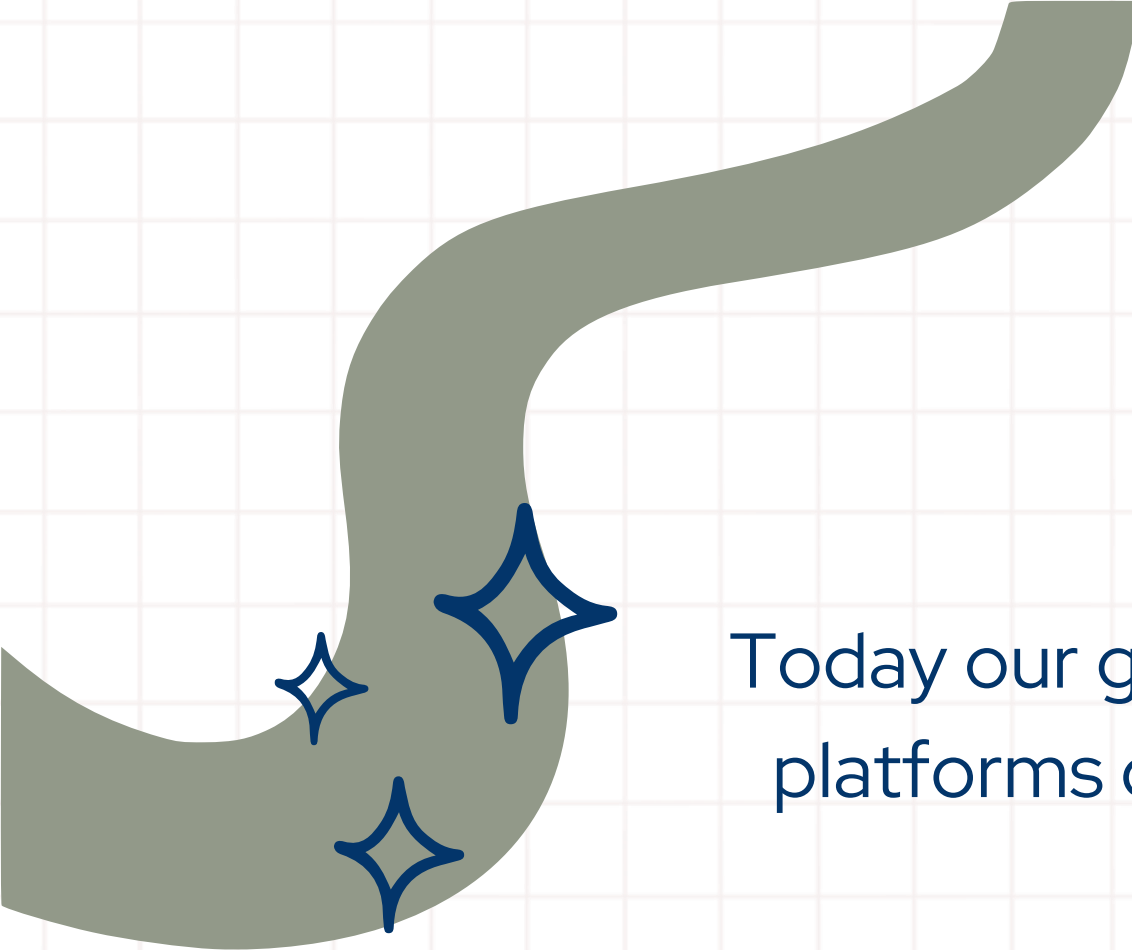


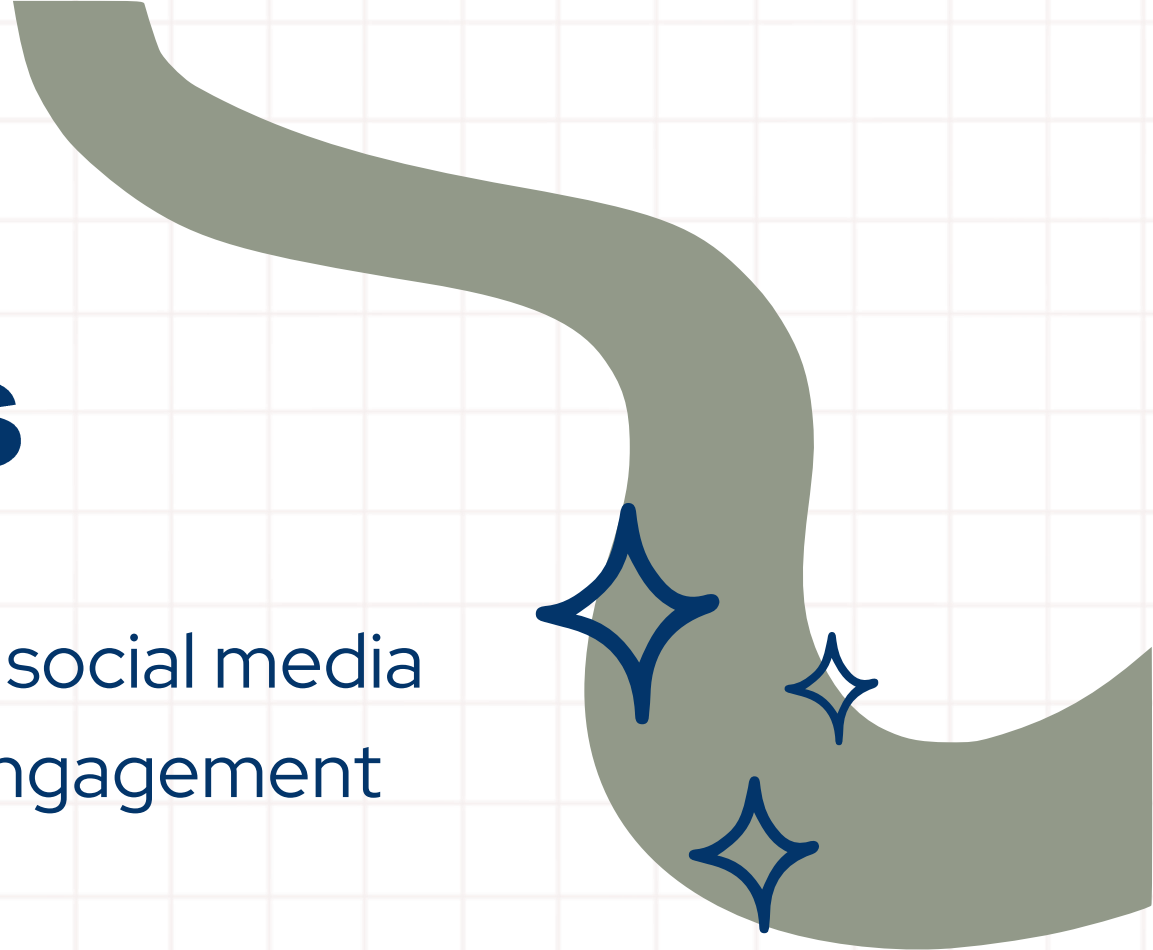
Social Media Marketing

Presented By Jessica Ricks, MPH and Brittany Shepherd,
RN





Learning Objectives



Today our goal is for participants to learn how investing in social media platforms can be a helpful tool when trying to improve engagement with rural youth.

Investment

Attendees will be able to describe how investing in social media applications and youth engagement efforts contributes to public health outcomes, such as increased awareness and destigmatization.

Short Form Videos

Attendees will be able to explain how to effectively utilize short-form video content to increase engagement and health message retention among adolescents and young adults.

