Hepatitis B Foundation Social Media Program

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Social Media Outlets
Hepatitis B Foundation & Liver Cancer Connect

- Twitter - HBF and LCC
- Facebook – HBF and LCC
- Instagram – HBF only
- YouTube – HBF only

- HBF’s weekly blog
HBF Audience

- ANYONE living with, wishing to prevent, or impacted by hepatitis B
- Partners and Organizations
- HCPs and medical organizations
- Hep B advocates
- Researchers

HBF Goal: Dedicated to improving the quality of life for those affected by chronic HBV worldwide.
Twitter Followers
Country of Origin

U.S., 47%
Other, 29%
UK, 8%
Canada, 4%
India, 3%
Indonesia, 3%
Australia, 2%
Nigeria, 2%
Philippines, 2%
Facebook followers
Country of Origin

- U.S., 15%
- Philippines, 13%
- India, 10%
- Nigeria, 8%
- Pakistan, 7%
- Indonesia, 5%
- Ghana, 4%
- Bangladesh, 3%
- Other, 35%
Content is Key

- News, publications, and announcements pertaining to hepatitis B, liver cancer and liver health
- Posts that highlight HBF resources – website, publications, research
- HBV or liver cancer stats, facts, messaging
- HBF and Partner events and activities, advocacy and policy efforts
HBF’s Twitter Content

Images increase engagement, but balance is important
HBF’s Facebook Content

- Facebook requires dedicated monitoring
Managing Social Media with Hootsuite

Dashboard

Publisher
Hootsuite Mobile

- Provides the flexibility to engage while on the go.
Event Posting via Hootsuite

- Share photos with Hootsuite, select networks, add content, and post!
Social Media Event/Campaign Plan and Prep

- Logistics – dates, times, place
- Posting live or indirectly?
- Goals
- Hashtag for event
- Pre-event planning and Hootsuite scheduling
- Event agenda and planning
- Event posting
- Post-Event followup
Find HBF and Join the Conversation!

- HBF’s on twitter, Facebook, Instagram, YouTube and Periscope
  - @hepbfoundation, hepbfoundation
  - www.hepb.org
- LCC’s on twitter and Facebook:
  - @Livercancerconn, LiverCancerConnect, www.livercancerconnect.org
- HBF Blog - www.hepbblog.org