women instructors. Incredible. Learned skills for life. ROCKED!!!! Best way to do it.

Like · Reply · 4 · Yesterday at 9:16am · Edited

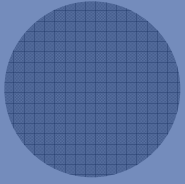


Tamie Odegard-Deutsch Looking what's out there and getting finances together, but want an HD so bad. My Honda is still getting me riding but still not quite doing it for me.

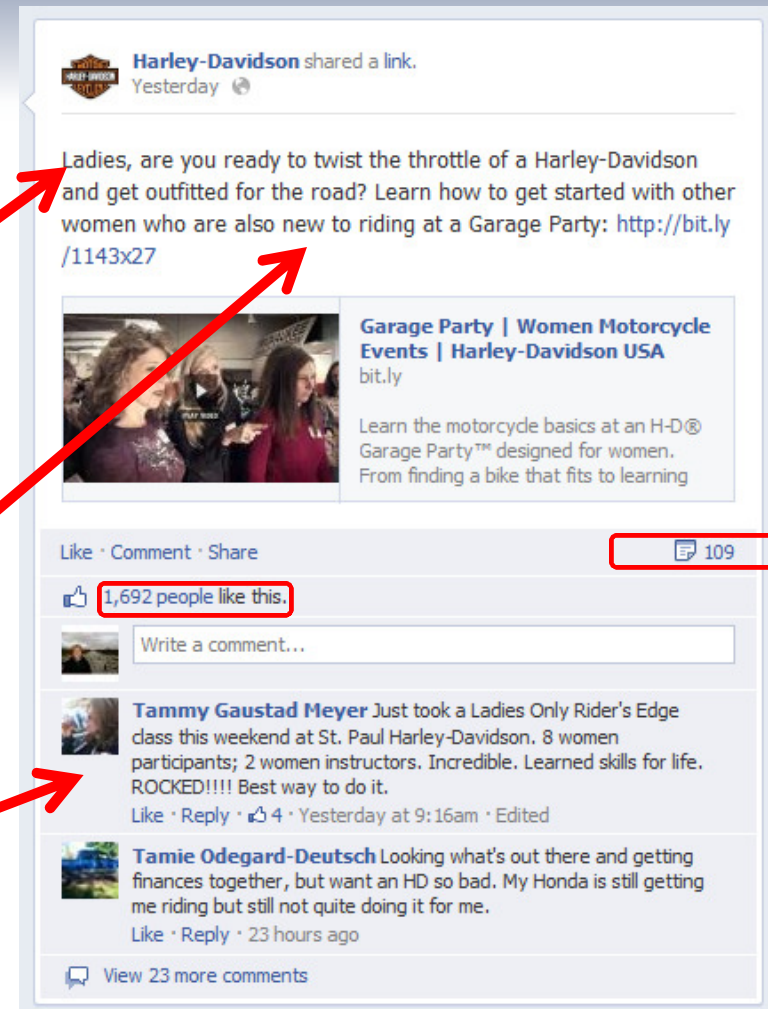
Like · Reply · 23 hours ago

View 23 more comments

P.O.S.T.



HARLEY DAVIDSON

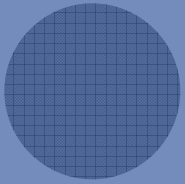


Specific
audience for this
post

Content they
value

Endorsement by followers

P.O.S.T.



HARLEY DAVIDSON

Fewer
followers– 132K



Harley-Davidson @harleydavidson

12 Jun

Ladies, learn the riding basics from gear to the thrill of revving a v-twin at a Garage Party Event near you: bit.ly/1143x27

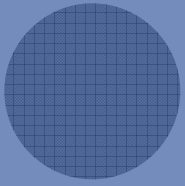
Expand

Similar content
being tweeted



SO WHAT?

- ◎ What is your purpose for using social media?
 - Influence individual behavior?
 - Build relationships with partners?
 - Promote our agency and our services?
 - Share public health information and increase awareness?
- ◎ What we learned from these examples:
 - Get followers/friends/fans involved
 - Ask
 - Encourage
 - Recognize people/ fans
 - Make it personable
 - Make content worth sharing

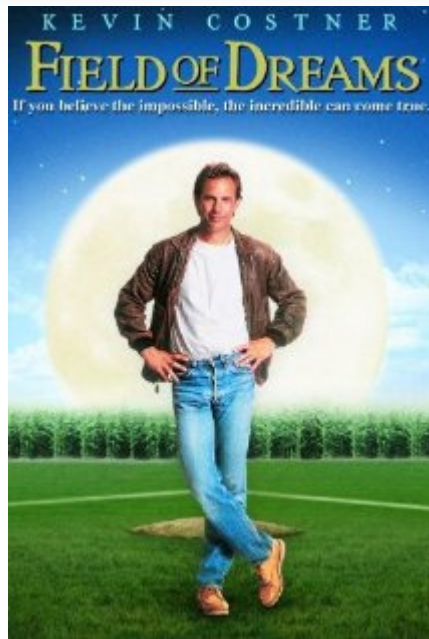
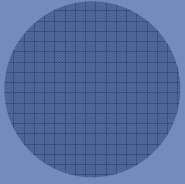


P.O.S.T.

🎯 Strategy-

- 🎯 What added value do we provide through social media?
 - 🎯 In other words, why would they want to follow or be friends with us?
- 🎯 What type of communication flow are we hoping to achieve?

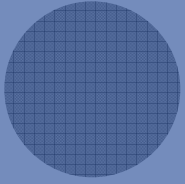
P.O.S.T.



**“If you
build it,
they will
come”**

Image: <http://www.imdb.com/title/tt0097351/>

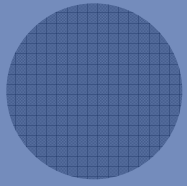
P.O.S.T.



W-I-I-F-M?



What will
your _____
do for me?



