



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



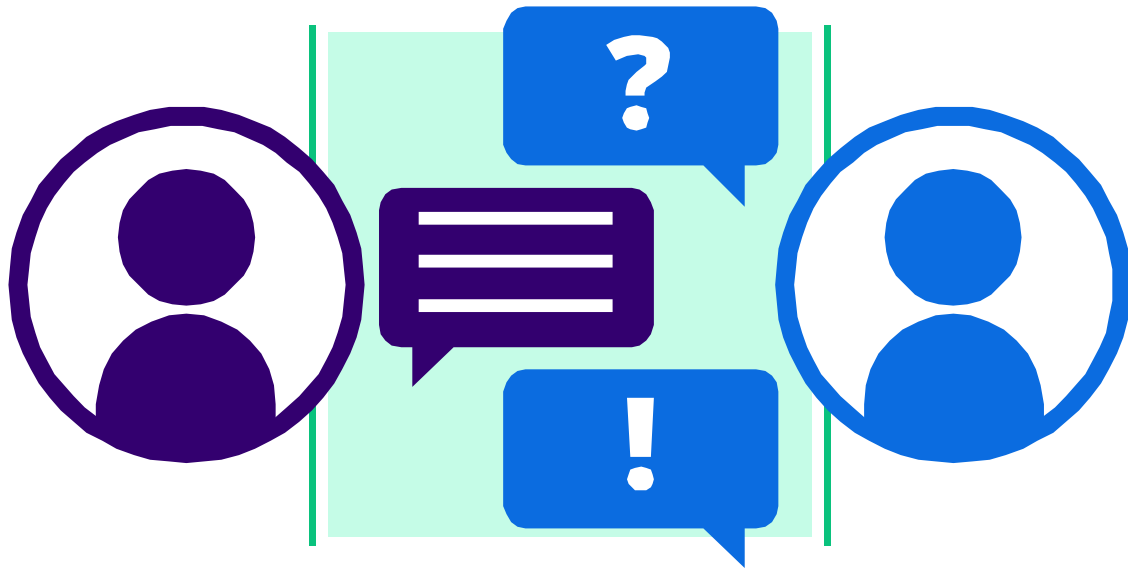
Fill Your Toolbox



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**
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!



 801 37 Comments 171 Shares

Washington State Department of Health

 **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.

   55

 Like 

Oregon Health Authority

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



Pandemic Reflections from 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

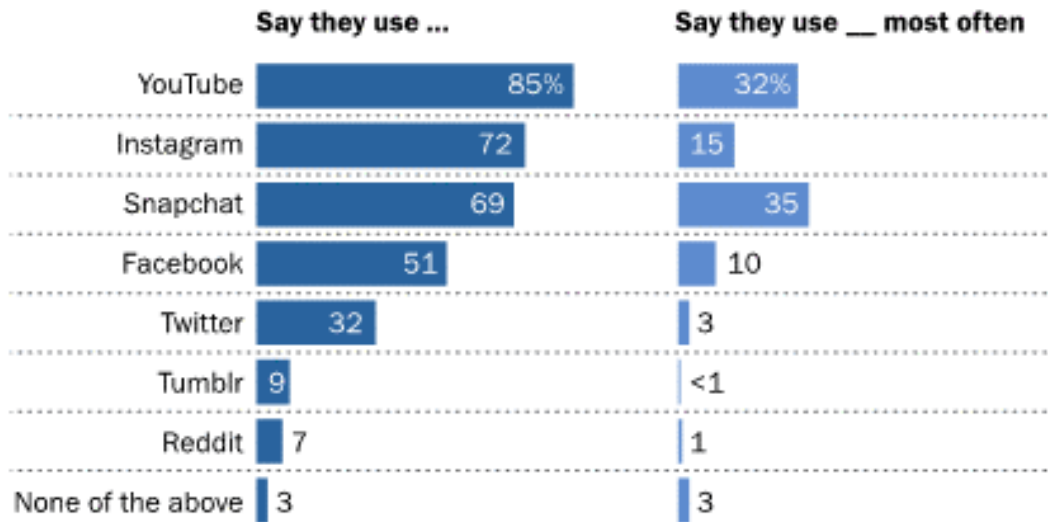
**If You Build It,
They Will
Come**



Where Does Your Audience “Live”?

