Social media in health communication campaigns

Anahi Ayala Iacucci
aayala@internews.org
@anahi_ayala
@info_innovation
Why Social Media?

- Increase the timely dissemination and potential impact of health and safety information
- Leverage audience networks to facilitate information sharing
- Expand reach to include broader, more diverse audiences
- Personalize and reinforce health messages that can be more easily tailored or targeted to particular audiences
- Facilitate interactive communication, connection and public engagement
- Empower people to make safer and healthier decisions
Using Information Ecosystems as a Design & Evaluation Tool

1. Information needs
2. Information landscape
3. Production and movement
4. Dynamic of access
5. Use of information
6. Impact of information
7. Social trust
8. Influencers
Social Media Strategy Framework

1. Prioritize Objectives
   - Improve customer engagement
   - Enhance brand and reputation management
   - Accelerate customer-driven innovation
   - Attract talented employees
   - Increase sales

2. Establish Governance
   - Identify opportunities
   - Understand risks
   - Clarify risk of not engaging
   - Set clear social media policies
   - Communicate policies internally

3. Define Activities
   - Define first and subsequent phases
   - Target initial platforms
   - Identify resources required
   - Establish responsibilities and time commitment
   - Link to offline marketing activities

1. Listen
   - Identify relevant social media monitoring tools
   - Learn how you can best use the tools
   - Discover what's said about you and your market
   - Find relevant communities and conversations
   - Uncover key influencers

2. Engage in Conversation
   - Enter the conversation
   - Provide relevant content
   - Add value to communities
   - Engage with influencers
   - Respond positively

3. Measure and Refine
   - Set relevant measures of success
   - Monitor measures
   - Capture and communicate success stories
   - Report to senior executives
   - Refine your strategy and measures

Develop Capabilities
   - Identify internal 'champions' for social media
   - Train and support champions and staff
   - Keep abreast of developments
   - Establish pilot program
   - Develop a culture of responsible transparency
1. Make Strategic Choices and Understand the Level of Effort
2. Go Where the People Are
3. Adopt Low-Risk Tools First
4. Make Sure Messages Are Science-based
5. Create Portable Content
6. Think about unintended consequences

1. Facilitate Viral Information Sharing
2. Encourage Participation
3. Leverage Networks
4. Provide Multiple Formats
5. Consider Mobile Technologies
6. Set Realistic Goals
7. Learn from Metrics and Evaluate Your Efforts