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Healthy Caribbean 2012: Rallying for Action on NCDs

***The Social Media
Workout***

15 Minutes a Day

**Kingston, Jamaica,
May 28-29, 2012**



What is Social Media?

Social media includes web-based and mobile based technologies which are used to turn communication into **interactive dialogue** between organizations, communities, and individuals.

www.wikipedia.org, 2012



What are Facebook and Twitter?

Social Network tools that allow people to communicate quickly and easily with each other!



Pew Internet Research, 2011

1 in 5 internet users have gone online to find others who might have health concerns similar to theirs.

1 in 4 among those living with a chronic disease (NCD), those who are caring for a loved one, and those who have experienced a significant change in their physical health, such as weight loss or gain, pregnancy, or quitting smoking.



It's not just for young people!

- **Social networking use among internet users ages 50 and older nearly doubled, from 22% in April 2009 to 42% in May 2010.**
- During the same period, use among those ages 65 and older grew 100% from 13% to 26%.
- By comparison, social networking use among users ages 18-29 grew by 13% from 76% to 86%.

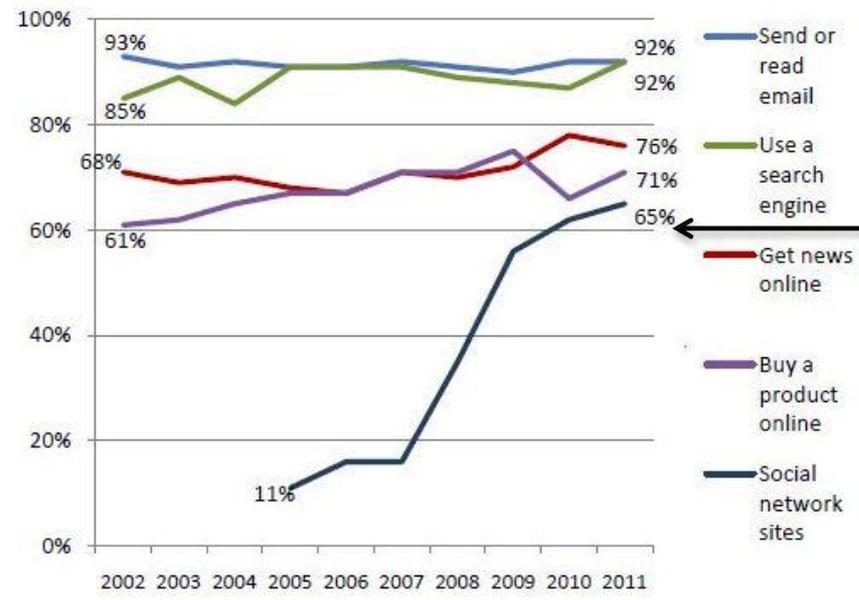
Pew Research Center, 2010



Pew Research Center Data

Over time, search and email are most popular online activities

% of internet users who do each activity



Social network activity increasing!!!

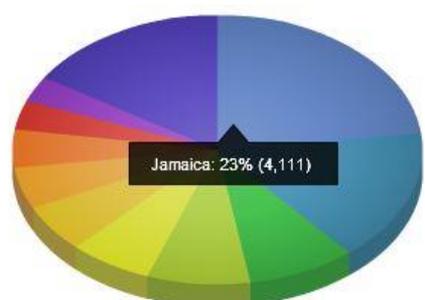
Source: The Pew Research Center's Internet & American Life Project tracking surveys, 2002-2011. Social network site use not tracked prior to February, 2005. For more activity trends, go to pewinternet.org.



facebook

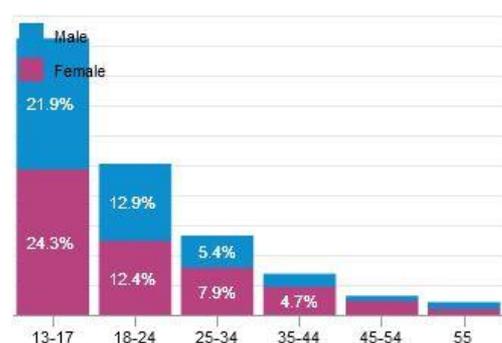
- 20,600 Fans (April – Sept)
- Greater than 60% of Fans are between ages of 13-24
- 150 new “LIKES” per day.

