

# Integrating Social Media in Your Work

Update on tools, current public health  
examples and next steps

Melissa Potvin and Robyn Kalda  
February 28, 2014



# Session take-aways



Photo Credit: Ian Halsey (flickr)

It's not going away

# THIS IS PROGRESS

15 YEARS AGO:

TODAY:



# Internet study says 50% of Canadian kids use fake identities online

About half of the Canadian children who took part in a survey said they used phoney names to protect their privacy or for more malicious reasons.

“...in the fourth quarter of 2013, Pinterest raced past email to become the third-most popular way to share online. It was topped only by Facebook and Twitter.”



One-third of Canadians don't go a day without checking social media: survey



**MICHAEL OLIVEIRA**

The Canadian Press

Published Monday, Apr. 29 2013, 12:20 PM EDT

## 25% of Grade 4 students have cellphone: Canadian survey

A survey of more than 5,400 Canadian kids in grades 4 through 11 found a majority had their own cellphone, while nearly one in four of the youngest children owned a mobile device.

# Online social networking sites—a novel setting for health promotion?

Health & Place, March 2014, vol 26 pp 161–170

# Evaluating Social Media's Capacity to Develop Engaged Audiences in Health Promotion Settings: Use of Twitter Metrics as a Case Study

Health Promotion Practice, March 2013, vol. 14 no. 2 pp157-162  
<http://hpp.sagepub.com/content/14/2/157.full>

# **Social media divide: characteristics of emerging adults who do not use social network websites**

Media Culture Society, September 2013 vol. 35 no. 6 pp771-781

# Social Media

## Trends & Predictions of 2014



### #1 Social Media is not an Option

Businesses must integrate social media into their marketing plan. It will be expected and will hinder sales if they don't.

### #2 Mobile Growth

- Need a Website that works on both desktop and mobile
- Forbes predicts that by 2017 Mobile Sales will grow by 87%

### #3 Google+ needs to be integrated into your Social Media Efforts

- It's Google...of course!
- Google+ Local is merged with Google Places
- Google Authorship is merged with the Google+ Page
- Google+ Hangouts are merged with Youtube

### #4 Images will be used more and more across the internet

- Pinterest and Instagram will continue to grow
- Images will continue to be the top content to grab people's attention on all social networks

### #5 Video

- SEO Benefits of Youtube (Google owns Youtube)
- Google+ Hangouts will grow in use due to the simplification of creating videos with it
- Vine and Instagram videos simplify video creation

### #6 Podcasts will continue to grow

- Easy to listen to them
- Easy to multi-task while listening to podcasts

Source:  
<http://socialmediatoday.com/1999876/social-media-trends-and-predictions-2014>



**You have a new baby yourself. How do you plan to address his engagement with social media? Any direct advice for parents?**

-- Interview with danah boyd in "[Stop freaking out, parents: Social media isn't the problem,](#)" February 2014

Now a bit about you...



# Networked Nonprofit Practice Framework

## Where to Focus



CRAWL	WALK	RUN	FLY
Scale Strategy Program Communication	Link Social or Emerging Tech Objectives	Integrated Strategy Capacity	Integrated multiple channels
Culture Change	Listening	Engage Content	Network Building
Basics	Small Pilot for Insights	Best Practices in Tactics, Tangible Results	Reflection, Continually Improve results

What  
you  
need

A PLAN !

why, what, who, how

A POLICY

Setting up guidelines  
for proper use

facebook



LinkedIn



tumblr.

Pinterest



**facebook**

# Happy Heart Health Month!



## Toronto Public Health

★★★★★ (28 ratings)

2,729 likes · 46 talking about this · 87 were here

✓ Liked ▾

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Message



Government Organisation  
277 Victoria Street, Toronto, Ontario M5B 1W2  
(416) 338-7600  
Today 09:00 - 17:00

About – Suggest an Edit



Photos



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**10 Truths About Vaccines**  
April 20-27, 2013 is National Immunization Week

3 ▾

Notes 9

Twitter



Followed by TR Foundation

**PAHO/WHO** @pahowho · 44m

In March, Webinar series on eHealth & #publichealth innovation in the #Caribbean -via @eSacproject ow.ly/u1FRO @UofTNews @CARPHA1