LEVELS OF ENGAGEMENT

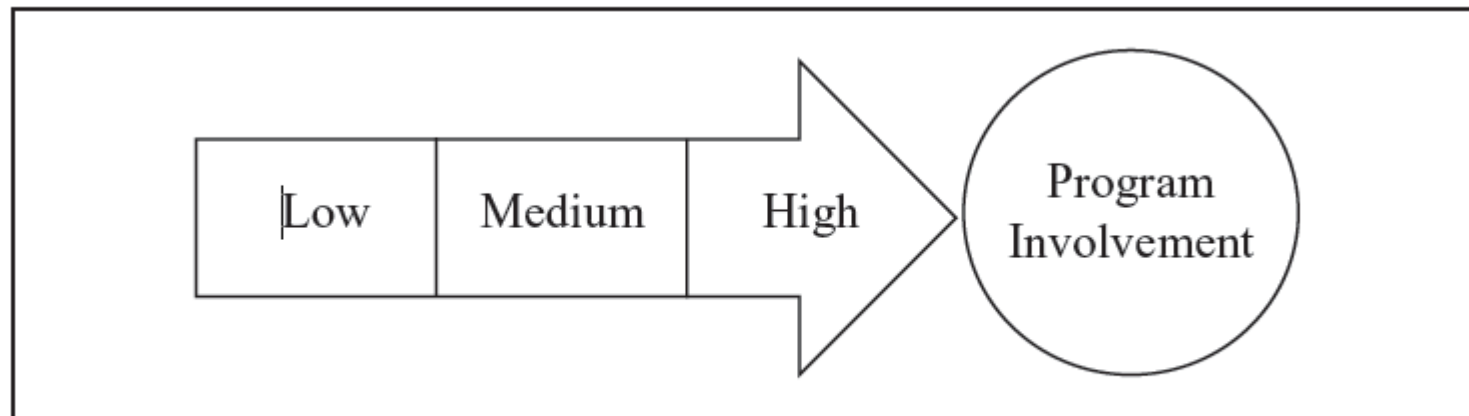
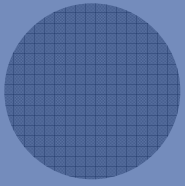


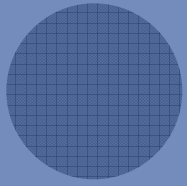
FIGURE 1 Evaluation Hierarchy for Social Media Engagement

Source: BL Neiger, R Thackeray, SA Van Wagenen, CL Hanson, JH West, MD Barnes, MC Fagen (2012). Use of Social Media in Health Promotion Purposes, Key Performance Indicators, and Evaluation Metrics. Health Promotion Practice 13 (2), 159-164.



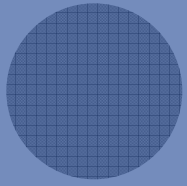
LOW ENGAGEMENT

- ⊙ one-way messaging from the organization to its followers
- ⊙ does not ask for a response or for action
- ⊙ merely provides information
- ⊙ goal = establish a critical mass of followers who can later engage with the organization



MEDIUM ENGAGEMENT

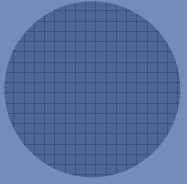
- ◎ marks the beginning of dialogic messaging
- ◎ reflects audience response
- ◎ the organization helps develop meaningful conversations



HIGH ENGAGEMENT

- ⊙ online or off-line audience member involvement with a health promotion program
- ⊙ takes action to help the organization achieve its goals
- ⊙ might involve audience members helping the organization identify program priorities
- ⊙ advocate for the passage of legislation or policies
- ⊙ viral communication promoting an event sponsored by the organization (e.g., fun run, health fair)

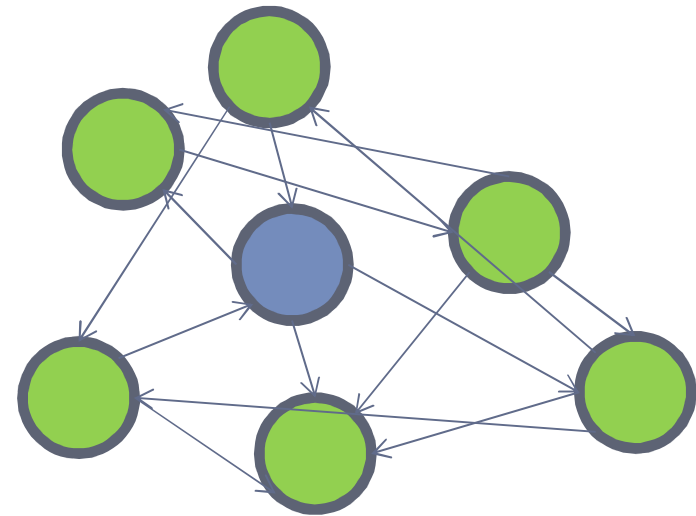
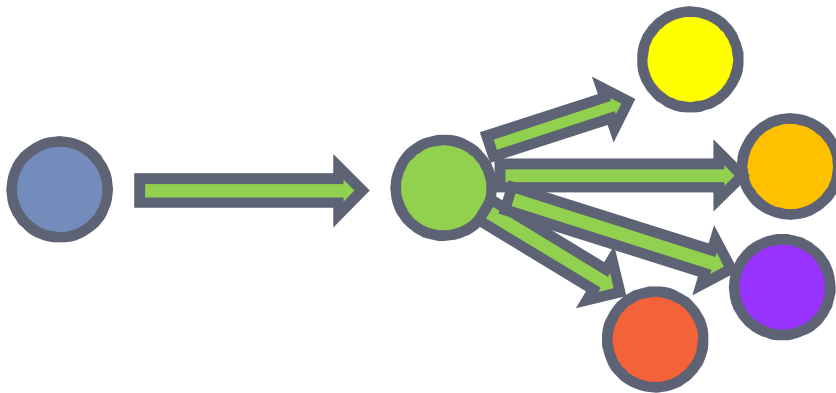
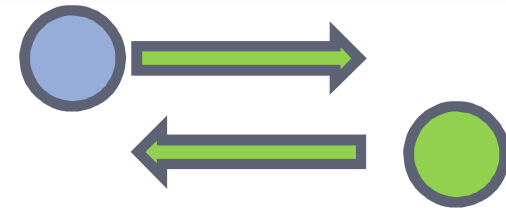
P.O.S.T.



WHAT TYPE OF ENGAGEMENT AND COMMUNICATION DO YOU WANT?

 = Agency/Organization/You

 = "Customers/Audience"



P.O.S.T.



