



SOCIAL MEDIA
FAST AND EFFECTIVE WAYS TO DELIVER
PUBLIC HEALTH MESSAGES

SOCIAL MEDIA – A PRODUCT OF EMERGING INFORMATION TECHNOLOGY

The internet has revolutionized the way people communicate and search for information.

Social media were created from the need to selectively socialize and obtain information.


Social media caters to a specific demographic, profession or interest

Social media is a way to connect in the 21st century

Social media is two-way communication



SOCIAL MEDIA: EFFECTIVE COMMUNICATION METHODS FOR PUBLIC HEALTH LABORATORIES

- Increase the timely dissemination and potential impact of health and safety information.
 - Leverage audience networks to facilitate information sharing.
 - Expand reach to include broader, more diverse audiences.
 - Personalize and reinforce health messages that can be more easily tailored or targeted to particular audiences.
 - Facilitate interactive communication, connection and public engagement.
 - Empower people to make safer and healthier decisions.
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SOCIAL MEDIA AS A TOOL FOR PUBLIC HEALTH LABORATORY AWARENESS

- FACE BOOK
- TWITTER
- OTHER SOCIAL MEDIA:
 - LinkedIN
 - Buttons
 - eCards
 - Badges
 - Blogs
 - Widgets
 - RSS feeds
 - CDC Social Media Guide

FACEBOOK FOR PUBLIC HEALTH LABORATORIES

PAGE CREATION AND NAVIGATION MADE EASY

ABOUT FACEBOOK

Facebook was founded in 2004 with an intended use to help friends, family and coworkers communicate more efficiently. It allows users to connect and share information through pictures, messages and more. As of January 2012, Facebook is the most used social networking service by over 800 million worldwide active users. According to InsideFacebook.com, users age 26 to 64 make up more than half of Facebook's United States users.



WHY A FACEBOOK PAGE FOR THE LABORATORY?

Facebook can be used as an important tool for Public Health Laboratories. There are several good reasons why a Public Health Laboratory should create and maintain a Facebook page:


- Connect with the community
- Share information about the laboratory, i.e. technology upgrades, new customer policies, etc.
- Promote training opportunities

Anyone can “Like” your laboratory’s page.




CREATING A FACEBOOK PAGE

Creating and monitoring a Facebook page is easy and can be done within a short amount of time.

1. Create a plan
 2. Choose an administrator
 3. Choose a classification
 4. Complete Page Basic Information
 5. Complete your Page
 6. Promote your Page
- 

CREATE A PLAN

Before drafting your Page, you should approach the task with a plan that will address the following areas:

1. What is the purpose of your page?
 - Who do you want to reach?
 - What information do you want to relay?
 2. How often will you post information?
 3. Will you allow fans to submit comments?
 - Who will monitor the posted comments?
 4. How will you promote your page?
 5. How will you determine if your page is successful?
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CHOOSE AN ADMINISTRATOR

- Choose multiple administrators – easier to manage the account
- Choose those who will have time and support to work with the page

