

SOCIAL MEDIA:

Strategies For Effective Outreach & Engagement

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May 2012

National Coalition Conference



NO TIME

NO STAFF

NO MONEY

COALITION CHALLENGES

Social Media Investment = Big Dividends

Alert Public to Timely Information

Effectively Communicate Accurate Messages

Build Relationships with the Public

Inspire Action, Advocacy & Good Health



It's All About Preventing Disease



**VACCINES
SAVE
LIVES**

**THERE IS A CONVERSATION GOING
ON OUT THERE...**



It's Not Always Pretty



FEAR

It'll make you dirty your pants

PARENTS WHO ARE

FRIGHTENED

Concerned

Overwhelmed



Skeptical

HESITANT

Uninformed

Where Do Parents Go for Information & Advice?

Parenting blogs?

Facebook friends?

Pediatricians?

Google Searches?

Family members?

YouTube?



Prevalence of Social Media

- ❑ 80% of US internet users look for health information online
- ❑ 79% of moms with kids under 18 yrs old use social networking sites
- ❑ More than 50% of teens use social networks daily (mind you, these are the parents of the future)
- ❑ 22% of people log in more than 10 times daily



Common Search Terms

- ☐ **are vaccines safe**
- ☐ **dangers of not vaccinating**
- ☐ **ingredients in vaccines**
- ☐ **do vaccines cause autism**
- ☐ **hepatitis vaccine in infants**
- ☐ **unvaccinated child healthier than vaccinated**
- ☐ **pertussis outbreak**
- ☐ **mmr autism controversy**
- ☐ **children dying from vaccine preventable disease**
- ☐ **is delaying vaccines dangerous**

Every Child By Two's Vaccinate Your Baby Website

vaccinate your baby

About Us | Blog | Donate | News & Updates | **Get Involved**

Why Vaccinate? | About Vaccines | Are they Safe? | More Resources | Video FAQ | Search

Amanda Peet
Choosing to Vaccinate
As a parent, Amanda faced tough choices about vaccinations for her baby. See what she learned on her journey.

WHAT ARE VACCINES?
What's in a vaccine?
How are they regulated?

AUTISM MYTHS
RESEARCH & SCIENCE
TV & RADIO PSAs
MORE RESOURCES

Amanda's choice | What the experts say

Immunize On Time, Every Time
The recent trend of delaying or skipping vaccines has put children across the country at risk for diseases like Hib, whooping cough and measles. Learn why immunizing your child on time, every time is the right choice:

When to Vaccinate
Recommended Child & Adolescent Immunization Schedules
Importance of Timing

Risks of Missing or Delaying Vaccines
Victims of Vaccine-Preventable Disease
Too Many Vaccines?

New tools for parents available!
Download a free tool to organize your children's immunization schedules. Print a cute bookmark for your kids to understand why they need vaccines.

Launch tools »

Join the Conversation
f shot of prevention t

News & Articles
Flu season off to a very late start: CDC | HealthDay News | February 23, 2012
Better flu vaccination for moms-t0-be | United Press International | February 23, 2012
And the celebrity science awards go to... | MSNBC | February 15, 2012
More »

About ECBT
Founded in 1991 by Rosalynn Carter and Betty Bumpers, Every Child By Two works to raise awareness of the critical need for timely immunizations and to foster a systematic way to immunize all of America's children by age two.
More »

View a timeline of the most important milestones in the history of vaccines.

1971 The MMR vaccine, which provides protection from measles, mumps and rubella, is licensed.
1976 The largest public vaccination program in the United States is launched.