BROADCAST- SHARE INFORMATION



California Department of Public Health shared a link.
May 7

Just one day away from Bike to School Day. Be sure to wear a helmet, follow traffic laws, and most importantly, have fun!

<http://www.walkbiketoschool.org/>



**Homepage | Walk to School Day
and Bike to School Day**
www.walkbiketoschool.org

Bike to School Day Join Us May 8th! Get counted! Register your event Bike to School Day 2013 national press release

Like · Comment · Share

6 1

Followed by NAHDO



MDH @mnhealth · Jul 11

About 1 in 150 babies is born with **#CMV** virus - a significant risk factor for hearing loss. Learn more with @StopCMV ow.ly/yZSME

Expand

Reply Retweet Favorite More



CMV Action UK @cmvactionuk · Sep 8

#Pregnant like the Duchess of Cambridge? **#RoyalBaby** Follow our simple guidelines to reduce your risk of **#cmv**. cmvaction.org.uk/pregnant-women

Reply Retweet Favorite More

P.O.S.T.



BROADCAST- TAKE ACTION

facebook



Take action to support our cause



Community Food Advocates

May 23 near Nashville, TN

The Senate is working on the Farm Bill right now. Please take 5 minutes to call your Rep to support the 2013 Farm Bill!

Here's the contact info for TN Senators:

Sen. Lamar Alexander

(202) 224-4944

Sen. Bob Corker

(202) 224-3344

Calling is easy – just dial the numbers above and leave a message like this one below with the person who answers the phone:

... See More



CCPHA @CCPHA

Protest the \$20 billion cut to SNAP in the House's Farm Bill by taking the SNAP Challenge from June 13th - 19th. ow.ly/IOLLJ

Expand

7 Jun

The California Center for Public Health Advocacy (CCPHA)



BROADCAST- TAKE ACTION

Take action to support our cause



Stop CMV - The CMV Action Network

June 17

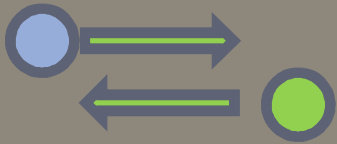
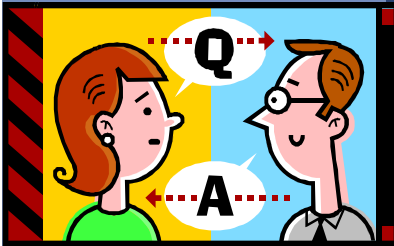
CMV ACTION ALERT: Do you live in the state of AL, CT, IL, KS, ME, MS, NC, ND, NH, NY, PA, TN, VT, WA, WI, or WY? Call your Senator listed below and introduce yourself by name and city. Tell them that you care about the issue of CMV and thank them for their meeting with Stop CMV this week in Washington DC! *Please repost if you, your family, or friends live in these states!*

AL – Senator Richard S... [See More](#)

Like · Comment

👍 50 💬 12 📄 51 Shares

ASK FOR FEEDBACK



122K "likes"



Hostelworld.com
Sunday

What was the first hostel you ever stayed in?

Like · Comment

Gibela Travellers Lodge, Che Lagarto Hostels, Bambu Guest House and 80 others like this.

Daniel Weil-Brenner Wombat's Vienna - The Lounge
7 · Sunday at 2:25pm via mobile

3 Replies

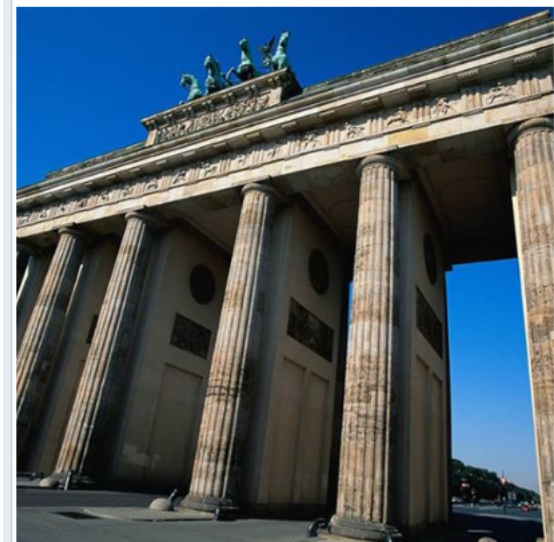
Katharine Conroy St Christopher's Inn at The Winston in Amsterdam
5 · Sunday at 2:40pm via mobile

View more comments

2 of 377

Hostelworld.com
Saturday

What's the one thing you shouldn't miss in Berlin and why? Tell us by commenting below and you could be included in a feature on our site next week!



Like · Comment · Share

Diddy's Kibera Tours, Abelardo Vazquez Pineda, Vivian Castro and 122 others like this.

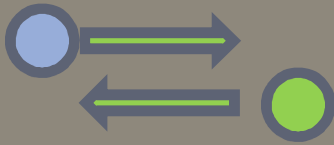
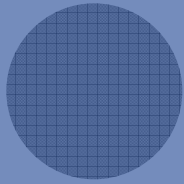
Michael Krimus The Berlin Wall and holocaust museum
4 · Saturday at 11:52am via mobile

Meghan H Pribicko Pergamon Museum
4 · Saturday at 11:52am via mobile

View more comments

2 of 59

P.O.S.T.



ASK FOR FEEDBACK



Stop CMV @StopCMV · Sep 2

Poll: When was your child diagnosed with congenital CMV: during pregnancy or as a newborn, and in what year? (ex. "Pregnancy, 2009")



Stop CMV - The CMV Action Network

20 minutes ago

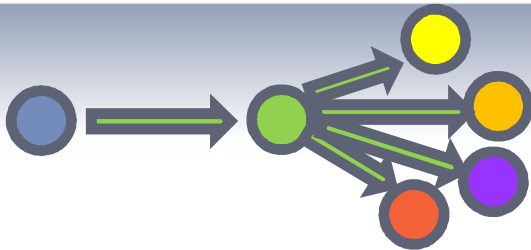
Parent questions: "Did you find out about CMV during your pregnancy and, if so, did you elect to receive the prenatal treatments?"

Like · Comment · Share

P.O.S.T.