Analyze engagement

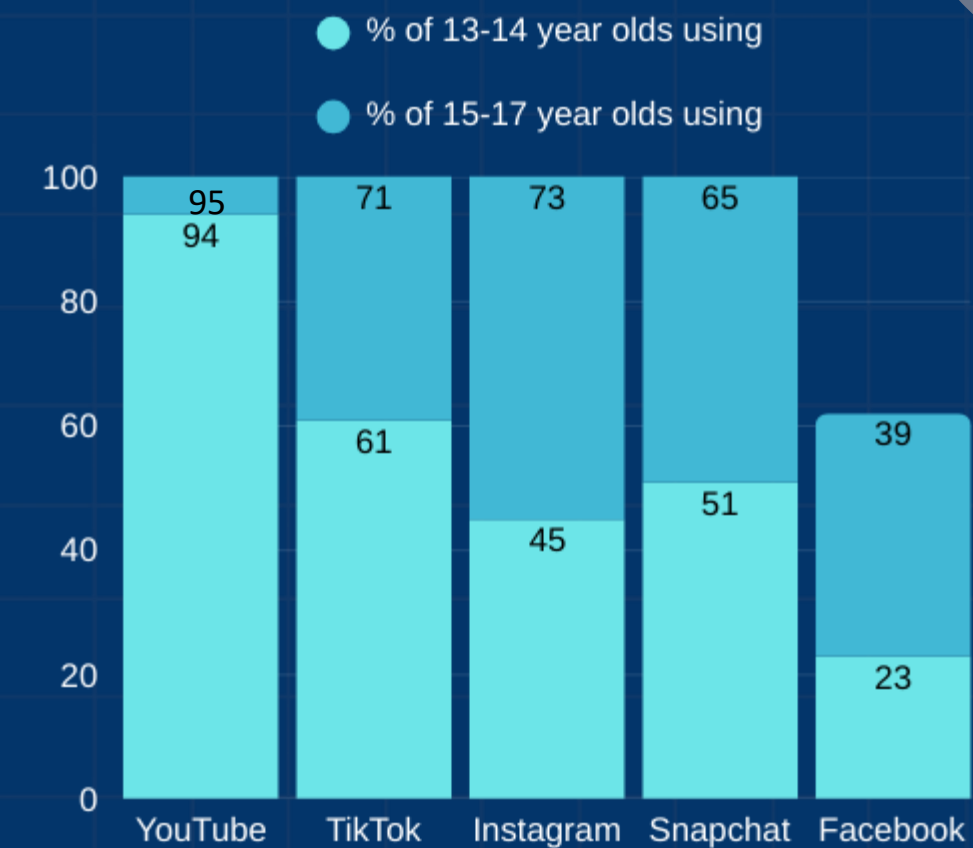
Attendees will be able to analyze social media metrics to evaluate the success of digital health campaigns targeting youth.

Introduction

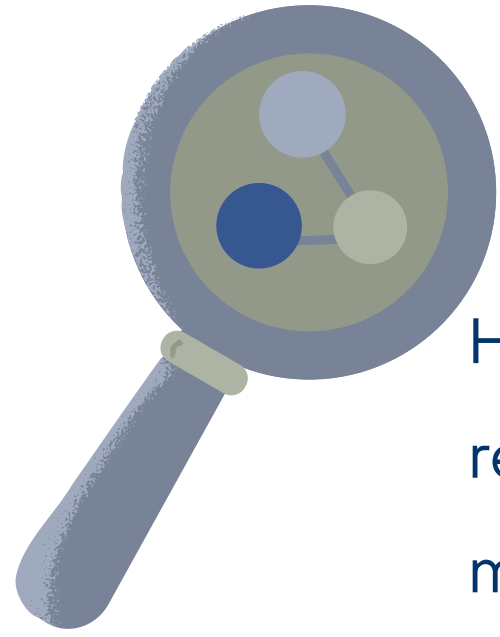
Adolescents and Young Adults (AYA) rely heavily on social media, which can both inform and mislead, often contributing to risky behaviors and poor health outcomes.

National Center for Health Research ranked the most popular social media platforms among AYA populations in the following order:

1. YouTube
2. TikTok
3. Instagram
4. Snapchat
5. Facebook



The Prevalance of Misinformation



Health misinformation is increasingly being recognized as a threat to public health. As misinformation increases, distrust among communities and top public health organizations is politicized.

2/3 of Americans Struggle to know what's real online.

Young adults are the most likely to feel unsure.

Misinformation is generally linked to 6 topics:

1. Vaccines
2. Diets and eating disorders
3. Drugs and new tobacco products,
4. Pandemics and communicable diseases
5. Noncommunicable diseases
6. Medical treatments and health interventions.

