



## Get Your Message to the Masses: Incorporating Social Media into Mass Antibiotic Dispensing Campaigns




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## OMB Disclaimer



The findings and conclusions in this presentation are those of the author(s) and do not necessarily represent the views of the Centers for Disease Control and Prevention.

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## Objectives



- Describe advantages to using social media
- Explain the steps for incorporating social media in a mass antibiotic dispensing (MAD) campaign
- Develop a message for a social media tool

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**Workshop Agenda**

- Mass antibiotic dispensing (MAD) and public information
- Social media overview
- Incorporating social media into MAD campaigns: A five step process
- Policy
- Evaluation
- Wrap-up

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**DSNS Mission**

Deliver critical medical assets to the site of a national emergency



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**Time is Critical!**

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## Pills In People





•Mobilizing the public to and through the dispensing sites  
 •Providing follow-up information

**Local Level**

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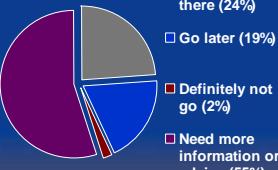
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## Redefining Readiness



If the head of your local government and officials from the health department announced that you and everyone else who lives in your school district should go to the nearest public high school to get the smallpox vaccine, which one of the following would you do?



- Rush to go there (24%)
- Go later (19%)
- Definitely not go (2%)
- Need more information or advice (55%)

> *Source:* Center for the Advancement of Collaborative Strategies in Health, The New York Academy of Medicine. *Redefining Readiness: Terrorism Planning Through the Eyes of the Public*. Sept. 2004.  
 > *Link to:* <http://www.redefiningreadiness.net>

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## First Impressions



**Research indicates:**  
 The first message received on a subject sets the stage for comparison of all future messages on that subject.

**BE FIRST  
BE RIGHT  
BE CREDIBLE**

**Get your message out quickly and accurately.**

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## Delivering the Message



- How does the public receive emergency-related messages?

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## H1N1 Flu Information Sources



Local TV news	32%
National network TV news	21%
Cable news	14%
Newspapers	6%
Internet	19%

> **Source:** Harvard Opinion Research Program, Harvard School of Public Health. *Survey Finds Nearly Half of Americans Concerned They or Their Family May Get Sick from Swine Flu.* April 29, 2009.  
 > **Link to:** <http://www.hsph.harvard.edu/news/press-releases/2009-releases/survey-americans-concerned-swine-flu.html>

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## What is Social Media?



- “Integrates technology, social interaction, and the construction of words, pictures, videos, and audios.”
- “Web applications that facilitate interactive information sharing, interoperability, user-centered design, and collaboration on the web.”

Source: Wikipedia

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 **Why Social Media?** 

- People are using it
  - ◆ Half of American adults use some form of social media (Source: [www.brianmcdaniel.org](http://www.brianmcdaniel.org), Retrieved 12/29/09)
  - ◆ Facebook has more than 350 million active users (Source: [www.facebook.com](http://www.facebook.com), Retrieved 1/6/10)
  - ◆ Projected that Twitter will have 26 million active users in 2010 (Source: [www.womeninbusiness.about.com/od/twittertips/a/twitter-statistics.htm](http://www.womeninbusiness.about.com/od/twittertips/a/twitter-statistics.htm), Retrieved: 12/29/09)

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 **Benefits of Using Social Media** 

- Provide real-time information
- Information can be conveniently and frequently updated (from nearly any location)
- Interactive; audience can respond
- Easy to use
- Raise awareness, generate "buzz"
- Inexpensive
- Enhances traditional media
- Requires little to no advanced notice

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 **Use of Social Media in Emergencies** 

- US Airways flight 1549
- Virginia Tech shootings
- Boulder CO wildfire
- H1N1 influenza
- Haiti earthquake
- Salmonella outbreak



Source: [www.nydailynews.com](http://www.nydailynews.com)

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 **Hop on the Bandwagon** 



Source: [www.newmediachatter.com](http://www.newmediachatter.com)

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 **Incorporating Social Media into MAD Campaigns** 

<b>STEP ONE:</b>	<b>Plan the strategy</b>
<b>STEP TWO:</b>	Develop the message
<b>STEP THREE:</b>	Select tool(s)
<b>STEP FOUR:</b>	Implement!
<b>STEP FIVE:</b>	Expand use

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 **STEP ONE: Plan Strategy** 

- What is the purpose?
- What is the topic for our messages?
- Who is our audience?
- Do we have the resources?
- Who will be responsible for maintaining the tool?
- Who will have access?
- What is our time line?
- What type of information will be provided?

