

# Getting Down to Details: Building Awareness Through Social Media

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# Introduction

Virginia's EHDI (VEHDI) program has tested several social media outlets including Facebook, YouTube and Pandora radio . VEHDI's conclusion is that social media not only increases awareness of newborn hearing, but is also a very economical method of information dissemination. This presentation will demonstrate the strategy used in each venue including an overview of, advertising on Facebook to get more "Likes" and page views, selecting an advertising budget that works, choosing your target audience, how to get relevant content for your page and measuring results. Likewise, many EHDI programs have informative videos to share and this session will discuss utilizing YouTube including advertising in this venue. In 2013, VEHDI tested a Pandora internet radio campaign which resulted in approximately 3000 daily clicks to our website, and this presentation will explore the target audience, creative – including landing page, established budget and results.

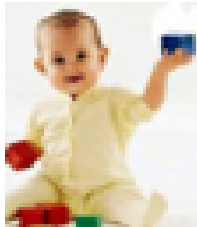
# VEHDI Facebook Page Timeline



[www.facebook.com/vehdi](http://www.facebook.com/vehdi)

- VEHDI Facebook page was created and launched June 19, 2012.
- Soft launch with an initially small audience, primarily Advisory Committee Members went out to “Like” the page.
- In July 2012, VEHDI began to include special buckslips with weekly letters to drive parents and PCPs to this page.
- Facebook advertising commenced October 9, 2012 with two test creatives.

## Can Your Baby Hear?



Finding hearing loss early can make a big difference in how your baby learns and develops.

You like  
Virginia Early Hearing Detection and Intervention

[View on Site](#)

## Ad Preview

[Edit](#)

## Can Your Baby Hear?



Finding hearing loss early can make a big difference in how your baby learns and develops.

You like  
Virginia Early Hearing Detection and Intervention

[View on Site](#) · [Create a Similar Ad](#)

# VEHDI Facebook Advertising

- Upon web research, VEHDI opted for a \$10 per day budget (\$300 per month) for advertising.

- Ad target criteria:

- \* Women and Men
- \* Who live in Virginia, United States
- \* Age exactly 17 and older
- \* Who are not already connected to Virginia  
Early Hearing Detection and Intervention

**Potential Audience for ad: 4,800,000**

- Creative considerations:

VEHDI has used istockphotography.com as a resource for baby images. Approximately every 6 months, VEHDI has changed the ethnicity of the baby on the ad image. VEHDI has noted small spikes in page “Likes” after an ethnicity change. Simple question of “Can Your Baby Hear?” as the title message.



# Facebook Content Considerations

1) Use both Local and National content.

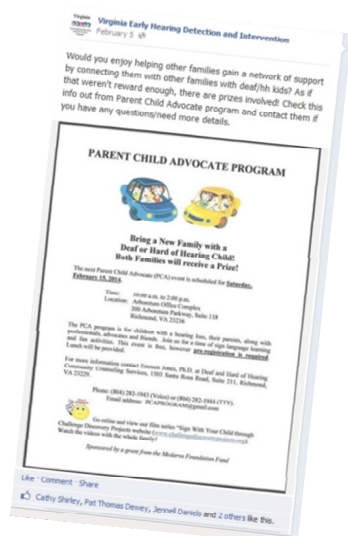
“Share “ news or stories on your Facebook page from NCHAM, but also be sure to include meetings and items of interest that are happening on the local level.

2) Ask questions of your audience periodically.

But don't get frustrated if you don't get answers. Some folks just like to read info and that's okay too!