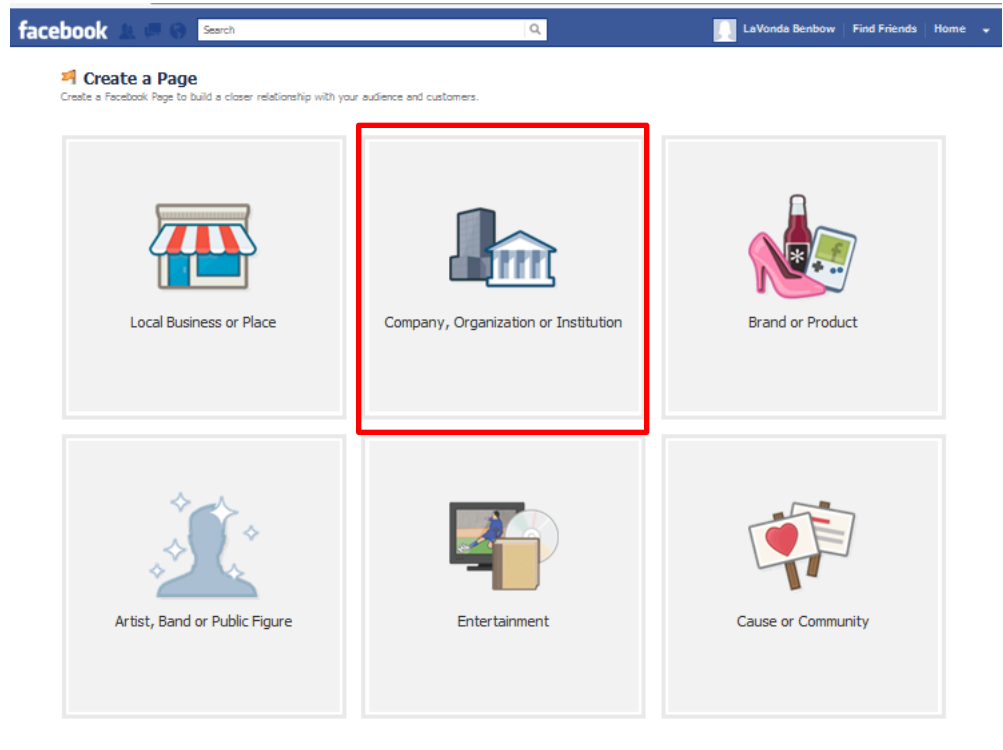
The amount of information shared on your page and the number of daily updates should be determined by your Laboratory Director. Administrators do not receive notifications when someone “likes” the page.

CHOOSE A CLASSIFICATION

Choosing the correct classification will help the Facebook Page rank in more relevant searches and provide the correct information fields on your Page. Some of the choices available that suit the needs of Public Health Laboratories include:

- Company
- Governmental Organization
- Health/Medical/Pharmaceutical

In choosing your classification, you will also enter the name of your laboratory.



CLASSIFICATIONS

Company	Health/Medical/ Pharmaceutical	Government Organization
Name, Founded, Address	Name, Founded, Address	Name, Founded, Address
About	About	About
Description	Description	Description
Mission	Mission	Mission
Awards	Awards	Awards
Products	Products	Products
Email, Phone, Website	Email, Phone, Website	Email, Phone, Website
Company Overview	Safety Information	Hours
		Parking
		Public Transit

BASIC INFORMATION – STEP 1: UPLOAD A PHOTOGRAPH

Choose an image that best describes your laboratory.

- Logo
- Laboratory Images (laboratorians performing work, plates, tubes)
- Facility Images (building, grounds)

The images may be changed as many times as you would like.



BASIC INFORMATION – STEP 2: COMPLETE PAGE

The screenshot shows the Facebook page creation interface for a page named "Public Health Laboratory Template". The page is currently in the "Basic Information" section. The form includes the following fields and options:

- Category:** Two dropdown menus, one set to "Companies & Organizations" and the other to "Government Organization".
- Official Page:** A dropdown menu with the placeholder text "Pick a topic".
- Username:** A field with the text "Create a username for this page? Learn more." This field is circled in orange, and an orange arrow points from the text on the right to it.
- Name:** A text input field containing "Public Health Laboratory Template".
- Founded:** An empty text input field.
- Address:** A dropdown menu with "Address" selected.
- City/Town:** An empty text input field.
- Postal Code:** An empty text input field.
- Hours:** A section with a "+ Add Hours" button and the text "or Always open or No hours available".
- About:** An empty text input field.
- Description:** A large empty text area.
- General Information:** A large empty text area.
- Mission:** A large empty text area.
- Awards:** An empty text input field.
- Products:** An empty text input field.
- Parking:** Three checkboxes: "Street", "Parking Lot", and "Valet".
- Public Transit:** An empty text input field.
- Email:** A dropdown menu with "Email" selected.
- Phone:** A dropdown menu with "Phone" selected.
- Website:** A dropdown menu with "Website" selected.

On the left side of the page, there is a navigation menu with options like "Your Settings", "Manage Permissions", "Basic Information", "Profile Picture", "Featured", "Resources", "Manage Admins", "Apps", "Mobile", "Insights", and "Help".

Create a user name for your page. Doing so will create a short URL that can be used on business cards, in emails and on the company website. The name should be easy to remember, e.g.
<http://www.facebook.com/phltemplate>

Finish your Page setup by completing all areas.

The more information you can provide, the more the general public will know about your laboratory, i.e. the services you provide, mission, hours of operation.