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## Incorporating Social Media into MAD Campaigns



**STEP ONE:** Plan the strategy  
**STEP TWO:** **Develop the message**  
**STEP THREE:** Select tool(s)  
**STEP FOUR:** Implement!  
**STEP FIVE:** Expand use

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## STEP TWO: Develop the Message



**GOAL:** Get the message to your audience and key stakeholders as soon as possible!

- Why?
  - ◆ Reduce fear and anxiety
  - ◆ Mobilize the public to go to PODs
  - ◆ Educate the public about the process and medication
  - ◆ Provide health campaign info post-event

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## Pre-Event Messages



- Describe what type of information will be available in an emergency
  - ◆ What is a POD?
  - ◆ Where to get info during an incident?
- Start the conversation now



Do you have an emergency kit?

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 **Important Information to Include in Messages** 

- “We have a plan”
- “The process is simple”
- Information about PODs
- People will ask:
  - ◆ Have I really been exposed?
  - ◆ What are the risks?
  - ◆ How can I protect myself and my family?
  - ◆ Who gets the medication first?

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 **Key Criteria for Message Development** 

- Be clear and concise
- Mind your manners
- Conversational
- Write in the first person
- No corporate speak (e.g. acronyms, business jargon)
- Link to your website
- Use multiple tools to reach a wide audience
- Be unique: <http://www.youtube.com/blendtec>

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 **Activity #1: Develop a Social Media Message** 

Instructions:

- Break into groups
- Develop a message based on your assigned target audience and message topic
- Remember:
  - ◆ Use plain English
  - ◆ Use appropriate language
  - ◆ Do not use acronyms or corporate speak
  - ◆ Be clear and concise
- Be prepared to discuss your message

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## Incorporating Social Media into MAD Campaigns



STEP ONE:	Plan the strategy
STEP TWO:	Develop the message
<b>STEP THREE:</b>	<b>Select tool(s)</b>
STEP FOUR:	Implement!
STEP FIVE:	Expand use

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## STEP THREE: Select Tool(s)





























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## Social Media Tools for COMMUNICATION




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## Blogs





e.g., *Blogger, LiveJournal, WordPress, TypePad*

- Short for “weblogs;” website
- Post content, pictures, links, media files
- Update from web or mobile phone

Uses in a MAD event:

- “Homepage” for preparedness and response activities
- Link to other social media tools

Examples: [Charlotte Fire Department](#)  
[Oregon Emergency Management](#)

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## Microblogs



e.g., *Twitter*

- Form of blogging via brief text updates
  - ◆ 140 characters or less for Twitter
- Network can “follow,” view and comment
- Answers the question “what are you doing?”

Uses in a MAD event:

- Situational awareness, emergency announcements, safety reminders, general public health notifications

Examples: [CDC eHealth](#)  
[CDCEmergency](#)  
[Fairfax County VA Government](#)

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## Microblogs (continued)



- You can receive regular email alerts of tweets containing your keyword of interest on Twitter:
  - ◆ Twilert [www.twitter.com/twilert](http://www.twitter.com/twilert)



- ◆ Tweetbeep [www.tweetbeep.com](http://www.tweetbeep.com)



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## Social Networking Sites

e.g., *Facebook, MySpace, LinkedIn*

- Allow users to connect, interact, and exchange information with those who share interest and/or activities
  - ◆ Post photos/videos, advertise events, engage followers, facilitate discussion

*Facebook:* One of the largest social media sites  
*MySpace:* Losing popularity to other sites  
*LinkedIn:* Network of business professionals

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## Social Networking Sites (continued)

Uses in a MAD event:

