

# Using Twitter Strategically

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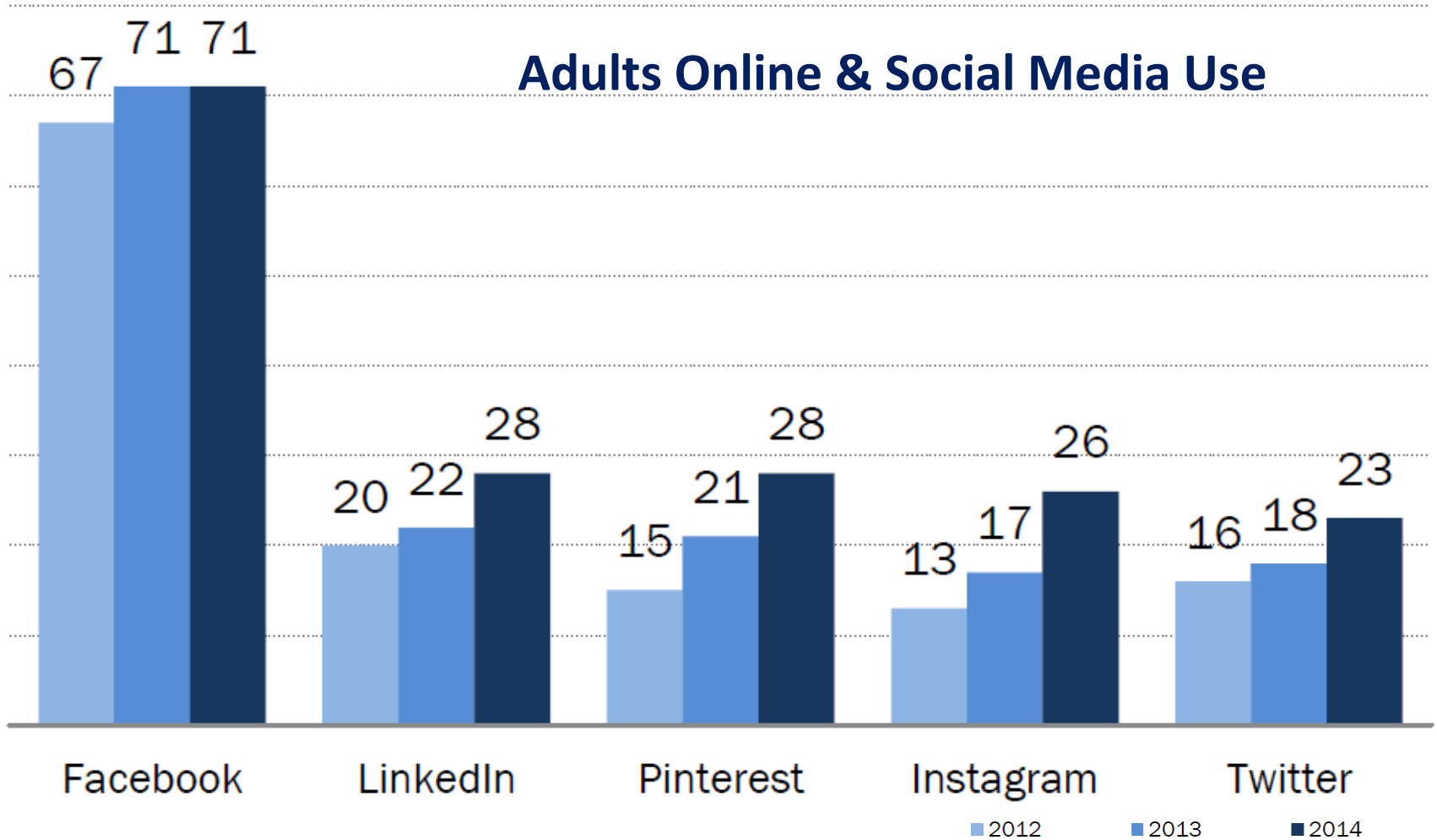
# Why Use Social Media?

**Social media tools can help us:**

- ❑ **Complement overall communication strategy**
- ❑ **Extend the reach and potential impact of our messages**
- ❑ **Additional vehicle for disseminating valuable information to target audiences**
- ❑ **Facilitates interaction and engagement with partners and community of users**
- ❑ **Provides a means to evaluate and monitor communication in real time**

# Social Media Usage:

Pew Research Center's Internet Project Survey 2012-2014



## What is Twitter?

- ❑ **Worldwide real-time information network**
- ❑ **Once the fastest growing social media platform**
- ❑ **Users can follow other users' posts & search for content**
- ❑ **Enables immediate spread & dissemination of information**
- ❑ **Tweets in 35 languages**