INFORMATION FOR YOUR PAGE

SUGGESTIONS OF BASIC INFORMATION TO INCLUDE

- Laboratory name
- Laboratory address
- Mission statement
- Services offered
- Trainings
- Laboratory Director's name
- Directions to the laboratory



BASIC INFORMATION: STEP 2: EMPLOY FANS TO LIKE YOUR PAGE

Your page will not be successful unless there are people who “like” your page or become “Fans”.

After completing your Facebook Page setup, select a group of people in your laboratory, health departments or sentinel laboratories that will help you test your page.



PROMOTE YOUR PAGE

Once your page is built, the focus should move to promoting it.

- Add a “Like” box to your page
- Add You-Tube videos and other engaging content
- Realize that every time a fan “likes” your page, that activity is posted on their page which can be seen by their friends on Facebook.
- Post a link to your Facebook page in your email signature and on your laboratory’s website.



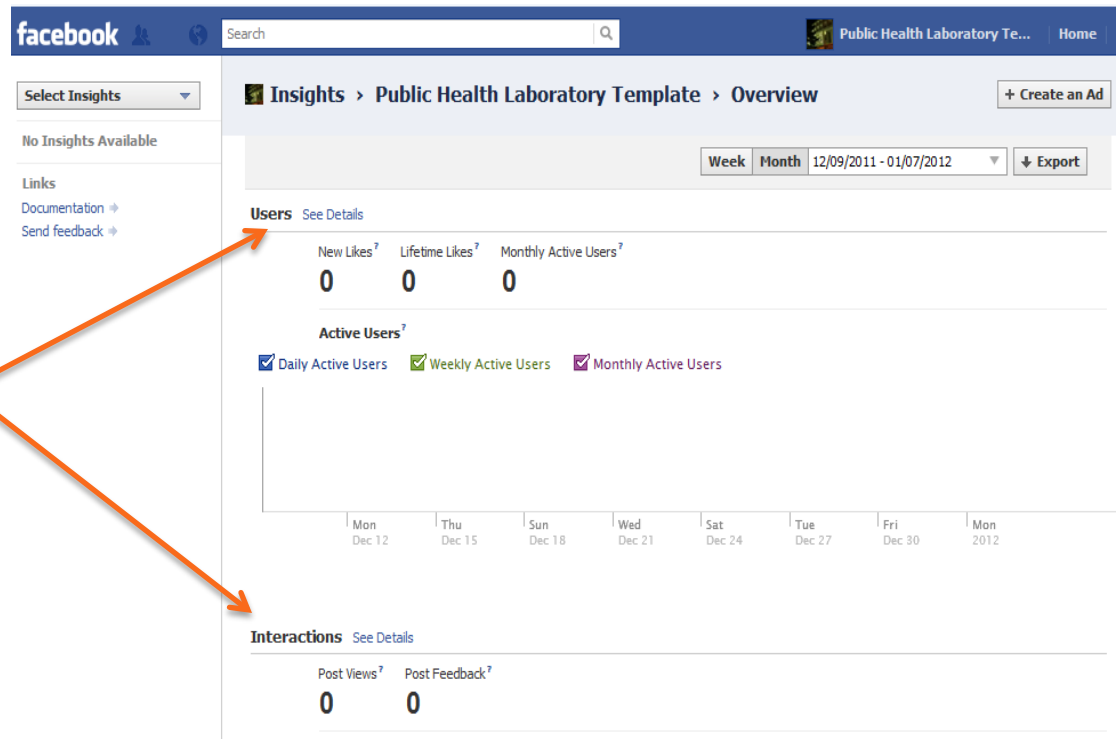
ANALYZE YOUR DATA - FACEBOOK INSIGHTS

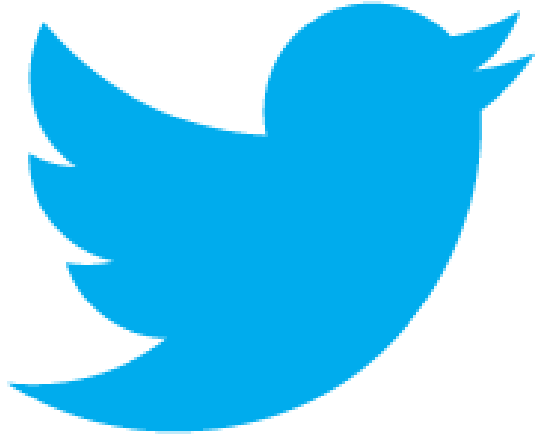
Facebook Insights is a free service that Page administrators can use to analyze data about the page. A page must have 30 “Likes” in order for the Insights dashboard to appear on the page. Information that can be obtained through Facebook Insights:

- How many new page “Likes”
- Number of fans who are active participants
- Percent change in active users
- How many “Likes” and comments received within a given period of time
- Number of unsubscribes

FACEBOOK INSIGHTS

Use this information to decide what types of status updates to include on your page as well as to understand what the public finds interesting. You want to make sure that they remain engaged.





**TWITTER : AN IMPORTANT TOOL
FOR HEALTH COMMUNICATORS**

WHAT IS TWITTER?

- Twitter is a website that enables users to send and read messages made up of 140 characters or less, called tweets.
- Twitter allows users to disseminate information and to follow stories, ideas, opinions and news of interest in real-time.
- Twitter was launched in 2006. It has an estimated 200 million users, more than 100 million of these are active users. It generates 250 million “tweets” per day.

TWEET, TWEET, TWEET...?

TWEET: A 140-character message posted by users to disseminate information/opinion, comment or reply.

Tweets can be posted by computers, text messages and mobile devices.

A tweet can be a combination of text, photos, videos and links.

Information on How To Tweet can be found at

http://support.twitter.com/groups/31-twitter-basics#topic_109.

TWITTER & PUBLIC HEALTH LABORATORY

Twitter connects the public health laboratory (PHL) to the public in real time. PHL can use twitter to push news and information out quickly.

Twitter enables PHL to highlight content and encourage awareness of an issue involving PHL.

Twitter allows PHL to share announcements, news, special events like holiday hours, updated resources, reminders, instructions, or to share answers to frequently asked questions.

Twitter can be used to track outbreak activities.

Twitter can be used as part of a larger, integrated health communications program.



WHERE TO START?

Define objectives

What do you want to accomplish using Twitter? Deliver message, call for action or encourage public awareness of an issue?

Define your target audience

It is important that your message resonate with your audience and encourage action/awareness

Identify needed resources

Appropriate staffing resources are needed to create tweet content and manage your Tweeter profile. Solicit employees for a tech-savvy volunteer interested in running the lab's twitter feed. Who decides on what to tweet? Discuss at Senior Staff meetings? Allow other employees to submit suggestions? Determine the frequency you want to tweet. Weekly? Daily?