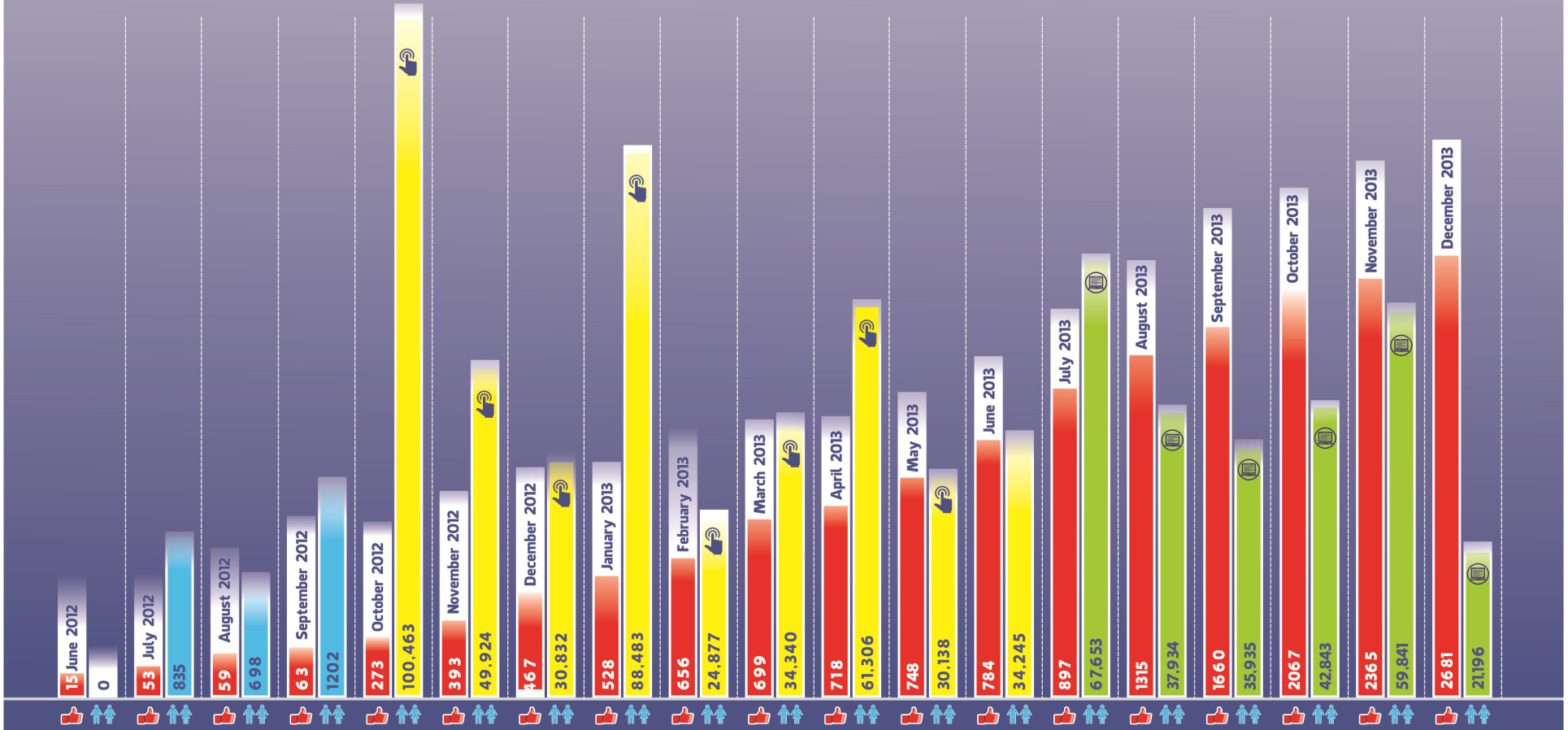
3) Make it fun!

Example: On Fridays, put something out a little less heavy like maybe a neat video of signing or an uplifting story.





# VEHDI Facebook Results Oct 2012–Dec 2013



## Legend



Total Likes to Page (Cumulative)



Total Monthly Reach



New Creative Advertising on July 22, 2013



Advertising began at approximately \$300 /per month (maximum spend of \$10 per day)



Average Monthly Reach  
38,039 thru Dec 2013



# First Steps

- VEHDI set up a Channel on YouTube called “EHDI/VDH” where all of our awareness videos currently reside.
- Added YouTube links to [www.vahealth.org/hearing](http://www.vahealth.org/hearing) .
- Generated QR codes - There are QR code generator sites available online - quick, easy and free - example : [www.qrstuff.com](http://www.qrstuff.com)
- Placed codes on educational materials. People who have the QR code reader app on their smartphone ( a free app) can then scan and be directed to the YouTube video.
- Purchased 30 second ad on YouTube targeting Virginia, men and women age 17+ who are interested in family health topics. The ad runs in front of other videos that they wish to view and cannot be skipped.