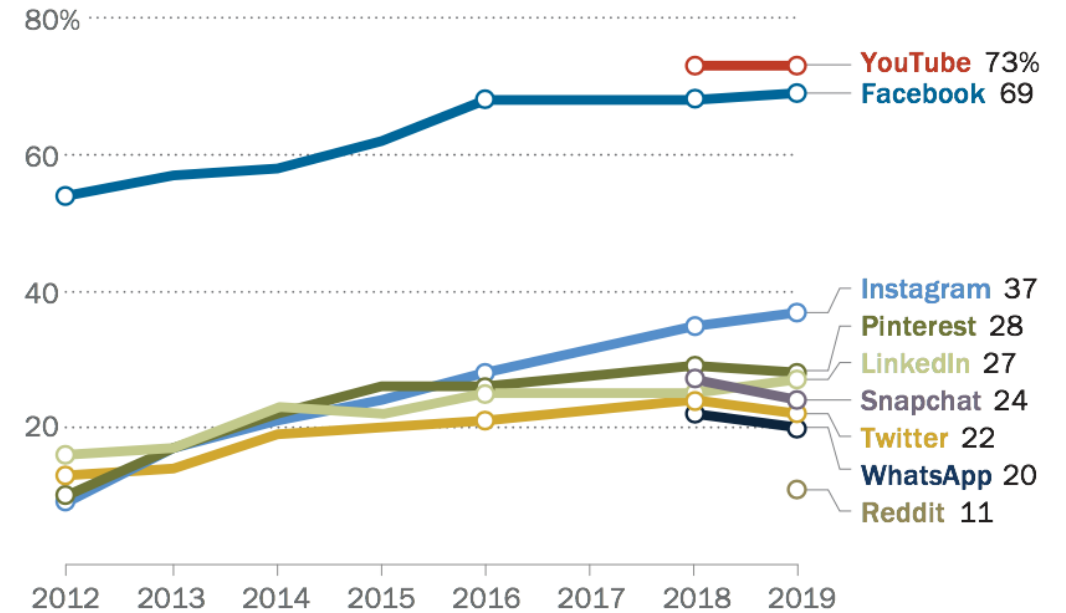
YouTube, Instagram and Snapchat are the most popular online platforms among teens

% of U.S. teens who ...



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



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

Oregon Health Authority
February 13 · 🌐

We know becoming a mom can be a really exciting, confusing, wonderful, terrifying time in your life. We also know the last thing you need to worry about is health insurance, which is why we want you to know that the Oregon Health Plan (OHP) covers additional services for people who are pregnant.

If you don't have OHP, apply right away. Income limits are different for people who are pregnant. The best way to find out if you qualify is to apply at [ONE.Oregon.gov](https://one.oregon.gov).

Did you know the Oregon Health Plan covers lactation support services during pregnancy and for 6 months after you give birth?

Performance for Your Post

12,344 People Reached

4,028 3-Second Video Views

16 Reactions, Comments & Shares *i*

10 Like	8 On Post	2 On Shares
1 Love	1 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
5 Shares	5 On Post	0 On Shares

94 Post Clicks

6 Clicks to Play <i>i</i>	22 Link Clicks	66 Other Clicks <i>i</i>
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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



Salmonella
@SalmonellaOR

This is a parody account operated by the Oregon Health Authority in hopes of raising awareness about foodborne illness & the ways in which it can be prevented.

📍 Oregon, USA 🔗 oregon.gov/oha/ph/HEALTHY... 📅 Joined November 2018

34 Following 234 Followers

Tweets Tweets & replies Media Likes

 **Salmonella** @SalmonellaOR · Nov 25, 2019
Come on guys, that #turkey totally needs a shower and an opportunity to spray raw poultry juice all over your counters. I mean, sure, it won't actually kill bacteria... or do anything useful to speak of... except make me happy!
[#thanksgiving](#) [#foodsafety](#)

 **KGW News** @KGWNews · Nov 25, 2019
Don't wash your Thanksgiving turkey, food safety experts warn
kgw.com/article/news/n...