- Share info, updates, and notifications about exercises, incidents, and plans
- Connect with community members, partners, volunteers, and stakeholders
- Interact with the community
- Market products, programs, and organizations
  - ◆ Drive traffic to platform (blog, website)
- Professional networking and tracking colleagues

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## Social Networking Sites (continued)

Examples:

[CDC Facebook](#)

[Contra Costa Health Services](#)

[White House Facebook](#)

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## Events



e.g., [MeetUp.com](http://MeetUp.com)

- Organize a group of people
- Find established meeting groups



Uses in a MAD event:

- Schedule volunteer meetings to share information
- Set-up meetings with partners/stakeholders to plan large-scale exercises

Example: [Medical Reserve Corps of Greater Kansas City](#)

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## Widgets



- Self-contained code (small online application) that is embedded in a website or program to perform a specific function

Uses in a MAD event:

- Provide links to expert recommendations and/or information from another website without constantly updating yours
- Link to POD locations; maps; databases

Example: [CDC.gov widgets](#)

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## Social Bookmarking Sites



e.g., [Delicious](#), [GoogleReader](#), [Digg](#), [StumbleUpon](#),

- Sites where a virtual community exchanges links to content and stores links for future use
  - ◆ Share, organize, search, and manage bookmarks of Web resources
- Users post links to stories or other media, write brief descriptions, and include tags that help when somebody searches for a topic

Example: <http://delicious.com/auntiealli>



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## RSS Feeds



- RSS = Really Simple Syndication
- RSS feed: A file that contains most recently updated information from website(s) information
- Subscribe to feed readers to display RSS feeds on computer
  - ◆ Receive automatic updates per your preference



More info: [www.whatisrss.com/](http://www.whatisrss.com/)

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## Social Media Tools for COLLABORATION




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## Wikis (Wikipedia)



- Collaborative webpage or collection of webpages that allow users to contribute or modify content

Uses in a MAD event:



- ◆ Update event schedules and plans
- ◆ Maintain updated list of contact information for staff and volunteer

Examples: [PHER work group](#); [Medical Reserve Corps](#)

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## Email Groups



e.g., *GoogleGroups, Yahoo Groups*

- Online discussion site
- Hybrid between an electronic mailing list and a threaded Internet forum
- Provide communication facilities

Uses in a MAD event:

- Facilitate discussions and file sharing among partners, stakeholders, and/or volunteers
- Send reminders to group members (e.g., medication compliance)

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## Social Media Tools for MULTIMEDIA




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## Image/Video Sharing Sites



- Image (e.g., *Flickr, Photobucket, Picasa*) and video (e.g., *YouTube, Viddler*) hosting/sharing websites
- User-generated
- Upload pictures or videos
- View and comment on the content of others

Uses in a MAD event:

- Website content: Pictures for presentations and projects
- Training: Videos for trainings and exercises
- Recruitment: Videos to recruit community partners, volunteers

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 **Image/Video Sharing Sites** 

Image Examples:

- Public Health Learning Community UCONN 2009-2010
- UAB School of Public Health – Public Health Idol 2009

Video Examples:

- POD training video
- Coconino County Health Department

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 **Livecast/Podcast** 

e.g., Skype, Ustream.tv, Justin.tv

- Web-based audio and/or video content made available on the Internet for downloading to personal audio player

Uses in a MAD event (live or pre-recorded formats):

Interviews	Lectures	
Speeches	Presentations	
Trainings	Updates	
Briefings for political representatives		



Examples: [Tulane and UAB Courses: Intro to PODs](#)  
[Berkeley PH Preparedness and Emergency Response course](#)

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 **OTHER Tools for Enhancing Communication Plans** 



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## Electronic Alerts



- Email alerts
  - ◆ Enter your email address to receive weekly tips and news breaking alerts
  - ◆ Example: [CDC Hurricane Health and Safety Tips](#)
- Mobile alerts
  - ◆ Delivers health messages directly via mobile texting
  - ◆ Example: [H1N1 Flu Mobile Texting Pilot](#)

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## Buttons and Badges



- Buttons
  - ◆ Graphic elements that usually include an image, short message, and link for more information; posted on websites
- Badges
  - ◆ Similar to buttons; posted on an individual's profile or blog to show support for or affiliation with a cause or issue