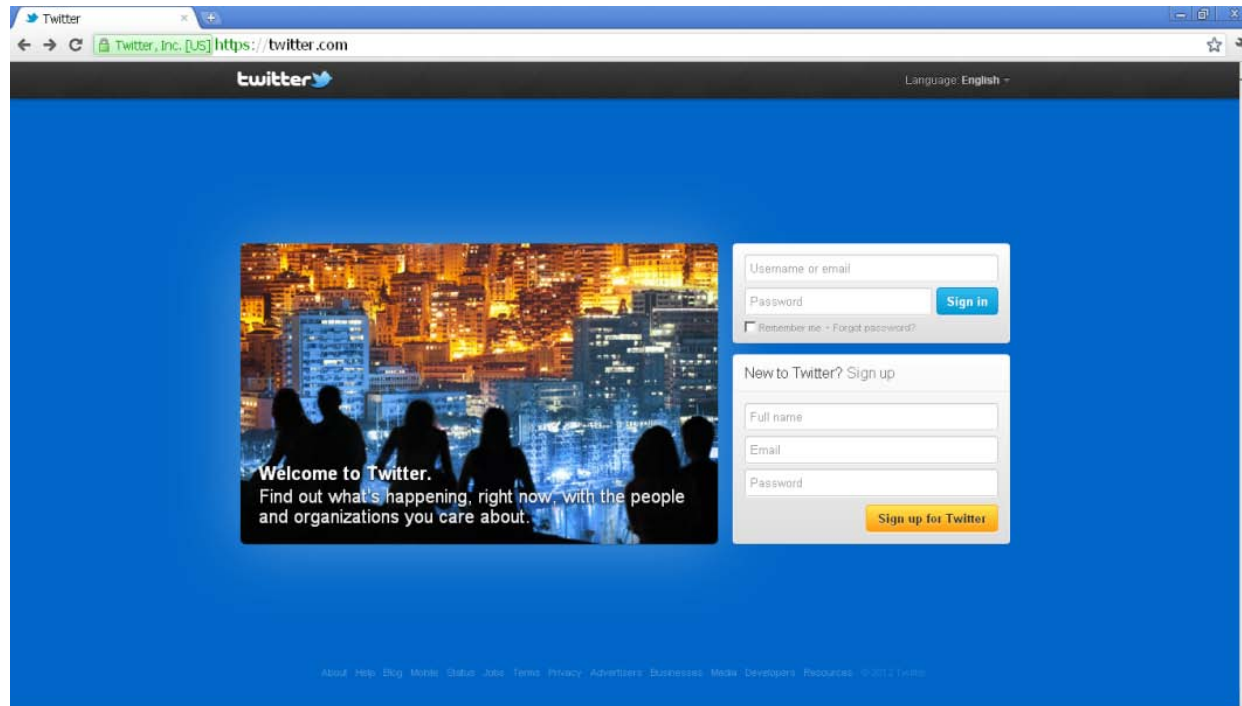
Request for clearance

Inquire about department guidelines. Are you allowed to tweet information about the lab? Is it the job of the Public Information Officer? Do tweets need to be reviewed prior to going out? Your Twitter concept and proposed activities must be cleared by your department's information office. A plan for chain of communication must be in place.



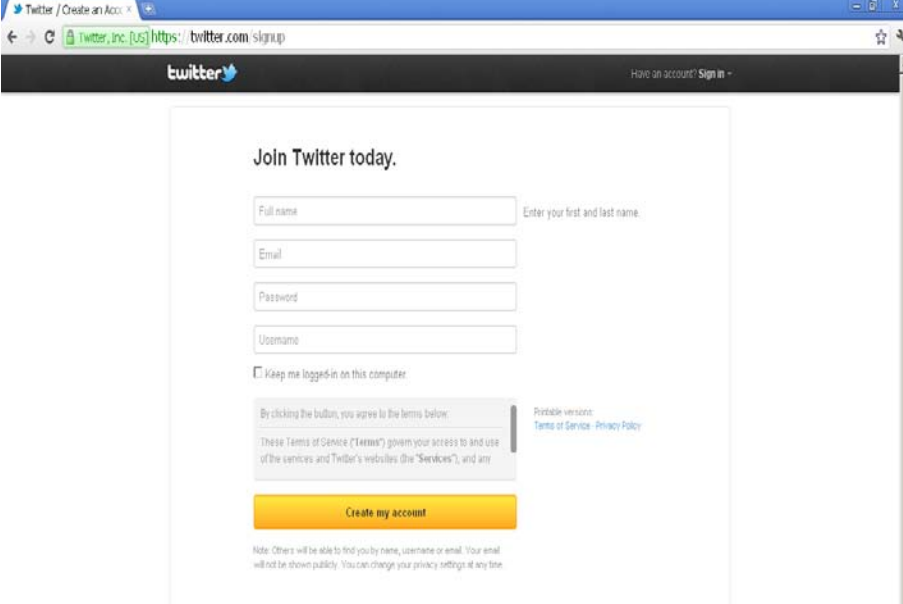
CREATING TWITTER ACCOUNT

Access Twitter Front page [https:// twitter.com](https://twitter.com) and select the Sign Up button



CREATING TWITTER ACCOUNT

- Provide your name or your laboratory name and a valid email address;
- Choose a secure password
- Choose a user name (maximum 15 characters); User name should be unique, short and concise and should best describe your laboratory.



The image shows a screenshot of a web browser displaying the Twitter sign-up page. The browser's address bar shows the URL "https://twitter.com/signup". The page features a dark header with the Twitter logo and a "Sign in" link. The main content area is titled "Join Twitter today." and contains a form with the following fields: "Full name" (with a placeholder "Enter your first and last name"), "Email", "Password", and "Username". There is a checkbox for "Keep me logged-in on this computer". Below the form, there is a yellow "Create my account" button. A small note at the bottom states: "Note: Others will be able to find you by name, username or email. Your email will not be shown publicly. You can change your privacy settings at any time." Links for "Terms of Service" and "Privacy Policy" are also visible.