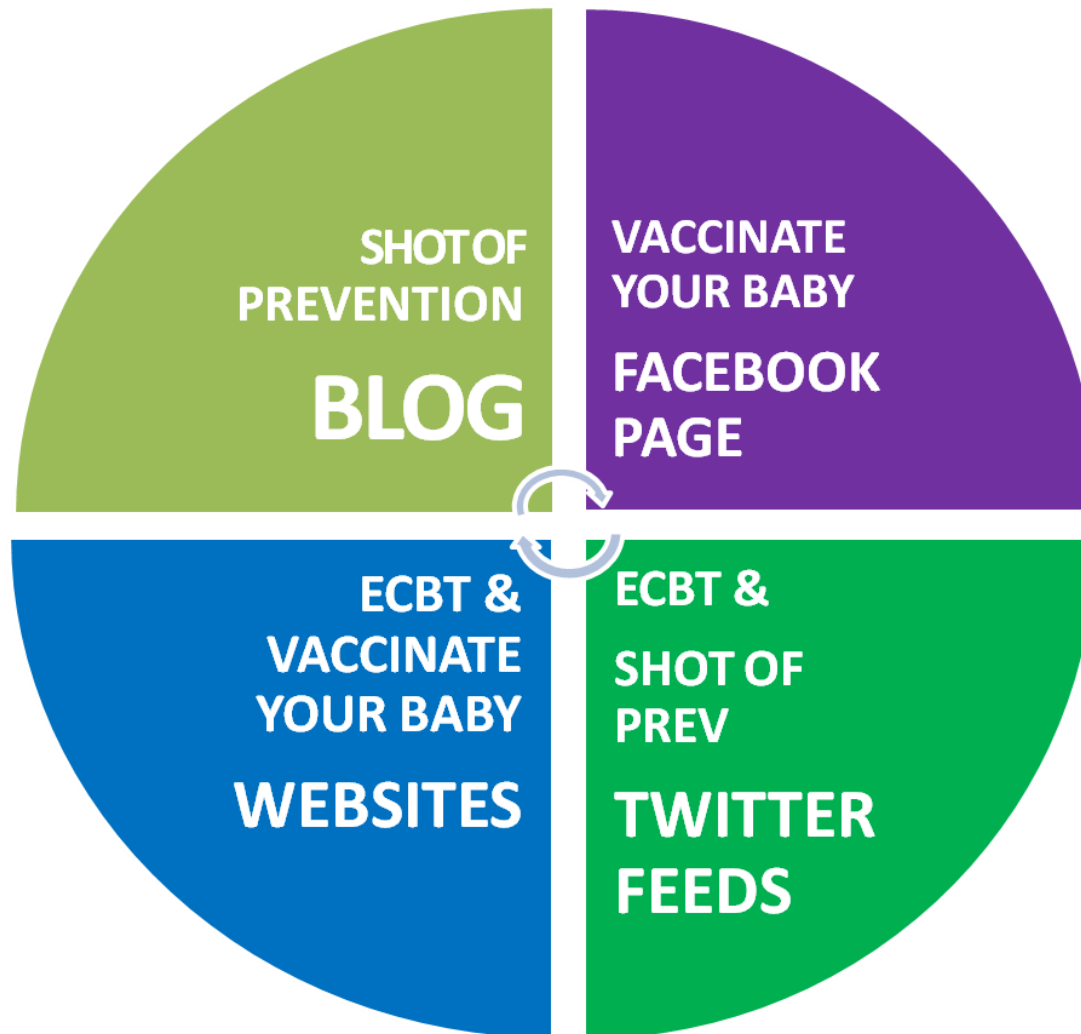
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Call to action on the **GET INVOLVED** tab.

Social Media Widgets Drive Traffic to Facebook Page Shot of Prevention Blog & Twitter Accounts

EVERY CHILD BY TWO

Integrated Online Presence



SOCIAL MEDIA: CHANGING THE WAY WE INTERACT WITH ONE ANOTHER

Can anyone give
me some advice?

Immediate

Guess
what I
just read?