Example: [H1N1 Flu Buttons and Badges](#)



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## eCards and eGames



- eCards
  - ◆ Communicates programs, products, and information to individuals
  - ◆ Use in a MAD event: [Thank you card](#) for volunteers
- eGames
  - ◆ Interactive games with targeted health messages
  - ◆ Examples: [The Great Flu](#)  
[Kids Nutrition and Exercise Games](#)

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## Virtual Worlds



e.g., *Second Life*, *Whyville*

- Rely on avatars, a user's visual representation usually displayed as a unique 3D model

Use in a MAD event: Mass prophylaxis clinic training

Example: Virtual mass prophylaxis clinic training pilot program\* (UC Davis and CA DHS)

\*Source: Peter Yellowlees, James N. Cook, Shayna L. Marks, Daniel Wolfe, Elnor Mangin. Biosecurity and Bioterrorism: Biodefense Strategy, Practice, and Science. March 2008, 6(1): 36-44. doi:10.1089/bsp.2007.0038.

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## CDC Social Media Tools Guidelines & Best Practices



- Guidance available for the following tools:
 

Button and badge	Microblogging
Text Messages	Health-e-Cards
Buttons and Badges	Online Viral Video
Motion Graphics	Virtual Worlds
Social Media Security Mitigations	
- Next phase of guidelines will include social networking sites, widgets, RSS feeds and bloginars

Website: [www.cdc.gov/SocialMedia/Tools/guidelines](http://www.cdc.gov/SocialMedia/Tools/guidelines)

Send inquiries to: [NCHMInteractiveMedia@cdc.gov](mailto:NCHMInteractiveMedia@cdc.gov)

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## ACTIVITY #2: Selecting the Most Suitable Tool for Your Message



Instructions:

- Break into groups
- Consider your assigned message topic and target audience as well as the message you previously developed
- Determine which social media tool would be the most suitable for conveying your message to the target audience
- Be prepared to discuss your selection

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# Incorporating Social Media into MAD Campaigns



**STEP ONE:** Plan the strategy  
**STEP TWO:** Develop the message  
**STEP THREE:** Select the tool(s)  
**STEP FOUR:** **Implement!**  
**STEP FIVE:** Expand use

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# STEP FOUR: Implement!



- Check policies on social media websites
  - If applicable, consult your legal office on terms of use agreements
- Let's talk about "how to" implement some tools



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# Twitter: How to Tweet




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## Twitter (continued)



- Live Twitter Post:  
<http://twitter.com/auntiealli>



- Twitter Impersonation, Trademark, and Terms of Service policies:  
<http://twitter.zendesk.com/forums/26257/entries>

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## Facebook



- Live Facebook Account:  
[www.facebook.com/CDC](http://www.facebook.com/CDC)



- Facebook's Statement of Rights and Responsibilities:  
[www.facebook.com/terms.php?ref=pf](http://www.facebook.com/terms.php?ref=pf)

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## YouTube

YouTube: [www.youtube.com/t/community\\_guidelines](http://www.youtube.com/t/community_guidelines)

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## YouTube Formats for Uploading



For best results, the following settings are recommended:

- Video format: H.264, MPEG-2 or MPEG-4
- Aspect ratio: Native aspect ratio without letterboxing
- Resolution: 640x360 (16:9) or 480x360 (4:3)
- Audio format: MP3 or AAC
- Frames per second: 30
- Maximum length: 10 minutes (recommend 2-3 minutes)
- Maximum file size: 1 GB

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## Podcasting: Dos and Don'ts



- Don't spend money – you don't have to
- Record in a quiet place – use headphones
- Have guidelines and approval process
- Set expectations
- Track your usage
- Create a common naming scheme
- Know where you're going  
[http://www.usgs.gov/corecast/docs/podcast\\_cheatsheet.pdf](http://www.usgs.gov/corecast/docs/podcast_cheatsheet.pdf)  
<http://feeds.feedburner.com/CorecastChannel-Usgs>

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## Incorporating Social Media into MAD Campaigns



STEP ONE:	Plan the strategy
STEP TWO:	Develop the message
STEP THREE:	Select tool(s)
STEP FOUR:	Implement!
STEP FIVE:	Expand use

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## STEP FIVE: Expand Use

- Select a tool and dive in
  - ◆ Start with a small group within your department
  - ◆ Gradually expand ...
    - Get your entire department on-board
    - Invite other small departments
    - Go jurisdiction wide



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## The Dilemma ...

