

Hepatitis B Foundation Social Media Program

Maureen Kamischke

HBF Social Media and Outreach Manager

Email: maureen.kamischke@hepb.org

Phone: 301-807-8376

Social Media Outlets

Hepatitis B Foundation & Liver Cancer Connect

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

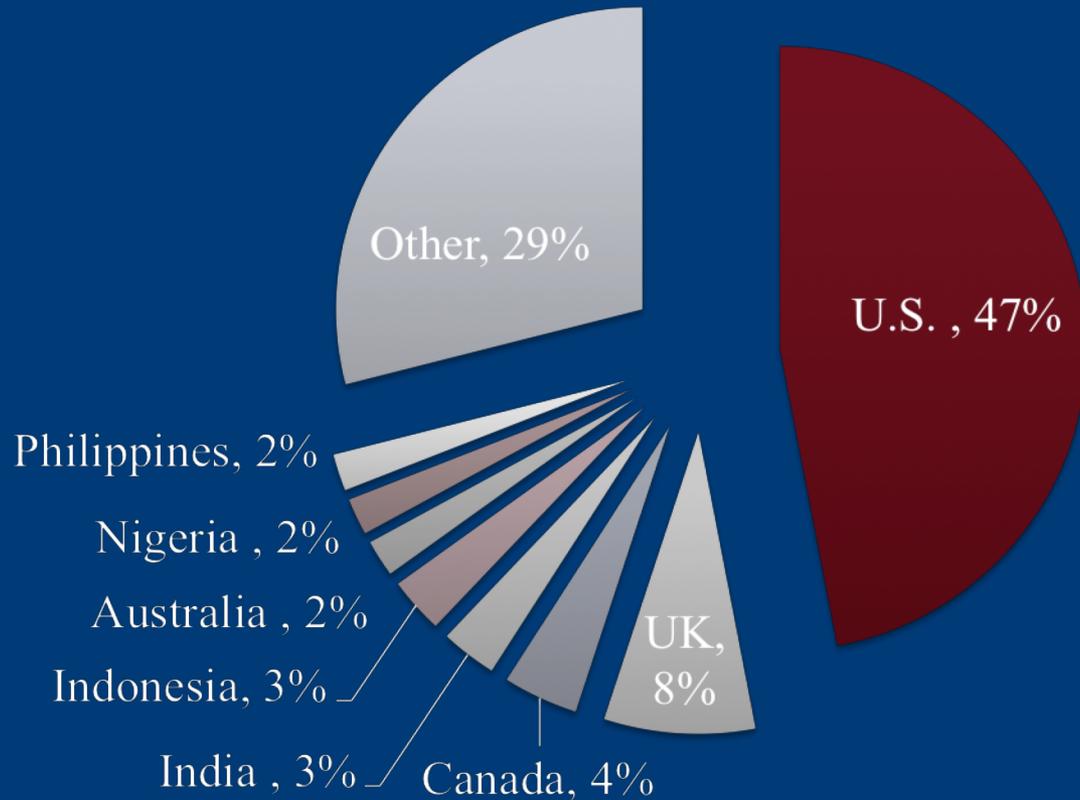
- ◆ HBF's weekly blog

HBF Audience

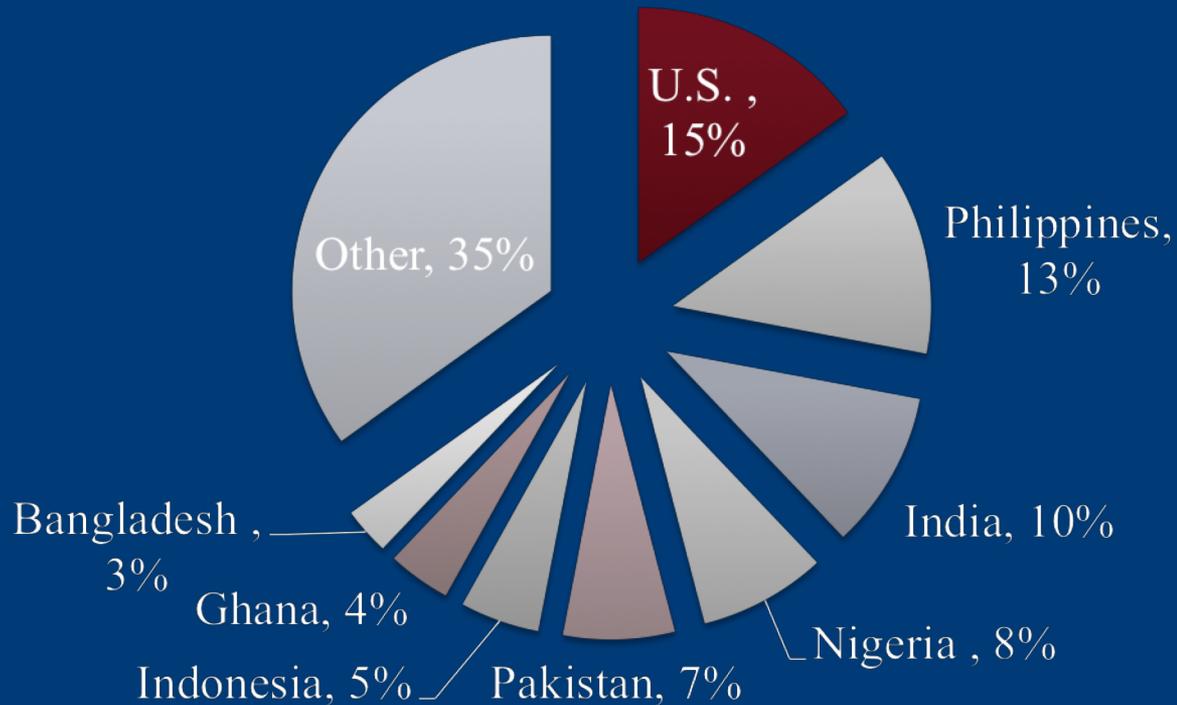
- ◆ ANYONE living with, wishing to prevent, or impacted by hepatitis B
- ◆ Partners and Organizations
- ◆ HCPs and medical organizations
- ◆ Hep B advocates
- ◆ Researchers

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

Twitter Followers Country of Origin



Facebook followers Country of Origin



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

Check out the new @WHO Guidelines for the prevention, care and treatment of those with chronic #hepatitis B ow.ly/McK5S #HBV

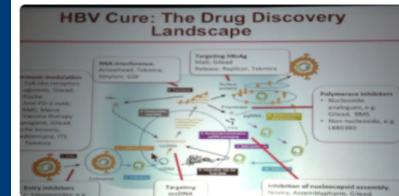
8 6

Group shot at World Hepatitis Day Congressional Press Conference with Hepatitis B Champion Rep Mike Honda #4000voices pic.twitter.com/doFRimcQ2l



2 2

Different targets in the viral life cycle being pursued by new companies looking for #HBV therapeutics #hepdart pic.twitter.com/TTFSWM38IE



2 2

Our friend Theobald Owusu-Ansah announces new #Hepatitis Foundation of Ghana ow.ly/RDAnp #Hepatitis2015 pic.twitter.com/yJq8rteOV



11 10

90% of healthy adults newly infected w/ #hepatitis B will clear #HBV, while 90% of babies remain chronically infected ow.ly/JrDGG