Finally,
someone who
knows how I
feel

INTERACTIVE

CONVERSATIONAL



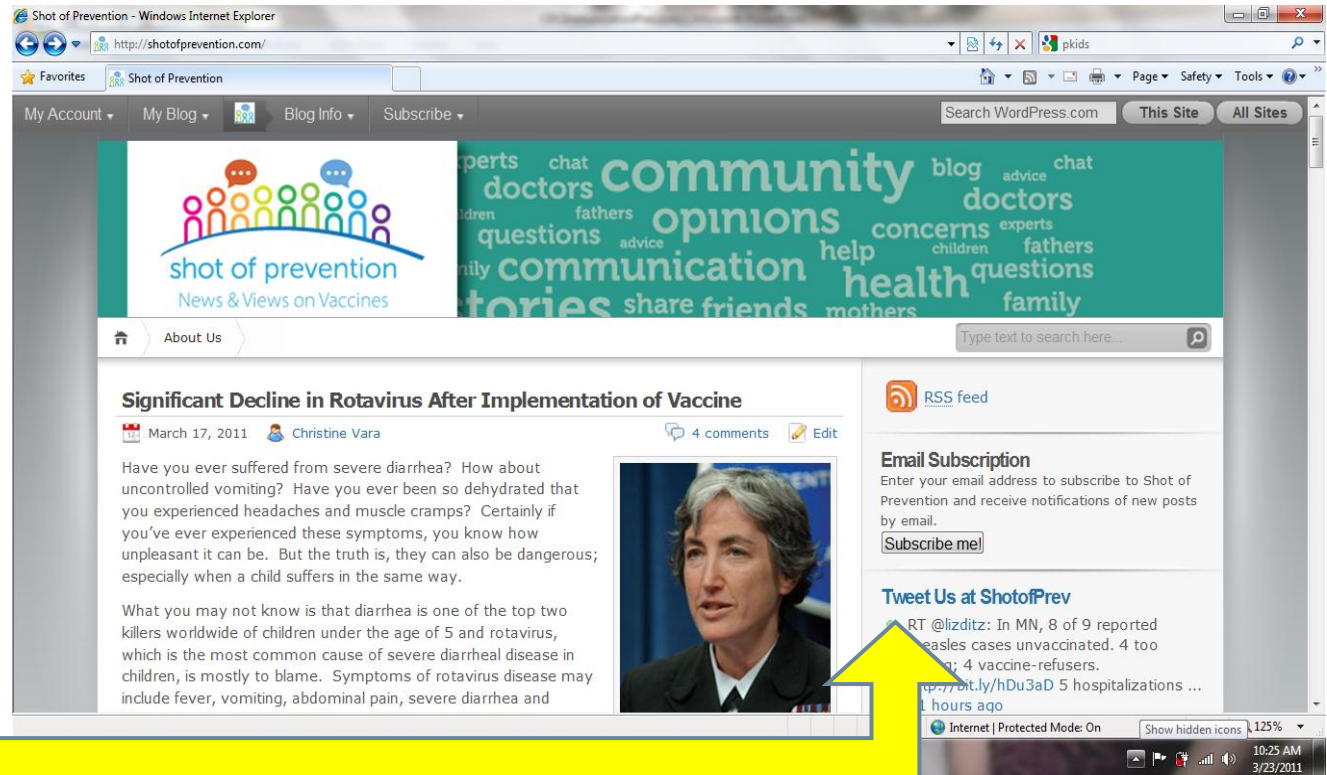
Why Blogs Are An Important Communication Tool

- ✓ **Due to changes in search engine optimization, blog content, which changes more readily than static websites, will often ranks higher in priority.**
- ✓ **80% of the most influential Americans go online to post opinions or join discussions** (ArketiGroup)
- ✓ **60% of active web users look to blogs as “more trustworthy” than corporate web sites.** (Pew Foundation)
- ✓ **84% of journalists have, or would, use blogs as a primary or secondary source** (ArketiGroup)

A BLOG WHERE INDIVIDUALS, PARENTS, HEALTH PROFESSIONALS & PUBLIC HEALTH ADVOCATES GATHER TO DISCUSS NEWS AND VIEWS ON VACCINES.