# Twitter Users

	2013	2014
<i>All internet users</i>	18%	23%*
Men	17	24*
Women	18	21
White, Non-Hispanic	16	21*
Black, Non-Hispanic	29	27
Hispanic	16	25
18-29	31	37
30-49	19	25
50-64	9	12
65+	5	10*
High school grad or less	17	16
Some college	18	24
College+ (n= 685)	18	30*
Less than \$30,000/yr	17	20
\$30,000-\$49,999	18	21
\$50,000-\$74,999	15	27*
\$75,000+	19	27*
Urban	18	25*
Suburban	19	23
Rural	11	17

2013 n = 1445  
2014 n = 1597

# Who in Public Health is on Twitter?



**PAHO/WHO** 

@pahowho **FOLLOWS YOU**

Founded in 1902, #PAHO is the world's oldest agency of the World Health Organization.



**PhysiciansFirstWatch** 

@Physns1stWatch **FOLLOWS YOU**

Physician's First Watch offers brief daily reviews of news that affects a physician's practice.



**Annals of Int Med** 

@AnnalsofIM **FOLLOWS YOU**

Annals is the flagship journal of the American College of Physicians. Impact factor of 16.104, Annals is ranked 5th among 150 general medicine journals.



**Mercer Med School** 

@MercerSOM **FOLLOWS YOU**

The School of Medicine is committed to meeting the health care needs of rural & medically-underserved areas of Georgia.



**AMA** 

@AmerMedicalAssn

American Medical Association: Promoting the art and science of medicine and the betterment of public health.



**HI Dept of Health** 

@HIgov\_Health **FOLLOWS YOU**

This is the Hawaii State Department of Health (DOH) Twitter page. The DOH Web site is hawaii.gov/health. Follow us on Facebook at Hawaii State Dept....

AAPCHO Policy retweeted **AAPCHO Hep B Policy** @HepBpolicy · Mar 9

We're here to represent the importance of viral hepatitis! #fundhep @HepBUnited

SAMHSA retweeted **HHS.gov** @HHSgov

#ACAisWorking for nearly 11.7M who #GotCovered. Did you? #GetCovered2015? Tell us your story: 1.usa.gov/1ckD...

**SHARE YOUR #GETCOVERED STORY**

#GetCovered HealthCare.gov



## Twitter Basics

- ❑ **Tweet** - message consisting of 140 characters
- ❑ **Direct message** - private message between users
- ❑ **Handle** - a person's username
- ❑ **Hashtags** - the “#” symbol used to mark keywords or topics in a Tweet
- ❑ **Mention** - the @ sign followed directly by a username
- ❑ **Retweet** - forwarding another user's Tweet to all of your followers
- ❑ **Reply** - Tweet posted in reply to another user's message
  - Click “reply” in timeline or beginning a tweet with @username
- ❑ **URL Shortener** - create shortened URLs that can be tracked & monitored

## **Benefits of Twitter: Information Dissemination**

- ❑ Disseminate timely & relevant information & content**
- ❑ Directly reach interested & priority audiences**
- ❑ Expand reach of messages & resources (e.g. retweets)**
- ❑ Up-to-date communication during events or outbreaks**
- ❑ Promotion of resources, publications, media and involvement in special events and activities**



# Benefits of Twitter: Communication & Collaboration

- ❑ **Cultivates communication & collaboration with others in the field to share information and cross-promote resources**
  - Partners
  - Government Agencies
  - Medical organizations & societies
  - State & local health departments
  - Academic institutions
- ❑ **Partner Engagement Activities**
  - TwitterChats
  - TwitterViews

# #LiverChat on October 20, 2015

- ❑ **1,167 tweets** containing #LiverChat
  - ~ **14.5 million potential impressions**
  - Potential reach of ~**149,000 followers** exposed to tweets
- ❑ **56 participants** using the #LiverChat hashtag during chat

Top Twitter Participants & Number of Followers	
CDC_Cancer	~77,000
CDCHEP	~29,500
CDCNPIN	~24,000
MORAVIAHEALTH	~13,400
NACCHOALERTS	~13,300
HARBORHEALTH	~13,300
PREVENTCANCER	~10,100
DONFLUCKINGER	~5,000
HEPBFUNDATION	~4,900
LIVERUSA	~4,100
HEPATITISMAG	~3,900

## **Benefits of Twitter: Monitoring the Conversation**

- ❑ Monitor & track broader conversation & sentiment surrounding viral hepatitis in real time**
- ❑ Stay abreast of trends & misinformation regarding hepatitis**
- ❑ Respond & correct misinformation in a timely manner**

# First Things First – Purpose & Target Audience

- ❑ **What are you trying to accomplish?**
  - Why Twitter?
  - What type of information will you be presenting in tweets?
- ❑ **Who are you trying to reach?**
  - Partners?
  - Consumers?
  - Physicians?
  - Public health organizations?
- ❑ **Are your target populations on twitter?**
  - If so, what are they doing in the space?
  - What do they expect or need?

