

Let's Get Social

Social Media for Health Care Marketing



Meet The Team



Cindy Baker-Barill, RN BNsc
Central East TCAN Area Planner



Renee Rogers
Nursing Student



Destinee Shepherd
Nursing Student



Kara Thomson-Ryczko
Youth Development Specialist



Rayanne White
Nursing Student

Introduce Yourself Social Media Style



Twitter Example

It's_me,_Kara_Thomson-Ryczko!_Youth_De
t_Specialist_with_CEICAN._Enjoying_life_v
appy_little_family._OIF_lover._#pizzaismy

Facebook Example

Text (90):I_go_2_#YorkU,_work_w/_CEICAN,_I
y_BFF_&_just_met_the_#RockyMountains_#
ve!(90)

Headline (25):I'_m_Renee_a_student_nurse(24)

Link description (30):www.newmarket.ca/livingHere



Introduce Yourself Social Media Style



Facebook Example



Text (90): 4th_yr_nursing_student._I_work_with
N._I_am_from_Lucknow._Love_the_beach.
um (90)

Headline (25): My_name_is_Destinee (19)

Link description (30): <https://moviesoon.co.uk/>

Twitter Example



Hi_everyone!_My_name_is_Rayanne_and
sing_student_working_with_the_ICAN._#B
I_enjoy_being_SOCIAL._#LetsGetSocial (125)



Introduce Yourself Social Media Style

- Who are you?
- Where are you from?
- What do you do?
- Anything interesting about you?

**** don't forget to hashtag ****

#LETSGETSOCIAL



`Energetic, _enthusiastic_manager_o
acco_control_team_in_CE_Ontario..
tsnursesrock_#PHNs_are_great_at_h
omotion #mentor #ciao`



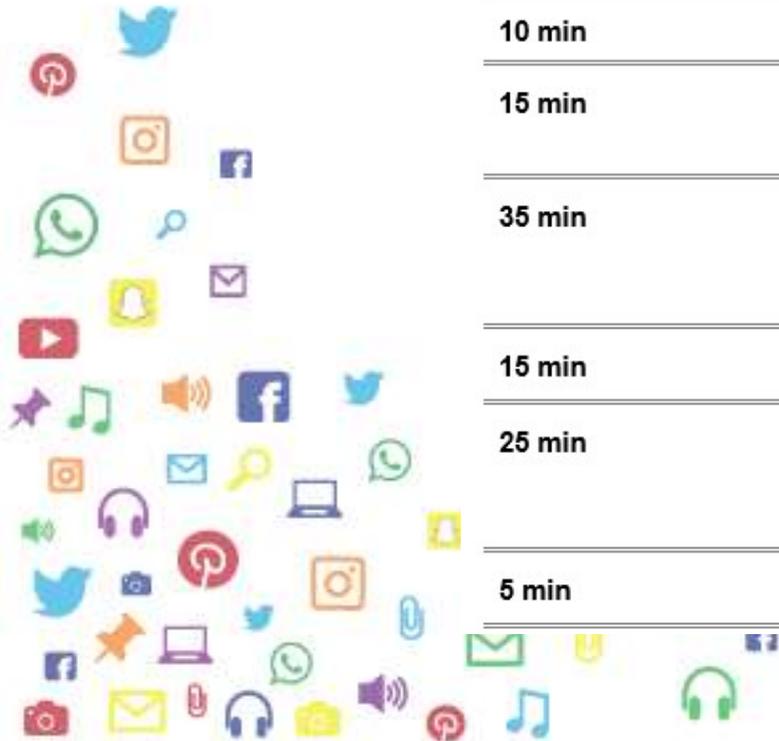
Learning Objectives

- Increase understanding of social media use and how to develop a campaign.
- Increase understanding of the benefits and risks for using social media at work.
- Practice developing and responding to social media messages
- Develop plans of action that increase reach.
- Explore the impact of a Public Health Campaign using evaluation results.



Overview

25 min	Introduction <ul style="list-style-type: none">✓ Introduce Yourself Social Media Style Activity
5 min	Social Media & Engaging Students
5 min	Survey Says – Kahoot <ul style="list-style-type: none">✓ Please get out your phones
10 min	Social Media Lighting the Fire
15 min	Why Social Media? <ul style="list-style-type: none">✓ Social Media Savvy Activity
35 min	Social Media Platforms <ul style="list-style-type: none">✓ Facebook✓ Moderation Skills Activity
15 min	Break
25 min	Social Media Platforms Cont'd <ul style="list-style-type: none">✓ Instagram/ Twitter/ Snapchat/ YouTube/ Thunderclap
5 min	Social Media Evaluation

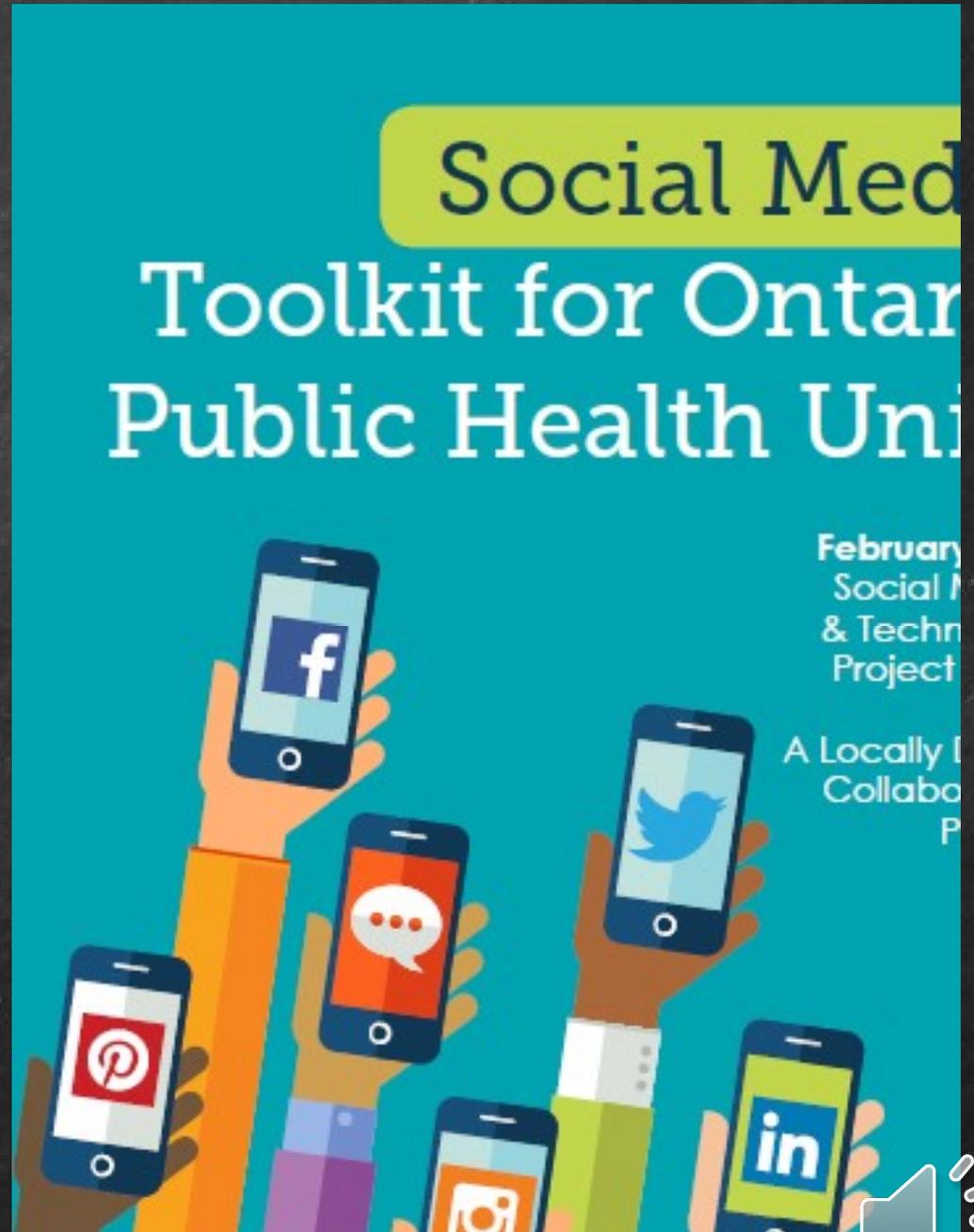




Social Media + Engaging Students

- ✓ Enthusiasm
- ✓ Energy
- ✓ Excitement
- ✓ Fun
- ✓ Affordability
- ✓ Online Skills

Google



Survey Says...

Kahoot!

<https://kahoot>

Kahoot!

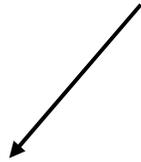
Game PIN

Enter

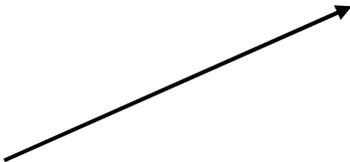
Lighting the Fire



Building Your Base...



Add Some Fuel...

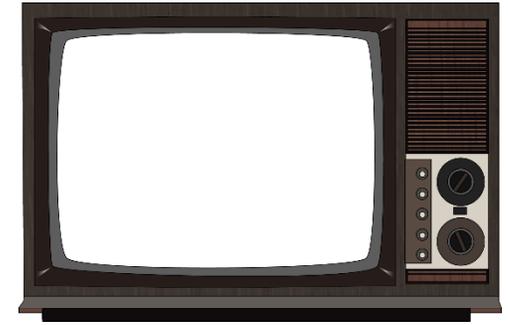


Fire/Spread



Putting Out the Fire





Social Media and Health Promotion Campaigns

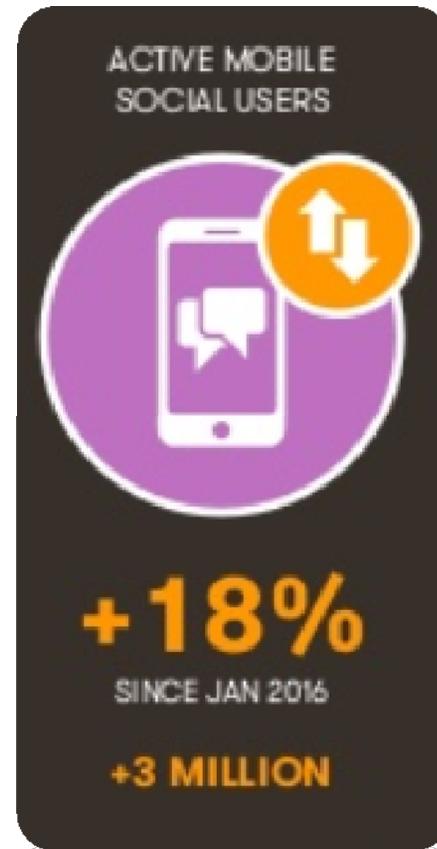
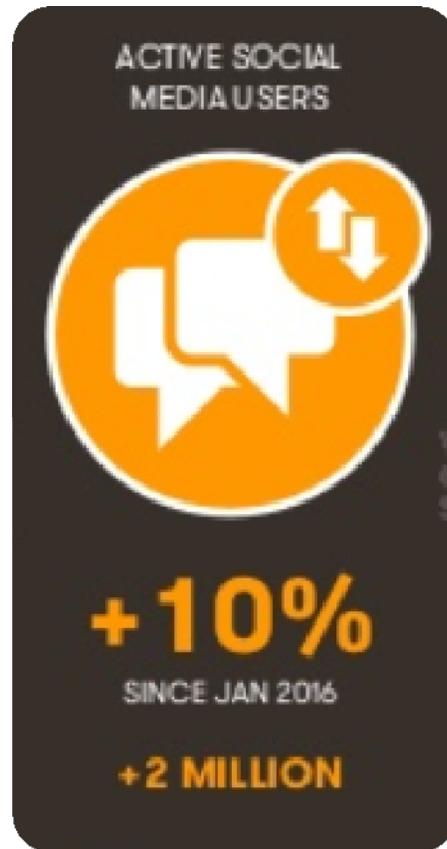




Socialnomics 2017



Only Going Up...