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)



Learn Their Language



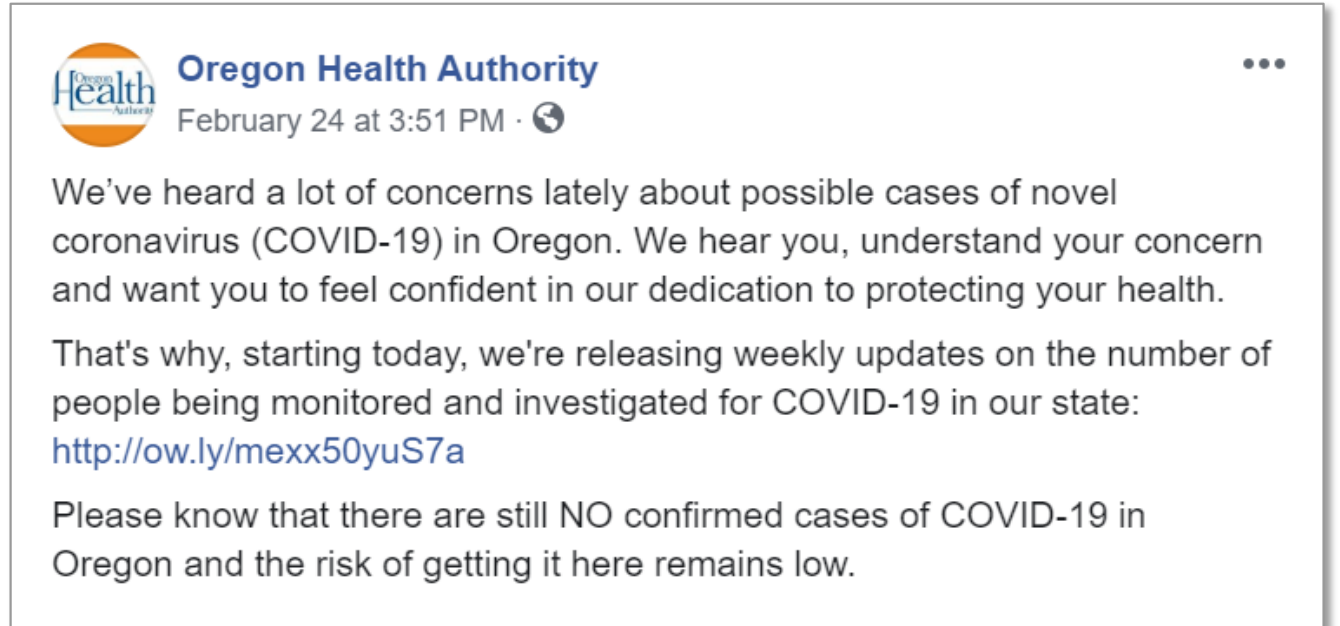
You know what your audience needs to know, but *how* do they need to hear it?

