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- MPH in Health Behavior and Health Education
- 5 years in Public Health Research
- 8 years in Public Health Consulting with the CDC
- Strategy, Informatics, Evaluation and Program Management consultant for Booz Allen Hamilton
- Parent of two girls; two-year old Ella has bilateral, sensorineural hearing loss
- Georgia Hands and Voices Board of Directors
- AG Bell Parent Representative to the Joint Commission on Infant Hearing
- Georgia Pathway to Language and Literacy Program Manager
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The Evolution of Social Media 1979-today

Precursors 1979-1988
- Usernets
- Bulletins Boards
- Online Services
- IRC/IM

Early Versions 1997-1999
- Dating sites
- Forums
- Six degrees
- Demographic-Specific Sites
- Life Journals
- World of Warcraft

Major Advances 2002-2006
- Friendster
- Hi5
- Linked In
- My Space
- Facebook

Niches
- Company-Sponsored
- Media Sharing
- Real Time
- Lifecasting

Source: Webdesignerdepot.com, 10/24/2011
What is “Social Media”? 

- Merriam-Webster online says:
  - forms of electronic communication (as Web sites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos) (First use: 2004)

- Wikipedia says:
  - The term Social Media refers to the use of web-based and mobile technologies to turn communication into an interactive dialogue.
  - Andreas Kaplan and Michael Heinlein define social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content."
  - Social media are media for social interaction, as a superset beyond social communication. Enabled by ubiquitously accessible and scalable communication techniques, social media substantially change the way of communication between organizations, communities, as well as individuals.
How is the term “Social Media” used?

- As an umbrella term that covers all uses of the new social technologies — aka social collaboration, community collaboration and social computing. It connotes an online environment established for the purpose of mass collaboration.

- As a term for environments on the Web 2.0 referring to social sites open to the general public.

- As a term for environments created by non-Web organizations to enhance collaboration between employees or between a business and its customers, prospects, suppliers, etc. — aka Enterprise 2.0, social business, social enterprise and social organization.

Social Computing provides the data that businesses can leverage for significant business value

- **Social computing** is a general term for an area of computer science that is concerned with the intersection of social behavior and computational systems. (Wikipedia)

- Applying computer science to design of social media
  - Google Analytics
  - Facebook Algorithms
  - Tagging
  - Crowdsourcing
Booz Allen says that Social media is more than the tools, it is about what the tools enable organizations and networks to do

- Just as the Internet connected people with information, social media connects people with other people.

- Within an organization, social media can increase collaboration and capture the institutional knowledge of employees before they retire.

- Externally, social media gives organizations and the public a platform on which to directly communicate, engage, and share ideas and concerns.
Social Media leverages a wide variety of technology platforms and tools to facilitate online interaction
What is the impact of social media on our culture? (Wikipedia)

- The number of social media users age 65 and older grew 100 percent throughout 2010, so that one in four people in that age group are now part of a social networking site.

- As of June 2011, Facebook had 750 Million users.

- Facebook tops Google for weekly traffic in the U.S.

- If Facebook were a country it would be the world's 3rd largest.

- U.S. Department of Education study revealed that online students out performed those receiving face-to-face instruction.
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### Six core Principles to maximize business value of Social Media Strategies

<table>
<thead>
<tr>
<th>Core Principles</th>
<th>Tips</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participation</td>
<td>Mobilize the Masses to participate</td>
</tr>
<tr>
<td>Collective</td>
<td>People must swarm to the effort</td>
</tr>
<tr>
<td>Transparency</td>
<td>Allow the community to validate and organize the content</td>
</tr>
<tr>
<td>Independence</td>
<td>Create the ability to deliver any time, any place, any member collaboration</td>
</tr>
<tr>
<td>Persistence</td>
<td>Capture contributions must endure for scaled value, captured in a persistent state for others to view, share and augment</td>
</tr>
<tr>
<td>Emergence</td>
<td>Allow communities to self-direct for greater productivity</td>
</tr>
</tbody>
</table>

-Adapted from Anthony Bradley’s Harvard Business Review Blog
In May 2011, an article on Social Media for Health Promotion was published by Korda and Itani

- Social media, known as the “participative Internet” (Jones & Fox, 2009), encompass a broad set of Internet-based communications, tools, and aids.

- These online communications offer easy, cost-effective access to large numbers of people across geographic distances.