My husband healed his diabetes through keto diet and stopping to take take medicines, his blood pressure regulated and from 7 pills a day he is now on 1 and a half a day! Exercising and healing with herbs

746

My mom healed herself from cancer FOUR times after the doctors at ucla gave her up to die. The reason the cancer kept coming back was our lack of knowledge on nutrition. Once that was remedied, she's been cancer free for 30 YEARS!!!

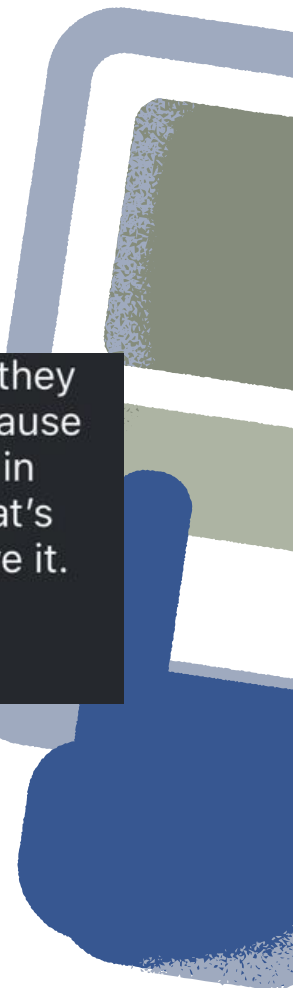
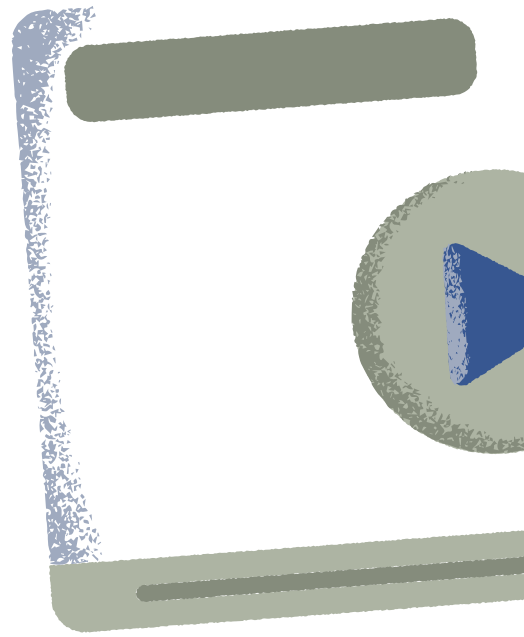
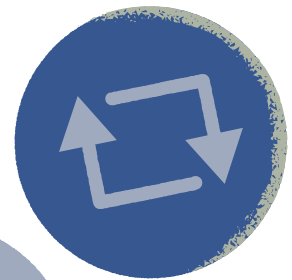
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Reply



@gubbahomestead the reason they say no from 0/12 months is because there is a little bit of everything in honey... it's nature vaccine. That's why they don't want kids to have it. The end.

Reply



Source of Information

How much Trust does AYA really have in Social Media

Data is limited on how much AYA populations actually trust social media. Researchers conducted a systemic review and noted that while there is a general mistrust of health information from social media, if the poster was familiar and sharing relatable experiences with a particular health topic, AYA groups were more apt to trust the content. Also, if a friend or a peer shared or forwarded health information, the information was more likely to be considered trustworthy.

If a friend or a peer shared or forwarded health information, the information was more likely to be considered trusted. Algorithms reinforce echo chambers, causing users who engage in misinformation to encounter further misinformation on a variety of health topics.



Social Media Impact on Health Outcomes

Some researchers have suggested social media should be referred to as a commercial determinant of health (CDoH), due to the financial incentives content makers receive to post misinformation. This unregulated wellness information puts users at risk for worse health outcomes.

Health professionals and experts with actual credentials who have conflicts of interest also increase the spread of misinformation and erosion of trust in public health.



Mental Health

Research is limited on the impacts of social media on mental health. Recent studies explore how social media misinformation may result in false self-diagnosis of depression, narcissism, and changes in how youth respond and navigate distressing situations.