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

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



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



Facebook



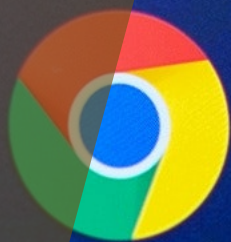
Snapchat



Instagram



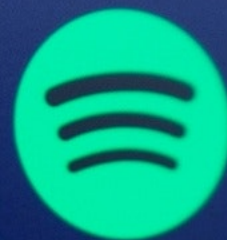
Twitter



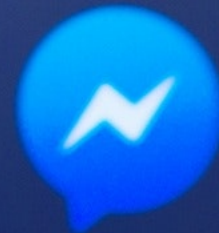
Chrome



Gmail



Spotify



Messenger

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

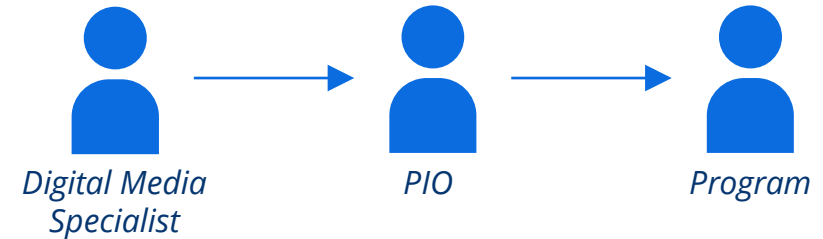
Find your allies and partners

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

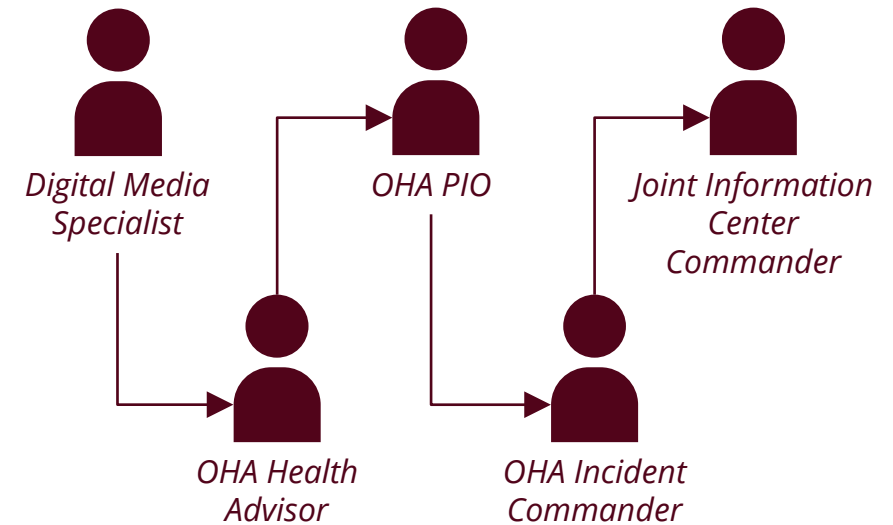
Establish roles

- 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:



COVID-19 OHA Chain of Approval:



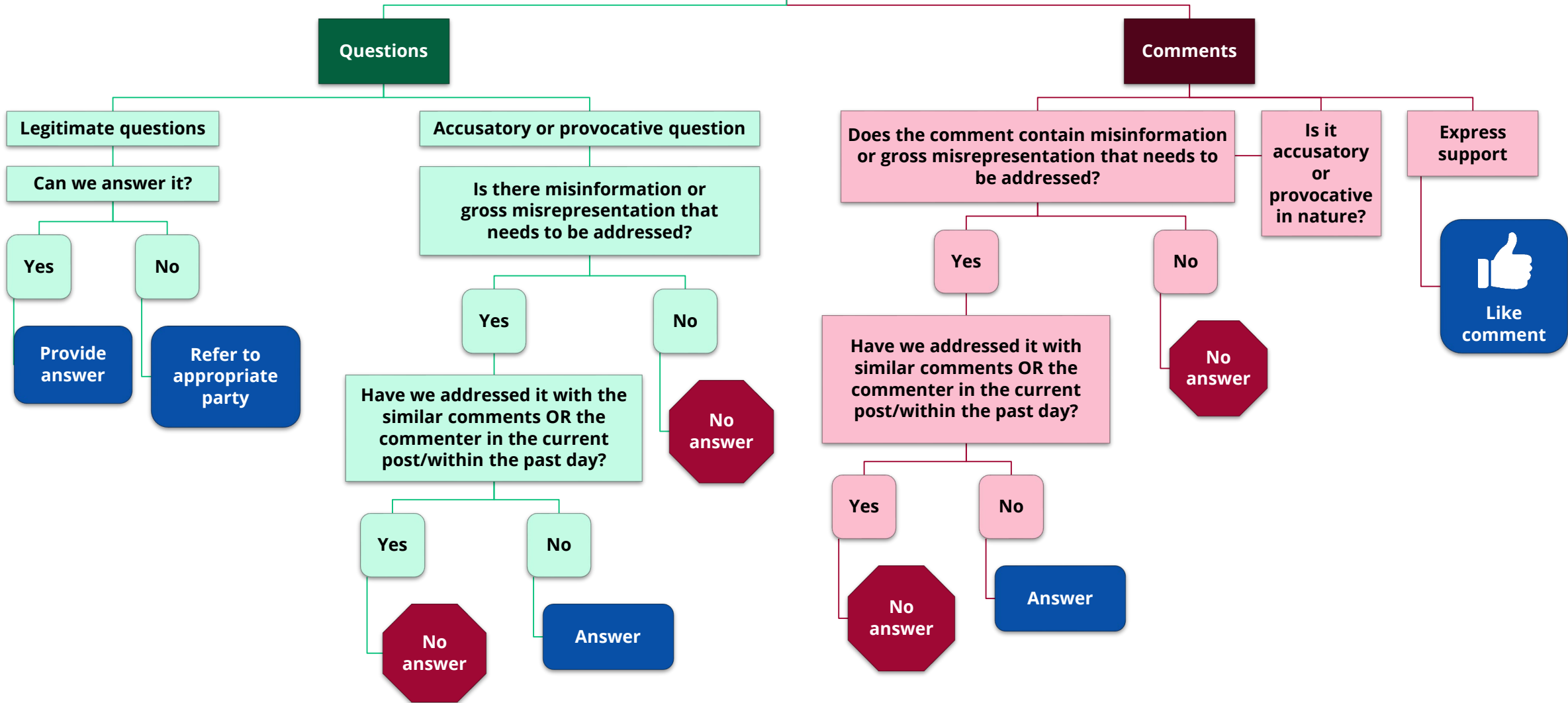
Reduce reputational risk

- 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



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>