- Technologies that expand interactivity and collaborative content sharing, referred to as “Web 2.0 social media,” include Internet-based social networking services such as Facebook and MySpace, Twitter, wikis for collaborative content development, blogs, and two-way mobile messaging platforms that connect people through cell phones and personal digital assistants.

- Health promotion professionals have been quick to recognize the potential of social media for reaching broad audiences in social marketing campaigns and enabling and empowering consumers in their health and health care–related interactions (Thackeray, Neiger, Hanson, & McKenzie, 2008).
CDC has Developed a Health Communicator’s Social Media Toolkit for developing a Social Media Strategy for programs/organizations

Key Elements of Social Media Strategy for Health Communication

- Define the Target Audience
- Determine the Objectives
  - Highlight a Campaign
  - Encourage a Behavior
  - Reinforce a Message
  - Encourage Interaction
  - Obtain Feedback
  - Collaborate with Partners
- Define Audience Communication Needs
- Goal Integration
  - Mission Support
  - Event-based opportunities
- Message Development
### CDC’s Enterprise-wide Social Media Strategies

<table>
<thead>
<tr>
<th>Tools</th>
<th>Dissemination</th>
<th>Engagement</th>
<th>Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buttons/Badges</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Content Syndication</td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>RSS Feeds</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Image Sharing</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Podcast Posting</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Online Video Sharing</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Widgets¹,²</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>eCards³</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Micro-blogs</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Podcast Creation</td>
<td>✓</td>
<td></td>
<td>✓</td>
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<tr>
<td>Online Video Production</td>
<td>✓</td>
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<td>✓</td>
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<tr>
<td>Blogs</td>
<td>✓</td>
<td></td>
<td>✓</td>
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<tr>
<td>Mobile Technologies/Texting</td>
<td>✓</td>
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<td>✓</td>
</tr>
<tr>
<td>Virtual Worlds</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Social Networks</td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>
Target Audience Case Study: Reaching expectant mothers, age 18-49 to build awareness about newborn hearing screening

<table>
<thead>
<tr>
<th>Audience</th>
<th>Social Media Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Generation Y</td>
<td>14% of web users 18-29 years old downloaded podcasts in 2006 (Centers for Disease</td>
</tr>
<tr>
<td>(~18-29 years)</td>
<td>Control and Prevention [CDC], 2007)</td>
</tr>
<tr>
<td></td>
<td>76% watch online video in 2007 (CDC, 2007)</td>
</tr>
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<td></td>
<td>23% are interested in using a mobile device for accessing their personal health records</td>
</tr>
<tr>
<td></td>
<td>(Deloitte, 2010)</td>
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<tr>
<td></td>
<td>56% say they look up treatment information online (Deloitte, 2010)</td>
</tr>
<tr>
<td></td>
<td>As of 2010, 90% of this age-group own a cell phone, using them to send text messages, take and send pictures, and access the Internet (Smith, 2010)</td>
</tr>
<tr>
<td>Generation X</td>
<td>57% watched online video in 2007 (CDC, 2007)</td>
</tr>
<tr>
<td>(~30-49 years)</td>
<td>37% of cell phone users 30-49 years old sent text messages in 2006 (CDC, 2007)</td>
</tr>
<tr>
<td></td>
<td>28.9% of 35- to 54-year-olds downloaded mobile applications in 2009 (Smith, 2010)</td>
</tr>
<tr>
<td></td>
<td>44% of 18- to 49-year-olds played computer or video games in 2006 (CDC, 2007)</td>
</tr>
<tr>
<td></td>
<td>22% are interested in using a mobile device for accessing their personal health records online (Deloitte, 2010)</td>
</tr>
<tr>
<td></td>
<td>57% say they are interested in using the Internet to find treatment information (Deloitte, 2010)</td>
</tr>
</tbody>
</table>

-Source: Korda and Itani, 2011
## Evaluation of Social Media Strategies from the CDC Toolkit

<table>
<thead>
<tr>
<th>Type of Evaluation</th>
<th>Definition</th>
<th>Sample Questions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Input Evaluation</td>
<td>Measuring the quality of the process</td>
<td>• How many audience tested messages have been developed?</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Output Evaluation</td>
<td>Measuring the direct impact</td>
<td>• How many messages were posted on Twitter?</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• How many were re-tweeted?</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• How many followers did we acquire this month?</td>
</tr>
<tr>
<td>Outcome Evaluation</td>
<td>Measuring long-term changes in the knowledge, attitudes, beliefs in the</td>
<td>• What do expectant moms know about newborn hearing screening?</td>
</tr>
<tr>
<td></td>
<td>population/audience</td>
<td></td>
</tr>
</tbody>
</table>
CDC’s Top Lessons Learned about Social Media