# VEHDI's YouTube PSA strategy



Use QR reader app on your smartphone to view the ad!



## VEDHI PSA 30sec

•16,655 views Jan, 2013- Jan, 2014  
Public service announcement for newborn hearing in Virginia- Spanish slant



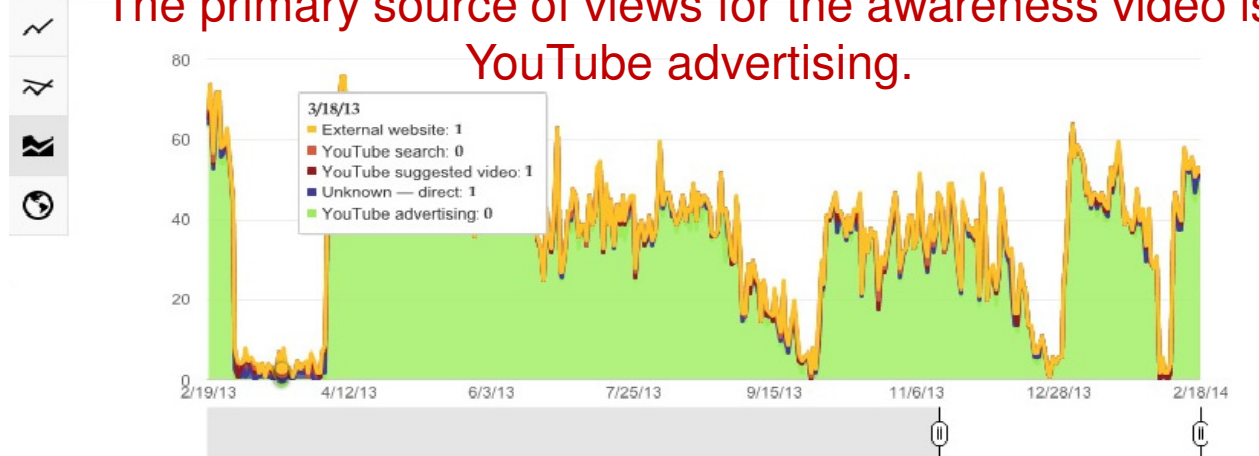
Jan. 2013 – VEHDI tests purchase of ad space on YouTube  
Budget: \$10/day – approximately \$300/month






# YouTube Traffic Sources

The primary source of views for the awareness video is YouTube advertising.



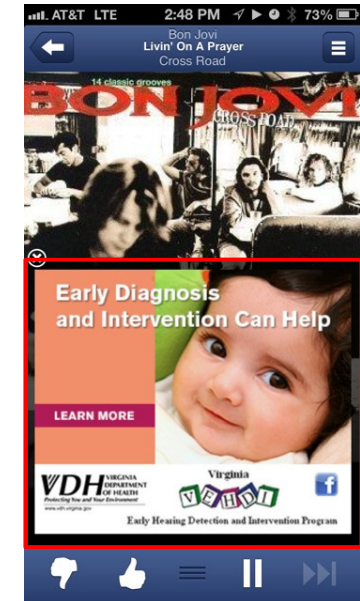
Traffic source	Views ↓	Estimated minutes watched	Average view duration
YouTube advertising	12,185 (91%)	5,986 (62%)	0:29
Unknown — direct	517 (3.8%)	1,051 (11%)	2:01
YouTube suggested video	295 (2.2%)	720 (7.5%)	2:26
YouTube search	163 (1.2%)	439 (4.6%)	2:41
External website	99 (0.7%)	246 (2.6%)	2:29
Unknown — embedded player	73 (0.5%)	311 (3.2%)	4:15
YouTube — other features	61 (0.5%)	57 (0.6%)	0:55
Google search	34 (0.3%)	60 (0.6%)	1:45
YouTube channel page	18 (0.1%)	5 (0.0%)	0:15