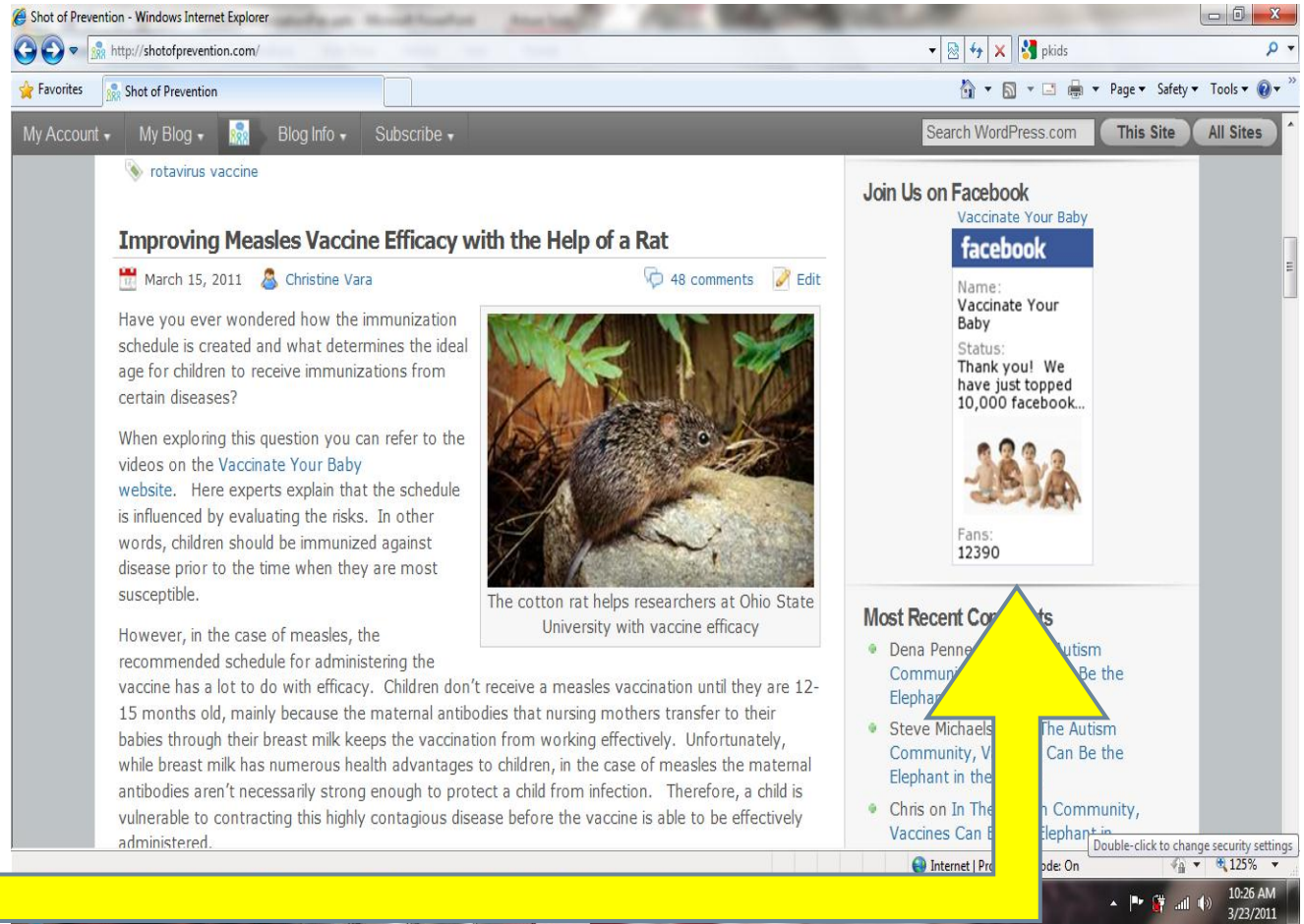
**REFERS
READERS
TO OUR
SHOT OF
PREVENTION
TWITTER
FEED**



SHOT OF PREVENTION BLOG



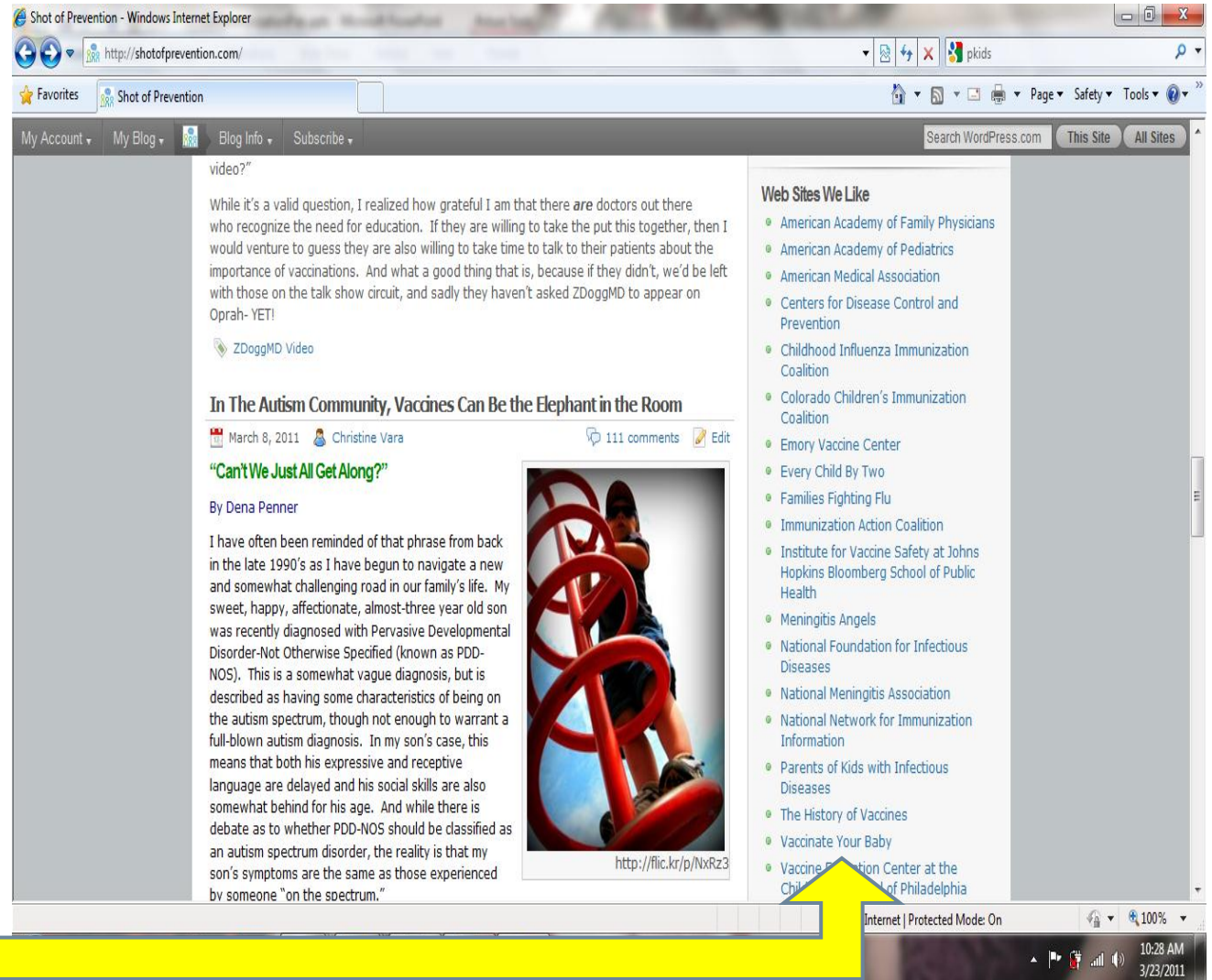
**REFERS
READERS
TO OUR
VACCINATE
YOUR BABY
FACEBOOK
PAGE**