## Step 2: Create a Strategic Plan


### □ Develop a strategic plan outlining:

- Objectives
- Target audience
- Twitter management
- Clearance Process
- Promotion
- Guidelines for original tweets
- Guidelines on who to follow
- Retweet & reply protocol
- Evaluation measures & metrics

# Twitter Management

- ❑ **Appoint someone who will be responsible for daily twitter activities & if a backup is needed**
- ❑ **Determine how many tweets per day/week**
- ❑ **Outline when you will tweet**
- ❑ **Monitor twitter daily for:**
  - Retweets, @replies, @mentions
  - Direct messages
  - Hashtag usage and conversation
  - Any comments or contents that need addressing
- ❑ **Outline clearance process**
- ❑ **Develop an editorial calendar to help expedite clearance process and plan content in advance**

# Editorial Calendar

January 2016 Tweets							
1	Status/Topic	Date Proposed	Date Tweeted	Tweet	Character Count	Shortened URL	Original URL
3	<b>General Resources</b>						
4	SEROLOGY TRAININGS		22-Jan	NEW! #Clinicians check out 5 new & improved Viral #Hepatitis Serology Training videos now LIVE! <a href="http://go.usa.gov/cDCUA">http://go.usa.gov/cDCUA</a>	122	<a href="http://go.usa.gov/cDCUA">http://go.usa.gov/cDCUA</a>	
5	SEROLOGY TRAININGS		4-Jan	NEW! Looking for trainings on different serologic tests for viral #hepatitis? Visit <a href="http://go.usa.gov/cDCUA">http://go.usa.gov/cDCUA</a> for 5 free videos! #health	136	<a href="http://go.usa.gov/cDCUA">http://go.usa.gov/cDCUA</a>	
6	CMS HCV Coverage		30-Dec	Letter from @CMSGov advises states on coverage of drugs for #Medicaid beneficiaries living w/ #hepatitisC <a href="http://go.usa.gov/crXQW">http://go.usa.gov/crXQW</a> #HCV #HepC	141	<a href="http://go.usa.gov/crXQW">http://go.usa.gov/crXQW</a>	
7	CMS HCV Coverage		11-Dec	@CMSGov letter assures #Medicaid beneficiaries access to #HepatitisC medication <a href="http://go.usa.gov/crXQW">http://go.usa.gov/crXQW</a> #HCV	110	<a href="http://go.usa.gov/crXQW">http://go.usa.gov/crXQW</a>	
8	HBV Pregnancy Reporting		17-Dec	Find out how lab reporting of pregnancy status of #HepB-positive women can help stop spread of #hepatitisB <a href="http://go.usa.gov/3JQtB">http://go.usa.gov/3JQtB</a>	130	<a href="http://go.usa.gov/3JQtB">http://go.usa.gov/3JQtB</a>	 (Ctrl) ▾
9	State Reporting Reqs		8-Jan	Check out new site w/ info on state reporting requirements for viral #hepatitis <a href="http://go.usa.gov/36ez9">http://go.usa.gov/36ez9</a>	103	<a href="http://go.usa.gov/36ez9">http://go.usa.gov/36ez9</a>	
10	Surveillance Report	4/25/2015 & 4/30	16-Oct	Check out 2013 Viral #Hepatitis Surveillance Report w/ data on number of new cases of #hepA, #hepB & #hepC <a href="http://go.usa.gov/3ZH75">http://go.usa.gov/3ZH75</a>	130	<a href="http://go.usa.gov/3ZH75">http://go.usa.gov/3ZH75</a>	
	Surveillance			BE #HepAware! 2013 Viral #Hepatitis Surveillance Report w/ data on number of new cases of #hepA, #hepB & #hepC	134		

## Step 3: Develop Content Guidelines

- ❑ **For @cdchep, tweet content has to:**
  - Be consistent with and promote organization goals and objectives
  - Support outlined Twitter objectives
  - Not promote a product or organization
  - Contain hepatitis specific and/or related information
  - Be accurate, timely, & relevant
  
- ❑ **Determine appropriate content sources:**
  - Hepatitis related resources and event promotion including publications, webinars, conferences, awareness days, etc.
  - Hepatitis related news from major news organizations, partners, & other credible handles



# Content is Key!

## □ Do

- Keep tweets short - less than 100 characters if possible
- Link to your website or resources when relevant & possible
- Use a URL shortener
- Monitor the broader conversation & participate with relevant hashtags

## □ Don't

- Use abbreviations or acronyms that are not common
- Use broken links
- Use more than 2-3 hashtags in each tweet

## Finding Content in the Broader Conversation

- ❑ Monitor the broader conversation on Twitter & other types of social media on a regular basis
- ❑ Content can be found through media monitoring
  - Google alerts
  - Internet searches
  - Newsmap
  - Topsy.com
- ❑ Twitter specific tools can find content and current conversations
  - Twilert
  - Hootsuite or TweetDeck

The logo for Google Alerts, featuring the word "Google" in its multi-colored font followed by the word "Alerts" in red.The logo for newsmap, featuring a small square icon with four colored quadrants (red, green, yellow, purple) to the left of the word "newsmap" in a white, lowercase, sans-serif font.