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**Equity & Health** @equitylist · Feb 25

Collecting and analysing cost data for complex public health trials: reflections on practice #publichealth goo.gl/6i48I8

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**CDC Global Health** @CDCGlobal · 1h

Building #publichealth capacity by strengthening lab systems is key to improving health. That's where DPDx comes in. ow.ly/u1jTw

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**Ninjas for Health** @ninjasforhealth · 1h

Are #PublicHealth Orgs Tweeting to the Choir? buff.ly/1lIQ5kp (via @jenineharris cc @PublicHealthMDC) pic.twitter.com/NziFQa11sX

View photo

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# Rome Asks Residents To Tweet-Shame Their Poorly Parked Neighbors

By  Richard Read | [Comment Now!](#) | 3,090 views | Jan 29, 2014

[Follow Richard](#)



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Formula E race car on the streets of Rome

If you've been to Rome, you know that traffic in the city can be...challenging. The parking situation is no better -- in fact, on the

## Related Articles



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Wine



One One Seven

07 Feb

Reaction and interaction icons: smiley face, comment bubble, share icon, and a vertical ellipsis menu.

**Linked**





“Professional videos are wonderful and it’s great if you have the budget to make them. But that shouldn’t keep you from making videos. On YouTube we find that authenticity and storytelling tend to be more important than the quality of the videos” – Jessica Mason, from *Something to Tweet About*

I think it doesn't matter what type of organization you are, there's a way to connect with your audience on Instagram. Say why you're there and share related content. All of my favourite Instagram accounts have personality and purpose and that's why I like to follow them.  
– Karla Geci, from *Something to Tweet About*



Instagram



# #RefugeeHealth



**tumblr.**



# Hamilton County Public Health

Hamilton County Public Health educates, serves and protects our community for a healthier future. Follow us on FB, G+, Twitter & YouTube @HamCo

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1,496 Followers

295 Follow...

## Health & Safety\*



960 Pins



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72 P...



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## Aging Well & Fall Prevention



74 Pins



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## Recipes & Nutrition on the ...