SHOT OF PREVENTION BLOG



**REFERS
READERS TO
OUR
WEBSITE
OTHER
REPUTABLE
RESOURCES
AND EVEN
OTHER BLOGS**



SHOT OF PREVENTION BLOG

“Vaccinate Your Baby” Facebook Page

**Most active
pro-vaccine
page in
existence.**

**54,000+
“likes” and
growing.**

**Over 500,000
impressions
per week.**

**Average 100
comments per
day.**



“Vaccinate Your Baby” Facebook Page

The screenshot shows the Facebook interface for the 'Vaccinate Your Baby' page. The browser address bar shows the URL <https://www.facebook.com/VaccinateYourBaby>. The page header includes the Facebook logo, a search bar, and the user's name 'Christine'. The page navigation bar shows 'Vaccinate Your Baby', 'Timeline', 'Now', and 'Highlights'. The main content area displays a status update from 'Vaccinate Your Baby' dated April 17. The update text asks for input on vaccine hesitancy and includes a link to a blog post. Below the text is a link preview for 'Addressing Vaccine Hesitancy: What Advice Would You Give Your Pediatrician?'. The interaction bar shows 'Like · Comment · Share', '11 people like this', and 'View all 154 comments'. Annotations with blue arrows point to specific elements: the status update text, the link preview title, the '2' comment count, and the '11 people like this' text.

Vaccinate Your Baby shared a link.
April 17

We want to hear from you on Shot of Prevention. How do you think pediatricians can best address vaccine hesitancy with parents? Have you had any personal experiences that you can share? <http://shotofprevention.com/2012/04/17/addressing-vaccine-hesitancy-what-advice-would-you-give-your-pediatrician/>

Addressing Vaccine Hesitancy: What Advice Would You Give Your Pediatrician?
shotofprevention.com

Later this week, I will have the privilege of speaking with a group of pediatricians about the topic of vaccine hesitancy. While it's not a subject that is new to any pediatrician, it continu...

Like · Comment · Share

11 people like this.

View all 154 comments

Write a comment...

2

In this status update, we ask people for suggestions as to how doctors can address vaccine hesitancy.

We include a link to a blog post.

People often “share” our updates on their own Facebook pages which extends our reach. We can then see who shared.

Below the update, you see that 11 people “liked” the post & 154 people commented.

VACCINE ADVOCATES IN THE MAKING

FACEBOOK
HAS ENABLED
US TO
IDENTIFY
PARENTS
WHO WANT
TO GET
INVOLVED IN
VACCINE
ADVOCACY
ALL ACROSS
THE NATION

FACEBOOK HAS PROVIDED US WITH GREAT INSIGHT:
WHAT INTERESTS PEOPLE? WHAT CONCERNS PEOPLE?
WHAT INSPIRES PEOPLE TO TAKE ACTION?

