Use of Social Media Platforms to Build Broader Networks and Enhance the Public’s Oral Health

By Claudia A. Serna PhD, MPH, RDH, BDS

2015 Texas Oral Health Summit
Overview

- Introduction
- Social media in health care
- Different social media platforms
- Social media strategy
- New social media tools
- Social media guidelines, policies and challenges
Introduction

- Social media is shifting communications into an interactive exchange.

- Social media networks can be a valuable tool to better understand current interests, assess knowledge levels, and address potential misunderstandings and myths about oral health.
Social Media for Dental Organizations, Coalitions and Offices
Internet

- 87% of U.S. adults use the internet.
- 52% of online adults utilized two or more social media sites.
- 72% of internet users say they looked online for health information within the past year.

(Pew Research Center 2014, 2015)
Social media sites, 2012-2014
% of online adults who use the following social media websites, by year

<table>
<thead>
<tr>
<th>Social Media</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>67</td>
<td>71</td>
<td>71</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>20</td>
<td>22</td>
<td>28</td>
</tr>
<tr>
<td>Pinterest</td>
<td>15</td>
<td>21</td>
<td>28</td>
</tr>
<tr>
<td>Instagram</td>
<td>13</td>
<td>17</td>
<td>26</td>
</tr>
<tr>
<td>Twitter</td>
<td>16</td>
<td>18</td>
<td>23</td>
</tr>
</tbody>
</table>


(Pew Research Center, 2014)
Facebook, Instagram and Snapchat Top Social Media Platforms for Teens

% of all teens 13 to 17 who use ...

Facebook 71%
Instagram 52
Snapchat 41
Twitter 33
Google+ 33
Vine 24
Tumblr 14
Different social media site 11


PEW RESEARCH CENTER

(Pew Research Center, 2015)
Social Media

Social media is about a meaningful dialogue and an exchange of information.

- Connect with friends and colleagues - Facebook
- Staying up on the latest news - Twitter
- Connect with colleagues and friends for networking opportunities - LinkedIn
- Watch videos - YouTube
Social Media and Oral Health

- The public is using social media

- Social media is an open, two-way dialogue between two parties.

- The healthcare consumer is out there looking and making healthcare choices online.

- Health care professionals and organizations need to start listening to what people say and learn about their needs and desires.
About Consumers

- They have choices.
- They make decisions.
- They evaluate based on needs and wants.
- They are not passive recipients of information.
Social Media is Viral
Social Media = Conversations

- People trust other people’s opinions
- Social media has become a powerful - “word of mouth” channel
The Power of Online Word-of-Mouth in the Social Networking Era
Benefits of Social Media

- Create and Build Awareness
- Enhance Connectivity
- Target Key Audiences
- Increase Recognition
- Engage Traditional & Non-Traditional Partners
- Link Oral Health to Trending Topics
- Decreased Marketing Costs
- Better Search Engine Rankings
Social Media Categories

- Owned media is a channel you control (Facebook fan page or Twitter account)
- Earn media: Trust (this is the true goal) = word of mouth, shares, recommendations, comments, views
- Paid media (Promoted posts)
Social Media Platforms

- Facebook
- Twitter
- YouTube
- Google +
- Instagram
- Pinterest
- LinkedIn
- Blogs
- Slideshare
- Other sites
Facebook is a free-access social networking website that allows people to interact, share photos, and find people.

Facebook can be used for social and/or business purposes.
Facebook

- Connect, and build relationships
- Easy to monitor “Insights tool”
- Access on-the-go “Facebook app”
How to join Facebook

- Go to the [www.facebook.com](http://www.facebook.com)
- Enter your full name
- Enter your email address and password
- Select Male or Female
- Select your birthday
- Click on the Sign up button
Facebook

- Post regularly
- Know your followers and what they like
- Share timely content and new resources
- Post news, links and oral health messages
- Like and comment on relevant post
- Respond to comments and “Likes”
Twitter

- Is a ‘microblog’ where users write short updates, called "tweets" of 140 characters or fewer.