4

What should you do if you're diagnosed w chronic #hepatitis B? Don't panic. Learn more here ow.ly/TMvyJ pic.twitter.com/hyuSeQJ7v0



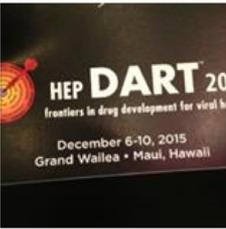
8 5

- ◆ Images increase engagement, but balance is important

HBF's Facebook Content

Hepatitis B Foundation
Published by Hootsuite [?] · December 10 at 9:02am ·

Is there Hope for a Hepatitis B Cure? - Hep B Talk from #HepDart 2015 with LATE BREAKING INFO UPDATED FROM LAST NIGHT! <http://ow.ly/VGyCf>



There's Hope for a Hepatitis B Cure at the HEP DART 2015 Conference |...
This year's HEP DART conference brought together liver specialists and researchers from around the...
HEPBBLOG.ORG

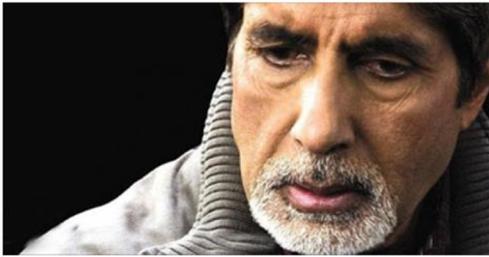
2,240 people reached [Boost Post](#)

33 Likes 2 Comments 3 Shares

[Like](#) [Comment](#) [Share](#)

Hepatitis B Foundation
Published by Maureen McGuigan Kamischke [?] · November 23 at 8:58am ·

Indian megastar Amitabh Bachchan reveals he has chronic hepatitis B and agrees to be an ambassador for a public health campaign against hepatitis B in India. <http://www.indiatvnews.com/.../amitabh-bachchan-hepatitis-b-...>



I am suffering from chronic hepatitis B. I am now an ambassador for a public health campaign against hepatitis B in India. www.indiatvnews.com

3,920 people reached

60 Likes 3 Comments 14 Shares

[Like](#) [Comment](#) [Share](#)

Hepatitis B Foundation
Page Messages Notifications Insights Publishing Tools

Write a comment...