HOW OUR FACEBOOK FRIENDS DEMONSTRATE ADVOCACY:

- Counter anti-vaccine rhetoric w/ science.
- Reference studies and provide links as proof.
- Refer others to reputable resources.
- Correct vaccine misinformation in other forums.
- Alert us to anti-vax info in other media.
- Created additional pro-vax groups that share our content.
- Their efforts significantly expand our reach and influence.



**THE REWARD:
SEEING
(& HEARING)
THE
DIFFERENCE WE
ARE MAKING**

□

“...I discovered it’s a lot easier to come across anti-vaccine pages on the internet and there seems to be more of these out there. **I started to consider not having my next child vaccinated** or delaying them, but I decided to keep further researching and found information that discredited pretty much all of the junk I’d read so far....**Coming here I’ve actually found fact and medical evidence to support my decisions,** not just blogs and papers written by quacks that pick and choose the statistics they want to show and leave out... **Thanks for the information, and for letting everyone have a say.** If you try to dispute something on the anti-vaccine pages they delete you and the comment, I guess that goes to show that they can’t back up there information... **Thanks for making me no longer question my decision.**” Kate Le Breton

Have You Heard The Good Things People Are Saying ?

“ I just met with Ashley Shelby from Moms Who Vax. We are trying to find other parents in MN who are interested in meeting with state lawmakers about strengthening our state's vaccination laws.” Karen Ernst

**“Just joined up...I was anti-vax for a long time but then had a baby and woke up. There's so much misinformation out there. Thank you for the facts & saving lives!”
Carrie Mitchell**

**“I've really enjoyed your posted discussion-starters lately. Interesting articles, a nice mix of videos, articles, blog posts, events... It's been great. The articles on recent measles outbreaks have been helpful. I've passed information on to friends who are planning international travel.” Amy McKay
Cooper**

“I'm thinking this page is well on the way to being the largest vaccine related page on FB... I learn something new (and scientifically supported) every day” Amy McKay Cooper

**“This is exciting. I was hoping to find a way to get more involved incorporating my passion in this cause to promote awareness about vaccines with my nursing career. ..I'd also love to learn about more opportunities for nurses to get involved on the front lines of these issues, and make even more of a difference. If VYB ever has suggestions for me about how to do this, I'm in!” Marni
Sacks Weimer**

•Spring 2009: Karen was looking for information about H1N1 vaccine.



•A google search led her to “Vaccinate Your Baby” Facebook page.



•Collaborated w/ other VYB regulars to create Wear Em, Nurse Em, Vax Em Too page.



•Her interest then led to inquiry of MN vaccination laws & contact w/MN Dept of Health.



•She connected a fellow MN resident & admin of Moms Who Vax blog.



•Together they are making plans to create a new state immunization coalition.

SOCIAL MEDIA RESULTS IN THE BIRTH OF A NEW COALITION

Calling out The Patriot Nurse & Correcting Dangerous Misinformation

Shot of Prevention

Responsible Nurses, and Then There's This

January 17, 2012 Christine Vara 230 comments Edit

Recently a friend and nurse, who I adore, shared a video with me. Now I know my friend to be a very diligent nurse and she's often discussed how frustrating it is to come across Facebook pages and YouTube videos where nurses dangerously suggest that people should not vaccinate their children. After reviewing this video, I knew it must have been a major disappointment to my friend, both personally, and professionally. While I wasn't completely surprised by the comments this particular "Patriot Nurse" made, I am a bit concerned about the information she presents. <http://youtu.be/rIM4xfrzjAY>

Why This Nurse WON'T Vaccinate!



At the beginning, the "Patriot Nurse" states that the comments are turned off, but explains this is

- Meningitis Angels
- National Foundation for Infectious Diseases
- National Meningitis Association
- National Network for Immunization Information
- Parents of Kids with Infectious Diseases
- The History of Vaccines
- Vaccinate Your Baby
- Vaccine Education Center at the Children's Hospital of Philadelphia
- Voices for Vaccines

Comments

- Comment Policy

Archives

Select Month

Contact Us

Have a topic idea or want to submit a post? E-mail us at info@shotofprevention.com