- Difficult task to constantly and consistently update information on every social media tool during an emergency
  - ◆ Under-staffed communications team
  - ◆ Overwhelmed by public health emergency response
- How do we keep our posts up-to-date?

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## Social Network Aggregators

e.g., *Ping, FriendFeed, Flock, Streamy*

- Consolidates multiple social networking sites into one profile
- Enables users to post to multiple social networking sites simultaneously

Uses in a MAD event:

- Post POD wait times to multiple sites simultaneously
- Users can receive real-time emergency-related information and guidance from multiple sites

Example: [Charlotte Fire Department](#)

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## Build Momentum ... and Market



- Build your momentum
- Market where the people are
  - ◆ Social networking sites (e.g., Twitter, LinkedIn, Facebook)
  - ◆ Website
  - ◆ In press releases
  - ◆ Fact sheets



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## Continual Evolution



- Add new features periodically
  - Videos/Photos
  - Podcast
  - Member of the week
  - Feature of the week
  - Games
- Be prepared for the audience's expectations



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## Engage the Audience



- Which social networking tools are your audience using?
  - ◆ Search by product
  - ◆ Search by hot topics/issues
  - ◆ Search for your stakeholders on social networking sites (Facebook, Twitter, LinkedIn, etc.)



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 **Listen to Your Audience** 

- Seek membership feedback
  - ◆ Use polls and surveys
  - ◆ Read (and consider) feedback
  - ◆ Try to implement suggestions when possible
- Try GoogleAnalytics: <http://www.google.com/analytics/>
  - ◆ Example: Govloop

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 **Challenges/Barriers** 

- Leadership support
- Funding
- Some social media tools can be more labor intensive than others (e.g., videos for YouTube)
- Monitoring information
  - ◆ Data are always available
- Appropriate use
  - ◆ Examples: [Comcast technician sleeping on couch](#); [David Carroll – United Breaks Guitars](#)
  - ◆ Develop a policy

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 **Develop a Policy** 

- Have a social media policy in place before you “go public”
- Seek out people in your organization that already use social media
- Form a team/workgroup
- Pick one social media tool to construct your policy
- Agree to accelerated & timely clearance procedure/protocol

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## Policy Examples



- New Media and The Air Force: Air Force Public Affairs Agency Emerging Technology Division  
<http://www.af.mil/shared/media/document/AFD-090406-036.pdf>
- Social Media Governance: Empowerment with Accountability  
<http://socialmediagovernance.com/policies.php>

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## Measuring the Effects of Social Media




- Traffic
- Interaction
- Increase in participation by community partners/stakeholders
- Brand metrics
- Community engagement
- Retention
- Example: Skittles campaign



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## Keys to Success



- Have a purpose...and a plan (strategy)
- Identify and know your target audience
- Project the right image
- Develop a clear and effective message
- Provide information that is relevant to audience
- Be creative and unique
- Balance – don't overuse; users will drop you

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## Keys to Success (continued)



- Establish relationships; collaborate
- Seek support from management/leadership
- Create and implement policies
- Expand your platform
- Be flexible
- Drive audience/users back “home” (e.g., website, blog)
- Evaluate

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## Take Home Message



Social media can be an effective addition to media and strategic public outreach ... but not a substitution for current communication strategies.

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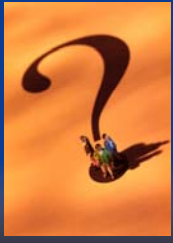
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 **Questions** 



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[www.cdc.gov/socialmedia](http://www.cdc.gov/socialmedia)  
[www.bt.cdc.gov/stockpile/extranet](http://www.bt.cdc.gov/stockpile/extranet)

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