Engaging Post

Hepatitis B Foundation shared **Charles B. Wang Community Health Center's** photo.
Published by Maureen McGuigan Kamischke [?] · Yesterday at 12:03pm ·

Congratulations Dr. Su Wang - an amazing physician, HBV advocate and World Hepatitis Alliance Board Member of the Americas region!



Charles B. Wang Community Health Center
December 15 at 9:00am ·

Dr. Su Wang was presented an award in honor of her work in Hep B by the OCA-New Jersey Chapter president, Virginia Lou Ng at their holiday ball this month. CDO ...

35 Page Likes
7,762 Post Reach
2 Website Clicks
100% Response Rate
2 hours Response Time

Recent

- 2015
- 2014
- 2013
- 2012
- 2011
- 2010
- 2009
- 1991

- ◆ Facebook requires dedicated monitoring

Managing Social Media with Hootsuite

The screenshot shows the Hootsuite dashboard interface. At the top, there's a navigation bar with tabs for 'Twitter', 'Facebook Page', 'Hepatitis B Foundation (Facebook Page)', and 'LiverCancerConn (Twitter)'. Below this, the dashboard is organized into a grid of social media feeds. The feeds include:

- HepBFoundation**: A tweet about gathering w family for the #HolidaySeason? Great time to discover your family! #healthhistory ow.ly/1B8BF
- Friends HepBFoundation**: A tweet from AETC NCRC @AETCNCRC: Thanks for visually demonstrating that demand for #HBV care providers is increasing, and trained #nurses are needed!
- HBV orgs HepBFoundation**: A tweet from LiverCancerConn: LiverCancer patients may see better outcomes with advancements in personalized drug therapies via @Hepatology mayo.clinic/1O9BLNQ
- #hepatitis Search**: A tweet from glovolador: #Hepatitis con la #SaludNOSeluega. Médicos+pacientes los tratamientos #HepatitisC no se están cumpliendo abc.es/sociedad/abc... via @abc_es

← Dashboard

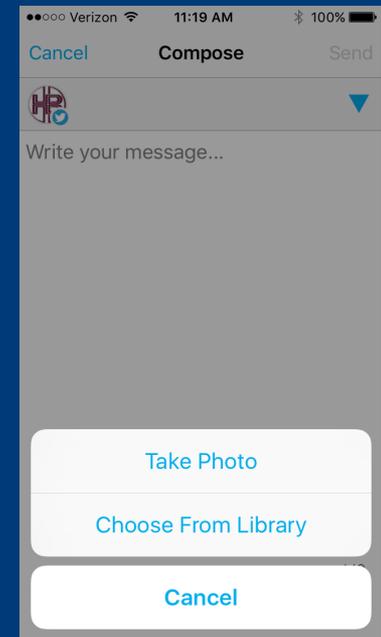
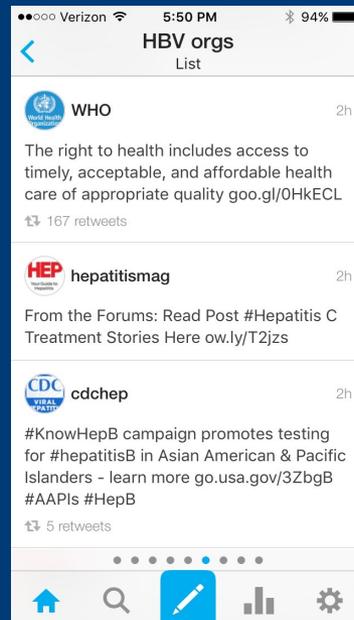
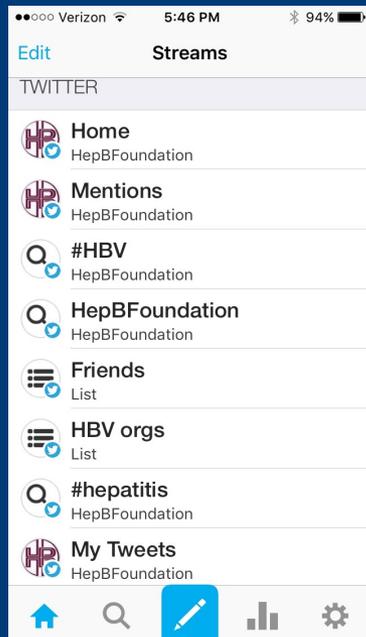
This screenshot shows a vertical list of tweets. The tweets include:

