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=zxda4dNVd3c
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

- 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/](http://www.cdc.gov/socialmedia/)
- Pew Research Internet Project: [www.pewinternet.org](http://www.pewinternet.org)
- Social Media Today: [www.socialmediatoday.com](http://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://innovations.sagepub.com/content/early/2011/05/10/1524839911405850](http://innovations.sagepub.com/content/early/2011/05/10/1524839911405850)
Contact Information

- Erin Link
  Email: ellink@illinoisstate.edu
  Office: (309) 438-1891
  Twitter: @etlink