Facebook Insights : Regional Stats



Country	Likes
Jamaica	4,111
Trinidad and Tobago	2,837
United States	1,528
Guyana	1,453
Argentina	1,180
Saint Vincent and the Grenadines	1,016
Barbados	897
Suriname	818
Canada	624
Indonesia	548

Facebook Insights : Gender and Age - Graphical



Age	Male	Female
13-17	21.9%	24.3%
18-24	12.9%	12.4%
25-34	5.4%	7.9%
35-44	4.7%	2.2%
45-54	0.9%	2.3%
55+	1.1%	1.0%

Facebook Insights : Gender and Age - Tabular

Age	Male	Female
13-17	21.90%	24.30%
18-24	12.90%	12.40%
25-34	5.40%	7.90%
35-44	2.20%	4.70%
45-54	0.90%	2.30%
55+	1.10%	1.00%

Facebook Insights : Gender Summary



MALE
46%



FEMALE
54%



UNKNOWN
0%



Where do we start?



“The Big Three”



A mobile phone advocacy and awareness text campaign



**Get the Message
Text the Message
Be the Message**



Clearly defined objectives

- To raise awareness and support for political leaders attending the United Nations High Level Meeting on NCDs.
- **To develop an NCD advocacy initiative that would inspire young people to become involved!**
- To develop a catalyst for the strengthening of the capacity of the HCC.
- To raise awareness of NCDs and their risk factors



Resultados

- **7500+ RADIO ADS**
- **5 PSA ADS CREATED**
(SMOKING, CANCER, DIABETES CONTROL, HEART DISEASES, ASTHMA)
- **5000+ (TV)**
- **20+ RADIO INTERVIEWS**



Results (April – September 2011)

700,000+
Text messages

20,000 +

facebook

“Likes”



Get the Message Awareness Strategy

- Social Media



- Traditional Media

- Television



- Radio & Newspapers



PARTNERS

ADVISORY
SUPPORT

MOBILE PHONE
PARTNERS

MEDIA PARTNERS

PROJECT FUNDING



Wise Financial Thinking for Life



TEXT FREE!

COME TOGETHER
show your support
for the **United Nations Summit on**
CHRONIC DISEASES

TEXT YES to
4357 **LIME**

TEXT YES to
4325 **Digicel**
The Bigger, Better Network.



- GET THE MESSAGE
- TEXT THE MESSAGE
- BE THE MESSAGE

CHRONIC DISEASES:



DIABETES



CANCER



HIGH BLOOD PRESSURE



ASTHMA



HEART DISEASE



Working With Corporate Partners - Facebook

- LIME Jamaica - 118,546 Likes
- Digicel Trinidad and Tobago - 162,564 Likes
- Grace Kennedy Education Run July 8, 2012 - 390 Likes



twitter



LIME_Jamaica LIME JAMAICA
@HealthCaribbean: Only 1 Month left to send a FREE text of support against #NCDs like #Cancer, #Diabetes @LIME_Jamaica
<http://bit.ly/oQnjYb>
10 Aug ☆ Favorite ↻ Retweet ↩ Reply



digicelbarbados Digicel Barbados
yfrog.com/kfen8mj Digicel encourages you to support the "Get The Message" Campaign and our fight via fro.gy/1cc7w
23 Aug



LIME_StLucia LIME Saint Lucia, WI
Text YES to 4357, support @HealthCaribbean and the United Nations fight against chronic diseases. Text is FREE.
<http://twitpic.com/5g4ayz>
24 Jun



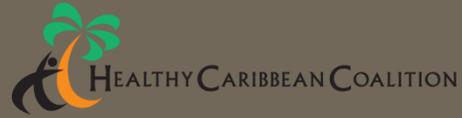
DigicelGuyana DigicelGuyana
Text YES for FREE to 1155, to support Caribbean leaders at the UN Summit on Chronic Diseases and to join the "Health Revolution!"
9 Jun ☆ Unfavorite ↻ Retweet ↩ Reply



“In short, **cultural acupuncture** is finding where the psychological energy is in the culture, and moving that energy towards creating a healthier world.”

Andrew Slack





https://www.facebook.com/GetTheMessage

facebook

Search

Home Profile Account

Healthy Caribbean Coalition
Non-Profit Organization · Edit Info

Admins (3) · See All

Use Facebook as Chris

Notifications

Promote with an Ad

New Insights

Quick Tips
Get more people to like your Page with Facebook Ads today!

Sample Ad: Healthy Caribbean...
Your ad text here.

Like · Chris Hassel likes this.

Advertise Page

Wall Healthy Caribbean Coalition · Everyone (Most Recent)

Share: Status Photo Link Video Question

What's on your mind?

