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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.

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

- Traditional Media
  - Television
  - Radio & Newspapers
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

• GET THE MESSAGE
• TEXT THE MESSAGE
• BE THE MESSAGE

CHRONIC DISEASES:

- DIABETES
- CANCER
- HIGH BLOOD PRESSURE
- ASTHMA
- HEART DISEASE

Healthy Caribbean Coalition
www.healthycaribbean.org

Pan American Health Organization

Sagicor

Healthy Caribbean

facebook.com/getthemessage twitter.com/healthcaribbean YouTube HealthyCaribbean
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
**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

**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

**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
“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
SMS country codes always displayed on page
**HealthCaribbean** Get the Message

*BestThingYouNeverHeardOf* *YET*, A world united in the fight against #Cancer, #Diabetes, #HeartDisease, #LungDiseases. Are you connected? #NCDs

11 Aug  Favorite  Reply  Delete

**HealthCaribbean** Get the Message

*I'mTheTypeOfPerson* that would "LIKE" the fan page of the Get the Message Campaign + support the fight against #NCDs! [http://on.fb.me/oevwNp](http://on.fb.me/oevwNp)

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 #thingswesoughtdontwitter

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

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

**Cons:**
- 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