Substance Use

Social media platforms show peer-generated and marketing depictions of substance use, potentially leading to an increased belief in the normalization of substances



Relationships

Despite the goal of social media to bring people together, adolescents report increased feelings of isolation. Social media portrays an idealized version of life, often misleading AYA populations about realistic expectations and understanding of relationships in the real world.

Benefits of investing in social media platforms

Building community trust

While there is no specific research that states social media is the key to rebuilding trust in public health, it is a known tool that helps public health deliver consistent messaging and outreach.

Reach and engagement

Nearly all teens reported having access to a smartphone regardless of their household income. Thanks to smartphones, this has allowed 97% of teens to use the internet daily. 43% of Rural teens say they are online almost constantly, in comparison to 46% of all U.S teens



Designing Effective AYA Campaigns



Why short-form?

Videos are less than one minute, clear, concise, and visually appealing or low-quality. Viewers linger on almost half of the videos that are less than 5 minutes.



Elements of effective videos

Humor, audience-friendly (culturally relevant) commentary, and relatability are more effective in gaining high viewer engagement.



Let's check out some content!

What do you notice? Which ones were more interesting and engaging? Why? Why not? why, why, why, why, why... 😊



Building a 4 Week Digital Health Campaign



Priorities

For our campaign, we wanted to raise awareness about resources and strategies individuals and the community could use to improve their health outcomes.



Target Audience

Our target audience was Adolescents and Young Adults.



