

# 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

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## Why use Social media?

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

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## Effectiveness of Social Media for Behavior Change



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## 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

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## 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

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## 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.

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## 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

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## 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!

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## 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!

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## Strategy in Action

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## 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

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## 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

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## 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

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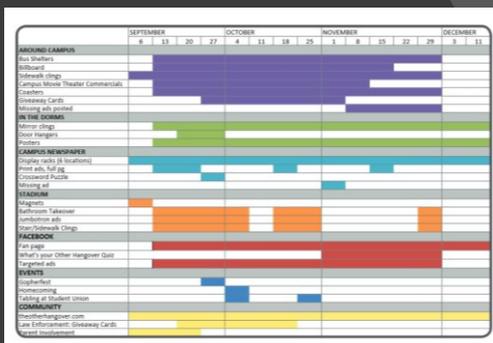
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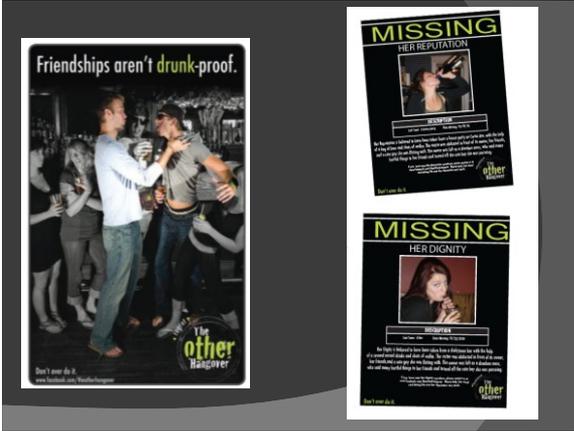
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## Effectiveness

- 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?

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## Questions?



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## Social Media Resources

- CDC Social Media Toolkit [www.cdc.gov/socialmedia/](http://www.cdc.gov/socialmedia/)
- The Community Guide: Health Communication [www.thecommunityguide.org/healthcommunication/index.html](http://www.thecommunityguide.org/healthcommunication/index.html)
- Health Communication Pink Book [www.cancer.gov/cancertopics/cancerlibrary/pinkbook/pink-book.pdf](http://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](https://blog.aids.gov/wp-content/uploads/NMAC_Social_Media_Workbook_final.pdf)
- Pew Research Internet Project [www.pewresearch.org](http://www.pewresearch.org)
- Social Media Today [www.socialmediatoday.com](http://www.socialmediatoday.com)
- Other resources such as Mashable, Ragan Communication, Socialnomics, TechCrunch, Technorati, etc.

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## 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](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](http://responsibility.org/sites/default/files/files/The_Other_Side_of_The_FINAL-REPORT.pdf)

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