3:04 AM 5/22/2012

Concerned Parents Call Attention to Irresponsible Media Remarks about Vaccines

The screenshot shows a web browser window with the address bar displaying <http://shotofprevention.com/2012/05>. The browser's menu bar includes File, Edit, View, Favorites, Tools, and Help. The page header features the 'shot of prevention' logo, which consists of a row of colorful stick figures, and the tagline 'News & Views on Vaccines'. To the right of the logo is a word cloud containing terms like 'community', 'doctors', 'opinions', 'concerns', 'help', 'communication', 'health', 'family', 'questions', 'advice', 'fathers', 'children', 'share', 'friends', 'mothers', 'chat', and 'blog'. Below the header, the page layout includes a navigation bar with links for 'About Us', 'Home', 'Get Involved', 'In the News, Science & Research', and 'Concerned Parents Call Out Irresponsible Media'. The main content area displays the title 'Concerned Parents Call Out Irresponsible Media' by Christine Vara, dated May 16, 2012. The text of the post begins with 'Modern culture is often reflected in everything from the skewed view of popular reality shows and viral YouTube videos, to the personal discussions friends have on Facebook and in online chat rooms. Since we are bombarded by such a wide variety of media, today's parents must constantly navigate the popular messages and decipher between that which serves to entertain, versus that which is intended as news and information. The challenge is that this'. An image of a newspaper with the headline 'EXTRA! EXTRA!' is visible. The right sidebar contains an RSS feed link, an email subscription section stating 'You are following this blog (manage).', and a 'Tweet Us at ShotofPrev' section with two tweets. The bottom of the screen shows a Windows taskbar with various application icons and a system clock indicating 3:09 AM on 5/22/2012.

shot of prevention
News & Views on Vaccines

community doctors opinions concerns help communication health family questions advice fathers children share friends mothers chat blog

Home > Get Involved, In the News, Science & Research > Concerned Parents Call Out Irresponsible Media

Concerned Parents Call Out Irresponsible Media

May 16, 2012 Christine Vara

Go to comments Leave a comment Edit

Modern culture is often reflected in everything from the skewed view of popular reality shows and viral YouTube videos, to the personal discussions friends have on Facebook and in online chat rooms. Since we are bombarded by such a wide variety of media, today's parents must constantly navigate the popular messages and decipher between that which serves to entertain, versus that which is intended as news and information. The challenge is that this

EXTRA! EXTRA!

RSS feed

Email Subscription

You are following this blog (manage).

Tweet Us at ShotofPrev

- @EpiRen @skewedD Seth's work was mentioned in the previous post on same topic with a link. 2nd post featured AAP letter. Hope that explains. 7 hours ago
- Wish more people could say this! RT@thecrowdednest: I have a child w/ #autism but I'm not at war w/science & commonsense thecrowdednest.com/2012/05/please...

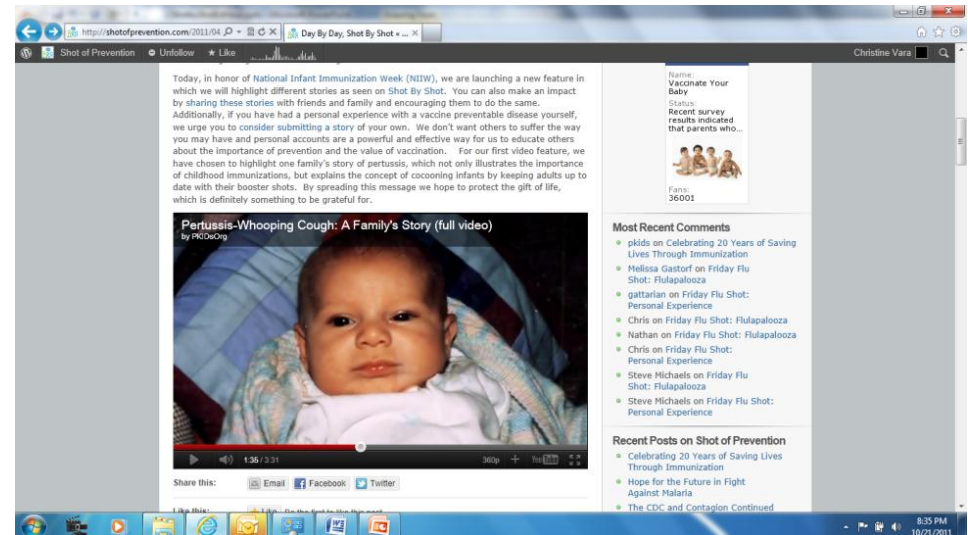
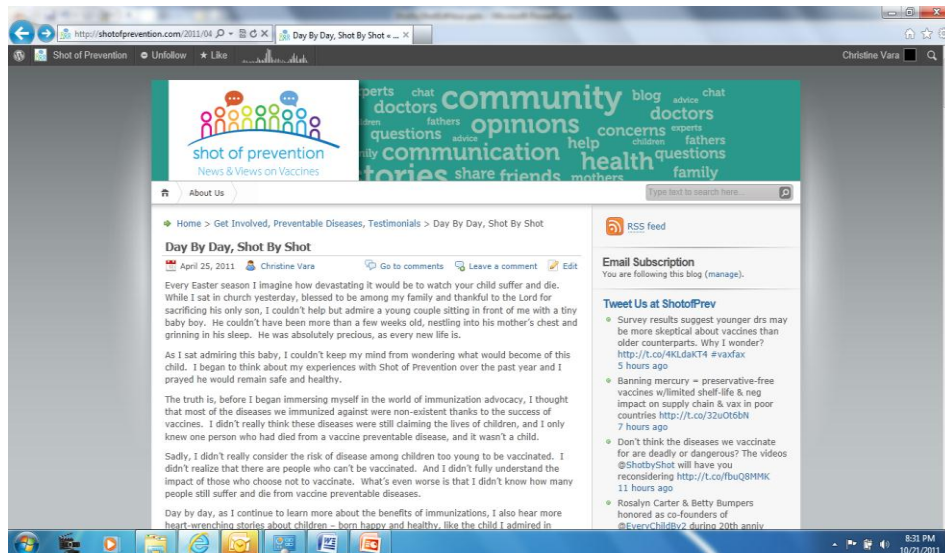
3:09 AM 5/22/2012