Healthy Caribbean Coalition
Jamie Oliver has decided to support the fight against NCDs and is supporting the UN summit. Let's LIKE his page and tell him thanks for his support!

2,864 Impressions · 0.31% Feedback
10 hours ago · Like · Comment · Share
Sheena Warner and 8 others like this.

Write a comment...

Healthy Caribbean Coalition
100 plus people walk for lupus
www.habonnews.com

1,913 Impressions · 0.37% Feedback
10 hours ago · Like · Comment · Share
Abena Sankofa April Aleyne and 6 others like this.

Write a comment...

Healthy Caribbean Coalition
Updates: We have 400,000 text messages of support from the #Caribbean for the UN summit on NCDs. Int'l fans go to <http://h.co/jt.1Cto.0>

3,069 Impressions · 0.29% Feedback
Friday at 11:31am via Twitter · Like · Comment · @HealthCaribbean on Twitter
David J. Olson and 7 others like this.

Country	Digicel	LIME
Anguilla	4325	
Antigua	4325	4357
Barbados	4325	4357
BVI		4357
Cayman	4325	4357
Dominica	4325	4357
French WI	4325	
Grenada	4325	4357
Guyana	1155	
Haiti	4325	
Jamaica	444-3860	444-4211
Montserrat		4357
St. Kitts	4325	4357
St. Lucia	4325	4357
St. Vincent	4325	4357
Suriname	819-4325	
T&T	4325	
TC Islands	4325	4357

Wall

Hidden Posts

Info

GET THE MESSAGE

Causes

YouTube

Events

Photos

Questions

Edit

About

The Healthy Caribbean Coalition is pursuing a strategy to increase awareness...

More

20,579
like this

Get the message

Healthy Caribbean Coalition Like
Non-Profit Organization

If you **LIKE** what we are doing or you'd **LIKE** more information **CLICK LIKE** above :)

The Get the Message Campaign is a text based petition to show support for the United Nations summit in the fight against chronic diseases.

All text messages of support are FREE of cost to Digicel and LIME mobile phone subscribers in the Caribbean.

Cancer, Diabetes, high blood pressure, heart disease and asthma are chronic diseases that have almost reached epidemic proportions, and the Caribbean is the region of the Americas most affected.

Show your support for the United Nations Summit on Chronic Diseases and visit our wall to find the short code for your country to text your support.

Wall

Info

GET THE MESSAGE

Causes

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The Healthy Caribbean Coalition is pursuing a strategy to increase awareness...

More

20,579
like this

SMS country codes always displayed on page



twitter



HealthCaribbean Get the Message

#BestThingYouNeverHeardof *YET, A world united in the fight against #Cancer, #Diabetes, #HeartDisease, #LungDiseases. Are u conNeCteD? #NCDs

11 Aug ☆ Favorite ↶ Reply 🗑 Delete



HealthCaribbean Get the Message

#ImTheTypeOfPerson that would "LIKE" the fan page of the Get the Message Campaign + support the fight against #NCDs!

<http://on.fb.me/oewwNp>

10 Aug



HealthCaribbean Get the Message

There is a global community determined to unite in the fight against chronic diseases or #NCDs. This is one of the #thingswelearnedontwitter

26 Jul



Twitter Followers of Caribbean Celebrities

- Usain Bolt - 481,109
- Yendi Phillips - 17,042
- Machel Montano - 48,861
- Rihanna - 19,567,090



Branding NCDs using Social media

- Participate Daily
- Engage one user, get noticed by hundreds
- **Users want to talk about your brand, so give them a reason to**
- Most users share ONLY positive updates about brands
- Facebook users who “LIKE” brands have more influence than those who don’t
- 32% of users prefer to get short updates via FB/Twitter compared to 27% via e-mails.

Adapted from Mashable.com, “Branding and how it works in the social media age” 2012



Resources

- www.mashable.com
“One stop shop for Social Media” – Time Magazine
- www.pewinternet.org
- www.mhealthalliance.org (HUB – Health Unbound)



Pros and Cons of Using Social Media for NGOs



Cost-effective
Ability to Analyze Trends in use
Recruitment of Volunteers/\$\$\$
Ability to form Partnerships



Rapidly Changing trends in popular platforms

Increased “social noise”

Resource Capacity



Saving time with Social Media



HCC Social Media Next Steps

- Provides individual member organizations of HCC with a social media Guideline
- Identify key resource persons within organization to assist with development of social media presence
- Unite together for Caribbean Wellness Day



Social Media can be fun!



Thank you