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Follow

## Food Safety & Healthy Water



100 Pins



Follow

## Clean Kitchen Awards



69 P...



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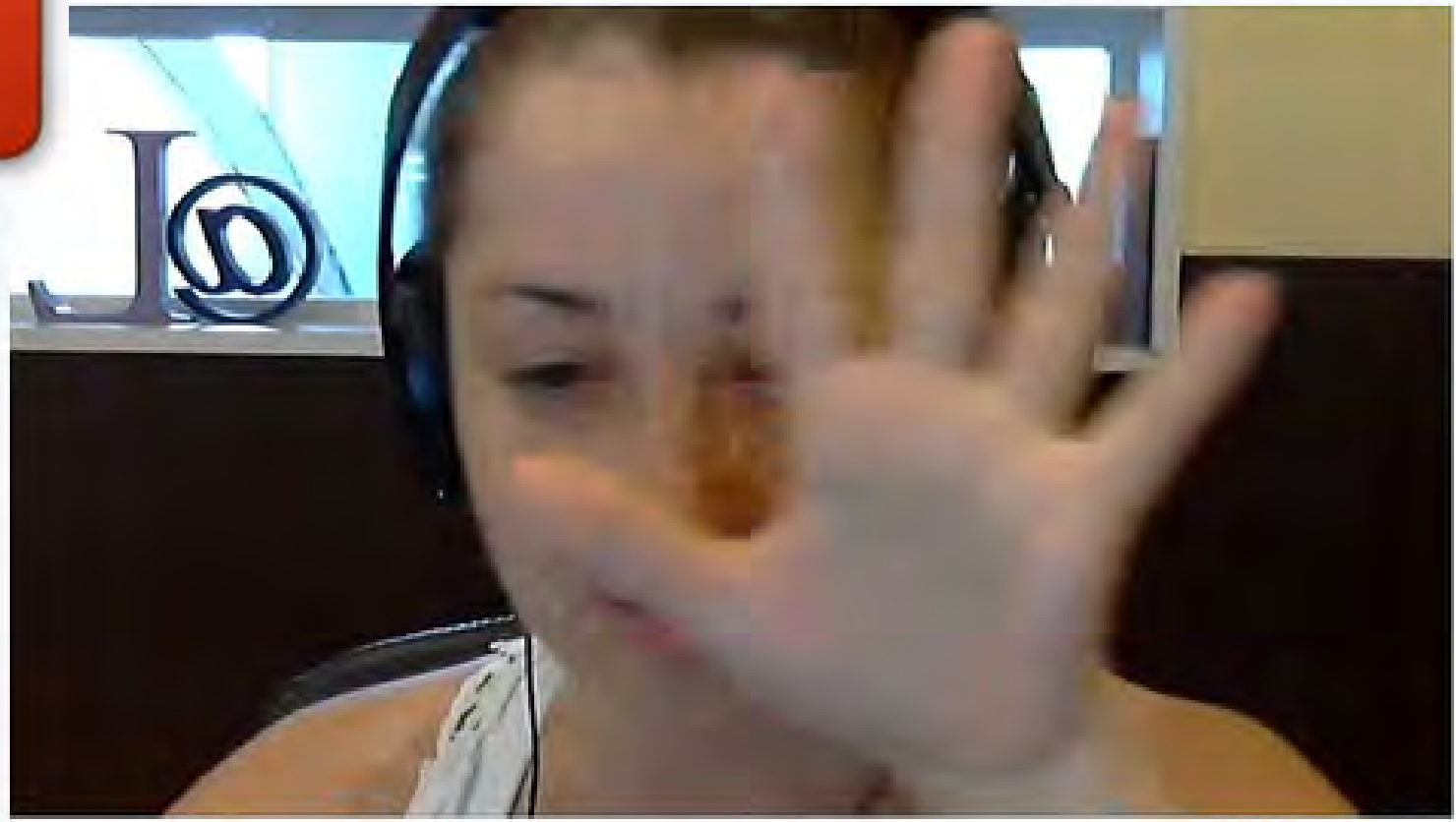


Source: Steve Garfield via flickr



BHPhotoVideo ProAudio says...  
/talkgadget.google.com/talkgadget/hangout/00d08ad807cc0382cd3b0e506427d08780964eba?authuser=0&hl=en#

Google Hangouts Help Issues



Invite Chat YouTube Mute Video Mute Mic Settings Exit



Foods to Avoid When Pregnant	Foods to Avoid When... Meat & Eggs
Cheese & Dairy >	Deli and Cured Meats
Dressings & Condiments >	Eggs, Cooked
Drinks & Beverages >	Eggs, Raw
Fish & Seafood >	Liver
Frozen & Prepared Foods >	Meat, Cooked
Meat & Eggs >	Meat, Raw
Pâtés & Spreads >	

Week 33

**Kristina Hansom**  
**33 Weeks, Day 6**  
 3rd Trimester  
**44 more days!**  
 Baby name here

WK 33

**Day 236 Tip:**  
**The Pressure's On..**  
 Your blood vessels, that is. When you combine the weight of your growing uterus with a healthy dose of pregnancy hormones and a touch of an increased blood volume, you've got the perfect recipe for varicose veins. Luckily, those unsightly red



iPod 10:30 AM

Home **Diary** +

Yesterday - 20 entries

- 10:52 pm Slept: 9 hrs 24 mins
- 4:52 pm Weight: 13 lbs, 6 oz
- 4:49 pm Nursed left breast: 27.0 mins
- 4:44 pm Diaper change: Wet - Brown
- 3:45 pm 7.1 ozs / 16.0 mins
- 2:34 pm Bathe: 23 minutes
- 2:32 pm Cow's Milk: 4.1 ozs

Mar All Dairy May

Carrier 12:06 PM

**Bed Bug Alert**

View My Location

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General Restaurant Road Trip

Dr. Office Airport In A Line

**Family Matters**



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# Getting past Step 1

Communicable Disease Surveillance & Epidemiology

## Active Outbreaks in Toronto Healthcare Institutions

This weekly report is posted each Thursday. The intent of the report is to provide an updated list of outbreaks in Toronto healthcare institutions – including hospitals, long-term care homes, and retirement homes - which are currently active, and those that have been declared over in the previous seven days.