Jan 2017 Annual Digital Growth

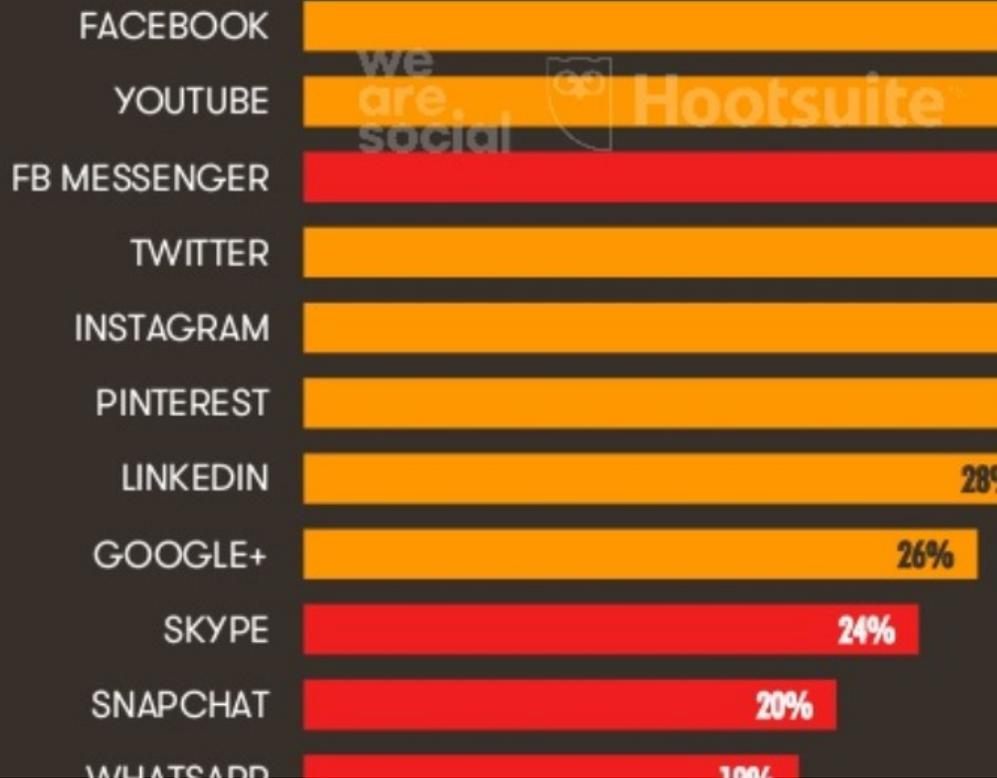
Canadian Trends



JAN
2017

MOST ACTIVE SOCIAL MEDIA PLATFORMS

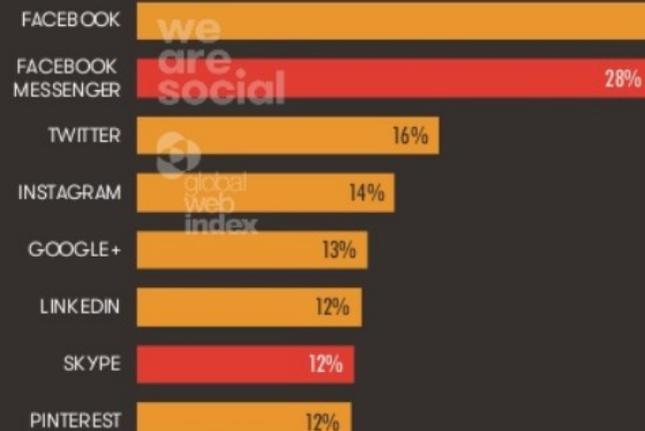
SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



JAN
2016

TOP ACTIVE SOCIAL PLATFORM

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



Social Media Savvy



A. Facebook

B. Instagram

C. LinkedIn

D. Messenger

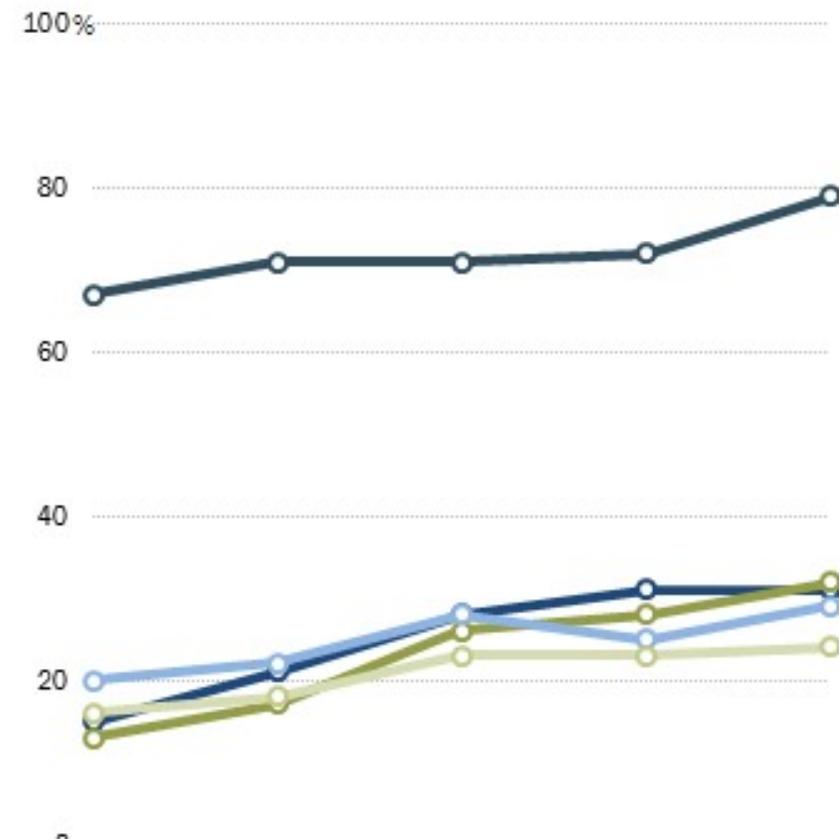
E. Pinterest

Building Your Base/Platform

- Purpose
- Benefits/Disadvantages
- How to use

platform

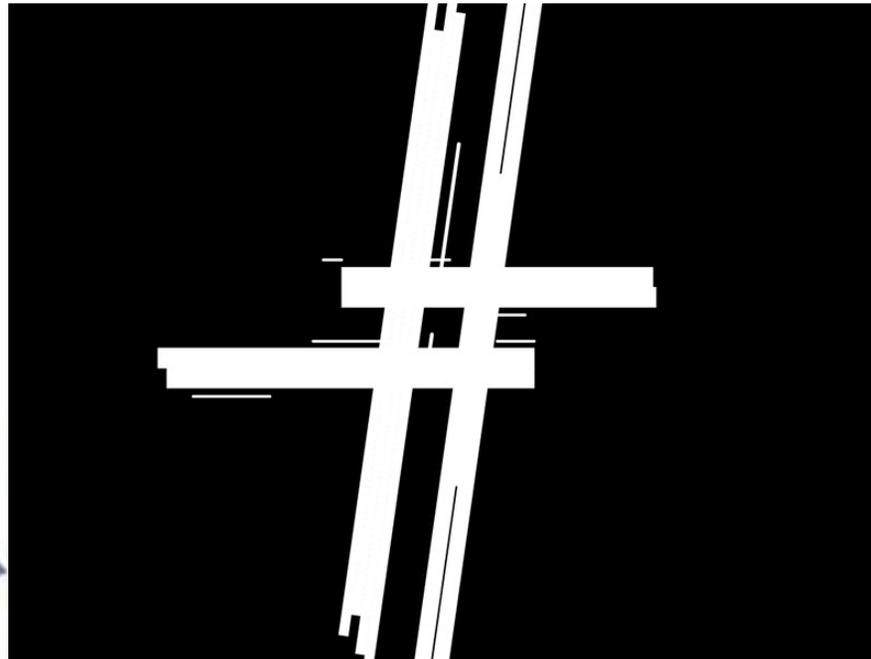
% of online adults who use ...

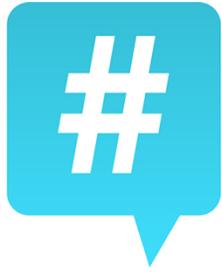




For starters.....

What is the significance of using a
#HASHTAG?

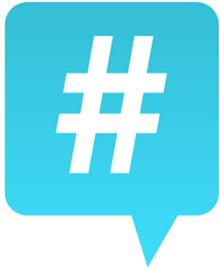




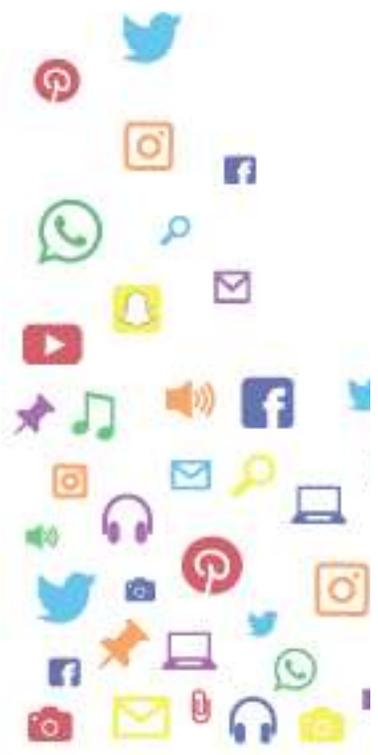
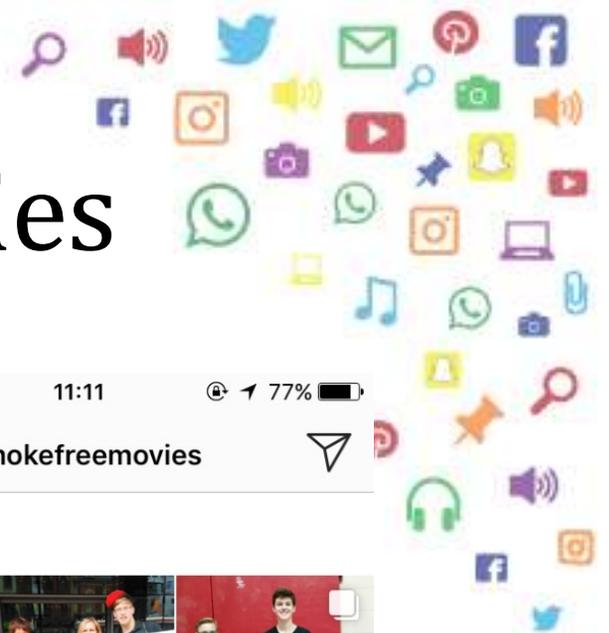
Connecting Topics

- <https://www.youtube.com/watch?v=57dzaMaouXA>





#smokefreemovies



●●●○ Koodo 3G 11:16

🔍 #smokefreem

Top People Tags

- # #smokefreemc 319 posts
- # #smokefreemovies 185 posts
- # #smokefreeme 225 posts
- # #smokefreemichigan 156 posts
- # #smokefreemy 18 public posts
- # #smokefreema

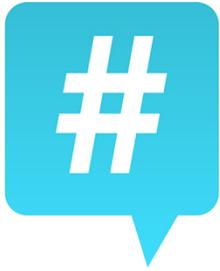
●●●○ Koodo 3G 11:11 77%

< #smokefreemovies

TOP POSTS

MOST RECENT 185 posts

🏠 🔍 + ❤️ 👤



#smokefreemovies



#smokefreemovies

TOP LATEST PEOPLE PHOTOS VIDEOS NEWS BROADCASTS

Search filters · Show

Who to follow · Refresh · View all

- Yaskawa Motoman** @Ya...
YASKAWA
Follow Promoted
- CSC CHIGAMIK CHC** @...
Followed by Tobacco-Free Chatter
Follow
- laura** @laura_lista
Followed by Tobacco-Free Chatter
Follow