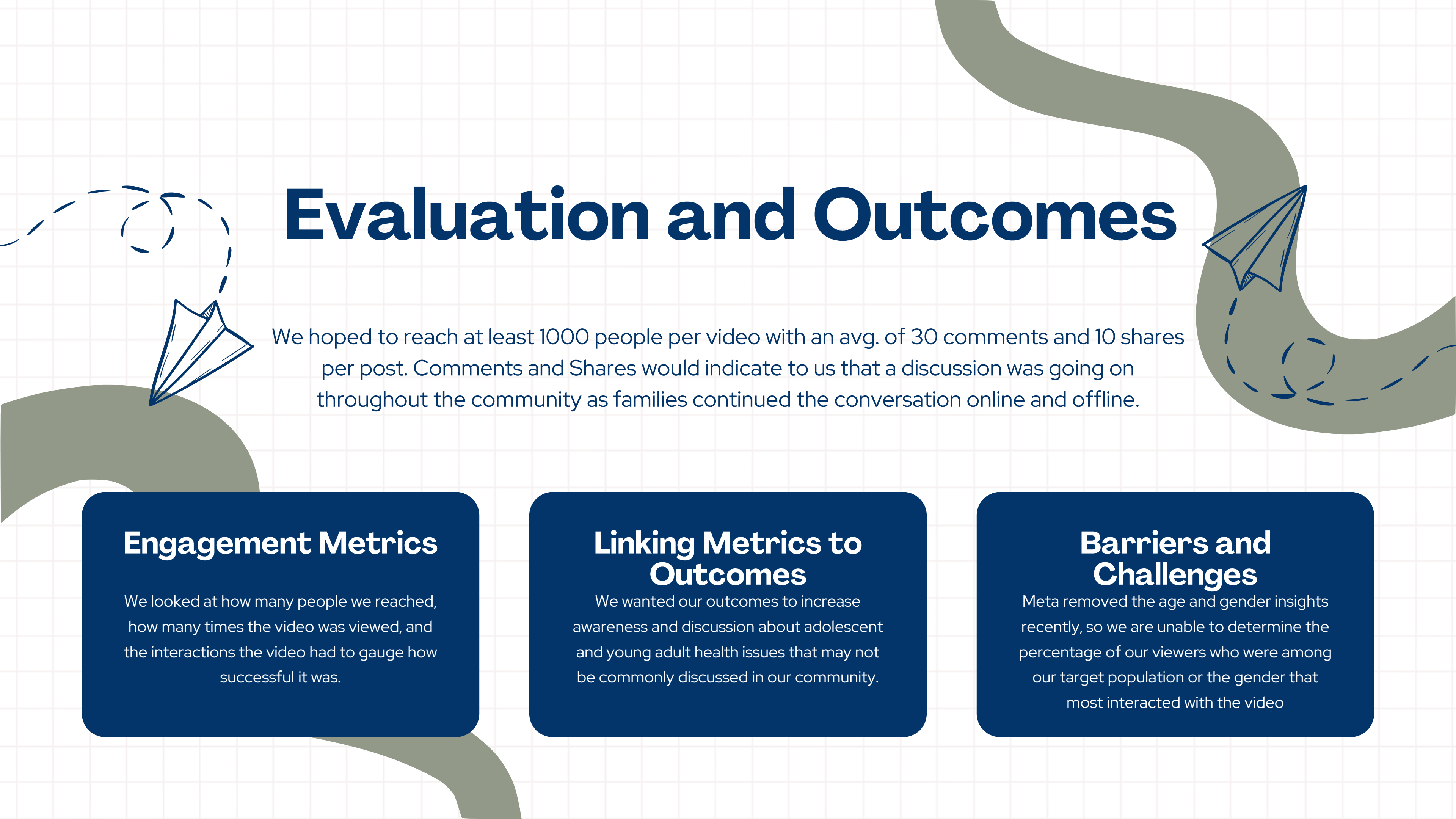
Content Development

We worked with partners and created 4 short-form videos that shared statistics on various health topics and provided resources in the captions that the community could utilize.



Posting and Platform

We chose to share on our Facebook page and Instagram.



Evaluation and Outcomes

We hoped to reach at least 1000 people per video with an avg. of 30 comments and 10 shares per post. Comments and Shares would indicate to us that a