- Provides a real-time stream of breaking news, announcements, and information.
Twitter Terminology

- **Tweet**: Is a short message (140 characters or fewer). The message may include text, mentions of specific users, links to websites, images or videos.

- **Followers**: Any individual /organization /association that connects you.

- **Following**: Individuals /organizations /associations that you’ve selected to connect with.

- **Retweet (RT)**: Is a re-posting of someone else's Tweet.
Twitter Terminology

- Reply: A response to another user's Tweet that begins with the @username of the person/organization you're replying to.

- @username: Is how you're identified on Twitter.

- Favorite: Indicates that you liked a specific Tweet.

- List: Is a group that you form with particular Twitter users. Lists can be by topic or interest, e.g., oral health.
How to Join Twitter

- Go to www.twitter.com
- Enter your full name
- Enter your email address
- Create a password
- Choose your username
- Click create my account
How to post a Tweet

- Click compose new Tweet button in the top navigation bar.

- Make sure the update is less than 140 characters.

- Click the Tweet button to post the Tweet to your profile.

- You will immediately see your Tweet in the timeline on your homepage.
What to do on Twitter

- Connect by following and retweeting
- Link to trending topics, using hashtags
- Live tweets from events
- Create or participate in Twitter Chats or Storms
Hashtag (#)

- Is a word or phrase preceded by a hash or pound sign (#).
- It is used to identify messages on a specific topic.
- Hashtags can be used in a single word such as #fluoridation, combining two words such as #oralhealth or even in a sentence such as #brushyourteeth.
Twitter chat

- It is similar to a public forum and focused on a particular topic.
- A single hashtag (#) is used to allow others to follow the conversation and participate.
- Over the course of the chat a set of questions are presented and participants respond.
Twitter storm

- Is a sudden spike in activity surrounding a certain topic on Twitter.

- It is often started by a single person who sends followers a message often related to breaking news or a controversial debate.

- Using a certain hashtag, tweets quickly spread as people are notified of the message and then reuse the hashtag with subsequent retweets and tweets.
<table>
<thead>
<tr>
<th>Twitter</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Tweet regularly</td>
</tr>
<tr>
<td>✓ Develop messages that are pertinent to followers &amp; likely to be retweeted</td>
</tr>
<tr>
<td>✓ Share timely content &amp; new resources</td>
</tr>
</tbody>
</table>

| ✓ Retweet & Favorite relevant messages posted by those that you follow |
| ✓ Engage in relevant Twitter chats or twitter storms |
| ✓ Use hashtags (e.g., #OralHealth) |

| ✓ Include photos and videos when possible |
| ✓ Tweets can’t be edited once they’re sent. |
Using Twitter During a Conference

Twitter is about “the moment”, so if something is interesting, timely, and relevant, post it as it is happening.

- Follow conference hashtag e.g. #APHA15
- Retweet a message (tweet) if you find it interesting
- Reply to a Tweet
- Favorite a Tweet
- Share pictures and videos
- Share comments
World’s second largest search engine.

A free video sharing website that makes it easy to watch and share videos.

Create videos others would want to share!

Embed videos into your website and other platforms.
Google+ is a social network that builds off of your Google Account.

- Features included the ability to post photos and status updates.
- Helps you connect with others by creating Circles.
- It helps with search engine optimization.
Instagram is an online mobile photo-sharing, video-sharing and social networking service.
Pinterest

- Is like a scrapbook, collecting only graphics (photographs, drawings, cartoons, etc. of a particular theme or topic)

- The user creates boards where they “pin” the graphics they like.

- Most pins have a website, and they may be repinned by other Pinterest users.

- Because it uses only graphics, this application may be useful to a visual learner.
An online social network for business professionals.

It is designed specifically for professional networking -- finding a job and/or connecting with potential business partners.
A blog is a social media voice

- It helps with search engine optimization
- Titles are very important on Blogs (Catchy title)
- WordPress is the most used one
- Blogger (part of a Google Account)
- Create resourceful and sharable content
- Use visuals to encourage sharing
The world's largest community for sharing presentations.