Find friends

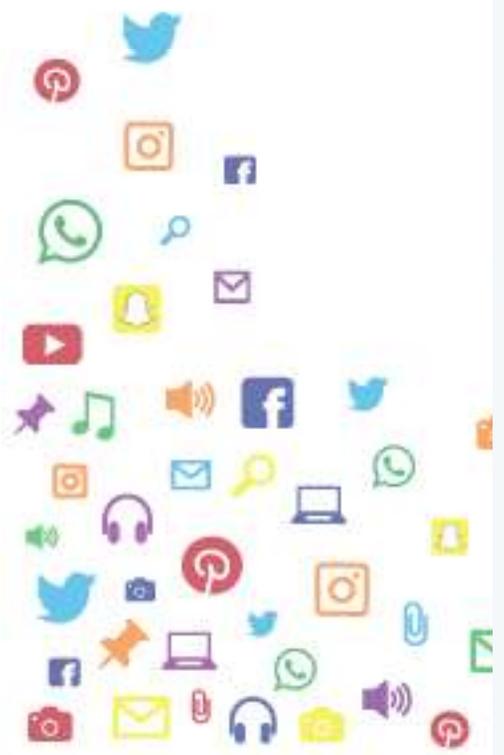
Trends · Change

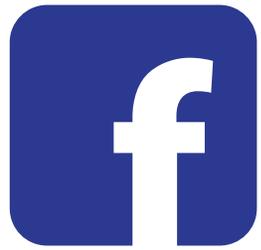
- #WednesdayWisdom**
14.3K Tweets
- #Virginia**
7,488 Tweets
- #OneLoveManchester**
5,580 Tweets
- #ideacity**
- #CodeontheHill**
- #LondonFire**
Six dead after huge fire in London tower block
- #GrenfellTower** **LIVE**
Breaking News: London Fire
- #AndrewLoku**
- #CANHEIT2017**

Smoke-Free Movies @HookedHollywood · 1h
Family movie nights are a perfect time to teach the truth a smoking. Learn more at bit.ly/1RQHemG #smokefreem

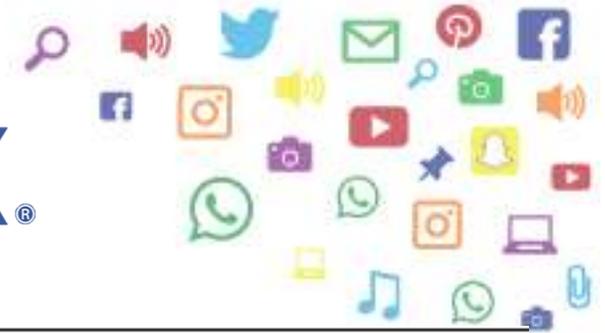


Smoke-Free Movies @HookedHollywood · May 5
Definitely need tobacco to GET OUT of Hollywood movie: #smokefreemovies #MTV/movieawards





facebook®



Purpose A global social network used by millions of users to share photos, videos, and links, as well as instant messaging.

Pros

- Contains the largest audience.
- Includes most of the features of all other platforms.
- Tracking and analytics available.
- Easy to run contests or competitions.

Cons

- Highly saturated with brands, and advertisements.
- Necessitates interactions with requires extra time and capacity for moderation.
- Constantly changing algorithms mean content needs to be changed frequently

79% of online adults (68% of all Americans) use Facebook

% of online adults who use Facebook

All online adults
Men
Women
18-29
30-49
50-64
65+
High school degree or less
Some college
College+
Less than \$30K/year
\$30K-\$49,999
\$50K-\$74,999
\$75,000+
Urban
Suburban





Checking Your Ads



Image Text Check

Upload an image to determine how much text is in your ad image. If the proportion of text to image is too high, your ads may not reach its full audience.

We make exceptions for certain kinds of products being advertised. Visit our [Help Center](#) to learn about exceptions, see examples of images with text, and get more guidance.

[Upload](#)

✔ Image Text: **OK**
Your ad will run normally.



✔ Image Text: **OK**
Your ad will run normally.



✔ Image Text: **OK**
Your ad will run normally.

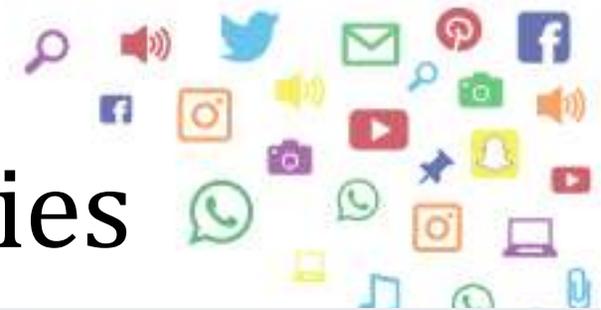


Image Text Ratings

- ✔ Image Text: **OK**
Your ad will run normally.
- ⚠ Image Text: **Low**
Your ad's reach may be slightly lower.
- ⚠ Image Text: **Medium**
Your ad's reach may be much lower.
- ⚠ Image Text: **High**
Your ad may not run.



Smoke-Free Movies



Smoke Free Movies

Sponsored · 🌐

#HeyParents Movies influence kids! A change in movie ratings will save 30,000 lives.
#SmokeFreeMovies

86% of movies with smoking were rated for kids and teens in Ontario

SmokeFreeMovies.ca

Voice Your Support

Hey Parents,
we trust you to do the right thing.

SmokeFreeMovies.ca



Smoke Free Movies

Written by HOOPLAH [?] · August 18, 2016 · 🌐

The more kids and teens see smoking in movies, the more likely they are to start. Hey Parents movies smoke-free.

LEARN MORE at www.SmokeFreeMovies.ca

Send Message



Leave The Pack Behind (Official)

June 5 at 1:32pm · 🌐

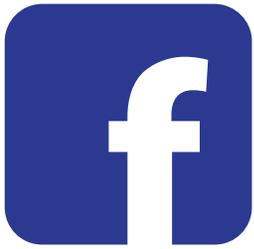
We're hosting a Tobacco-Free Campus logo design contest people (18-29) across Ontario!

Submit a design by June 30th, 2017 and you could win \$500 your art shared across the province, and have the chance to making post-secondary campuses in Ontario Tobacco-Free
More info: <https://www.leavethepackbehind.org/logocontest>

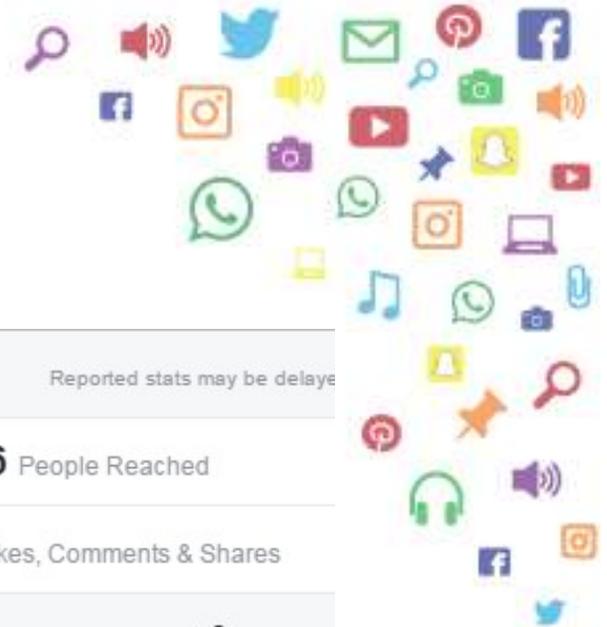
WIN \$500

**Tobacco-Free Campus
Logo Design Contest**





Analytics



Post Details

Reported stats may be delayed



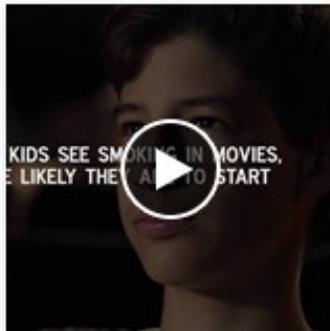
Smoke Free Movies

Published by Cindy Baker [?] · August 25, 2016 · 🌐

Did you know that most movies with smoking were rated for kids and teens in Ontario? The more kids and teens see smoking in movies, the more likely they are to start.

Help make movies smoke-free! Learn more at SmokeFreeMovies.ca

<https://www.youtube.com/watch?v=z6lumBR6Ybg>



"Hey Parents" - 15 sec

The more kids and teens see smoking in movies, the more likely they are to start. Learn more at SmokeFreeMovies.ca

YOUTUBE.COM



Get More Likes, Comments and Shares

Boost this post for \$27 to reach up to 15,000 people.

286 People Reached

9 Likes, Comments & Shares

3 Likes | 2 On Post

4 Comments | 4 On Post

2 Shares | 2 On Post

11 Post Clicks

0 Photo Views | 0 Link Clicks

NEGATIVE FEEDBACK

0 Hide Post | 0

0 Report as Spam | 0

08/25/2016
3:55 pm



Did you know that most movies with smoking were rated for kids

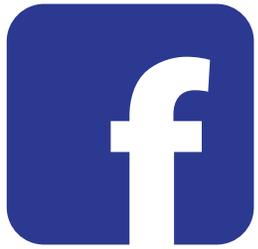


286



11
8





Organic vs. Paid Ads

<https://www.facebook.com/>





Cost-Effective Reach



Post Details

Reported stats may be delayed



Bad Ways To Be Nice

Published by Cindy Baker [?] · March 24 ·

Sometimes being nice isn't nice at all. Don't give cigarettes to teens.

#keepitsacred #badwaystobenice

https://www.youtube.com/watch?v=n65T1PeN_V0



Bad Ways to Be Nice - Mom's Car
NEW

YOUTUBE.COM

2,689 people reached



[View Results](#)