# Campaign Highlights

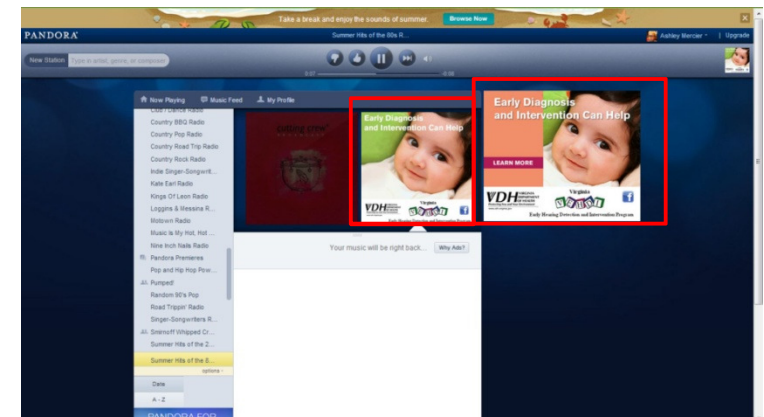
Summary	
Campaign Objective	Generate awareness of the Virginia Early Hearing Detection and Intervention Program
Product	Virginia Early Hearing Detection and Intervention Program
Targeting	Females, 18-49 in Prince William, Loudoun, and Fairfax Counties, as well as the Richmond and Norfolk DMAs
Flight Dates	7/1/13 - 7/7/13
Total Budget	\$18,529.50
Impressions Delivered	VA Counties: 861,825 VA DMAs: 3,868,827
Clicks Recorded	VA Counties: 3,608 VA DMAs: 18,764
Average CTR	VA Counties: 1.26% VA DMAs: 1.46% (+4% over Pandora benchmark)
Link to audio/video	



Mobile Audio - Tile



Mobile Audio - Banner



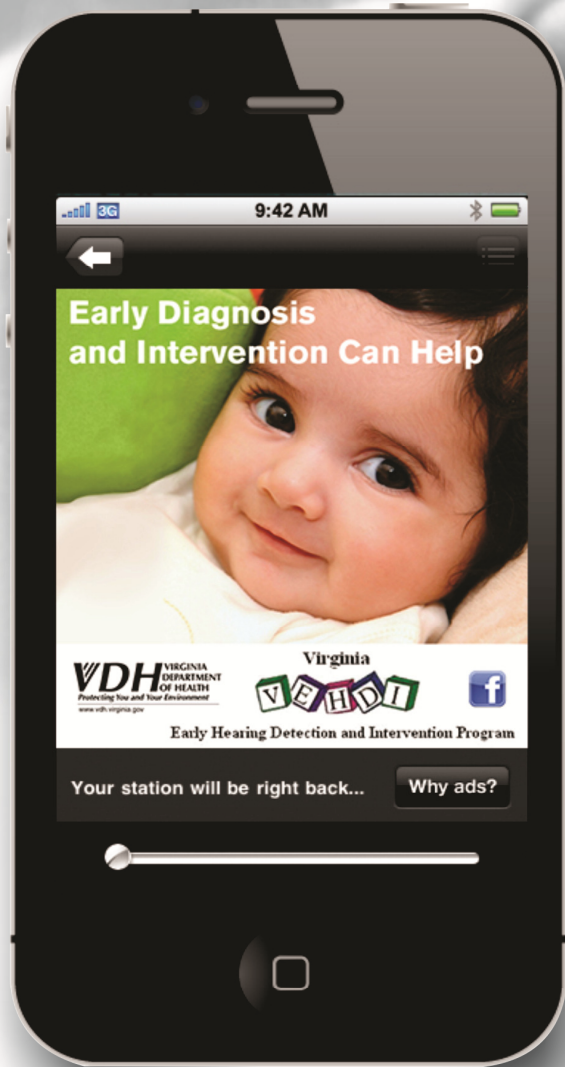
Web Audio - Tile & Banner

Source: Internal Metrics (July 2013)

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# Can Your Baby Hear ?



Scan ME



# Conclusions

- Return on Investment (ROI) for Facebook advertising has performed well. VEHDI has spent approximately \$1 per “Like” to the page. However, when you consider average reach from content postings, paid advertising on Facebook has been more than worth the investment of approximately \$3600 per year.
- YouTube advertising has been the main source of traffic generation to the EHDI/VDH YouTube channel on the site. Will monitor QR code traffic to look for future spikes.
- Pandora deserves further testing particularly for occasions like Better Speech and Hearing month held annually in May.