BLOG CONTENT

Allows for Collaboration with other Organizations

“Day by Day, Shot by Shot” :

This post introduce the Shot By Shot website and included a PKIDS video about a pregnant woman who contracted pertussis from an unvaccinated child, who then unknowingly passed it onto her newborn.



THINGS CAN GET UGLY



Our Unique Blog Comment Policy Considerations

Unlike most anti-vaccine sites, we allow “opposing” views

ON THE ONE HAND:

Allowing anti-vaccine claims to remain then demands knowledgeable supporters to correct false statements and refer to credible research.

We have support but always need reinforcements!



ON THE OTHER HAND: The argumentative nature can have a negative effect and prevent people from engaging in the conversation.

We must be careful not to alienate the silent observer.

Challenges in Dealing with Anti-Vaccine Sentiment on Shot of Prevention Blog

- ❖ **Intense “discussions” on variety of immunization topics.**
- ❖ **Allow comments to post without moderation which enables real time dialogue but then allows unsubstantiated claims.**
- ❖ **Interesting to note: Participants on blog are not necessarily the same as those on the Facebook page.**
- ❖ **Certain anti-vaxers tend to dominate each comment thread.**
- ❖ **Occasionally, anti-vaxers recruit friends & call upon them to comment in support of their position. (Ex: Autism piece with close to 1,000 comments)**

Challenges in Dealing with Anti-Vaccine Sentiment on Vaccinate Your Baby Facebook Page

- ❖ **Comments post in real time.**
- ❖ **No ability to moderate before they appear.**
- ❖ **Immunization discussions can get heated.**
- ❖ **Increased activity = more time required for moderation.**
- ❖ **Anti-vaxers repeat misinformation/instigate debate.**
- ❖ **Anti-vaxers often recruit people to “swarm” pro-vax pages.**
- ❖ **When someone is banned for inappropriate behavior, they often get creative, set up a fake account & return.**

SOCIAL MEDIA

PUTTING THE PIECES TOGETHER



OUTREACH

Build relationships.

CONNECT

Involve people outside of your organization.

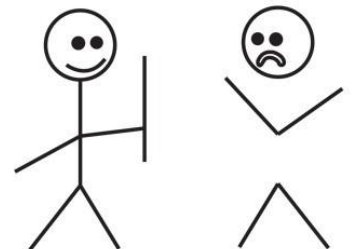
COLLABORATE

Share/promote existing content.

Let us promote your work.



I've got your back!



Jump on in...



Immerse yourself in the online conversation.

- ❑ **Set up Facebook/Twitter accounts.**
- ❑ **Read & subscribe to relevant blogs (Shot of Prevention).**
- ❑ **Use services (Google alerts) to receive immunization news.**
- ❑ **Sign up to “**Get Involved**” on Vaccinate Your Baby website.**

We want to hear from you!



Contact me with questions:
shotofprevention@gmail.com

Comment on our blog at
Shot of Prevention

“Like” us at our
Vaccinate Your Facebook page

Refer people to the Vaccinate Your Baby website at
<http://www.vaccinateyourbaby.org>