Users can upload files privately or publicly (PowerPoint, PDF, Keynote)
Other Social Media Sites
Snapchat

- Is a fun messaging application for sharing moments.
- You can take a photo or a video, add a caption and send it to a friend or add it to your story to share with some or all of your friends.
- Friends can view snaps for up to 10 seconds, and then it disappears.
Vine

- Vine enables users to record short video clips up to around six seconds long while recording through its in-app camera.
Tumblr

- Tumblr lets you share anything.

- Text, photos, quotes, links, music, and videos from your browser, phone, desktop, email.

- You can customize everything (colors)
Social Media Strategic Plan

A social media strategy outlines how your organization will use social media channels like Facebook, Twitter, YouTube, etc. to foster the relationships necessary to transform goals into reality.
Social Media Strategic Plan

- Goals
- Audience
- Content
- Tactics
- Action Plan
- Evaluation
Examples of Social Media Goals

- Building Awareness
- Web Traffic Generation
- Event Promotion
- Shift from Traditional Marketing
- Connect with New/Existing Partners
- Reputation
- Community Education
- Advocacy
Identify your Audience

- Who they are and what they do.
- What your audience wants to hear.
- Target your messages according to your audience.
Content

- Provide information, emotion and entertainment
- Share resources, services, programs, news, links, articles, videos, pictures, blogs
- Tailor messages to align with priority populations
- Use images to enhance messages
Tactics

- Post regularly
- Post if a report, or special news/event occurs during the day
- Monitor morning and afternoon
Action Plan

- Like/Follow relevant users
- Comment/reply to users who engage with your page
- Share/Retweet
- Comment on relevant post
- Post news, links, oral health messages and hashtags
Evaluation

- Likes/Followers (Number of people who have liked/followed the Page)
- Engaged users (Liking the page, posting to the page's timeline, liking a post, sharing)
- Reach/Impressions (Number of people who have seen any content associated with the page)
Twitter Report

- **Followers**: Number of people who have followed the page.
- **Engagement**: Replies, retweets, mentions, favorites.
- **Impressions**: Number of times the reached people may have seen your content.

<table>
<thead>
<tr>
<th>Month</th>
<th>Followers</th>
<th>Engagement</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015-January</td>
<td>876</td>
<td>86</td>
<td>5528</td>
</tr>
<tr>
<td>2015-February</td>
<td>908130</td>
<td>9147</td>
<td>11023</td>
</tr>
<tr>
<td>2015-March</td>
<td>955131</td>
<td>5960</td>
<td></td>
</tr>
<tr>
<td>2015-April</td>
<td>993175</td>
<td></td>
<td></td>
</tr>
<tr>
<td>*2015-May</td>
<td>102292</td>
<td>3627</td>
<td></td>
</tr>
</tbody>
</table>
# Social Media Strategic Plan