- Make Strategic Choices and Understand the Level of Effort
- Go where the people are
- Adopt Low-Risk tools first
- Make sure messages are science-based
- Create portable content
- Facilitate viral information sharing
- Encourage participation
- Leverage networks
- Provide multiple formats
- Consider Mobile Technologies
- Set realistic goals
- Learn from metrics and evaluate your efforts
Korda and Itani (2011) promote using a theoretical framework as a roadmap for social media program design and development for health promotion

- A recent meta-analysis of 85 studies by Webb et al. (2010) that found interventions that were strongly based in theory had greater impact than those that were not.

- Interventions that incorporated more behavior change techniques tended to have larger effects than interventions that incorporated fewer techniques.

- Still, many health behavior change websites are not theory driven and fail to incorporate proven, evidence-based approaches.

- A study by Evers et al. (2003) found that of 37 public health behavior change sites, few were theory driven or used evidence-based approaches.
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Social Media at CDC

Current Social Media Campaigns

Teen Pregnancy
Take advantage of CDC social media tools to promote your teen pregnancy prevention efforts.

CDC Vital Signs
CDC Vital Signs, includes an MMWR Early Release, a fact sheet and website, a media release, and a series of announcements via social media tools. CDC Vital Signs offers recent data and calls to action for important public health issues.

Gateway to Health Communication and Social Marketing Practice
The site takes information from CDC and other public and private resources, and creates distinct categories, making it easier for you to find exactly what you need.

See All Social Media Campaigns

CDC Social Media Tools

Connect with CDC

Twitter
Facebook
Blogs
CDC’s YouTube Channel
CDC’s Flickr site

What’s New

Get Health Tips On-The-Go
Sign-up to get tips on how to improve your health. Each week, you will receive two quick, friendly tips via text message.

Mobile Tips and Alerts
Get text messages to improve your health.
Sign Up

Second Edition Now Available!
http://www.facebook.com/CDC
Preparedness 101: Zombie Apocalypse

Categories: General
May 16th, 2011 11:48 am ET - Ali S. Khan

There are all kinds of emergencies out there that we can prepare for. Take a zombie apocalypse for example. That's right, I said zombie apocalypse. How do you prepare for one of those? You may laugh now, but when it happens you'll be happy you read this, and hey, maybe you'll even learn a thing or two about how to prepare for a real emergency.

A Brief History of Zombies
We've all seen at least one movie about flesh-eating zombies taking over (my personal favorite is Resident Evil), but where do zombies come from and why do they love eating brains so much? The word zombie comes from Haitian and New Orleans' voodoo origins. Although its meaning has changed slightly over the years, it refers to a human corpse mysteriously reanimated to serve the undead. Through ancient voodoo and folklore traditions, shows like The Walking Dead were born.

In movies, shows, and literature, zombies are often depicted as being created by an infectious virus, which is passed on via bites and contact with bodily fluids. Harvard psychiatrist Steven Schlozman wrote a (fictional) medical paper on the zombies.
Early Hearing Detection and Intervention: Can Your Baby Hear?

This podcast discusses how important it is that every child receives a hearing screening as soon as possible after birth. It also gives specific ways that parents and health providers can find out if a child has a possible hearing loss and where to get further information. (Created 6/5/2007 by the Early Hearing Detection and Intervention Program, NCEDID). Created: 6/15/2007 by National Center on Birth Defects and Developmental Disabilities. Date Released: 6/25/2007. Series Name: CDC Featured Podcasts.

More info on this topic >>

Press Play to listen to this CDC Podcast
Running time = 10:46

To save the Podcast, right-click the "Save this file" link below and select the "Save Target As..." option.

