

# Social Media and Immunization in BC...



From dipping our toe to jumping right in...

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# We dipped. We dabbled.

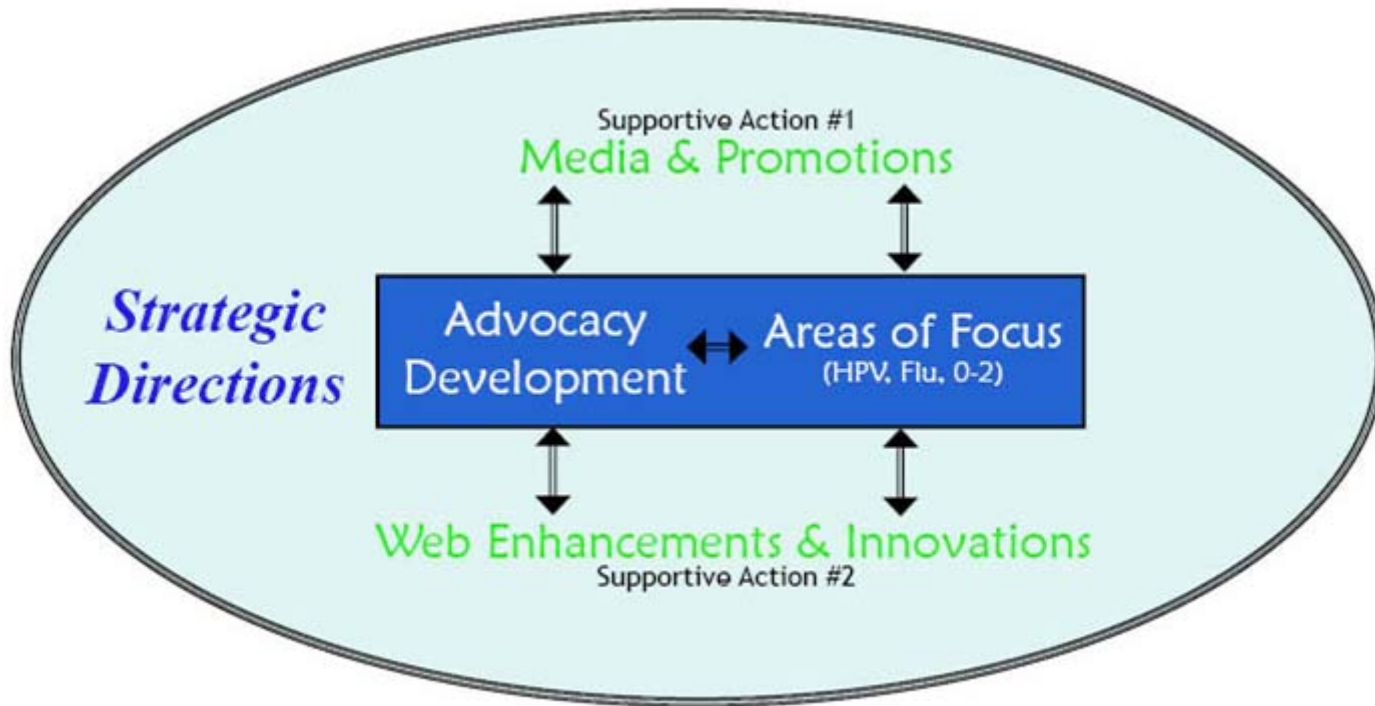
- Dabbled in social media – not strategic
- Mostly Facebook/Twitter/Youtube
- Consisted of Facebook pages and advertising
- Youtube channel: [youtube.com/immunizebc](https://youtube.com/immunizebc)
- 144,000 views/23 videos
- Social media identified as part of 2011-12 Imms Promotions Plan



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# Taking Shape: ImmunizeBC 2011-12 Promotions Plan



## Get vaccinated!

# 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*

## Get immunity!



**Find a public health unit and book your vaccination now!**

Enter your city or postal code



**Create your child's personalized vaccination calendar!**

select a date

2011 | Jan | 1

[Or check out schedules for school-age](#)

## 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](#)



**ENTER OUR CONTEST**

# 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



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# 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



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# 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)



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## ASK US

### Hottest question

Donec iaculis, nulla eget tempus tristique, ipsum diam interdum arcu. Leo fringilla tincidunt lacinia sollicitudin ligula tortor ut leo euismod eros sapien et?



Vivamus pharetra, libero at pulvinar pharetra, leo sem gravida nulla, vel diam eget dolor.

Dr. Martin Freeman



[Rate this](#)

Tags: testing, options, risk

13 comments

[Add a comment](#)



[I need help now](#) >

Duis in neque ut nisl facilisis Maecenas lectus sapien, ultricies eu blandit vehicula.

[Find out more](#)

### Find a clinic



### More hot questions

Nullam volutpat, leo fringilla tincidunt rhoncus, sit amet euismod eros sapien et ipsum euismod neque ut facilisis?



