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

Adults Online & Social Media Use

<table>
<thead>
<tr>
<th>Platform</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></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>

2014 n = 1597
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

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

2013 n = 1445
2014 n = 1597
Who in Public Health is on Twitter?
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

<table>
<thead>
<tr>
<th>Username</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>CDC_Cancer</td>
<td>~77,000</td>
</tr>
<tr>
<td>CDCHep</td>
<td>~29,500</td>
</tr>
<tr>
<td>CDCNPIN</td>
<td>~24,000</td>
</tr>
<tr>
<td>MORAVIAHEALTH</td>
<td>~13,400</td>
</tr>
<tr>
<td>NACCHOALERTS</td>
<td>~13,300</td>
</tr>
<tr>
<td>HARBORHEALTH</td>
<td>~13,300</td>
</tr>
<tr>
<td>PREVENTCANCER</td>
<td>~10,100</td>
</tr>
<tr>
<td>DONFLUCKINGER</td>
<td>~5,000</td>
</tr>
<tr>
<td>HEPBFOUNDATION</td>
<td>~4,900</td>
</tr>
<tr>
<td>LIVERUSA</td>
<td>~4,100</td>
</tr>
<tr>
<td>HEPATITISMAG</td>
<td>~3,900</td>
</tr>
</tbody>
</table>
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**

<table>
<thead>
<tr>
<th>Status/Topic</th>
<th>Date Proposed</th>
<th>Date Tweeted</th>
<th>Tweet</th>
<th>Character Count</th>
<th>Shortened URL</th>
<th>Original URL</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Resources</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SEROLOGY TRAININGS</td>
<td>22-Jan</td>
<td></td>
<td>NEW! #Clinicians check out 5 new &amp; improved Viral #Hepatitis Serology Training videos now LIVE! <a href="http://go.usa.gov/cDCUA">Website</a></td>
<td>122</td>
<td><a href="http://go.usa.gov/cDCUA">Website</a></td>
<td></td>
</tr>
<tr>
<td>SEROLOGY TRAININGS</td>
<td>4-Jan</td>
<td></td>
<td>NEW! Looking for trainings on different serologic tests for viral #hepatitis? Visit <a href="http://go.usa.gov/cDCUA">Website</a> for 5 free videos! #health</td>
<td>136</td>
<td><a href="http://go.usa.gov/cDCUA">Website</a></td>
<td></td>
</tr>
<tr>
<td>CMS HCV Coverage</td>
<td>30-Dec</td>
<td></td>
<td>Letter from @CMSGov advises states on coverage of drugs for #Medicaid beneficiaries living w/ #hepatitisC <a href="http://go.usa.gov/crXQW">Website</a> #HCV #HepC</td>
<td>141</td>
<td><a href="http://go.usa.gov/crXQW">Website</a></td>
<td></td>
</tr>
<tr>
<td>CMS HCV Coverage</td>
<td>11-Dec</td>
<td></td>
<td>.@CMSGov letter assures #Medicaid beneficiaries access to #HepatitisC medication <a href="http://go.usa.gov/crXQW">Website</a> #HCV</td>
<td>110</td>
<td><a href="http://go.usa.gov/crXQW">Website</a></td>
<td></td>
</tr>
<tr>
<td>HBV Pregnancy</td>
<td>17-Dec</td>
<td></td>
<td>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">Website</a></td>
<td>130</td>
<td><a href="http://go.usa.gov/3JQtB">Website</a></td>
<td></td>
</tr>
<tr>
<td>State Reporting</td>
<td>8-Jan</td>
<td></td>
<td>Check out new site w/ info on state reporting requirements for viral #hepatitis <a href="http://go.usa.gov/36ez9">Website</a></td>
<td>103</td>
<td><a href="http://go.usa.gov/36ez9">Website</a></td>
<td></td>
</tr>
<tr>
<td>Surveillance Report</td>
<td>4/25/2015 &amp; 4/30</td>
<td>16-Oct</td>
<td>Check out 2013 Viral #Hepatitis Surveillance Report w/ data on number of new cases of #HepA, #HepB &amp; #HepC <a href="http://go.usa.gov/3ZH75">Website</a></td>
<td>130</td>
<td><a href="http://go.usa.gov/3ZH75">Website</a></td>
<td></td>
</tr>
<tr>
<td>Surveillance</td>
<td></td>
<td></td>
<td>Be #HepAware! 2013 Viral #Hepatitis Surveillance Report w/ data on number of new cases of #HepA, #HepB &amp; #HepC</td>
<td>134</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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
  - Newsmas
  - Topsy.com

- Twitter specific tools can find content and current conversations
  - Twilert
  - Hootsuite or TweetDeck
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
Happy #LunarNewYear! Learn why it’s important for Asians to get tested for #HepB go.usa.gov/b5Mm #KnowHepB

Born in Asia? Promise to take care of your health. Get tested for Hepatitis B.

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

Don’t delay
If you’re a baby boomer, get tested for Hepatitis C.

~400M have chronic #hepatitis. For #WorldHepatitisDay find out your risk go.usa.gov/3ZbgB #PreventHepatitis

~400 MILLION PEOPLE WORLDWIDE HAVE CHRONIC VIRAL HEPATITIS & MOST DON’T KNOW IT

1 in 12 #Asian Americans has #hepB. #KnowHepB & why it’s important to get tested to take care of yourself & family youtu.be/bMvDPDwUXx4

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
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 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
- Pew Research Social Media Update 2014
- CDC Social Media Tools, Guidelines & Best Practices
  - http://www.cdc.gov/SocialMedia/Tools/guidelines/
- 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
- SmartBrief on Social Media Listserv
  - https://www2.smartbrief.com/signupSystem/subscribe.action?pageSequence=1&briefName=socialbusiness