2,689 People Reached

50 Reactions, Comments & Shares

36 Like 30 On Post

3 Love 3 On Post

5 Comments 3 On Post

6 Shares 1 On Post

24 Post Clicks

0 Post Views 5 Post Clicks

03/24/2017
3:08 pm



Sometimes being nice isn't nice at all. Don't give cigarettes to te



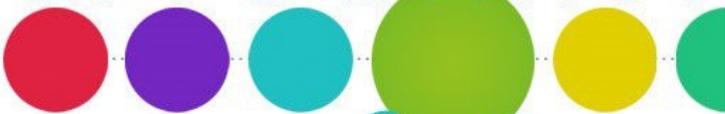
2.7K



24
50

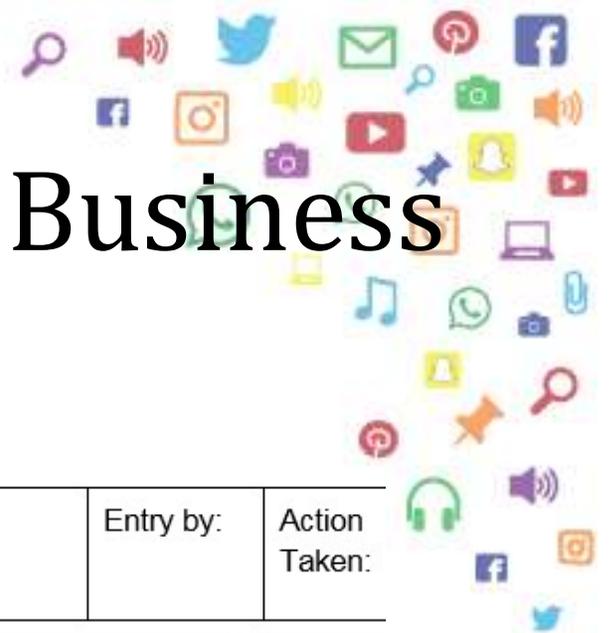


MODERATION

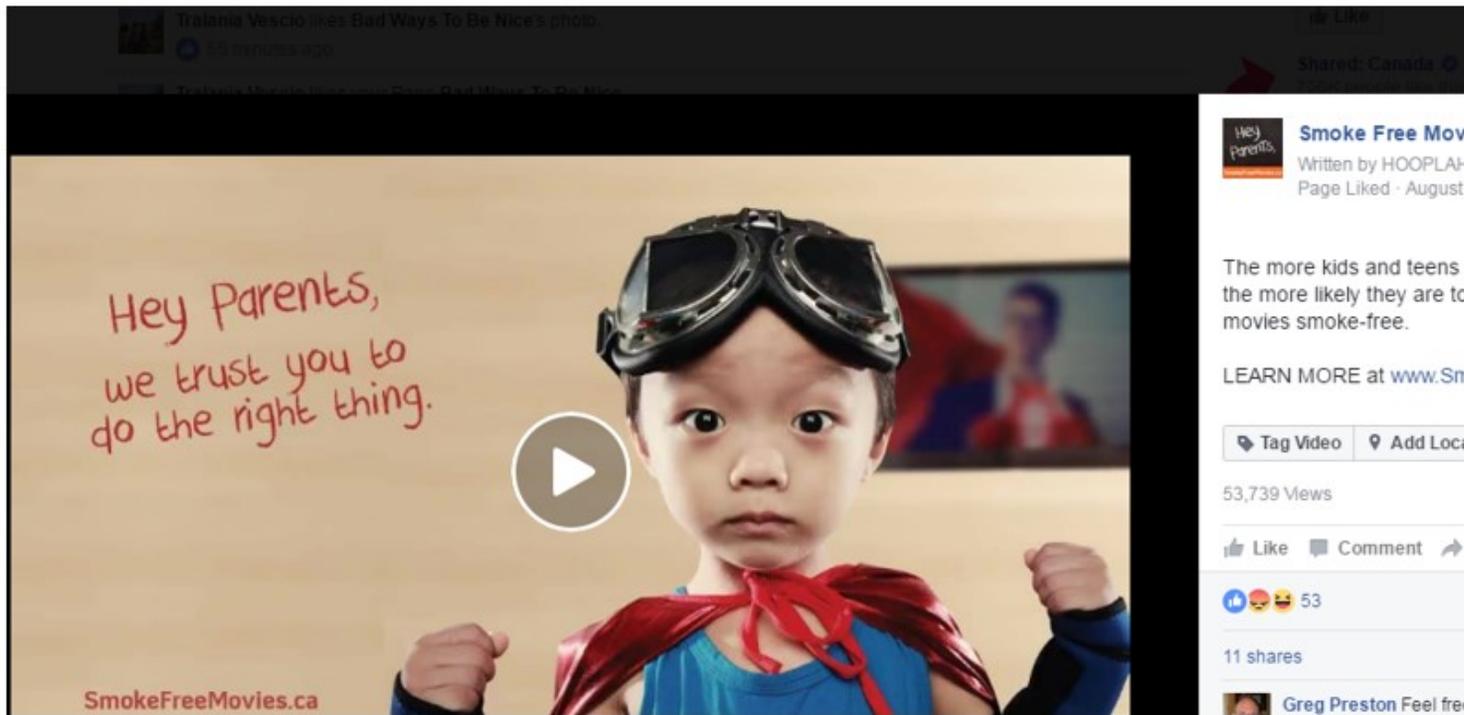


Skills

Risky Business



Post:	Date:	Comment/Post:	Entry by:	Action Taken:
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Tralana Vesco likes Bad Ways To Be Nice's photo
20 minutes ago
Shared: Canada

Hey Parents **Smoke Free Movie**
Written by HOOPLAH
Page Liked · August

The more kids and teens see the more likely they are to see movies smoke-free.

LEARN MORE at www.SmokeFreeMovies.ca

Tag Video Add Location

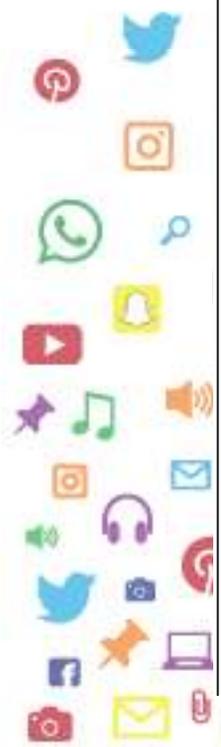
53,739 Views

Like Comment

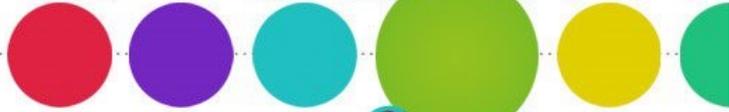
53

11 shares

Greg Preston Feel free



MODERATION



Skills

Assess the comment/ question	Potential action if yes
Is it a comment or complaint?	<p>If it's positive or neutral:</p> <ul style="list-style-type: none"> • Let it stand or thank/acknowledge <p>If it's misguided (incorrect):</p> <ul style="list-style-type: none"> • Respond with factual information • Provide evidence/references, if available <p>If it's negative:</p> <ul style="list-style-type: none"> • Respond as quickly as possible • If this person is a <u>troll</u>, ignore them • If other community members have responded, a response might not be necessary • If it relates to bad client experience/complaint: <ul style="list-style-type: none"> » Triage to customer service department ask poster to connect outside of social media to resolve, OR » Triage to the relevant PHU for their feedback

Assess the comment/ question	Potential action if yes
Does it contain content of a crisis nature?	<ul style="list-style-type: none"> • Advise manager as soon as possible • Direct person to appropriate resources (e.g., local mental health crisis line)
Does it contain material that contravenes the Terms of Use or Disclaimer?	<ul style="list-style-type: none"> • Delete comment or if possible, edit it • Post a note explaining your actions (e.g., "This post has been edited/removed because it violated our Terms of Use".)
Does it contain sensitive or private (personal health) information?	<ul style="list-style-type: none"> • Ask the person to connect outside social media • If available on the platform, edit comment to remove identifying details • If comment is about someone else other than the poster, delete comment
Is the person asking for personal health advice?	<ul style="list-style-type: none"> • Ask the person to contact the PHU by phone
Is it a question?	<ul style="list-style-type: none"> • If the question relates to your area of expertise/scope of practice/pre-approved responses, answer it • If the question requires follow-up from another program area, connect with the staff member responsible for the content (or manager) to respond • If answering the question will take longer than your standard response time, let the person know what action you're taking and when to expect a response

Tips

- Responses should be clear, simple, and concise.
- Link to the appropriate PHU web page or other approved partner site (e.g., PHAC, Health Canada) or phone number (e.g., intake line).
- Refer often to your Terms of Use for guidance.



Discussion....

- What were your initial thoughts, feelings, and reactions?
- Can you recognize a general theme?
- What are your thoughts on the response?
- Was it effective?
- Was it timely?
- Could it be improved?



MODERATI



Skills



Greg Preston Feel free to make all the smoke-free films you want. Yeah, good luck with that. trying to ram your censorship down the throats of real film-makers who follow realistic creative opinionated lobbyist garbage.

Like · Reply ·  18 · August 18, 2016 at 8:28pm



Lori Burtoo I call Bullshit! Who came up with this brainiac idea? Clearly a non smoker who ha than try and make money off their opinion rather than fact! Oh and let me guess! Kids will all ru after watching The Little Mermaid? Please! Your pathetic!

Like · Reply ·  9 · August 19, 2016 at 10:33pm

↳ 2 Replies



Cathy Dubeau How about just teaching your kids how bad and uncool smoking is.

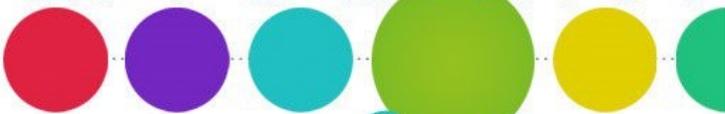
Like · Reply ·  8 · August 20, 2016 at 6:06pm



Stephen Hartnell This is crap. Get over yourselves, or stop letting your kids control the remot Gosh. "Parenting 101" is in order!

Like · Reply ·  6 · August 21, 2016 at 2:10am

MODERATI



Skills



Sarah Elizabeth If you think that media doesn't have an effect on what you think is normal and not paying attention. I don't condemn this idea. I also don't believe that i can shelter my childrer And guidance is a much better approach to helping them understand the world. I think that the in television and movies has greatly increased. And so has cigarettes over the past ten years.

Like · Reply ·  1 · August 23, 2016 at 4:22pm · Edited



Charlie Gudgeon Taint Gudgeon

Like · Reply · August 23, 2016 at 4:26pm



Jocelyn Jankewicz The more you try to hide things the more interesting they become to childr Especially if they are told it's bad. Stop trying to take away choice, that is never going to be a g and hope. If you respect their right to choose and their intelligence they might just think you are

Like · Reply ·  6 · August 24, 2016 at 9:18am



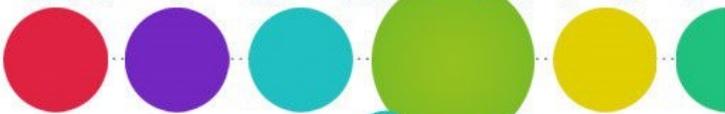
Tash Tasha I started smoking cause my friends were smoking not cause I seen it in a damn m that I went to something where we had to figure out how many times in the movie a person was honestly it made me want to smoke focusing so much on how others were doing it.

Like · Reply ·  3 · August 24, 2016 at 12:01pm



Lisa Colley I'm a smoker not one of my kids smoke,when asked to quit I said learn from my mi period,so just cause they see it doesn't mean their do it, their smart enough to make own mind

MODERATION



Skills



Smoke Free Movies Thanks for the comments!

For those that have mentioned the importance of parent's role in teaching and guiding their kids we agree!

Teaching your kids and teens about the dangers of using tobacco and the influence media has is important. Visit mediasmarts.ca for tips on how to help kids understand media messages and be more aware.

It's also correct that violence, substance misuse and nudity in movies can also negatively impact kids. However, movies already receive higher ratings based on these things, but tobacco use is not included in the Ontario movie rating system.

Tobacco is the only legal product that – when used as intended – kills half of its long-term users. It's hard to believe, but research does show that the more kids and teens see smoking in movies, the more likely they are to start smoking. The World Health Organization has identified smoking in movies as a public health issue that must be addressed.

Restricting tobacco use in youth-rated movies (G, PG and 14A ratings) is about protecting our kids, not censorship. For example, new movies would still be able to have smoking in them: they would receive a rating similar to substance misuse, violence and coarse language.

Learn more about the issue, the research behind it, and how you can help at www.smokefree.ca



Smoke Free Movies | Stop Smoking in Movies

Stop Smoking in Movies

MODERATI



Skills



Terilyn Augustine Which is why there are ratings on movies...

Like · Reply · September 7, 2016 at 6:38pm



Smoke Free Movies Hi Terilyn, Thanks for commenting!

Tobacco use is actually not currently considered in the Ontario movie rating system. If tot restricted in youth-rated movies (G, PG and 14A ratings), new movies would still be able th... See More



Smoke Free Movies | Stop Smoking in Movies

Stop Smoking in Movies

SMOKEFREEMOVIES.CA

Like · Reply · September 8, 2016 at 8:19am · Edited



Pat Zelinski Smoke Free Movies by that logic we shouldn't have bad guys in movies in c the children

Like · Reply ·  2 · September 8, 2016 at 4:01pm

MODERATION Skills



Nick Lemus What a waste of time

Like · Reply · Message · 4 · August 20, 2016 at 7:12pm



Janet Bowles Grow up, there's swearing and murder and nudity, and underdressed people in movies. When a child is raised right, what they see in movies doesn't matter!!!

