

STRATEGIES FOR SUCCESS

Using Social Media in College Health and Prevention Work

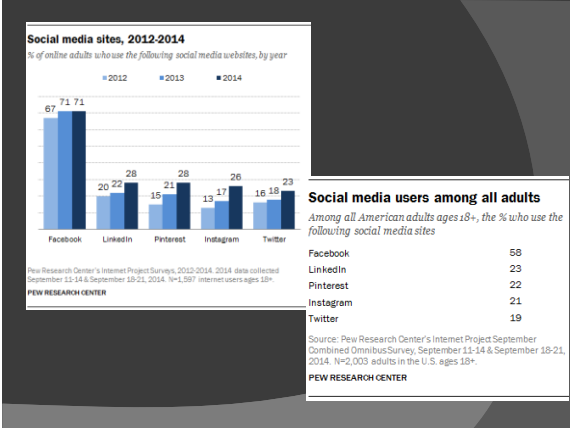
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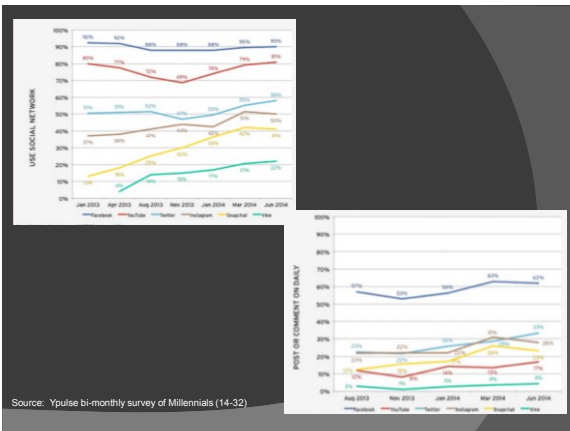
Plan of Attack

- Why use social media
- How to use social media effectively
- Review evidenced based strategies for success
- See strategy in action
- Q & A

Why use Social media?

- It's where people are
- Yes, still.
- I promise.
- #Socialnomics 2014:
<https://www.youtube.com/watch?v=zxpa4dNVd3c>





Why use Social media?

- Helps our audiences gain knowledge, awareness, and trust.
 - Relationship building, whatever that means for you
- Fosters personalization, presentation, and participation.
- Ability to target diverse audiences and tailor messages with relative ease
- We know our efforts are more effective when multi-faceted.

Effectiveness of Social Media for Behavior Change



Here's what traditional marketing knows

- 74% of companies have received customers from social media
- The more likes a brand has on Facebook, the more website traffic they receive
 - For every 1,000 likes or follows companies receive 1,000+ more website clicks
- 85% of brand customers on Facebook recommend brands to their friends
- Approximately 46% of online users take social media into account when making a purchase decision

Here's what we know

- Social media can be effective in meeting individual & population health needs
- Internet-based interventions can improve users' knowledge, social support, health/protective behaviors, and clinical outcomes.
 - Change can be smaller than non-internet

Here's what we know

- ◉ Interventions strongly based in theory, such as behavior change theory, have greater impact than those that are not.
- ◉ Web-based interventions can have a significant positive effect, especially on empowerment.
- ◉ Reinforcing messages through multiple channels increases effectiveness.

Strategies to Increase Effectiveness

- ◉ Apply what you know: design and evaluation methods for online & offline efforts are similar
 - Identify audience – where are they online?
 - Determine goals
 - Create objectives & action plan
 - Assess
- ◉ Use what you have
- ◉ Keep the aspects of interactivity

Even More Strategies to Increase Effectiveness

- ◉ Decide what success and engagement mean for you
 - Awareness versus behavior change
 - Combine qualitative and quantitative methods
- ◉ Use metrics available to you
- ◉ Plan ahead
 - Utilize scheduling components and platforms
- ◉ Adapt!

Good News: More Best Practices!

- Plug into social media resources
- Post early and post often, but...
 - Don't cluster
 - Always aim for quality over quantity
- Be as visual as possible with content
- Aim to be an informer, not a me-former
- Leverage your community
- Be patient!

Strategy in Action

Health Promotion and Wellness at Illinois State

- "Soft" opening
- Assign content "types" to days
 - Not only helps you organize what you share, allows you to see what your audiences gravitates toward
- Post a variety of content in a variety of ways
- Make sure all office initiatives, campaigns, and communications efforts are cohesive

Health Promotion and Wellness at Illinois State
Posted by Erin Tule Lake TF · November 5, 2014 · [48](#)

Quick tip: stop whatever you are doing right now and **STRETCH** Your body craves movement, so challenge yourself to stand up and stretch every 30 minutes.

150 people reached
Boost Unavailable

Health Promotion and Wellness at Illinois State
Posted by Erin Tule Lake TF · May 12, 2014 · Edited TF · [4](#)


#MotivationMonday. Enjoy your journey!



210 people reached
Boost Unavailable

Health Promotion and Wellness at Illinois State shared a link.
Posted by Erin Tule Lake TF · July 17, 2014 · [48](#)

An added bonus of going to the gym? Better grades! Did you see this Illinois State University Campus Recreation?



Higher GPAs may come from hitting the gym, study says
[college.ucdavis.edu](#)
Using your college's gym might boost both your GPA and the chance you'll stick around with you...

640 people reached
Boost Unavailable

We're sure none of you need convincing that naps are awesome, but here are some science-based facts on why naps can be good for you.