[Current Report February 20, 2014](#)  (PDF)

# Don't be left behind. . .

Source : Kalexanderson via flickr



WHAT'S  
NEXT?

Home Feed (Health\_Nexus) Mentions (Health\_Nexus) Sent Tweets (Health\_Nexus) Pending Tweets (Health\_Nexus)

**PADL\_LRSP**  
12:15pm via Google  
THE DECISION ON THE CARON CASE  
goo.gl/fb/UKdUW

**phlu**  
8:52am via twitterfeed  
Spaces of Evidence (Seminar, Essex, 28th March 2014) bit.ly/NwQQJe #MedHum

**ArmineYalnizyan**  
8:51am via Web  
Early Bird Special still on for March 26 OEA/CABE Spring Conference: 50 Shades of Growth  
cabe.ca/jmv3/index.php...

**CON\_Laurentian**  
8:51am via Web  
Portion size effects on weight gain in a free living setting. 1.usa.gov/1cPyMDH

**DrRichardBesser**  
8:51am via Twitter for iPad  
Excellent article puts finding in context. @MikeStobbe: A signal that preschooler obesity is falling? bigstory.ap.org/article/signal...

**wardhealth**  
8:51am via TweetDeck  
RT @UN: New @WHO facts sheet says that globally, 1 in 3 adults is physically not active enough bit.ly/1cmD811 #Move4Health

**WHTWCHC**

**The\_OWHN**  
12:02pm via HootSuite  
Love it! RT @Health\_Nexus: 25 Historical Images That Normalize Breastfeeding ow.ly/YKIV

**NutritionRC**  
11:46am via Web  
NRC quoted in @Health\_Nexus' #healthpromochat on Strategies and challenges of conducting HEIAs! ow.ly/u1Gz6

**NHCnews**  
11:34am via Paper.li  
#workplacewellness daily is out! paper.li/NHCnews/132574... Stories via @Health\_Nexus @hrdaily @terrysmall

**PAD\_Ontario**  
Feb 25, 4:00pm via Twitter for Android  
@Health\_Nexus @andreabodkin Learned quite a bit today. Thanks for organizing #healthpromochat!

**camhEdu**  
Feb 25, 3:59pm via Web  
thank you @Health\_Nexus @andreabodkin for hosting & moderating a great conversation, ty 2 everyone who participated #healthpromochat

**HC\_Link**  
Feb 25, 3:58pm via Web  
Thank you @Health\_Nexus @andreabodkin @camhEdu and everyone for a great #HealthPromoChat! Looking forward to

**Health\_Nexus**  
9:25am via HootSuite  
Strategies and challenges of conducting Health Equity Impact Assessments - A #HealthPromoChat recap sfy.co/abHq #heiatool

**Health\_Nexus**  
Feb 25, 4:56pm via HootSuite  
Strategies and challenges of conducting Health Equity Impact Assessments - A #HealthPromoChat recap sfy.co/abHq #heiatool