WORD OF MOUTH



CDC Injury Center @CDCInjury

8h

Spread the word about the new Be Heads Up poster contest for kids. 1.usa.gov/13XIFt5

Followed by CDC Emergency

[View summary](#)



girlshealth.gov @girlshealth

12 Jun

There is no safe suntan! Take healthy steps to protect your skin.

Retweet to **spread the word!** go.usa.gov/bZN9

Followed by wsmconference and 1 other

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



Cooking Light @Cooking_Light

6h

Our July issue is on newsstands today—**share** your favorite recipe from the issue using [#CLJuly2013!](#)



U.S. EPA @EPAgov

3h

Back to the future with [#KingTides!](#) Find out where, **share** pics w/ [#StateoftheEnvironment](#) bit.ly/KingTide flickr.com/photos/9746027...

Followed by CDC Emergency

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



P1030096

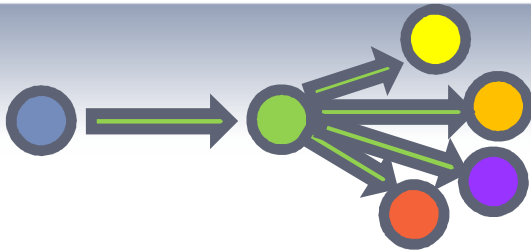
Explore [jamal kadri's](#) 4 photos on Flickr!

[Flickr](#) @Flickr · [Follow](#)

P.O.S.T.



WORD OF MOUTH



CCMV Association @CCMVAssociation · 23 Aug 2013

Please read & RT.

Mother's shock after her baby was born deaf because she had a cold type virus during pregnancy.

dailytelegraph.com.au/lifestyle/heal...



[View summary](#)



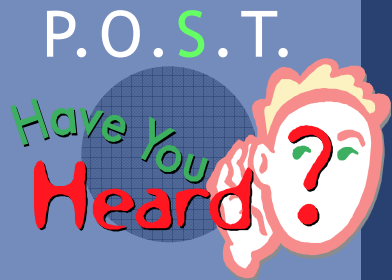
Stop CMV - The CMV Action Network

August 20

PLEASE REPOST! Stop CMV is currently looking for epidemiologists, medical writers, grant writers, grant management experts, and health communications experts for a short-term, remote project (8-10 hours total). Know anyone? For more details or to send contact info, email us at info@stopcmv.org. Thank you!

Like · Comment · Share

👍 16 💬 4 📄 31 Shares



VIDEOS- GO VIRAL?



6,895,408



6,601



208,103



20,066,486



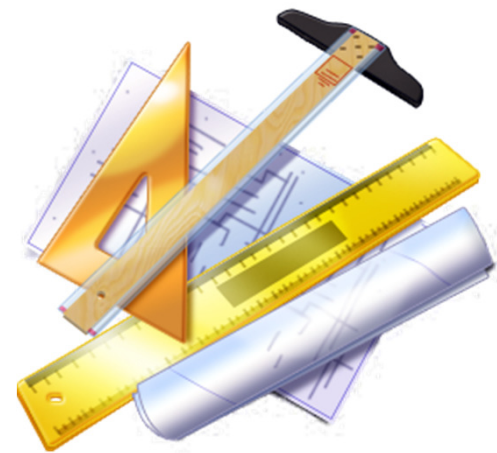
SO WHAT?

- ◎ We have to provide “value” to them
 - Why do they want to be “friends” or “follow” us?
- ◎ What type of communication do you want?
 - This will influence the technology choice
- ◎ Again:
 - Have to make it “sharable”
 - Make it so they want to interact with you

P.O.S.T.