CUSTOMIZE TWITTER PROFILE

Select **PROFILE** tab under **SETTINGS**

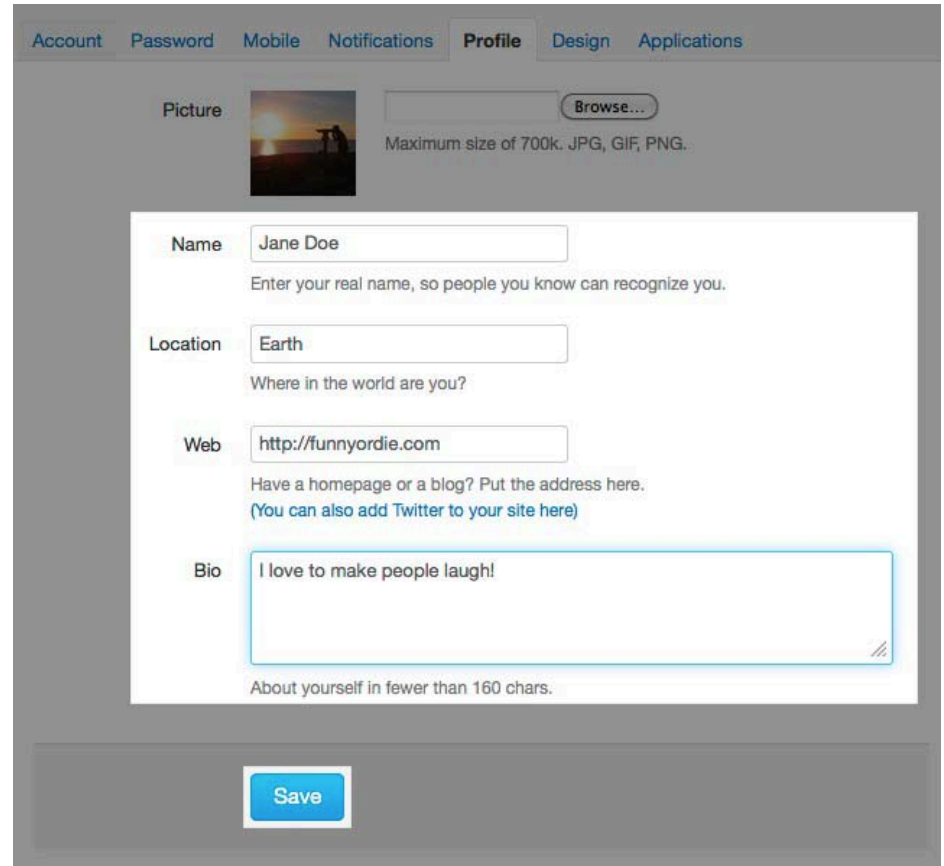


Describe **LOCATION** of the lab


Provide the lab's home page address

Create the lab biography including mission, objectives, capability and important activities

Add an image or logo that represents your lab

A screenshot of the Twitter profile settings page. The 'Profile' tab is selected. The page shows a 'Picture' section with a placeholder image and a 'Browse...' button. Below that are input fields for 'Name' (Jane Doe), 'Location' (Earth), 'Web' (http://funnyordie.com), and 'Bio' (I love to make people laugh!). A 'Save' button is at the bottom.

Account Password Mobile Notifications **Profile** Design Applications

Picture 
Maximum size of 700k. JPG, GIF, PNG.

Name
Enter your real name, so people you know can recognize you.

Location
Where in the world are you?

Web
Have a homepage or a blog? Put the address here.
(You can also add [Twitter to your site here](#))

Bio
About yourself in fewer than 160 chars.

WRITING TWEETS

Twitter sets a limit of 140 characters per tweet. However, a 120-character-or-less Tweet is recommended for easy reposting (retweet) by other users.

Tweets can be written directly in the “Composing new tweet” box or in the  menu.

Tweets should be short, simple, concise and relevant.

Tweets can include URL , pictures and videos.

URL can be shortened by using services offered by Tinyurl.com, Snipurl.com and Tweetburner.com...