discussion was going on throughout the community as families continued the conversation online and offline.

Engagement Metrics

We looked at how many people we reached, how many times the video was viewed, and the interactions the video had to gauge how successful it was.

Linking Metrics to Outcomes

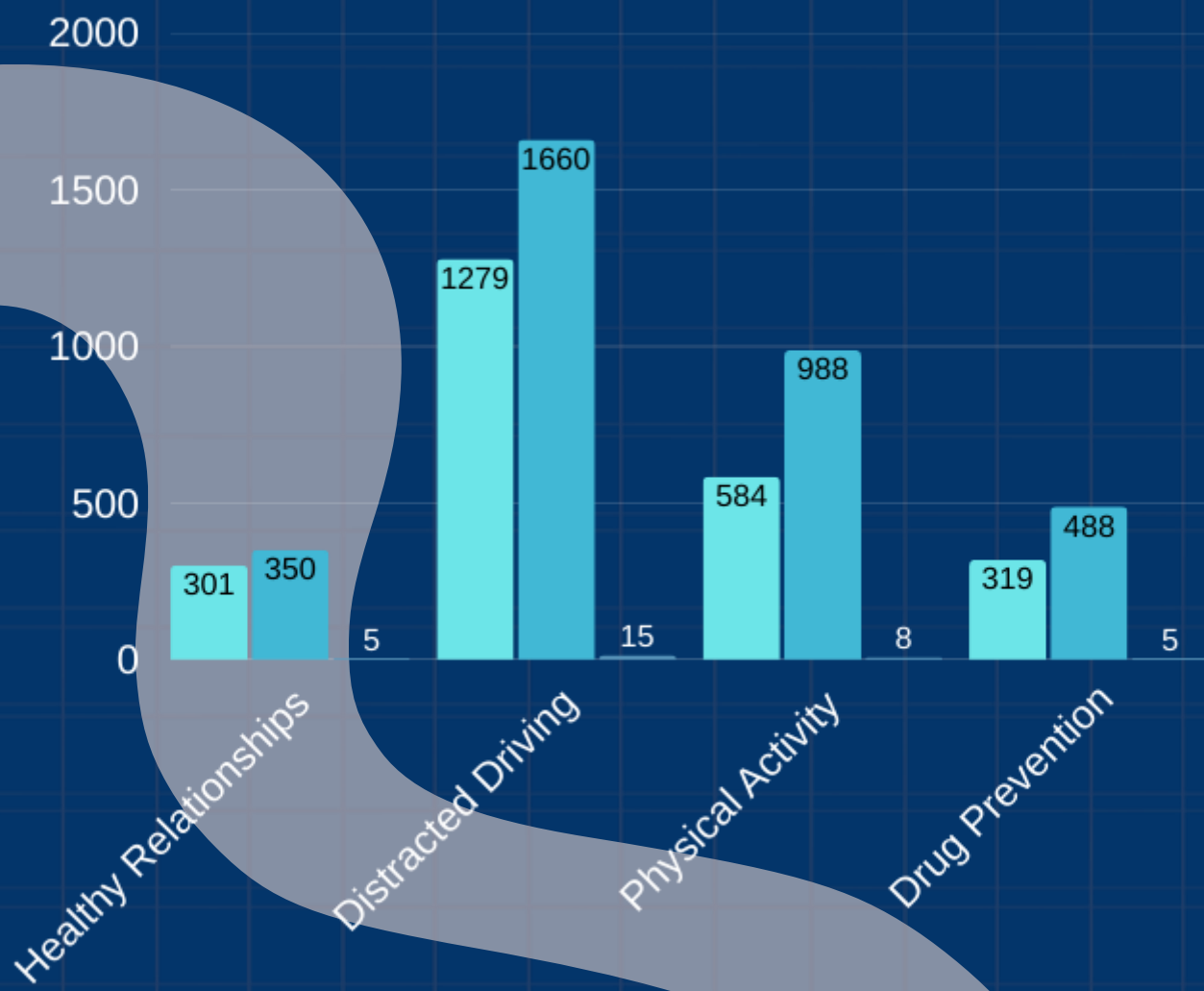
We wanted our outcomes to increase awareness and discussion about adolescent and young adult health issues that may not be commonly discussed in our community.