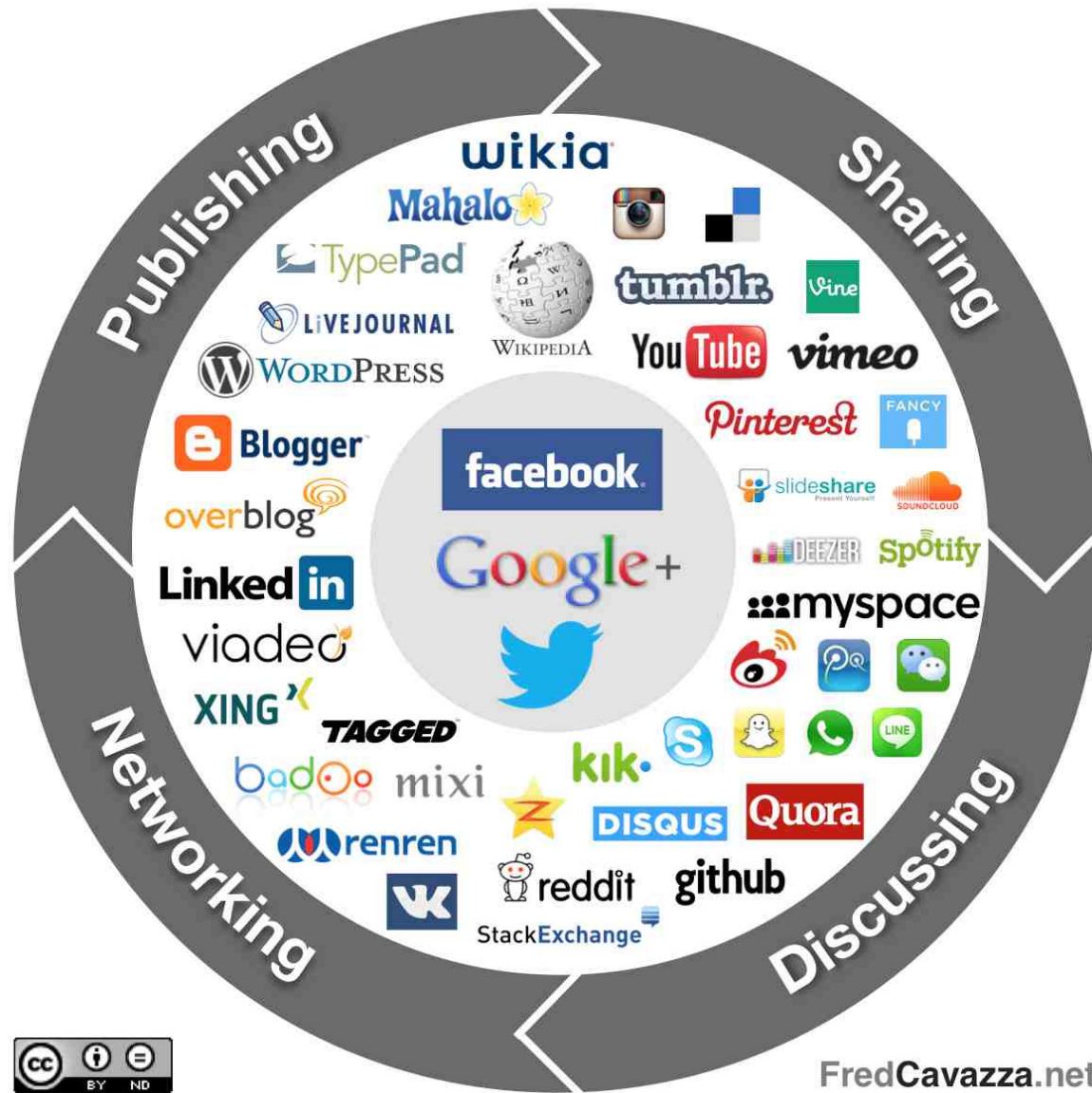
🎯 Technology-

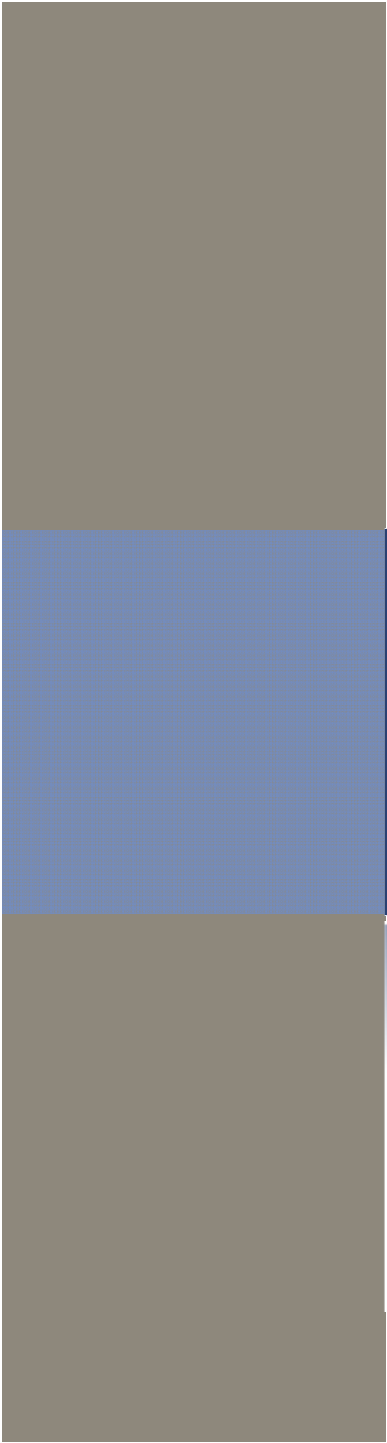
- 🎯 What platforms to use?



P.O.S.T.

Social Media Landscape 2013

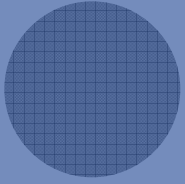




TECHNOLOGY FOR SHARING, NETWORKING, CONNECTING



P.O.S.T.



BOSTON CHILDREN'S HOSPITAL ON FACEBOOK

facebook



Search for people, places and things



Rosemary Thacker



**Boston
Children's
Hospital**

Until every child is well™

Until
every
child
is well.

SHOW YOUR
SUPPORT
↓

Boston Children's Hospital

722,243 likes · 6,605 talking about this · 66,411 were here

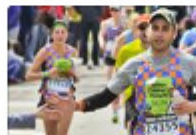
Like



Hospital · Pediatrics · Medical Research

Please read our social media policies before posting:
<http://bit.ly/chbpol>

About – Suggest an Edit



Photos



Request an Appoint...



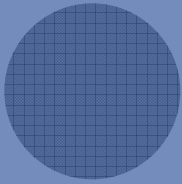
Events



Give today

4

P.O.S.T.



Boston Children's Hospital
Yesterday

Max is a patient at the Heart Center at Boston Children's Hospital, recently ranked #1 for Cardiology & Heart Surgery by U.S. News and World Report for the 5th year in a row! In this photo, he is celebrating with his doctor Betsy Blume.

Is there a Boston Children's clinician or staff member you'd like to congratulate on a job well done? If so, leave a comment and/or share a photo to our wall!
<http://on.bchil.org/169FHCM>



Like · Comment · Share 124

1,523 people like this.

Daiana Cassater Simply the best place in the whole word, congratulations to them all!
Like · Reply · 10 · Yesterday at 12:20pm

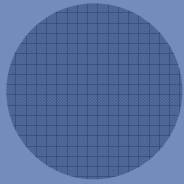
Nicole Tarquinio Johnson LOVE Dr. Blume and the entire Heart Transplant Group (Drs & Nurses) and ALL of the Dr's and Nurses on 8 East as well. This is my son Max and we are so proud of him!! We are currently at BCH while he waits for a new heart and the nurses and doctors go above and beyond to make him feel special. Thank you BCH!!

About the organization

Asking for feedback

1523 likes
113 comments

P.O.S.T.



Boston Children's Hospital

June 4

Last year, Boston Children's patient Leanna Healey travelled to Washington, DC, with our Teen Advisory Council, to advocate on behalf of all of our patients and families. Last weekend, Leanna graduated high school, and she's still advocating! On behalf of all of us at Boston Children's, congratulations!

To read more about Leanna, visit our 'Gratitudes' page:
<http://on.bchil.org/11plzLK>



Like · Comment · Share

33

1,198 people like this.



John Findley Leanna (Killer) Healey way to go girl Coach JF

Like · Reply · 2 · June 4 at 1:18pm



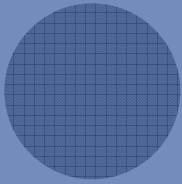
Diane Allain We need more people like this in the world.