Your tweet can be a posting of other users’ tweets (retweet) that are related to your laboratory mission and activities.

Tweets should be posted on a regular schedule.

Common twitter abbreviations can be use to maximize the character limit per tweet.

Deletion of a tweet can be done only by the administer of the twitter account.



EXAMPLE OF TWEETS



Teen birth rates declined in 2009. Help improve the lives of you effective prevention. <http://go.usa.gov/Z9o>

In the next 2 hours, one pedestrian will die and 27 will be injured in a traffic crash. Walk safely! <http://go.usa.gov/Za6>

If you're prepared for a zombie apocalypse, you're ready for any emergency. Latest from @CDCgov PH Matters Blog: <http://go.usa.gov/jVd>

COMMON & USEFUL TWITTER ABBREVIATIONS

US: United States

Info: Information

&: for And

Msg : Message

IMPT: Important

b/c: Because

w/ or w. : With



Pls: Please

RT: ReTweet

FWD : forward

IRL: in real life

PRT: partial retweet

MT: modified tweet

NSFW: not safe for work

USEFUL TWITTER TERMS

Direct Message or DM: A private Twitter message sent via Twitter between people who follow each other.

Follow: A way to subscribe to receive an individual's or an organization's Twitter updates. A user can "follow" another individual or organization by clicking the "Follow" button on the person's or organization's page.

Follower: A Twitter user who subscribes to follow another user.

"#" or Hashtags: A way to categorize tweets around a particular topic.

Mentions/@ Reply: A Twitter update that contains @username anywhere in the body of the Tweet.

ReTweet or RT: Sharing another user's tweets with followers, usually by using the phrase "RT @username" or "ReTweet @username."

Tweet: An individual Twitter post.



WHAT DO YOU DO BESIDES TWEETING YOUR OWN MESSAGES?

Check out other labs to see what kind of things they are tweeting.

Follow other labs, APHL, FDA, CDC, etc.,

Comment on things other labs tweet, participate in discussions, disseminate comments and other tweets to the laboratory as deemed appropriate,

Retweet other users' messages to promote the laboratory's message and mission.



MONITOR & EVALUATE YOUR TWEETS

The number of followers can be viewed on your Twitter profile page. The more followers you have, the more effective and relevant your messages are.

The number of users who retweet your message can be monitored in the Interactions tab of the connection page of your Twitter account. More retweets of a message increase your audience.

The number of users who mention your tweet can be checked in the Mentions tab on the Connect page. The more your message is mentioned, the wider the audience you reach.

The effectiveness of your tweets can also be monitored by reviewing the increase of traffic to your laboratory website after a successful tweet.

An archive of your Twitter message, tweets directed to you, retweets of your tweets, mentions and favorites is very useful to track the success of your twitter activity.



HOW TO ATTRACT TWITTER FOLLOWERS

Use a hashtag symbol (#) before relevant and important keywords of the twitter message to ensure the tweet is registered in Twitter Search. Hashtag words help other twitter users to easily find the tweets of interest. Hashtags should not be used more than three times in a single tweet.

Create an attractive bio to let other users get to know your laboratory. A well-written twitter bio appearing in the Suggested User page of Twitter may attract new followers.

Promote the laboratory's tweeter profile by broadcasting the laboratory's Twitter profile URL (http://twitter.com/state_PHL). This link will lead other twitter users directly to your laboratory twitter profile and encourage them to follow the laboratory's tweets.

Make sure that the laboratory twitter account appears in Twitter User Search. Every twitter user is ranked by name, user name, profile bio and tweet, retweet and mention activities.

Additional tips on how to attract twitter followers can be found at

- <http://www.crunchbase.com/person/kevin-rose>
- <http://support.twitter.com/groups/31-twitter-basics/topics/.../20005336-how-to-promote-your-profile>

OTHER ADVANCED TWITTER TOOLS

Live Tweeting: Live tweeting from an event at your laboratory allows followers to virtually experience the event through Twitter. The live event is defined with a hashtag at the end of each tweet.

Twitter Chat: A Twitter chat is a way to have a conversation and interact with followers using tweets and a predefined hashtag. Each tweet includes the predefined hashtag to group all tweets related to the Twitter chat.

