

SMDHU Social Media

We have the WINNERS!

Enter to WIN an iPad 2

Social Media 101: Key Messages through Modern Channels

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Howmanydrinks.org



Social Media


- How Many Drinks campaign one part of a multi-strategy approach to promote low-risk drinking
- Social media strategies were used as part of a comprehensive communications campaign
- Campaign Goal - To raise awareness among non-problem drinkers about the health impacts of drinking beyond the low-risk drinking guidelines.
- Target audience – non-problem drinkers 30-45 years



How Many Drinks

Objectives

- Build awareness of the link between alcohol consumption (beyond the low-risk drinking guidelines) and chronic disease
- Build awareness and understanding of the low-risk drinking guidelines
- Provide access to reliable, evidence-based information on alcohol use and chronic disease in an engaging and creative way



Social Media Communication

Communication objectives

- Communicate without discouraging
- Provide value and incentive to engage
- Encourage talk – normalize the issue
- Speak common language e.g. How Many Drinks
- Interesting, but not negative
- Grab attention with vivid communications
- Stay local
- Be an information source



Online Trivia Contest



Mobile App – QR Codes



The Blog

howmanydrinks



- Protein Vodka, yeah right
- So what are the low-risk drinking guidelines?
- Risk is risk, isn't it?
- Winning taste is great in moderation
- Drinking in parks—a good idea?



Blog Results

- 60 posts, 61 comments (6 new blogs)
- 12,312 views (18,000+)
- Top referrers – Google, fluid survey app, FB, smdhu.org, twitter
- Top posts – many of the information-based posts, alcohol advertising
- Click throughs – survey app, twitter, FB, LRDG.net, smdhu.org, YouTube



"Your average views per day are impressive. The approach is non-threatening, informative and friendly. Stats indicate that older posts are getting looked at along with current ones."



Twitter/SMDhealthunit



Tweets

- Campaign opens up conversation
- Dr Oz: Brandy vs Vodka
- Convenience stores pushing for right to sell #alcohol and safety road blitz RT @CTVBarrieNews
- Eating Locally Savouring Simcoe: Food fair celebrates local fare. Congrats to @SavourSimcoe
- Check out photo album of #alcohol advertising tactics on iThink Facebook page, same product new tactics
- Lots of controversy and alcohol on campus. Queen's says no while UBC says ok. Wht do U think



Twitter Results

- 429 tweets (484)
- 50 retweets (53)
- 68 mentions (77)
- 703 Followers / 1902 Following (796/1907)



facebook.com/HowManyDrinks


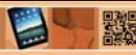
- Wall posts
- Likes
- Comments
- Pics
- Videos
- Post questions /polls
- Links



Facebook Results

- 80 wall posts (82)
- 16 comments on our wall posts (18)
- 7 comments on other FB walls (e.g. iThink, Rock 95)
- 250 – 530 impressions per post
- 18,217 post views (21,966)
- 193 Likes (186)

"Minimal posts by others not unexpected as more of an information source than social source. Tool provided you a route to reach people that you would not likely reach through your blog. Your impression counts are evidence that this tool provided you another network source to expand your reach"



Benefits

- Organizational
 - Increased visibility, timely response
- Community
 - Reach out to people, 2-way dialogue, be responsive
 - Educational messages in a personal way – build connections
 - Message variety – tap varied interests, broader audience
- Nursing Practice
 - Skills in modernizing the message – focus, short, non-preachy
 - Skills in use of social media tools
 - Increased exposure as professional – educator & advocate



Challenges

- Maintaining professional standards in nontraditional communication medium
- Time to learn new skills and adequately manage sites
- Meeting CNO standards for documentation



Risk Mitigation Strategies

- Keeping personal and professional online profiles separate
- Comment guidelines and filtering functions
- Regular monitoring
- Policies and guidelines for use and documentation




Kudos

"I have been watching closely and I am so impressed with what your team has done on social media. The blog posts are awesome and the Facebook followings are piling up. I have incorporated your campaign into my Community-based Social Marketing Seminar which I just gave in Newmarket last week. I show it as an example of excellence.

Please pass on my congratulations to everyone involved. Fantastic work!"

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