Like · Reply · Message · 3 · August 25, 2016 at 5:11pm



Cathy MacPherson Do people have nothing better to do

Like · Reply · Message · 1 · August 27, 2016 at 11:48am

...



Stephanie Browneyez No they don't it's the God dam stores who sell to under age kids period

Like · Reply · Message · August 30, 2016 at 10:17am



Stephanie Browneyez An plus their way move in movie than just smoking come on nit pick at

Like · Reply · Message · August 30, 2016 at 10:19am



Smoke Free Movies Hi there,

For those who mentioned that there is also other elements in movies, such as nudity and swearing, you are absolutely right! In Ontario, movies already receive higher ratings based on these things. Tobacco is currently considered in the Ontario movie rating system. In fact, 86% of movies with smoking v

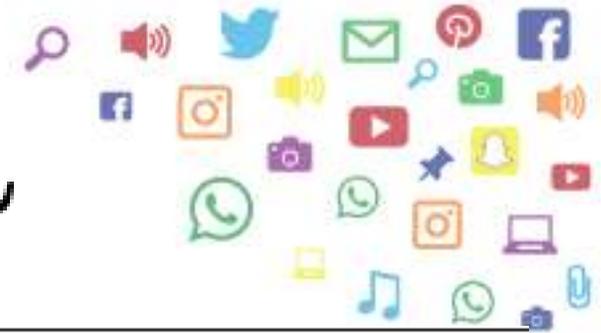
Break

*Participate before you have to. Social media comes from your engagement,
not your title.*

- Wayne MacPhail, The New Conversation, 2013



Instagram



Purpose Primarily mobile app where millions of users share pictures and short videos.

Pros

- Extremely intuitive and easy to use.
- #hashtags connects topics.
- Connected to Facebook.

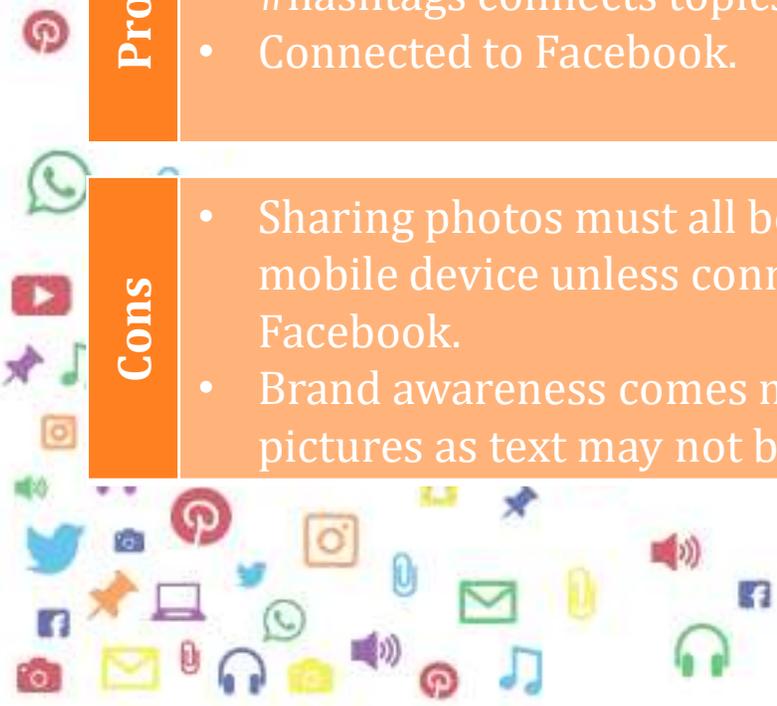
Cons

- Sharing photos must all be done from mobile device unless connected to Facebook.
- Brand awareness comes mostly from the pictures as text may not be read.

32% of online adults (28% of all Americans) use Instagram

% of online adults who use Instagram

All online adults
Men
Women
18-29
30-49
50-64
65+
High school or less
Some college
College+
Less than \$30K/year
\$30K-\$49,999
\$50K-\$74,999
\$75,000+
Urban
Suburban





Creating Your Brand

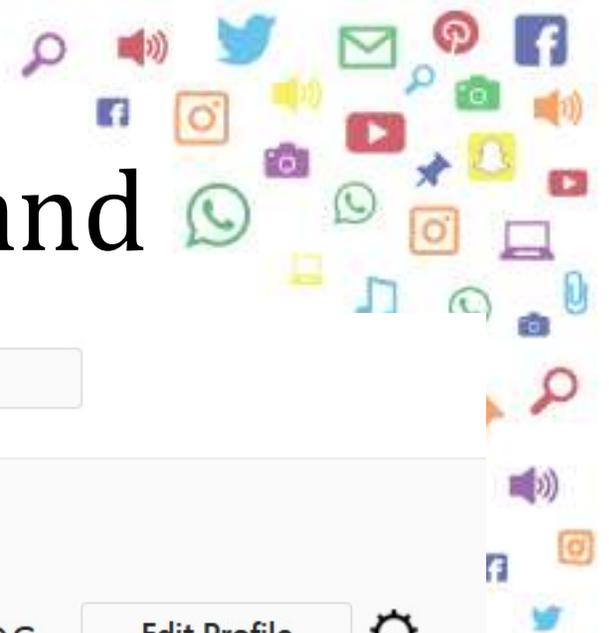


Unique Account Handle





Creating Your Brand

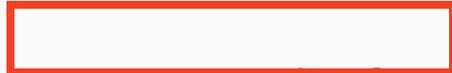


Instagram

Search



SmokeFreeMovies.ca



smokefreemovies

Edit Profile



0 posts 0 followers 0 following

Smoke-Free Movies 86% of movies with smoking were rated f



Instagram

Search



RISKY



riskyforyourboobs

Edit Profile

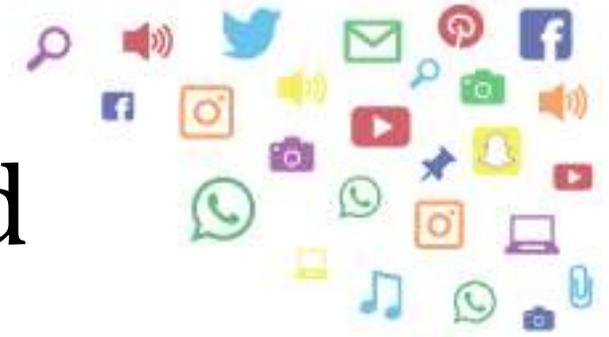


0 posts 0 followers 0 following

RISKY Did you know that secondhand smoke is EXTRA DANGEROUS



Organic vs Paid



lenscrafters

179 posts 13.3k followers

Follow

LensCrafters

Product/Service
See what you love. Love what you see.
bit.ly/2fLiGVn

Call | Email

lenscrafters

95 likes

lenscrafters @stilettoheates loves her Ray-B...

Instagram

lenscrafters Sponsored

Learn More

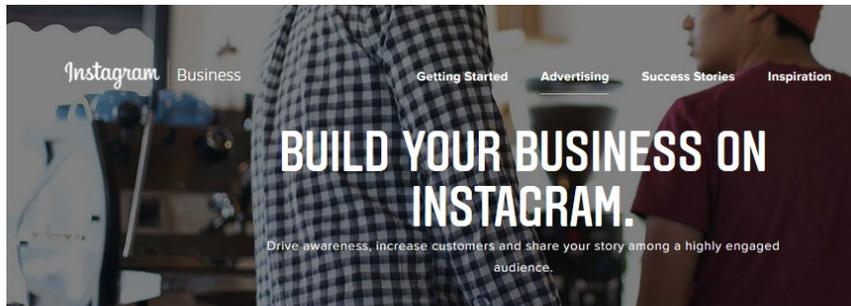
109,675 views

lenscrafters It's time to look at the world thrc happier and healthier eyes. Daily disposable lenses make it easy. #SeeGoodDaily

View all 4 comments

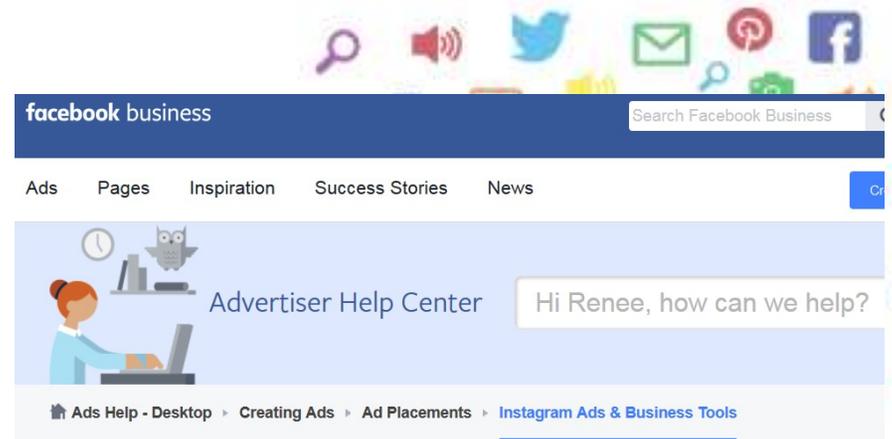


Research It



A seamless experience.

Instagram ads appear in a bold, linear format at the center of visual inspiration.



How do I convert my personal profile to a Business Profile?



how to do paid ads on instagram

All Videos News Images Shopping More

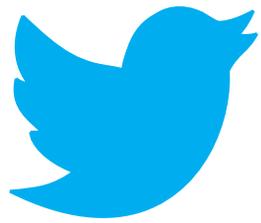
Advertising on Instagram | Instagram for Business

<https://business.instagram.com/advertising>

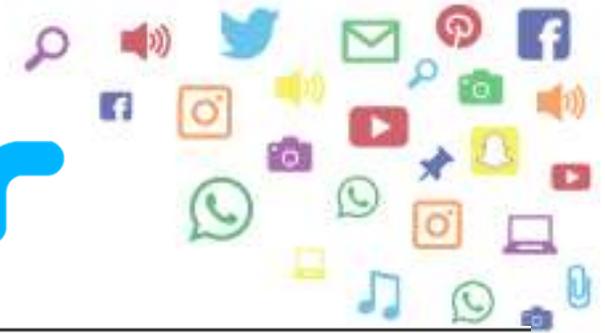
You can buy, run and track ads on Instagram in one of four ways. Within the App. The easiest way to run ads is by promoting posts you've shared on Instagram. Ads Manager. Ads Manager uses the same powerful advertising tools as Facebook. Power Editor. Instagram Partners.

How do I advertise on Instagram? | Instagram Help Center

<https://help.instagram.com/537518769659039>



twitter



Purpose

Twitter is a place for users to connect with their passions, share their opinions, and find out what's happening in the world right now. People are in a discovery mindset when they're on Twitter; they are open to interacting with new businesses and new people.

Pros

- All posts are in real time.
- Different demographics than Facebook.

Cons

- You must post more to receive brand saturation.
- 140 character limit is not always effective in getting your message out.

