Social Media and Immunization in BC…

From dipping our toe to jumping right in…

Ian Roe
Content Strategist
BC Centre for Disease Control
We dabbled in social media – not strategic
Mostly Facebook/Twitter/Youtube
Consisted of Facebook pages and advertising
Youtube channel: youtube.com/immunizebc
144,000 views/23 videos
Social media identified as part of 2011-12 Imms Promotions Plan
Taking Shape: ImmunizeBC 2011-12 Promotions Plan
HPV Vaccine

Cervical cancer kills 50 BC women every year. Your daughter doesn’t have to be one of them. Protect her with the HPV vaccine - free for girls born in 1994 and later.

Learn why

Shabnam and Subashini, Burnaby

Questions & answers

Is there any link between the MMR vaccine and autism?

No. Study after study shows no increased risk of autism with the Mumps, Measles and Rubella (MMR) vaccine. The diseases, on the other hand, are very dangerous.

read more
Amping up: Web Enhancements and Innovations

Three areas of focus for doing Social Media better:

1. **Defining a Strategy**: SM engagement and content planning
2. **Allocating Resources**: hiring, coaching and training
3. **Adding the Tools**: Website infrastructure
A Social Media Strategy: 
Engagement and Content planning

Engagement plan:
- Assessment and recommendation for allocation of resources (staff & time)
- Leveraging key opportunities for engagement (i.e. FB)
- Workflows timelines & best practices for various online activities (i.e. responding to comments, moderating conversations)

Content Plan:
- Recommendations for content posting using social media (i.e., blogging, FB and Twitter)
- Workflows for repurposing posts/videos
- Developing editorial calendar
Social Media Resources: Hiring, Coaching and Training

- Hired nurse to work on social media
- Ongoing advice, assistance and training key staff for animating online presence
- Skills assessment to determine needs related to training program
- Examples include blogger outreach, social media monitoring, online chat best practices
Social Media Tools: Website infrastructure upgrades

- Site configuration for better mobile access
- SMS/Text reminder system
- Interactive Q & A feature
- Online real time chat feature
- Online story sharing (i.e. submit a story)
**Hottest question**

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Dr. Martin Freeman

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**More hot questions**

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Dr. Catherine Tate
Welcome to Live Chat

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Please wait while the nurse responds...

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You: Lorem ipsum dolor sit amet?

Jenn Steeves, LPN (moderator): Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do?

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Jenn Steeves, LPN (moderator): Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do?

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Real diseases. Real stories.

Everyone's life has been touched in some way by infectious diseases. Facit suscipit autem et tincidunt formas. Claritas doming dolore diam nunc magna. Magna te ex eros lorem et. Aliquam nibh ut sollemnes doming ut.

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Share your story.
Stop a disease.
Share your story. And help persuade someone else to get immunity.

Featured stories

Imagebox title
Imagebox Example....
Link to somewhere

Imagebox title
Imagebox Example....
Link to somewhere
Share your story. Stop a disease.

Everyone's life has been touched in some way by infectious diseases. Facit suscipit autem et tincidunt formas. Claritas doming dolore diam nunc magna. Magna te ex eros lorem et. Aliquam nibh ut sollemnes doming ut.

If you're posting a story on someone else's behalf, put their name and contact information here; otherwise, use yours

My Name: _______________________

Phone: ___________________ Email: _______________________

Give your story a short title:

My Story

Tell your story – or, if you're uploading audio, video or an image, give it a brief description.

Enter text
Speaking of stories…the road immunization advocacy

- Giving a voice to the silent majority
- Changing the tone of the ‘immunization conversation’ from the ground up
- Family based: Photoshoots in early 2011 captured real families
- Emphasized diversity – family types, ethnicities & backgrounds
- Assets to be used for multiple campaigns
The Formula…

- Old school grass roots outreach & activism meets the new word of mouth – social media
- Goal is to create a network of immunization lay and HCW advocates/evangelists/influencers
- Build an volunteer activist database to manage activities
- Influence the influencers: Train them online focusing on areas of local interest
Find your story
The Challenge…

- Where? Advocates in every HSDA in BC
- How many? 500 in the first year, 100 stories online. Starting now.
- Ask evangelists to share stories. Use the accelerator potential of social media to spread them
- Subset of top stories top act as fuel for larger campaigns
Takeaways…

- Advocate for change in your area to allow for greater sharing of information (i.e. youtube). Involve comns, HR
- Loss of control - new outlook required around engagement
- Don’t do it in a vacuum - consult policies
- Social media is not free - resource it!
“Jumping in” means the foundation starts here!

- Bookmark ImmunizeBC.ca. Refer your clients.
- Join the team. Sign up as an “I Have Immunity” advocate.
- Tell us your story at the ImmunizeBC booth!
- Spread the word. Go back to your workplace and let others know about becoming part of the “I Have Immunity” team.
- Seek out others with VPD stories in your community.
- Get connected. Sign up to our Facebook and Twitter pages (www.facebook.com/immunizebc
  www.facebook.com/ihaveimmunity
  www.twitter.com/immunizebc)
Questions?

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