<table>
<thead>
<tr>
<th>Social Media Strategy</th>
<th>Goals</th>
<th>Objectives</th>
<th>Audience</th>
<th>Content</th>
<th>Tactics</th>
<th>Action Plan</th>
<th>Evaluation (KPI)</th>
<th>Measurement Tool(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td><em>Increase education, knowledge and awareness about oral health.</em>&lt;br&gt;<em>Engage the public in a conversation about their experiences and issues around oral health.</em></td>
<td><em>Increase by 25% the number of followers on Twitter and Likes on Facebook in 12 months.</em>&lt;br&gt;<em>Increase by 25% the number of engagements on Facebook and Twitter in 12 months.</em>&lt;br&gt;<em>Build collaborative relationships with dental and non-dental oral health stakeholders.</em></td>
<td><em>General public</em>&lt;br&gt;<em>Partners / Stakeholders (Dental and non-dental institutions, organizations and associations)</em></td>
<td><em>News</em>&lt;br&gt;<em>Videos</em>&lt;br&gt;<em>Photographs</em>&lt;br&gt;<em>Links to other pages</em>&lt;br&gt;<em>Information from partner institutions</em>&lt;br&gt;<em>Articles</em></td>
<td><em>Post every day before 9 am.</em>&lt;br&gt;<em>Post in the afternoon, if a report, or special news/event occurs during the day</em></td>
<td><em>Increase “Likes”</em>&lt;br&gt;<em>Like and comment on relevant post</em>&lt;br&gt;<em>Respond to comments and “Likes”</em>&lt;br&gt;<em>Post news, links and oral health messages</em></td>
<td><em>Likes (Number of people who have liked the Page)</em>&lt;br&gt;<em>Engaged users (Liking the page, posting to the page’s timeline, liking a post, sharing)</em>&lt;br&gt;<em>Reach (Number of people who have seen any content associated with your page)</em></td>
<td><em>Facebook Insights (free)</em></td>
</tr>
<tr>
<td>Twitter</td>
<td><em>Increase education, knowledge and awareness about oral health.</em>&lt;br&gt;<em>Engage the public in a conversation about their experiences and issues around oral health.</em>&lt;br&gt;<em>Build collaborative relationships with dental and non-dental oral health stakeholders.</em></td>
<td><em>Increase by 25% the number of followers on Twitter and Likes on Facebook in 12 months.</em>&lt;br&gt;<em>Increase by 25% the number of engagements on Facebook and Twitter in 12 months.</em>&lt;br&gt;<em>Build collaborative relationships with dental and non-dental oral health stakeholders.</em></td>
<td><em>General public</em>&lt;br&gt;<em>Partners / Stakeholders (Dental and non-dental institutions, organizations and associations)</em></td>
<td><em>News</em>&lt;br&gt;<em>Videos</em>&lt;br&gt;<em>Photographs</em>&lt;br&gt;<em>Links to other pages</em>&lt;br&gt;<em>Information from partner institutions</em>&lt;br&gt;<em>Articles</em></td>
<td><em>Post/retweet every day before 9 a.m.</em>&lt;br&gt;<em>Post at noon and in the afternoon</em></td>
<td><em>Search and follow relevant users.</em>&lt;br&gt;<em>Reply to users who engage with your page</em>&lt;br&gt;<em>Retweet other twitter users</em>&lt;br&gt;<em>Comment on tweets</em>&lt;br&gt;<em>Include (#) and links</em></td>
<td><em>Followers (Number of people who have followed the Page)</em>&lt;br&gt;<em>Engagement (Replies, retweets, mentions, favorites)</em>&lt;br&gt;<em>Impressions (Number of times the reached people may have seen your content)</em></td>
<td><em>Twitter analytics (free)</em></td>
</tr>
</tbody>
</table>
New Social Media Tools
Periscope

- Periscope is a “mobile-mainly” platform that allows users to stream video in near real-time through iOS and Android smartphones.
- You get a notification anytime the people you’re following do a live transmission.
- Periscope users have the option to tweet out a link to their Live Stream.
- You can choose whether or not to make a video public or viewable to only certain users.
- You can respond to comments live.
- [https://www.periscope.tv/](https://www.periscope.tv/)
Google Hangouts On Air

- Brings conversations to life
- It allows to host and broadcast live discussions
- Air free webinars with unlimited viewers
- You can share your screen
- Automatic recording - Your webinar becomes a YouTube video

https://hangouts.google.com/
Social Media Guidelines

- Develop messages that are pertinent to followers and are likely to be shared.

- Respect copyrights. Materials such as articles, and pictures on the internet are protected by copyright. It is important to link to other people’s content instead of copying it.

- Do not make personal information public on your business page.
Social Media Policies

- Content is based on who you are and what you do! (mission, vision)

- Communicate credible, accurate and reliable information

- Publishing on social media creates a permanent and searchable record of your statements

- 80/20 Rule to Content: 80% thoughtful conversation and 20% product focused content.

- Social Media Manager = Trust (post on behalf of your organization/practice)

- Do not share information about your patients on social media.
Social Media Challenges

- Limited time to manage social media
- Multiple choices of social networks - which one is the most appropriate?
- Resources (Staff, Budget)
- Tracking your success
References

Thank you!

Claudia A. Serna PhD, MPH, RDH, BDS

claudia.a.serna@gmail.com