24% of online adults (21% of all Americans) use Twitter

% of online adults who use Twitter

All online adults

Men

Women

18-29

30-49

50-64

65+

High school degree or less

Some college

College+

Less than \$30K/year

\$30K-\$49,999

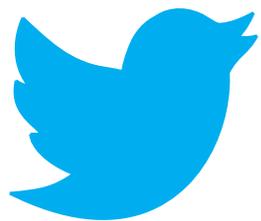
\$50K-\$74,999

\$75,000+

Urban

Suburban





Example



 **Smoke Free Movies**
@smokefreemovie

86% of movies with smoking were rated for kids and teens in Ontario. It's time for [#SmokeFreeMovies!](#)



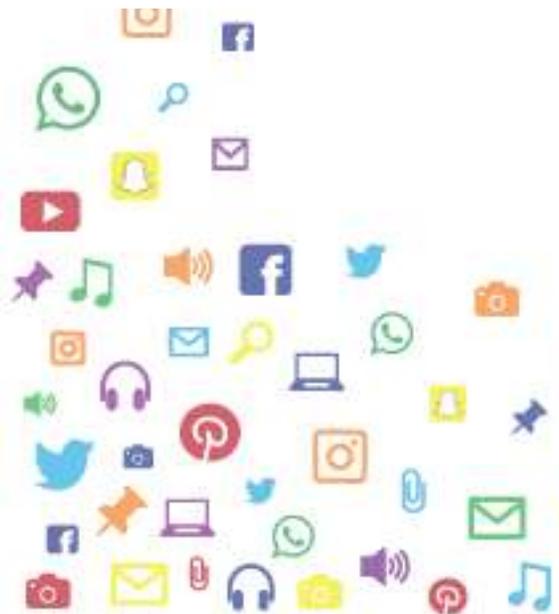
Smoke Free Movies @smokefreemovie · Aug 22
86% of movies with smoking were rated for kids & teens in Ontario. It's time for [#SmokeFreeMovies!](#)
pic.twitter.com/DnK6UPCxu4



RETWEETS LIKE



- Impressions
- Media views
- Total engagements
- Profile clicks
- Media engagements
- Detail expands
- Retweets





snapchat



Purpose

Snapchat is a photo-and video-messaging app. It is unique in that all photos and videos only last a brief amount of time before they disappear forever, making the app ephemeral in nature. Users can take a screenshot of snapchats sent and save them in picture form.

Pros

- Provides insight on live events
- Promotes contests and perks
- Shows “behind the scenes” moments
- Organic/paid advertising opportunities

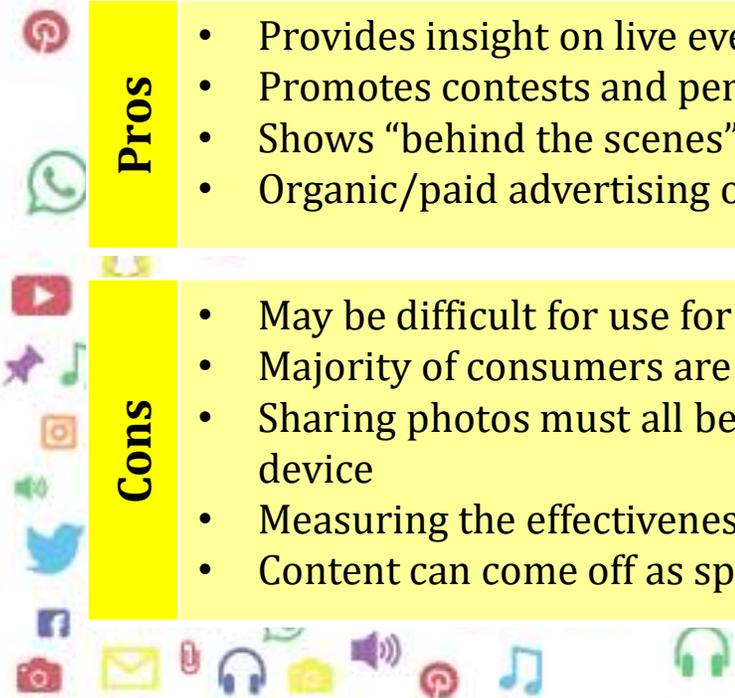
Cons

- May be difficult for use for beginners
- Majority of consumers are millennials
- Sharing photos must all be done from mobile device
- Measuring the effectiveness can be difficult
- Content can come off as spam

Snapchat users

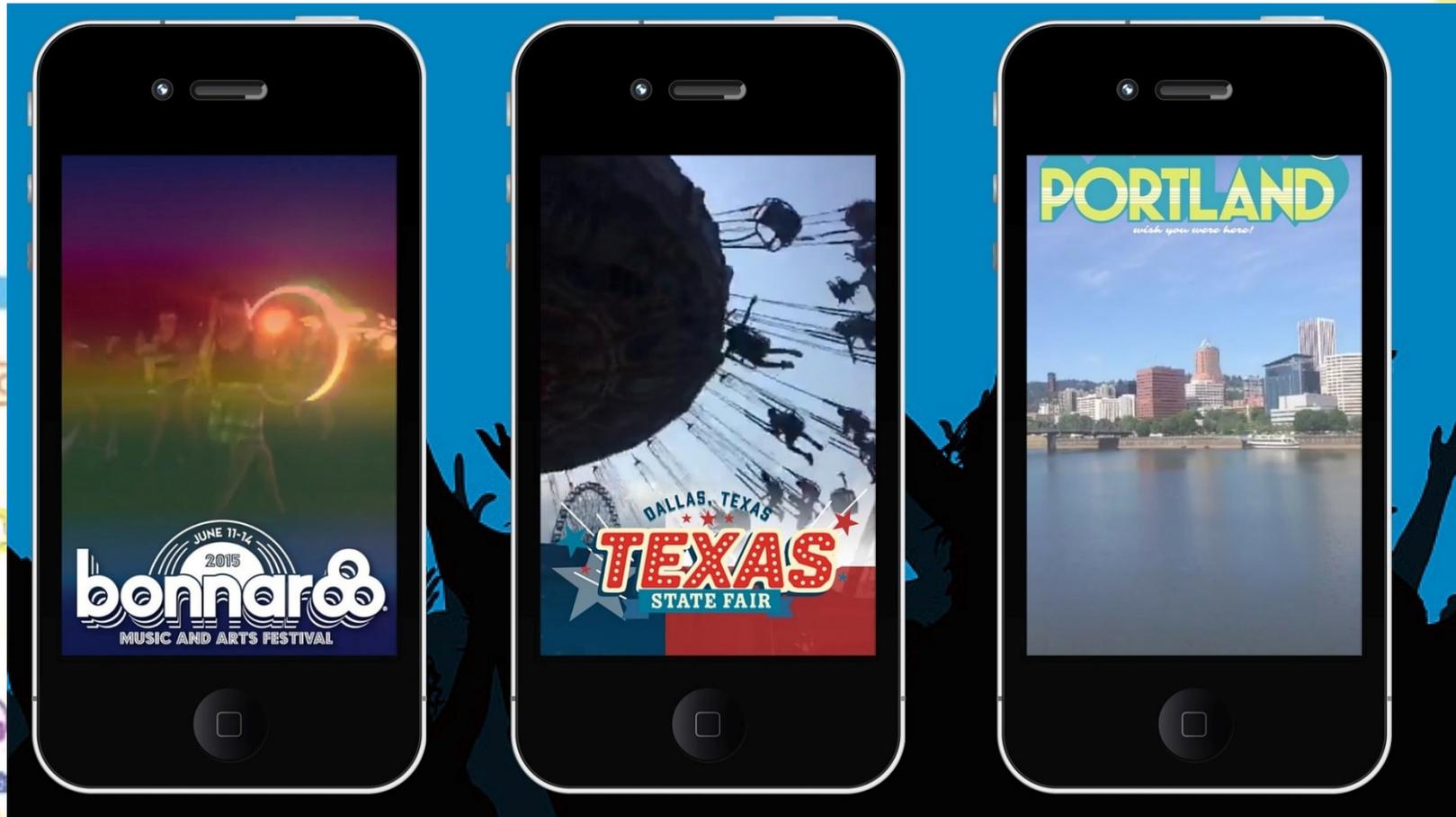
Among all cell phone owners, the % who use the mobile app

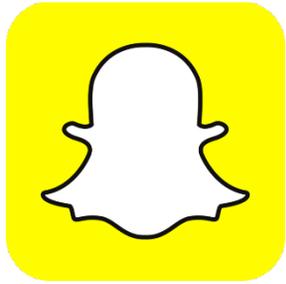
All cell phone owners (n=941)	
a	Men (n=451)
b	Women (n=490)
Ethnicity	
a	White (n=695)
b	African-American (n=97)
Age	
a	18-29 (n=133)
b	30-49 (n=227)
c	50-64 (n=296)
d	65+ (n=261)
Education attainment	
a	High school grad or less (n=261)
b	Some College (n=277)
c	College + (n=400)
Household income	
a	Less than \$30,000/yr (n=224)
b	\$30,000-\$49,999 (n=161)
c	\$50,000-\$74,999 (n=153)
d	\$75,000+ (n=301)



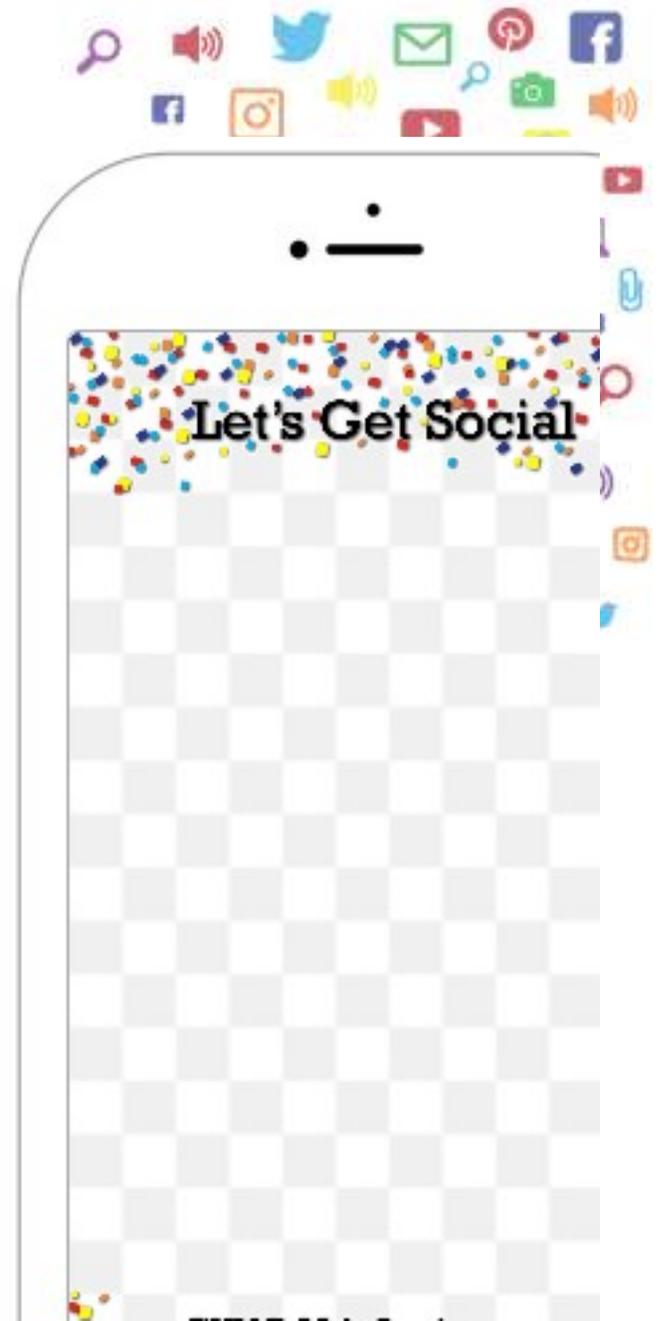
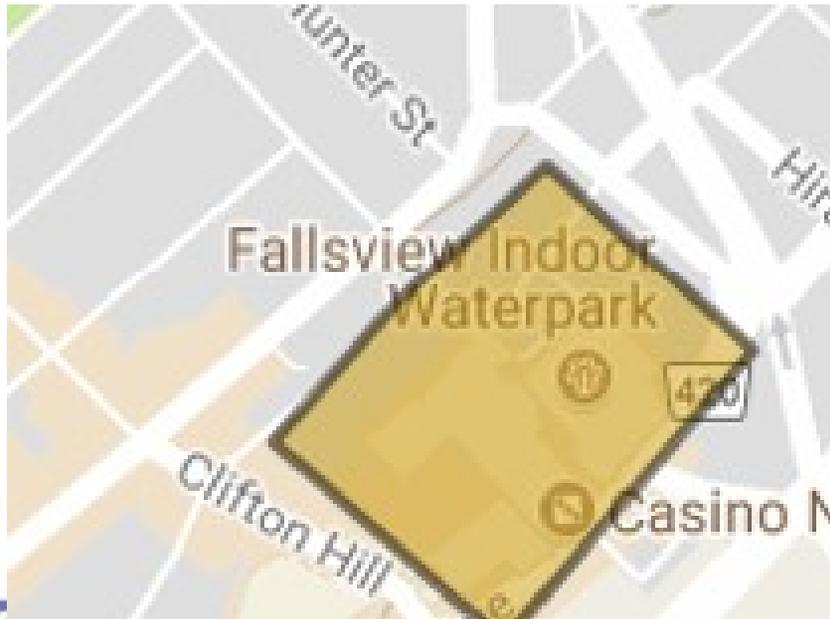


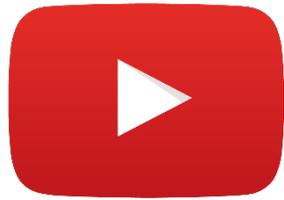
Geofilters





Geofilters





You Tube



Purpose Allows people from all over the world to stay connected by uploading and sharing video clips. YouTube provides a forum for people to connect, inform, and inspire others worldwide.