Like · Reply · 2 · June 4 at 12:38pm via mobile

View 18 more comments

Building relationships;
highlighting people

P.O.S.T.



Boston Children's Hospital

May 22

When parents care for a sick child in the hospital it can be difficult for them to leave the bedside to sleep, much less find time for a romantic getaway. But Boston Children's has been working to change that by bringing a downtown dining experience to our parents right here in the hospital! Learn more about our special Parents' Night Out event in today's blog: <http://on.bchil.org/168VJQG>



Like · Comment · Share

87

1,001 people like this.



Mary Kate Ellenton Great idea! Au Bon Pain gets a little Au No Not Again after a few days...

Like · Reply · 9 · May 22 at 1:00pm · Edited



Rebekah Schreckenghaust Thank you CHB for this wonderful experience! I had the privilege of attending this Parents Night Out in October and I can say it was a relaxing, fun night, with great food! It can be so hard to leave you child, and all I had to do was walk downstairs!

Like · Reply · 3 · May 22 at 2:11pm via mobile

View more comments

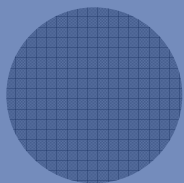
2 of 61



Write a comment...

About the organization; what they are doing that benefits their "customers"

P.O.S.T.



SHARING VIA VIDEO AND PHOTOS

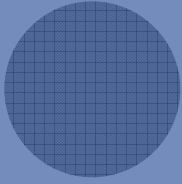
UCLA surgeons using Vine, Instagram to video tweet brain surgery

Comments 0 Email Share 569 Tweet 295 Recommend 274 +1 20



UCLA Health professionals ready a patient for a procedure to implant a brain pacemaker. (@UCLAHealth Vine / May 23, 2013)

P.O.S.T.



INSTAGRAM CAMPAIGN



[Where to Get Tested](#) | [Learn about HIV](#) | [If You Are Positive](#) | [HIV/AIDS Service Providers](#) | [Helpful Links](#) | [Austin TGA Online](#) | [Contact Us](#)

PUBLIC HEALTH INSTAGRAM CAMPAIGN

What is Public Health?

The City of Austin Health and Human Services Department is conducting an [Instagram Campaign](#).

During the week of April 1-5, take photos of what public health looks like to you and then upload to Instagram, using the hashtag #austinpublichealth. We will compile the pictures into a collage to be shown during the City of Austin Health and Human Services Department Managers' meeting. They will also be shared on all of the department's social media sites.

If you need some help getting started, think about taking pictures while you are exercising, eating right, getting a vaccination, or attending a wellness event, etc.

Share this message with friends and family!

Source credit: Excerpted from City of Austin Health and Human Services Department [website](#).

[« newer](#)

[older »](#)

WHAT'S NEW!

06/07/13 [National HIV Testing Day - June 27](#)
06/06/13 [Free Mobile HIV Testing June](#)
06/05/13 [Free Mobile Health Van Services](#)
05/01/13 [Take Our Website Survey!](#)

HIGHLIGHTS

06/06/13 [Ryan White & the Affordable Care Act: What You Need to Know](#)
05/03/13 [Hepatitis C Support Groups in Austin](#)
05/03/13 [Outpatient Substance Abuse Groups for Persons with HIV](#)
05/01/13 [Travis County Ranks among the Healthiest Counties in Texas](#)
04/10/13 [City of Austin Health Department Community Health Assessment](#)

GET TESTED!



austintexas.gov
the official website of the City of Austin

Explore your city...

SEARCH

[Pay Online](#) [Services](#) [Calendar](#) [Media](#) [Departments](#) [3-1-1](#) [Translate](#)

Resident

Business

Development

Government

Environment

Department » Health » Instagram Campaign: What is Public Health?

Home

About

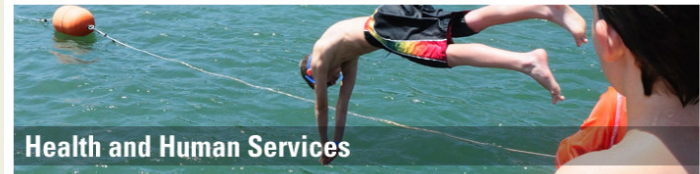
Services

Programs

Divisions

Locations

FAQs



Health and Human Services

INSTAGRAM CAMPAIGN: WHAT IS PUBLIC HEALTH?

Release Date: Mar. 27, 2013

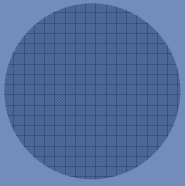
"What is Public Health? Great question! We would like your help in answering this question for our community.

During the week of April 1-5, take photos of what public health looks like to you and then upload to Instagram, using the hashtag #austinpublichealth. We will compile the pictures into a collage to be shown during the Health and Human Services Managers' meeting, not to mention shared on all our social media sites.

If you need some help getting started, think about taking pictures while you are exercising, eating right, getting a vaccination, or attending a wellness event, etc. We want to see your creative photos of public health so please share this message with friends and family.

Share [f](#) [t](#) [e](#) [p](#) Communications and Public Information Office 301 W. 2nd Street, Austin, TX 78701

P.O.S.T.



CMV ON TWITTER



Stop CMV
@StopCMV FOLLOWS YOU

1 in 150 children is born with congenital CMV. NPO raising awareness of the leading viral, preventable cause of birth defects, developmental disabilities.

Worldwide

StopCMV.org

Joined February 2009

[Tweet to](#) [Message](#)

TWEETS 1,276 PHOTOS/VIDEOS 8 FOLLOWING 1,959 FOLLOWERS 1,488 [More](#) ▾

Tweets [Tweets & replies](#)

STOP CMV **Stop CMV** @StopCMV · 7h

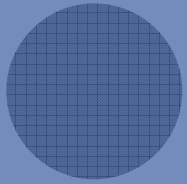
Exciting phase II research towards faster and more reliable newborn screening method for CMV:... fb.me/3vetxIZOH

↩ ↻ ★ ⋮

STOP CMV **Stop CMV** @StopCMV · Sep 18

"I remember when they delivered her. The doctor said "it's a girl." That was followed by silence. They held her... fb.me/2YEIYN2Lx

P.O.S.T.



