Addressing Trending Topics on Social Media

Claire Tollefsen
Digital Media Specialist, Oregon Health Authority
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

March 24 at 6:00 PM

Today’s COVID-19 Hero is Travis Brown of CPTR (Connecting people to resources). Travis created CPTR to bridge the gap between people in need and people who are willing/able to help in his Olympia Community. Travis knows we’re all in this together! Thanks Travis!

Oregon Health Authority

March 7

CDC has reported that older adults may be at a higher risk for serious illness from COVID-19 and we know many of you wondering what this means for the health of your loved ones.

We know how important it is to protect our parents, grandparents and other vulnerable populations. We all have a role to play in protecting at-risks groups. Here are some things you can do to protect the older adults in your life.

What others can do to support older adults:

- Know what medications your loved one is taking and see if you can help them have extra on hand.
- Monitor food and other medical supplies (oxygen, incontinence, dialysis, wound care) needed and create a back-up plan.
- Stock up on non-perishable food items to have on hand in your home to minimize trips to stores.
- If you have a cough or are sick, wear a mask around older adults or keep your distance.
- If you care for a loved one living in a care facility, monitor the situation, ask about the health of the other residents frequently and know the protocol if there is an outbreak.

For more information visit healthoregon.org/coronavirus or call 211
✓ 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”?

YouTube, Instagram and Snapchat are the most popular online platforms among teens

% of U.S. teens who ...

<table>
<thead>
<tr>
<th>Say they use ...</th>
<th>Say they use ___ most often</th>
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<tbody>
<tr>
<td>YouTube</td>
<td>85%</td>
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<td>32%</td>
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<tr>
<td>Instagram</td>
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<td>Snapchat</td>
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<td>Facebook</td>
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<td>Twitter</td>
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<td>Tumblr</td>
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<td>Reddit</td>
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<tr>
<td>None of the above</td>
<td>3%</td>
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Facebook, YouTube continue to be the most widely used online platforms among U.S. adults

% of U.S. adults who say they ever use the following online platforms or messaging apps online or on their cellphone

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<td>46%</td>
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<tr>
<td>Pinterest</td>
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<td>1%</td>
<td>2%</td>
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<td>LinkedIn</td>
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<td>Snapchat</td>
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Statistics can be informative, but key information is often found by looking deeper

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

Performance for Your Post

12,344 People Reached
4,028 3-Second Video Views
16 Reactions, Comments & Shares

<table>
<thead>
<tr>
<th>Like</th>
<th>On Post</th>
<th>On Shares</th>
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<tbody>
<tr>
<td>10</td>
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<table>
<thead>
<tr>
<th>Love</th>
<th>On Post</th>
<th>On Shares</th>
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<tr>
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<td>0</td>
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<table>
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<tr>
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<th>On Post</th>
<th>On Shares</th>
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<tbody>
<tr>
<td>0</td>
<td></td>
<td>0</td>
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</table>

<table>
<thead>
<tr>
<th>Shares</th>
<th>On Post</th>
<th>On Shares</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td></td>
<td>0</td>
</tr>
</tbody>
</table>

94 Post Clicks

<table>
<thead>
<tr>
<th>Clicks to Play</th>
<th>Link Clicks</th>
<th>Other Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>22</td>
<td>66</td>
</tr>
</tbody>
</table>

Source: Oregon Health Authority on Facebook - https://www.facebook.com/OregonHealthAuthority/
“Retail” content allows you to:

- Engage the general public
- Cut through noise
- Reach people at the right time and place
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
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/](https://www.facebook.com/OregonHealthAuthority/)
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/
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:

```
Digital Media Specialist -> PIO -> Program
```

COVID-19 OHA Chain of Approval:

```
Digital Media Specialist -> OHA PIO -> Joint Information Center Commander
```

```plaintext
OHA Health Advisor -> OHA Incident Commander
```
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

Social Media Responses

Questions

Legitimate questions

Can we answer it?

Yes

Provide answer

No

Refer to appropriate party

Accusatory or provocative question

Is there misinformation or gross misrepresentation that needs to be addressed?

Yes

Have we addressed it with the similar comments OR the commenter in the current post/within the past day?

Yes

No answer

No

Answer

Comments

Does the comment contain misinformation or gross misrepresentation that needs to be addressed?

Yes

No answer

No

Answer

Is it accusatory or provocative in nature?

Yes

No answer

No

Express support

Like comment
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/](https://blog.hootsuite.com/)

**GovTech**
Government Technology Social Media
[https://www.govtech.com/social/](https://www.govtech.com/social/)

**ArchiveSocial**
Social Media Archiving Resources for Government
[https://archivesocial.com/government-resources/](https://archivesocial.com/government-resources/)

**SocialMediaToday**
Social Media News
[https://www.socialmediatoday.com/](https://www.socialmediatoday.com/)

**OHA Social Media**
Facebook:
[https://www.facebook.com/OregonHealthAuthority/](https://www.facebook.com/OregonHealthAuthority/)

Twitter:
[https://twitter.com/OHAOregon](https://twitter.com/OHAOregon)

LinkedIn:
[https://www.linkedin.com/company/oregon-health-authority/](https://www.linkedin.com/company/oregon-health-authority/)

**OHA Social Media Policy:**
[https://sharedsystems.dhsoha.state.or.us/DHSForms/Served/me120-005.pdf](https://sharedsystems.dhsoha.state.or.us/DHSForms/Served/me120-005.pdf)