Pros

- Videos are the most shared content online.
- Video can evoke emotions which is helpful in building brand awareness

Cons

- Viewers are attracted to good quality videos, any less, and you lose the viewers.
- Time consuming and expensive to make.
- Effect on awareness is tough to track.

Who uses video-sharing sites

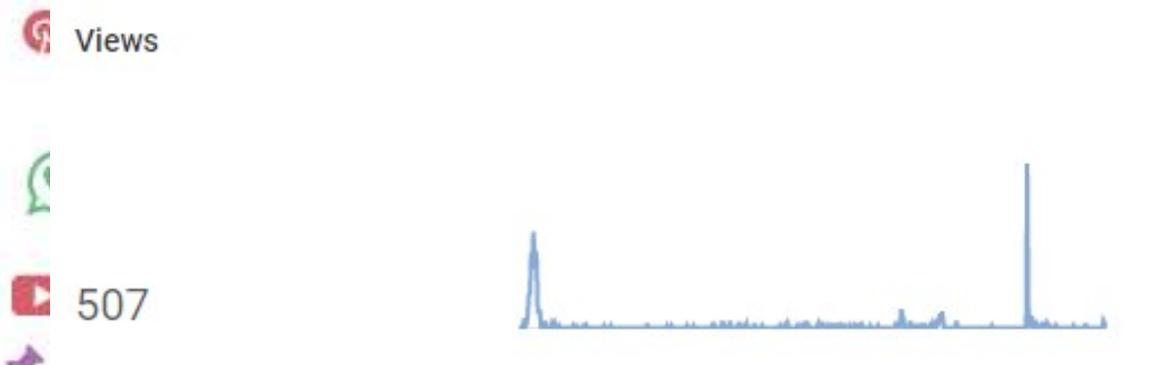
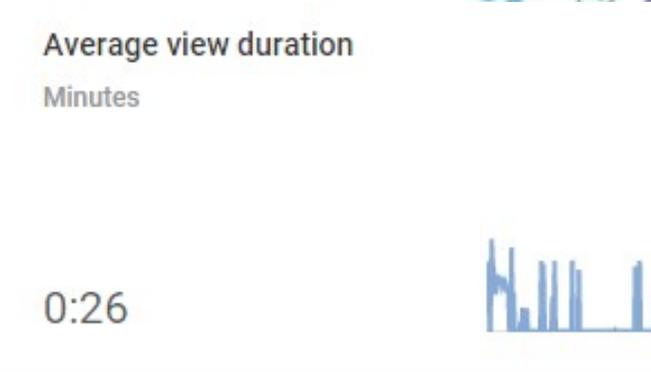
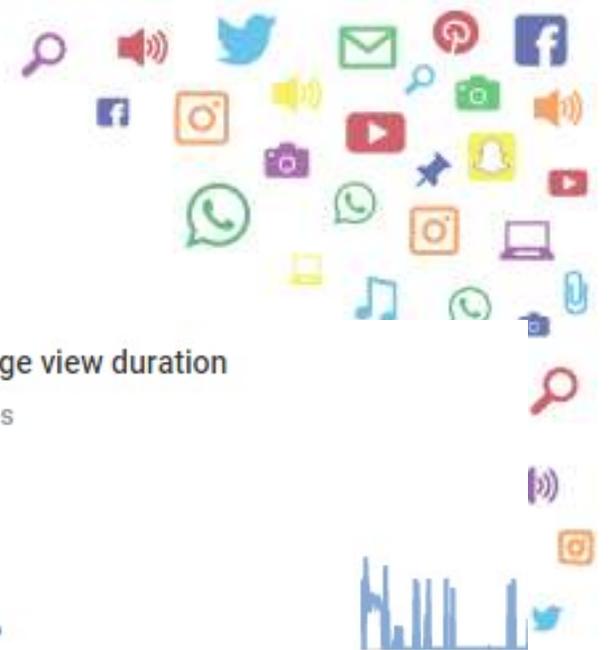
% of internet users within each group who watch videos on a video-sharing site

Internet users	Ever use video-sharing site	Used video-sharing site 'yesterday'
All Internet Users	71%	28%
Gender		
Men	71	32
Women	71	25
Age		
18-29	92	47
30-49	80	27
50-64	54	20
65+	31	11
Race/Ethnicity		
White, non-Hispanic	69	25
Black, non-Hispanic	76	28
Hispanic	81	39
Household Income		
Less than \$30,000	71	26
\$30,000-\$49,999	75	36
\$50,000-\$74,999	76	25
\$75,000+	81	32
Education level		
High school grad	63	18
Some college	75	33
College+	75	34





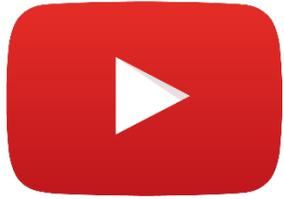
Analytics



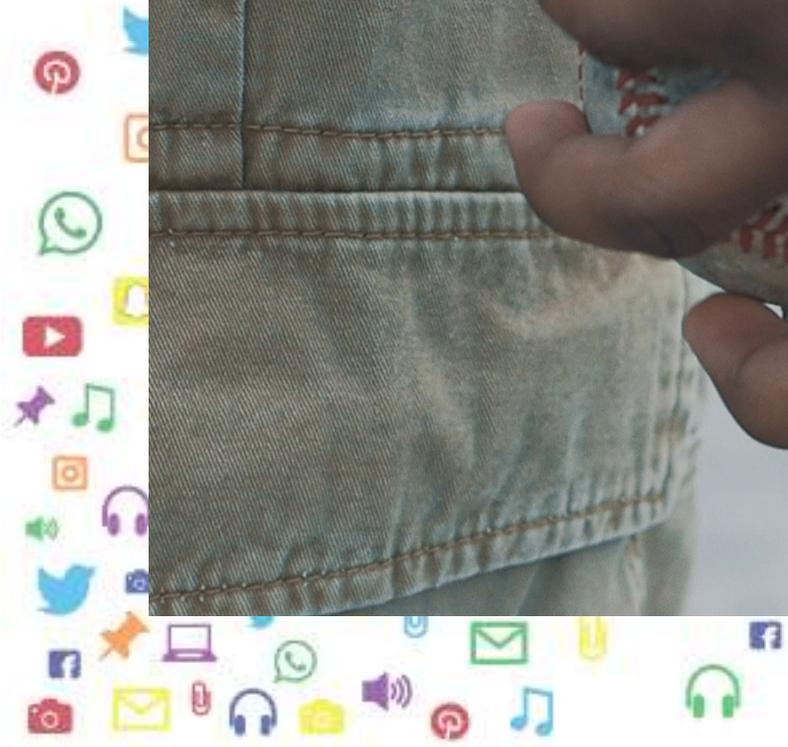
- Likes
- Dislikes
- Comments
- Shares
- Videos in playlists

 **Bad Ways Moms Car** HD
Dec 14, 2015 10:12 AM



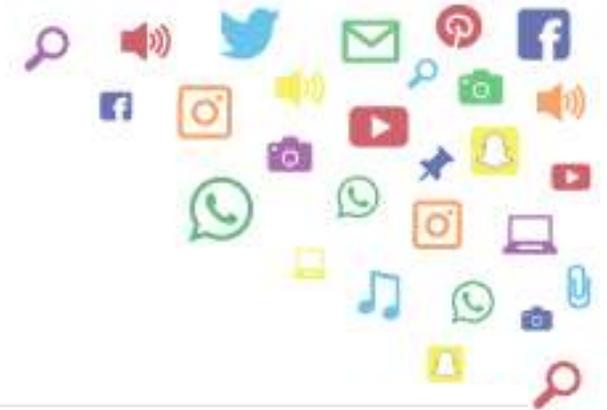


SFM Hey Parents





Analytics



Watch time

Minutes

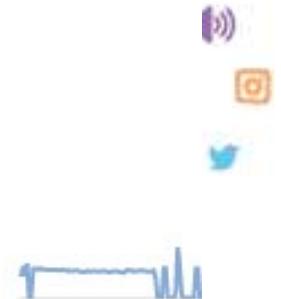
61,271



Average view duration

Minutes

0:13



Views

268,308



Likes

Dislikes

Comments

Shares

Videos in playlists





YouTube for Community Nursing

- www.youtube.com/watch?v=cmUXo4Crrm0





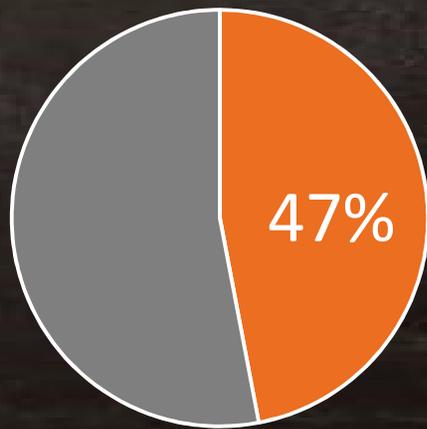
Emerging Social Media

- Thunderclap – Bringing the Thunder

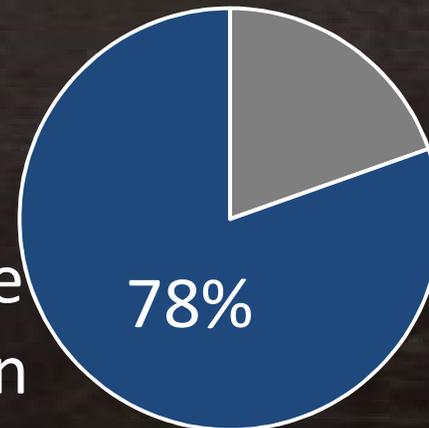


Evaluation

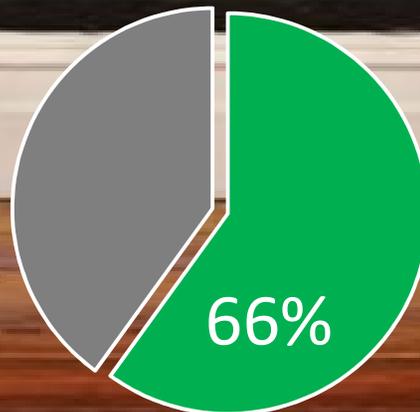
Parents Aware of the Campaign



Parents Receptive to Campaign



Key Message Identification



Social Media & Public Health



2017

Hey P

Campaign Summary

Campaign Objectives:

Phase 2

- To increase parental advocacy in support of an 18A rating.
- To garner support of the issue.