CMV ON TWITTER

CMV or **cytomegalovirus**
(si-to-MEG-alo- vi-rus)
is a common virus that that can infect anyone



CMV
Action



1 in
1000
babies



will be damaged by CMV

TWEETS
1,457

PHOTOS/VIDEOS
150

FOLLOWING
2,866

FOLLOWERS
3,103

FAVORITES
194

More ▾



Following

CMV Action UK

@cmvactionuk · FOLLOWS YOU

A charity dedicated to raising awareness & supporting families affected by congenital CMV. 1 in 1000 babies damaged by the CMV virus - don't be the last to know

cmvaction.org.uk

Joined April 2012

Tweets

Tweets & replies



CMV Action UK retweeted



Kimberley Walsh @WalshDaily · 9h

Still time to donate to [@cmvactionuk](https://uk.virginmoneygiving.com/team/kimberley...) and get in your messages for Kimberley, Justin and Bobby 🙏💙🎁

uk.virginmoneygiving.com/team/kimberley...



11



1



Who to follow · Refresh · View all



Andrew McAuley @Andrew...

Followed by Sharyn Rundle...

Follow



Mike Kujawski @mikekujaw...

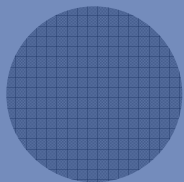
Followed by wsmconference...

Follow



Pippa Rendel @PippaRendel

P.O.S.T.



CMV ON FACEBOOK



**Stop CMV - The CMV Action
Network**
Non-Profit Organization

[Like](#) [Follow](#) [Message](#) [...](#)

[Timeline](#) [About](#) [Photos](#) [Likes](#) [Pinterest](#)

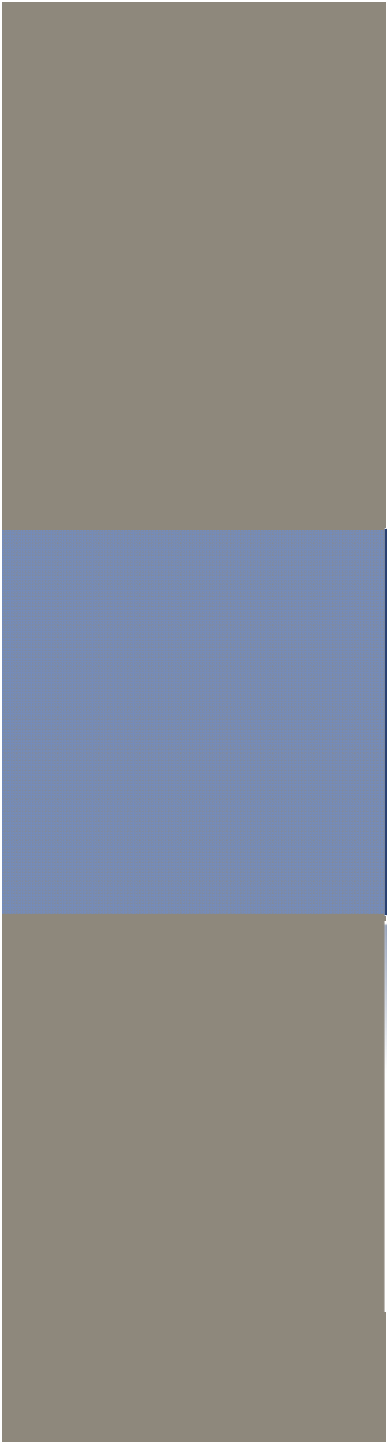
PEOPLE



6,764 likes

[Post](#) [Photo / Video](#)

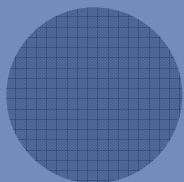
Write something on this Page...



TECHNOLOGY FOR COLLECTING



P.O.S.T.



CDC ON PINTEREST

The CDC is on Pinterest!

Posted on [March 18, 2013](#) by [cshannon](#)



CDC.gov joins millions of pinners around the country with an official presence on Pinterest, a virtual pinboard sharing site. On Pinterest, [CDCgov](#) will share inspiring images and important health information through boards covering topics such as women's health, healthy living, emergency preparedness, tobacco prevention, public health history and more! We are excited to have an additional social media channel to interact with you on the latest in health news and information.

Why is CDC joining Pinterest?

We wanted to provide an additional channel for our readers to share our public health infographics, images and tips. We want to always be part of the conversation about health in social media and present wherever our audience is. Pinterest is the third fastest growing social network and we decided it was time to join the conversation there.

Follow us on [Pinterest](#) and re-pin your favorite CDCgov images and health information to share with friends and loved ones.

P.O.S.T.

CDC ON PINTEREST

Search



Pinterest

English (US) ▾

About ▾

Login

Pinterest is an online pinboard.
Organize and share things you love.

Join Pinterest »

Login

Public Health Infographics



Centers for Disease Control and Prevention

936 followers, 23 pins



Listeria – the 3rd leading cause of death from food poisoning. Learn which foods make the make the best hiding places for this rare but deadly germ. #VitalSigns

1 like 1 comment 3 repins

cdc.gov



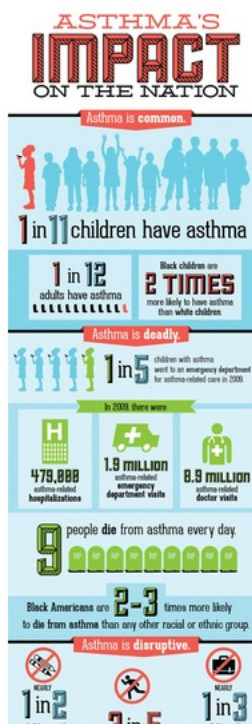
Brenna Wyndesor Thank you for your infographic! However, I don't see any information on how to prevent listeria. I grow sprouts in my kitchen. What precautions should I take to avoid growing listeria as well?



Planning a trip to a splash pad or interactive fountain? Check out our new infographic to make sure you make a healthy splash!

1 like 15 repins

cdc.gov



"The Truth About Tanning" infographic counters four common myths about indoor tanning.