## Lesson Learned: Use Snackable Content

**“Tweets with rich media, like photos, tend to garner more attention than words or characters.”**

- “8 Ways To Make Twitter Your Own” from Twitter’s Blog

- ❑ **Employing “snackable content” continues to be the most engaging content from @cdchep**
  - Videos
  - Pictures from conferences, meetings, etc.
  - Infographics
  - Pieces of creative content & materials from campaigns

CDC Hepatitis @cdcchep · Feb 19

Happy #LunarNewYear! Learn why it's important for Asians to get tested for #HepB [go.usa.gov/b5Mm](http://go.usa.gov/b5Mm) #KnowHepB



Retweets: 7, Favorites: 3

CDC Hepatitis @cdcchep

Ppl born 1945-1965 are 5x more likely to have #HepC. Learn why testing is important [go.usa.gov/JFhC](http://go.usa.gov/JFhC) #KnowHepC



Retweets: 10, Favorite: 1

4:15 PM - 29 Jan 2015

CDC Hepatitis @cdcchep

~400M have chronic #hepatitis. For #WorldHepatitisDay find out your risk [go.usa.gov/3ZbgB](http://go.usa.gov/3ZbgB) #PreventHepatitis



Retweets: 139, Favorites: 33

8:41 AM - 28 Jul 2015

CDC Hepatitis @cdcchep · Dec 4

1 in 12 #Asian Americans has #hepB. #KnowHepB & why it's important to get tested to take care of yourself & family [youtu.be/bMvDPDwXUx4](http://youtu.be/bMvDPDwXUx4)

YouTube



Protect Your Family: Get Tested for Hepatitis B -- 60 sec

This digital story features an overprotective father doing everything he can to make sure his son and family are protected. A narrator encourages parents l...

View on web

Retweets: 16, Favorites: 3

## Other Social Media Applications

### ❑ Thunderclap

- Social media amplification tool
- Allows users to sign up to send a timed post to be distributed simultaneously from a group of supporters on a specified date
- Creates of a wave of attention - in some cases a trending topic
- Good to use during outreach efforts to build momentum around an event or campaign

### ❑ Vine

- Application for sharing short, looping 6 sec videos
- Can be embedded on a variety of online channels
- Designed to drive social engagement and be spontaneous
- Can be used to promote an event, Twitter chat hashtag, or just entertain with creative content

## Join the conversation!

- ❑ Follow @cdchep & other hepatitis B partners
- ❑ Use & search relevant hashtags to join & see the broader conversation
  - #HepB
  - #HBV
  - #HepatitisB
  - #hepatitis
  - #KnowHepB
- ❑ Showcase events, materials, and other resources with links and images
- ❑ Participate in upcoming #HepBUnite social media contest

## Resources

- ❑ **Pew Research Social Media Usage, 2005-2015**
  - <http://www.pewinternet.org/2015/10/08/social-networking-usage-2005-2015/>
- ❑ **Pew Research Social Media Update 2014**
  - <http://www.pewinternet.org/2015/01/09/social-media-update-2014/>
- ❑ **CDC Social Media Tools, Guidelines & Best Practices**
  - <http://www.cdc.gov/SocialMedia/Tools/guidelines/>
  - [http://www.cdc.gov/socialmedia/tools/guidelines/pdf/socialmediatoolkit\\_bm.pdf](http://www.cdc.gov/socialmedia/tools/guidelines/pdf/socialmediatoolkit_bm.pdf)
- ❑ **8 Ways To Make Twitter Your Own**
  - <https://blog.twitter.com/2014/8-ways-to-make-twitter-your-own>
- ❑ **Buddy Media Report: *Strategies for Effective Tweeting: A Statistical Review***
  - [http://forms.buddymedia.com/whitepaper-form\\_strategies-for-effective-tweeting.html](http://forms.buddymedia.com/whitepaper-form_strategies-for-effective-tweeting.html)
- ❑ **SmartBrief on Social Media Listserv**
  - <https://www2.smartbrief.com/signupSystem/subscribe.action?pageSequence=1&briefName=socialbusiness>