Napping can Dramatically Increase Learning, Memory, Awareness, and More
[www.ncbi.nlm.nih.gov](#)


A natural phenomenon in the circadian rhythm, napping can dramatically increase learning ability and memory, raise awareness, and reach more studies.

20,568 people reached
Boost Unavailable

Administrator from Illinois State (@ISU@) photo
Posted by Erin Tule Lake TF · October 2, 2014 · Edited [4](#)

Less than a week! Stop by and see us next Wednesday October 8 at Minor Library - Illinois State University from 3-5 p.m.

One week from today take a study break and get PFWStively Stress free with our favorite furry friends from 3 to 5 p.m. on the Third Floor of Minor Library - Illinois State University. Doggie kisses are optional, but smiles are guaranteed!



80 people reached
Boost Unavailable

Wellness @ IL State
[@IllinoisState](#)

Tomorrow visit @fleetfeetblm @ISUCampusRec @DiningILState @4SeasonsAssoc @McLeanHealth @GiftofHope @UpperLimits BLM & MORE 10-2 in @ISUBone

4 2

8:58 AM · 12 days ago

Notifications
All People you follow

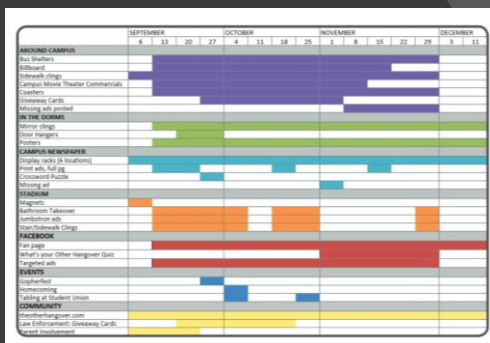
- big staddys dawgs** and 5 others followed you Jan 16
- Pax & Hounds Salon** retweeted you Jan 16: 101 "Cooking, Light Our friends at @goodhealth uncovered the smallest high-sodium foods in our diets. [sw/igagitem](#)"
- Kayla Morse** and **Katie Eades** favorited your Tweet Jan 16: Did you know that there is an entire section of @TEDTalks on leadership? Download podcasts for free at [sw/yagitem](#).
- Collin Martin** and 4 others followed you Jan 16
- GeovLearng** retweeted you Jan 14: Want to stress less in 2015? We can help. Check out our upcoming wellness programs: [wellness@illinoisstate.edu](#) [sw/health](#) [sw/academic](#) [sw/italy](#)
- TechZone** retweeted you Jan 12: Fresh FAX is back! Get low-cost produce right on campus. Register by 100. [sw/getfreshfax@illinoisstate.edu](#)
- Illinois State** @IllinoisState · Jan 11: Students, faculty, staff: Do you want low-cost, high-quality produce? Join Illinois State's Fresh FAX program. [sw/yagitem](#)

Health Promotion and Wellness at Illinois State

- Steadily growing in followers
- Steadily increasing in likes, shares, and re-tweets
- Social media is one of the top referral sources to our website
- Top content areas
 - Motivation Monday
 - Therapy dogs
 - Sleep and stress

Strategy in Action: The Other Hangover

- Disclaimer!
- Social norms peer to peer anti-binge drinking advertising campaign at the University of Minnesota developed by communication students
- Addresses the reputational risks of binge drinking aka The Other Hangover







Effectiveness

- 3,629 visitors, 2,672 unique visitors and 10,212 page views
 - 1,873 photo views
 - 898 people took the "what's your other hangover" quiz
 - 1,143 looked up how to redeem campus pizza giveaway cards
 - 440 Facebook shares
 - 420 checked crossword puzzle answers
 - 104 comments and story likes
- 21.5% of students who saw Facebook ads visited the campaign website
- Attitude/Behavior change?

Questions?



Social Media Resources

- CDC Social Media Toolkit www.cdc.gov/socialmedia/
- The Community Guide: Health Communication www.thecommunityguide.org/healthcommunication/index.html
- Health Communication Pink Book www.cancer.gov/cancertopics/cancerlibrary/pinkbook/pink-book.pdf
- HIV Prevention Goes Social Part II: Social Media Strategy, Policy & Monitoring Workbook https://blog.aids.gov/wp-content/uploads/NMAC_Social_Media_Workbook_final.pdf
- Pew Research Internet Project www.pewresearch.org
- Social Media Today www.socialmediatoday.com
- Other resources such as Mashable, Ragan Communication, Socialnomics, TechCrunch, Technorati, etc.

Presentation Sources

- Harnessing Social Media for Health Promotion and Behavior Change <http://hnp.sagepub.com/content/early/2011/05/10/1524839911405850>
- Social Media Engagement and Public Health Communication: Implications for Public Health Organizations Being Truly "Social" http://www.publichealthreviews.eu/upload/pdf_files/13/00_Heldman.pdf
- Is It Really All About Me? Social Awareness Streams on Twitter <http://infolab.stanford.edu/~mor/research/naamanCSCW10.pdf>
<http://www.ypulse.com/post/view/social-media-tracked-trends-the-stats-on-whos-using-what>
- <http://blog.hubspot.com/marketing/18-fresh-stats-about-social-media-marketing>
- <http://www.nielsen.com/us/en/insights/news/2012/how-connectivity-influences-global-shopping.html>
- <http://www.socialnomics.net/2014/08/20/the-science-behind-a-compelling-social-media-campaign/>
- <http://www.pewinternet.org/2015/01/09/social-media-update-2014/>
- http://responsibility.org/sites/default/files/files/The_Other_Side_of_The_FINAL-REPORT.pdf

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