Barriers and Challenges

Meta removed the age and gender insights recently, so we are unable to determine the percentage of our viewers who were among our target population or the gender that most interacted with the video

Looking at the Numbers

● Reach ● Views ● Interactions



Healthy Relationships

Our 1st post was created by our partners at Russel House, a domestic violence center.



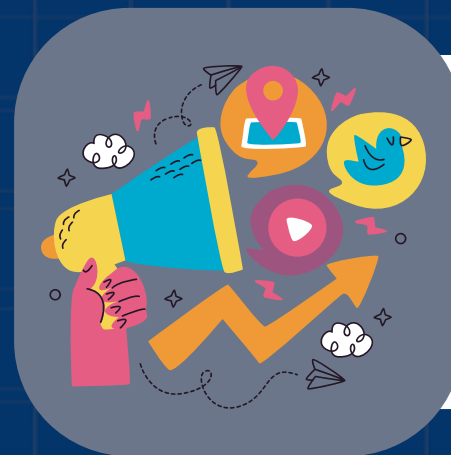
Distracted Driving

We used DCHC staff to create this post using statistics from National Highway Safety Administration



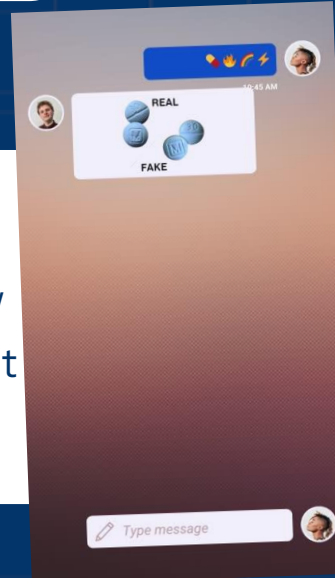
Physical Activity

Again, we used DCHC staff to create this post, sharing how we often feel we don't have time to engage in physical activity, but make time to be on our phones.



Drug Prevention

Using Canva, we made a text message exchange to show how teens communicate with each other to get drugs, but also express the dangers of one pill.



Discussion/Q&A



Timely Responses and
Comments



Hosting Live Sessions



Running Contents and
Giveaways

Presented By Brittany Shepherd, RN & Jessica Ricks,
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Thank you so much

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