Long Term

- By December 31, 2019 all newly released youth-rated movies in Ontario are smoke-free.

Communication Objectives:

Phase 2

- To **empower** parents and caregivers to take action by directing them to SmokeFreeMovies.ca to petition AND share it online.

Target Audience:

Primary:

- Parents/Guardians of children aged 0-17

Secondary:

- MPP's & Cabinet Members
- Standing Committee on Government
- Minister of Consumer Affairs

Evaluation:

Outputs/Outcomes

Anticipated Outputs

- Increased # of signatures at takeaction.cancer.ca in comparison to the same-time the year previous
- # of visits to e-petition site
- # of e-petitions signed
- # of paper petitions signed

Anticipated Outcomes

- By December 31, 2019 all newly released movies in Ontario are smoke-free.

Budget: \$40,000

Key Messages

Phase 2:

- Take action; Voice your support;
 - Sign a petition to make movies for kids and teens smoke-free (18A Rating) (http://takeaction.cancer.ca/index.php#/take_action_steps.step1/Ontario/campaign/2)
 - Share the petition on social media and ask others to join the number of parents taking action to protect kids.



Communication Approach Phase 2

Online/ Social Media

- Google Display: CETCAN (ads)
- Facebook: CETCAN (video, ads and posts)
- YouTube: CETCAN (video and ads)
- Instagram: CETCAN (video, ads and posts)
- Twitter: Peel (twitter party)
- Snapchat: Not at this time
- Website: Peel (Yummy Mommy) and smokefreemovies.ca

Advertising

- Print: PHUs (posters) available in 8.5 x 11 and 11 x 17
- Radio: Not at this time
- Television: Not at this time
- Digital Display: Not at this time
- Transit Ad: Not at the time
- Billboard: Not at this time

Public Relations

- Grassroot Events: PHU movie nights (paper petition)
- Media Releases: Not at this time

2017

	Q1												Q2						
	JANUARY				FEBRUARY				MARCH				APRIL		MAY				
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3
Online/ Social Media																			
Google Display																			
Facebook																			
YouTube																			
Instagram																			
Twitter																			
Snapchat																			
Website																			
Advertising																			
Print																			
Radio																			
Television																			
Digital Display																			
Transit Ad																			
Billboard																			
Public Relations																			
Grassroot Events																			
Media Releases																			

2017

	Q3												Q4						
	JULY				AUGUST				SEPTEMBER				OCTOBER		NOVEMBER				
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3				
Online/ Social Media																			
Google Display																			
Facebook																			
YouTube																			
Instagram																			
Twitter																			





Nursing Implications



- International Nurse Regulator Collaborative (INRC)
 - Social Media Use: Common Expectations for Nurses
- Registered Nurses' Association of Ontario (RNAO)
 - Media Guidelines for Nurses
- College of Nurses of Ontario (CNO)
 - Social Media: Reflect Before You Post





Expectation



6 'P's of Social Media Use

- Professional
- Positive
- Patient/Person-free
- Protect yourself
- Privacy
- Pause before you post





TIPS & TRICKS



Registered Nurses' Associa
l'Association des infirmière
autorisés de l'Ontario

1. Build your brand
2. Transparency
3. Honesty
4. Respectfulness
5. Add value
6. Be diligent
7. Stay engaged
8. Protect your privacy
9. When in doubt, don't post
10. Get off the Internet





The Story of Carolyn Strom...

“My grandfather spent a week in palliative care before he died and after hearing about his and my family’s experience there, it is evident that not everyone is ‘up to speed’ on how to approach end of life care or how to help maintain an aging senior’s dignity.

I challenge the people involved in decision making with that facility to please get all your staff a refresher on this topic and more. Don’t get me wrong, ‘some’ people have provided excellent care so I thank you so very much for your efforts, but to those who made Grandpa’s last years less than desirable, please do better next time.

As an RN (registered nurse) and an avid healthcare advocate myself, I just HAVE to speak up!”





PENALTY!



- \$1000 fine
- \$25,000 to cover costs of disciplinary proceedings
- A reprimand
- The requirement of a “self-reflective essay”
- Completion of an online ethics course





PENALTY!



Questions to Consider:

- Do you think this is a reasonable penalty for the incidence?
- Agree/disagree with the charges?
- How do the documents provide support/act against this Facebook post?

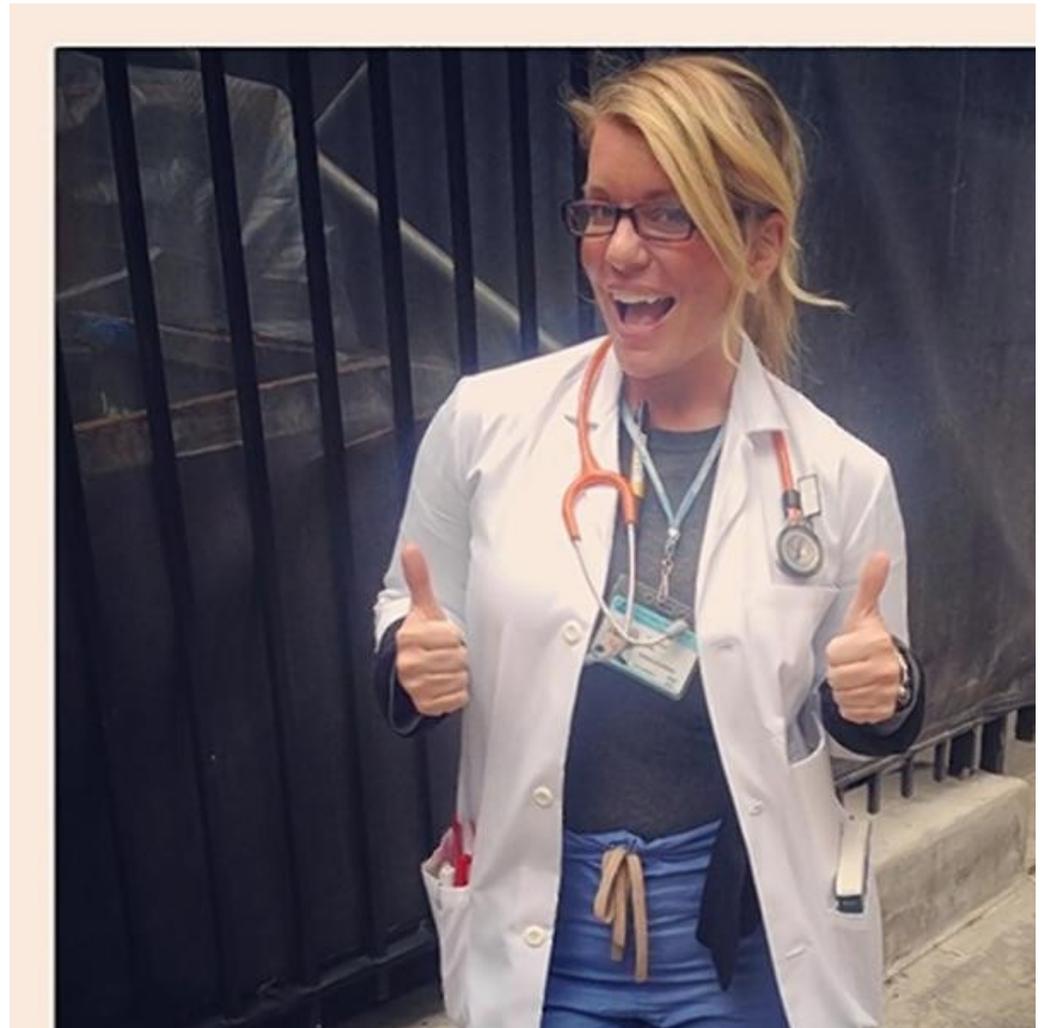




NYC ER Nurse Katie Duke



<http://www.nydailynews.com/entertainment/tv/ny-med-star-talks-fired-posting-photo-trauma-room-article-1.1859553>





NYC ER Nurse Katie Duke

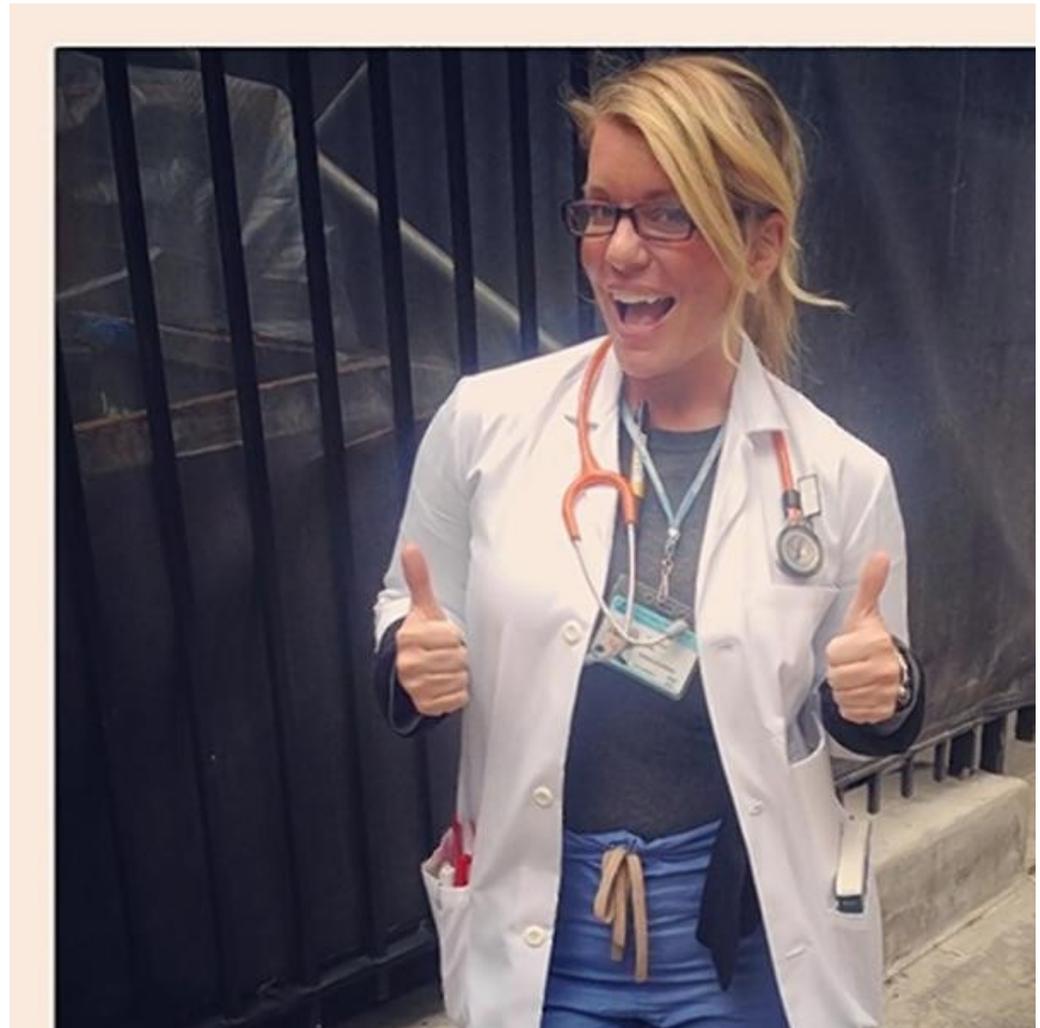
To Consider...

Based off of the documents from the INRC and the RNAO, is this nurses post appropriate?

Did she violate patient privacy?

Was termination the appropriate measure?

<http://www.nydailynews.com/entertainment/tv/ny-med-star-talks-fired-posting-photo-trauma-room-article-1.1859553>





Questions?

*We don't have a choice on whether
we do social media.*

The choice is how well we do it.

- Erik Qualman, 2017