Save This File (7MB) [right click]
Results for #ncbdddd

Tweets

CDCgov CDCgov
Congenital heart defects account for 24% of infant deaths due to birth defects. go.usa.gov/65J #PutKids1st #NCBDDD
21 Oct

CDCgov CDCgov
If your child does not pass hearing screening, ask doctor for a full hearing test ASAP. go.usa.gov/65u #PutKids1st #NCBDDD
14 hours ago

Chase_TheHour Chase Wight
Yikes. RT @CDCgov: About 1 in 5 pregnant women report binge drinking in the past 30 days. bit.ly/3CLx2W #PutKids1st #NCBDDD
25 Oct

CDCgov CDCgov
About 1 in 5 pregnant women report binge drinking in the past 30 days. go.usa.gov/65J #PutKids1st #NCBDDD
25 Oct

TBIV Tom E. Bush IV
Idiots. RT @CDCgov: About 1 in 5 pregnant women report drinking alcohol in the past 30 days. go.usa.gov/65R #PutKids1st #NCBDDD
24 Oct

WAPApac WAPAc
CDCgov: #NCBDDD has developed a global initiative to eliminate...
Open Groups: Georgia Hands and Voices on Facebook
http://www.facebook.com/#!/groups/287686399277/
Closed Groups: CI Moms
http://www.facebook.com/#!/groups/cochlearimplantmoms/
Using YouTube as true Social Media
Text-based social media for education: Text4baby
www.text4baby.org
Welcome to the Georgia Pathway to Language and Literacy! Georgia Pathway to Language and Literacy (Georgia Pathway) is a Community of Practice (CoP) of educators who teach deaf and hard of hearing (D/HH) students throughout the State of Georgia. The mission of the CoP is to advance the literacy proficiency of Georgia’s children who are D/HH and achieve grade-level reading proficiency by the end of third grade for all Georgia students with hearing loss, regardless of their communication modality. The CoP provides educators with essential teaching resources, including effective teaching strategies showcased through videos and blogs, and a means to network with each other.
Georgia Pathway, Continued

About the Georgia Pathway to Language and Literacy Project

In the fall of 2010, a group of stakeholders established the Georgia Pathway to Language and Literacy to advance the literacy proficiency of Georgia's children who are deaf or hard of hearing (D/HH). This innovative project has undertaken the development of an on-line community of practice (CoPPro) to support the achievement of *grade-level reading proficiency by the end of third grade for all Georgia students with hearing loss, regardless of their communication modality*. The commitment to achieving such outcomes for children with hearing loss supports the vision statement of the Georgia Early Education Alliance for Ready Students, i.e., “By 2020, Georgia will be a national leader ensuring that every child is ready to succeed in kindergarten and on a path to read by third grade.” In addition, the implementation of a CoP for D/HH educators and professionals is consistent with the overall Vision for Public Education in Georgia as outlined by the Georgia School Board Association and Georgia School Superintendents' Association, Recommendation 4.1 – Create collaborative learning communities and implement expert coaching in all schools.

The on-line CoP will have three core components that support professionals' knowledge and skill building for language and literacy development of D/HH students:

1) **Professional network** that supports interactive discussions among professionals working with students who are D/HH;

2) **Knowledge center** that provides information to advance instructional practices for D/HH students; and

3) **Systematic mentoring** that promotes knowledge and skill development of professionals working with D/HH students.
Final Social Media Tips to Consider

- Multiple modes with one piece of media: Consider turning a shared video into a podcast, posting it on FB or creating a video blog site where others can add their videos as comments to yours.

- Link back to traditional media when you can: link your FB posts to real data on static websites such as CDC or NCHAM articles.

- Conduct a Twitter Town Hall: advertise on FB and your website that you will be discussing a particular topic via Twitter and create some buzz about it. Provide structure questions on Twitter that will incite participant responses.

- Use social computing to inform your social media activities: Add Google Analytics or a similar place to capture site metrics and adjust according to times of day that participants are coming to your site, or design new strategies to categorize and attract new demographics.

- Create a longterm Social media strategy: Use CDC’s toolkit to come up with a long term plan that you can execute and evaluate effectively. Revise it constantly.
Final Social Media Tips to Consider

- Make sure your site is mobile-friendly and think about apps that could benefit your target population.

- Consider incentives such as web badges and buttons to encourage user-generated content (Korda and Itani, 2011)

- Consider a health behavior specialist to provide technical assistance in theoretical approaches such as transtheoretical model, Social Cognitive Theory and Health Belief models traditionally used in health education as a basis for social media to impact health behaviors.
Discussion with the Audience

- What success stories or challenges can you share about your own social media endeavors?
- How do you measure meaningful engagement with your social media applications?