3 likes 23 repins

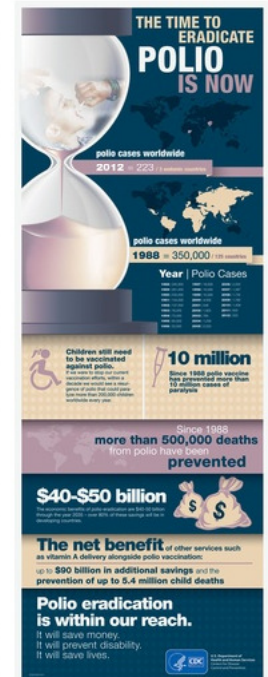
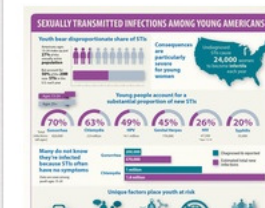
cdc.gov



Just in time for spring, CDC's Tornado infographic, with plenty of tips for staying safe from twisters.

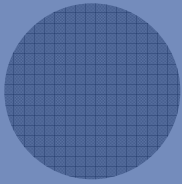
1 like 14 repins

cdc.gov



CDC #Infographic : The Time to Eradicate Polio is Now #endpolio

P.O.S.T.



JOHNS HOPKINS ON PINTEREST

English (US) ▾ About ▾ Login

Pinterest is an online pinboard.
Organize and share things you love.

[Join Pinterest »](#) [Login](#)

Health Tips

JHU PublicHealth

656 followers, 4 pins

There are many benefits to breastfeeding for infants, mothers and society too. Learn more in today's Healthy Monday Tip: bit.ly/H51Q9Q.

Uploaded by user

Colorectal cancer is a serious problem in the United States. If you are between the ages of 50 and 75, talk to your doctor about getting a screening. And check out our advice for ways you can reduce your risk: bit.ly/wGAvDt.

Uploaded by user

It's never too early to start protecting your heart. (February is Heart Month!)

1 repin

blogs.discovery.com

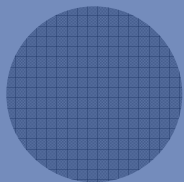
Beyond the Research Video: Tips for Avoiding and Spreading the Flu

by [JohnsHopkins SPH](#)

1 repin

[youtube.com](#)

P.O.S.T.



THE GLOBAL FUND ON PINTEREST



The Global Fund To Fight AIDS, Tuberculosis

Investing the world's money to save lives

🌐 🐦 📍 Geneva, Switzerland

Repins from

POZ POZ Magazine

ONE ONE Campaign

(RED) (RED)

9 Boards

118 Pins

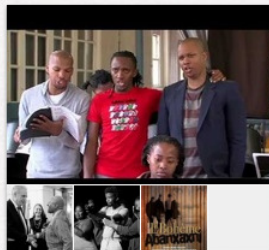
5 Likes

Activity

370 Followers

30 Following

La Boheme - ABANXAXHI
4 pins



The Global Fund 10 Years ...
16 pins

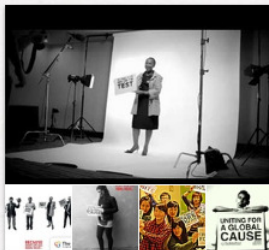


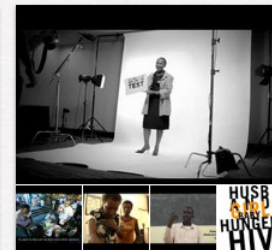
Photo of the Week
27 pins



From our friends and part...
23 pins



Videos we like
6 pins



Inspiring
14 pins



International Women's Da...
8 pins

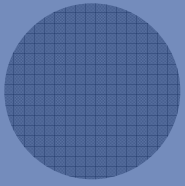


Kenya's Spray Boys
8 pins



The Big Push
15 pins





SUMMARY

🎯 People-

- 🎯 Who and what

🎯 Objectives-

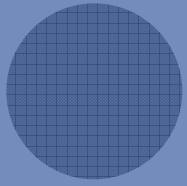
- 🎯 Why are we doing this?

🎯 Strategy-

- 🎯 WIIFM
- 🎯 Communication and engagement

🎯 Technology-

- 🎯 Finally, which platforms to use



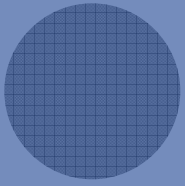
RESOURCES & REFERENCES

Data

- © Pew Internet and American Life Project
<http://www.pewinternet.org/>

Books

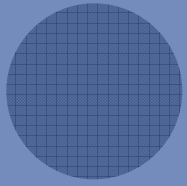
- © Li, C., & Bernoff, J. (2008). *Groundswell*. Boston: Harvard Business Press.
- © Safko, L., & Brake, D. K. (2009). *The Social Media Bible*. Hoboken, NJ: John Wiley & Sons.
- © Stern, J. (2010). *Social media metrics. How to measure and optimize your marketing investment*. Hoboken, NJ: John Wiley & Sons.



RESOURCES & REFERENCES

Websites

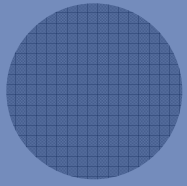
- ◎ CDC Gateway to Health Communication and Social Marketing Practice
 - ◎ <http://www.cdc.gov/healthmarketing/ehm/>
- ◎ Mashable.
 - ◎ <http://mashable.com/social-media/>
- ◎ CDC NPIN Social media for public health webcast series (archived recordings and slides)
 - ◎ http://www.cdcpin.org/scripts/features/feature_itk.asp



RESOURCES & REFERENCES

Journal Articles

- © BL Neiger, R Thackeray, SA Van Wagenen, CL Hanson, JH West, MD Barnes, MC Fagen (2012). Use of Social Media in Health Promotion Purposes, Key Performance Indicators, and Evaluation Metrics. *Health Promotion Practice* 13 (2), 159-164.
- © Thackeray, R., Neiger, B. L., Koch Smith, A., & Van Wagenen, S. (2012). Adoption and use of social media among state health departments. *BMC Public Health*, 12, 242. doi:10.1186/1471-2458-12-242



CONTACT INFORMATION

Rosemary Thackeray, PhD, MPH
Professor
Brigham Young University
Department of Health Science
rosemary_thackeray@byu.edu
801.422.0273 (fax)
801.422.1704 (phone)