Addressing Trending Topics on Social Media

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Question for the Viewers

How would you assess your organization's activity level on social media?

A. Highly active
B. Moderately active
C. Not very active
D. Not active

Why Social Media Matters

If You Build It, They Will Come

Fill Your Toolbox
Why Social Media Matters

Focal Areas for Public Health Communication

1. Reach
   - Take advantage of the medium!

2. Interaction
   - Share expertise
   - Promote actionable information
   - Alleviate concern

3. Listening
   - Use 'social listening' to learn about your audience

Example: COVID-19 Communication Success Stories

Washington State Department of Health

Oregon Health Authority
Providing timely, relevant content organically bolsters your reach
- Facebook posts increased from an average monthly reach of 91,000 to 896,000

Establishing yourself as an expert bolsters your following
- Facebook following increased from 13,400 to 22,700; Twitter following increased from 6,600 to 12,400

Replying works
- People will come to YOU with rumors, giving you a chance to dispel them

Building trust matters
- In uncertain times, people appreciate public health – and will tell you so

If You Build It, They Will Come

Where Does Your Audience “Live”?

Statistics can be informative, but key information is often found by looking deeper
Find Your Audience

How do you find out who “lives” in your social media communities?

• Read your analytics
  • Focus on demographic data and content clues – What topics do well, and what can that tell you about your audience?
• Identify traditional and non-traditional audiences
  • Example: Shifting towards “retail” content
• Reach non-traditional audiences
  • Example: Micro-influencer campaigns

Reading Your Analytics

Example: Oregon Health Authority's “Retail” Content

“Retail” content allows you to:

• Engage the general public
• Cut through noise
• Reach people at the right time and place
Example: Micro-influencer Campaigns

Micro-influencer campaigns allow you to:

- Reach new audiences
- Leverage other trusted sources
- Share a message in a way that you might not otherwise be able to
- Create dynamic, cost effective campaigns (this campaign reached about 145k over the course of a week)

Source: Oregon Health Authority on Twitter - https://twitter.com/OHAOregon

Learn Their Language

You know what your audience needs to know, but how do they need to hear it?

- Use empathy-based content
  - Example: Outbreak content that acknowledges fear
- Reach out to proxy audiences
  - Example: Mothers of children who vape

Source: Oregon Health Authority on Facebook - https://www.facebook.com/OregonHealthAuthority/

Example: Empathy-Based Content

Empathy-based content goes a long way:

- The way you write your posts sets the tone for the interactions they'll generate.
- Humanize:
  - Acknowledge concern
  - Make people feel heard
  - Present yourself and your agency as human

Source: Oregon Health Authority on Facebook - https://www.facebook.com/OregonHealthAuthority/
Build Your Audience…NOW!

How do you create and maintain an audience?

✓ Post fresh, engaging content on a regular basis
✓ Establish yourself as a trusted, expert source
✓ Keep people coming back
✓ Cultivate ambassadors

Filling Your Toolbox

Question for the Viewers

Which social media platform is your organization most active on?

A. Facebook
B. LinkedIn
C. Twitter
D. Other (type your answer in chat)
Fill Your Toolbox

Find your allies and partners

- Impress the importance of social media on leadership
- Find leadership, program staff, and other allies who are willing to support your message and methods

Establish roles

- Determine who your experts are
- Understand your organization’s chain of approval, and how it might differ during an emerging topic

Normal OHA Chain of Approval:

[Diagram]

COVID-19 OHA Chain of Approval:

[Diagram]

Fill Your Toolbox

Reduce reputational risk

- Follow a process
  - Example: Social media response flowchart
- Develop a tone and voice guide
- Game plan for controversial topics
  - Example: Immunizations

Example: Social Media Flowchart

[Diagram]
What Can Your Team Do?

Actions for Addressing Trending Topics:

- If your organization is not already on social media, make the case for why they should be.
- Find your audience—both the one you have and the one you want.
- Create audience-first content.
- Fill your social media toolbox with policies, processes and guiding documents to help your agency stay nimble and safe.

QUESTIONS?

To ask a question, please click the icon in the Zoom toolbar to open your Q&A Pod.

Resources

Hootsuite
Hootsuite Social Media Management
https://blog.hootsuite.com/

GovTech
Government Technology Social Media
https://www.govtech.com/social

ArchiveSocial
Social Media Archiving Resources for Government
https://archivesocial.com/government-resources/

SocialMediaToday
Social Media News
https://www.socialmediatoday.com/

OHA Social Media
Facebook
https://www.facebook.com/OregonHealthAuthority/
Twitter:
https://twitter.com/OHAOregon
LinkedIn:
https://www.linkedin.com/company/oregon-health-authority/

OHA Social Media Policy:
https://sharedsystems.dhsoha.state.or.us/DHSForms/Served/me120-005.pdf