Duis in neque ut nisl facilisis ornare. Mae cenas lectus sapien, ultricies eu blandit vehicula.

Dr. Catherine Tate



[Rate this](#)

Tags: testing, options, risk

21 comments

[Add a comment](#)



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## ASK US

**STATUS:** You are currently logged in

**NOTE:** Our Community Guidelines help make sure everyone gets what they need from these chats. [Read them here](#)

All chats are protected under our [privacy policy](#).

### Welcome to Live Chat

Vivamus pharetra, libero at pulvinar pharetra, leo sem gravida nulla, vel diam eget dolor vivamus lorem ipsum venila.

Please wait while the nurse responds...

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

**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?

**You:** Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do.

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

**You:** Lorem ipsum dolor sit amet, consectetur adipiscing.

Comment or ask a question:



Duis in neque ut nisl facilisis  
Maecenas lectus sapien,  
ultrices eu blandit vehicula.

[Find out more](#)

### Find a clinic



## Stories

Main page

Share your story

Most recent

Highest rated

Stories about...	▼
Mumps	
<b>Measles</b>	
Rubella	
Meningococcal	
Pertussis	
HPV	
Other	

Based on a structured list of terms

# 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.

Est nunc ii qui suscipit in. Modo lobortis claritatem velit humanitatis facer. Lectores quod et volutpat consequat iis.

**Share your story.**  
**Stop a disease.**

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



## Featured stories

img

**Imagebox title**  
Imagebox Example....  
[Link to somewhere](#)

img

**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.

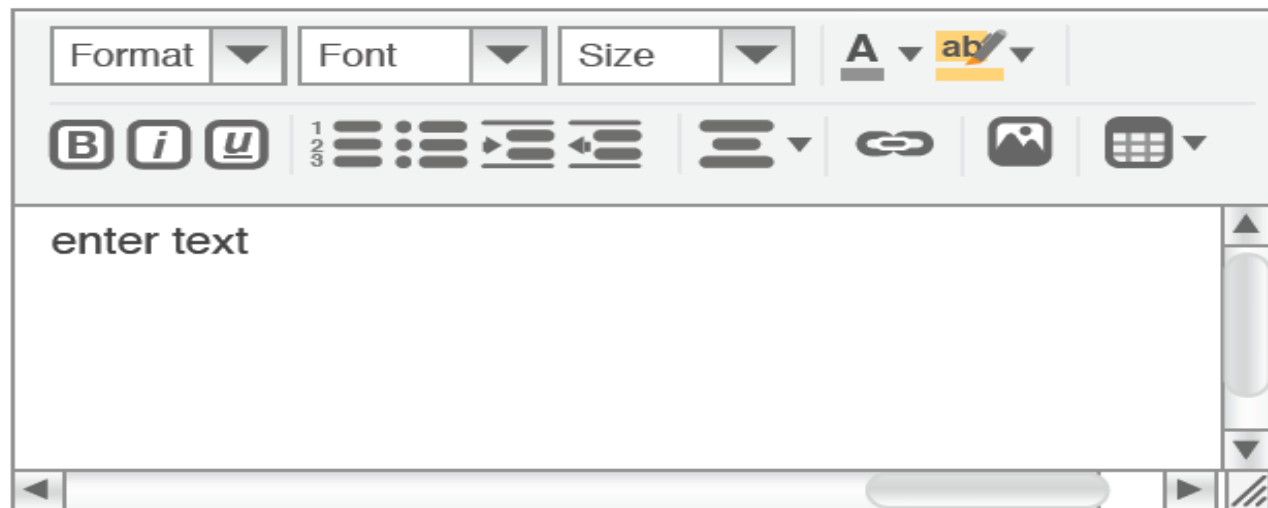
*If you're posting a story on someone else's behalf, put their name and contact information here; otherwise, use yours*

**My Name:**

**Phone:**  **Email:**

**Give your story a short title:**

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



A rich text editor interface. The toolbar includes: Format (dropdown), Font (dropdown), Size (dropdown), Bold (A), Italic (ab), Underline (underline), Bulleted list (1, 2, 3), Numbered list, Indent (right arrow), Outdent (left arrow), Bulleted list (right arrow), Link (chain), Image (picture), and Table (grid). Below the toolbar is a text area containing the placeholder text "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



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# 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



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# Find your story



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# 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 accelerant potential of social media to spread them
- Subset of top stories top act as fuel for larger campaigns



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# Takeaways...

- Advocate for change in your area to allow for greater sharing of information (i.e. youtube). Involve comms, 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!



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# “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](http://www.facebook.com/immunizebc)  
[www.facebook.com/ihaveimmunity](http://www.facebook.com/ihaveimmunity)  
[www.twitter.com/immunizebc](http://www.twitter.com/immunizebc)



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# Questions?

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