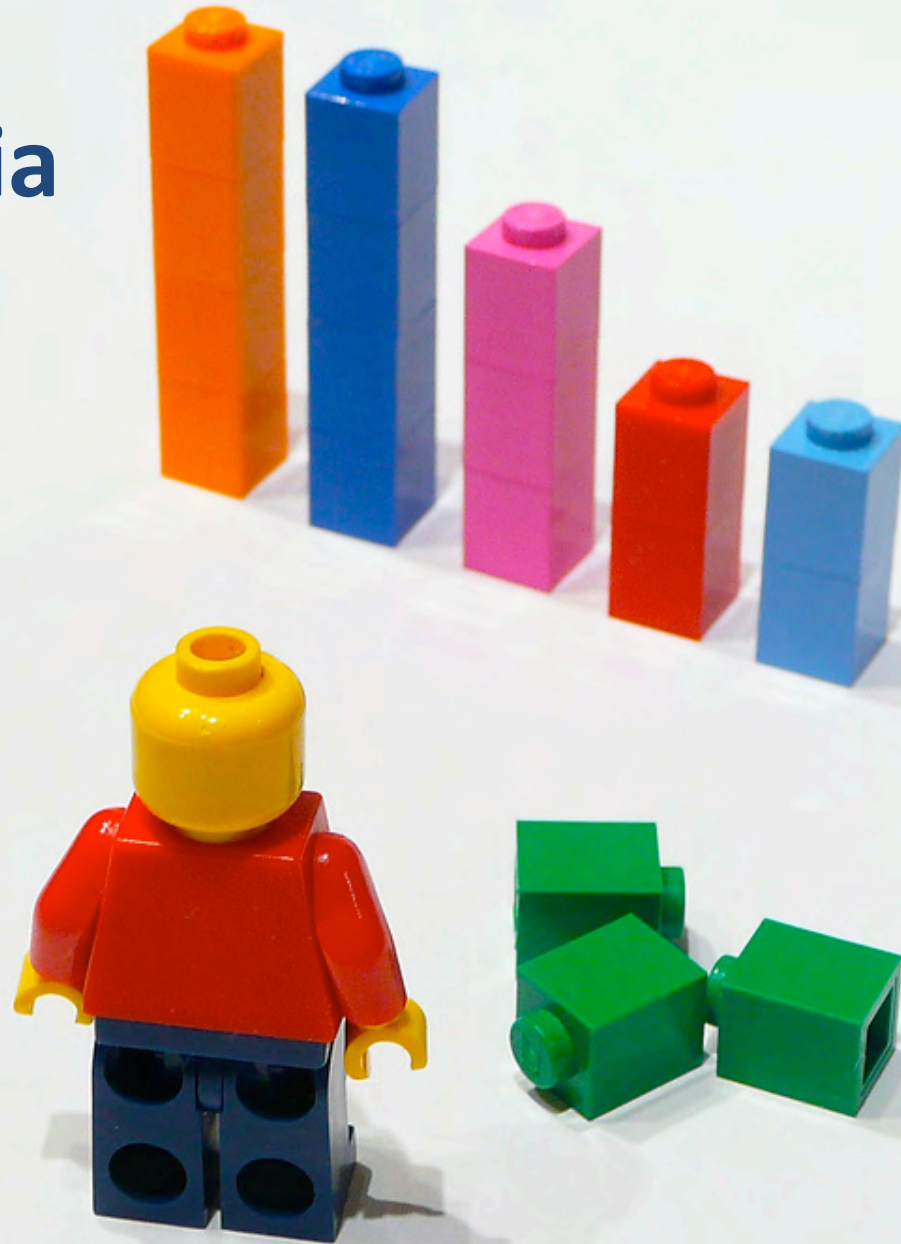
**Health\_Nexus**  
Feb 25, 3:56pm via Web  
Thank you @andreabodkin for moderating a great dialogue on #heiatool on today's #HealthPromoChat

**HC\_Link**  
Feb 25, 3:51pm via TweetChat powered by oneCube  
A5: HC Link has a resource introducing the #heiatool and outlining the steps to conducting one bit.ly/1o35svg #HealthPromoChat

**Bridge4Health**  
Feb 25, 3:39pm via HootSuite  
#healthpromochat engaging #community in HEIA to ensure they can participate via #cultural not just #linguistically competent approaches

**Created by**  
Sending at 1:00  
A new measu  
HEART Toron  
/UaR1V #Hea

What does  
social media  
evaluation  
look like?



# Discussion

- Raise your issue, question, or idea
- We'll organize tables
- Reshuffle seating accordingly





**best start  
meilleur départ**



Ontario's maternal, newborn and early  
child development resource centre

Centre de ressources sur la maternité,  
les nouveau-nés et le développement  
des jeunes enfants de l'Ontario

by/par health **nexus** santé

# Use of Social Media in Prenatal, Post-partum, and Early Childhood Settings

To be released Spring 2014

## Contact us:

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