- ing-term care, be sure they are vaccinated to protect against #hepatitis B <http://ow.ly/UxLVN>
- livercancer risk factors, #prevention, screening, diagnosis & treatment <http://ow.ly/V03JZ>
- y of your snacks and drinks, versus sugar? What's the difference? They are different, but the consens...
- lic fatty liver disease (NAFLD)? Not too surprising, but eating before bed and eating to fast may contri...
- cess including a physical examination, blood work, imaging studies and perhaps a liver biopsy. Learn ...

Below the tweets, there's a section titled 'Visit Liver Cancer Connect's comprehensive website providing information and support for individuals and families facing the challenge of prim...' followed by several tweets with timestamps and content related to liver health and hepatitis.

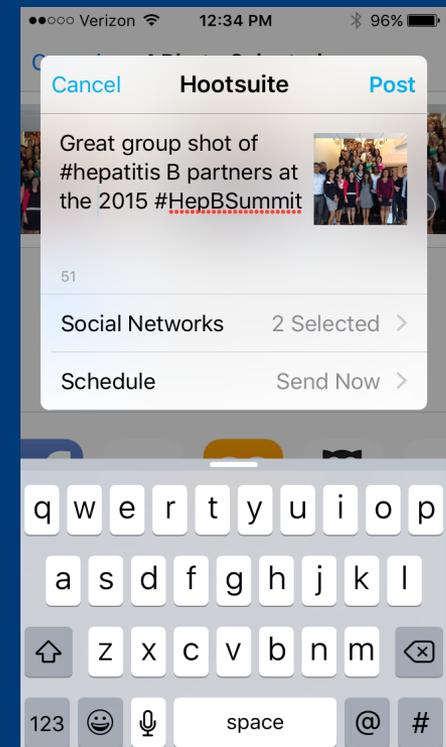
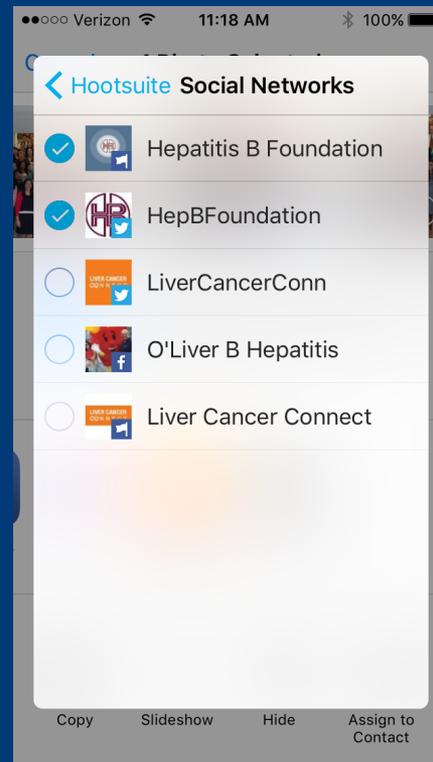
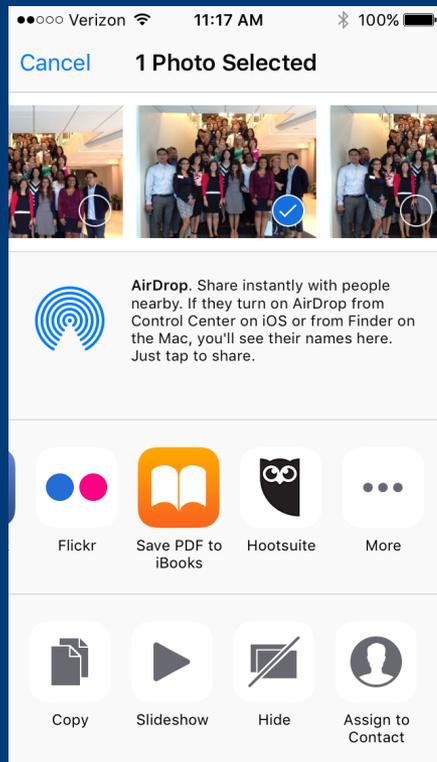
Publisher →

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