Twitterview: a Twitterview is a type of interview in which the interviewer and interviewee conduct the conversation through tweets. Using a predefined hashtag at the end of each Twitterview tweet allows followers to track the discussion.

Twitter Town Hall: Arranged in advance, a Twitter Town Hall is a forum that allows followers to submit questions via Twitter about the topic to be discussed during a live town hall event. Questions can be submitted via Twitter in advance of or during the event. Responses are delivered through tweets during the event and can be responded to live during the discussion. Followers can monitor the discussion if a predefined hashtag is included with each tweet.

(CDC Social Media Guidelines and Best Practices, December 2011)



RESOURCES

CDC Twitter Guidelines and Best Practices ;

<http://www.cdc.gov/socialmedia/tools/guidelines/pdf/microblogging.pdf>

The Health Communicator's Social Media Toolkit;

http://www.cdc.gov/socialmedia/Tools/guidelines/pdf/SocialMediaToolkit_BM.pdf

Microblogging (e.g.. Twitter); <http://www.howto.gov/social-media/microblogging>

Twitter Help Center; <http://support.twitter.com/groups/31-twitter-basics>

Promoting Twitter Profile

<http://kathrynvercillo.hubpages.com/hub/20-Ways-to-Get-Followers-on-Twitter>

<http://www.crunchbase.com/person/kevin-rose>



“TWEET WELL EVERYBODY”

OTHER SOCIAL MEDIA

Other Social Media Formats Available for Use

- LinkedIn
- eCards
- Blogs
- RSS feeds
- Widgets
- Buttons and Badges
- CDC Social Media Toolkit website: <http://www.cdc.gov/socialmedia/>



LinkedIn

LinkedIn is a social network dedicated to enhancing professional relationships. The ability to interact with people with similar interests and backgrounds, also known as connections, is made easy in this network. Uses of LinkedIn:

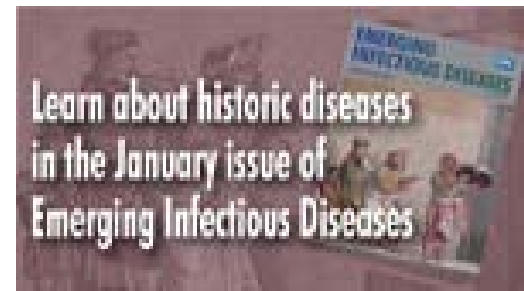
- Free source of public health laboratory information
- Users can “follow” the status of your laboratory when you use the status update feature
- Highlight your laboratory’s “specialties”
- Chronicle information about your laboratory
- List employment opportunities and search for potential candidates
- LinkedIn Polls will allow the public health laboratory to easily find answers to marketing and research questions
- Form groups that are laboratory related and keep members informed about group updates

Visit www.linkedin.com/ to get started!



eCards

- Popular electronic greeting cards that can be sent to anyone via email.
- Can be used to inexpensively to communicate messages about upcoming events, laboratory accomplishments and general information about your lab to a multitude of individuals or groups.
- There are many resources available for developing eCards or for accessing existing eCards.



Blogs – Share YOUR Laboratory Stories!

Blogs: Blogs are web logs (online journals) that are regularly updated by one author (or a team of authors.) PHLs may be interested in blogging to the public important or interesting information about their labs. The Blog could be accessed through the laboratory's main website or through other links. Blogs work especially well if there is a particular employee who is skilled at writing or journalism who could facilitate the blog.



RSS Feeds – Keep YOUR Community Informed!

RSS Feeds: Really Simple Syndication (RSS) Feeds provide the public with quick, easy access to news headlines or other up-to-date information from your lab. The audience would have to subscribe to the feed in order to view the information, but this can be offered on your website as well. You can also use a RSS feed by posting it to your laboratory's Facebook page. There are RSS Feed creator programs available for start-up.



**RSS FEEDS:
ARE YOU
MISSING
OUT?**

Widgets and Buttons/Badges

Widgets: A small application that can be installed and executed within a web page. Widgets often take the form of on-screen device like event countdowns.



Buttons/Badges: Typically used to advertise programs or events. The buttons and badges can be clicked to link the user to the advertised sites. Button graphics are typically 88×31 pixels in size with catchy images and website addresses.

**I checked my
cupboards
for recalled
products!**
www.fda.gov or
1-800-CDC-INFO

