Let’s Tweet!
Using Social Media To Promote Oral Health

Wednesday, December 2, 2015

Matt Jacob, BA
Member of the ASTDD’s Social Media Working Group
Social media allows oral health stakeholders to:

- Send messages immediately or at times of their choosing
- Establish or nurture relationships that extend beyond oral health
- Communicate easily at little or no cost
Embraced by mainstream health experts

- **The Mayo Clinic** has created a Social Media Health Network with training modules and other resources.

- **The CDC** launched a contest to encourage the use of social media to track the prevalence and intensity of the 2013-14 flu season.

Social media: A world of options
Twitter and Facebook are the most popular platforms

- They provide the largest audiences in the U.S.
- Combined, these platforms have 1.6 billion+ active users
- Many health journalists and bloggers use Twitter to monitor trends and develop story ideas

(Source: This figure is based on 2014 data. See: Shea Bennett, “The 10 Biggest Social Networks Worldwide,” SocialTimes, Ad Week Blog Network, December 24, 2014.)
What sets Twitter apart from other social media vehicles

“Twitter isn’t quite a mass medium in the same way Facebook has become — it’s more of a channel to reach the network influentials, since it’s particularly popular with bloggers, journalists and activists.”

ACCORDING TO:
socialmedia
today
A Closer Look at Twitter
Twitter in 60 seconds

1. Twitter is an online social networking service that enables users to send and read messages that are no more than **140 characters long**.

2. A “Tweet” is a message sent on Twitter.

3. A Twitter “handle” is what your account is called: @Teeth_Matter
Mike Odeh retweeted
K Hardy @kellyahardy · Mar 4
Unfortunately, Governor, children are not BORN school-age! Right on @HollyJMitchell . @EarlyYears_CN #ProKidCA #PolicyInsights15

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Early Childhood @ CN @EarlyYears_CN · Mar 3
Invest in stronger families & communities in California. Reauthorize #MIECHV #HomeVisiting!

First Focus @First_Focus · 4h
RT @KidsImmigration: Child migrants face new crisis: Uneven justice - David Rogers - POLITICO politi.co/1aR58jM

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Do-it-yourself orthodontics, yay or nay? #DIY #homehygiene on.today.com/1Ns1YSA via @todayshow

CampaignForChildren @Campaign4Kids · 4h
SNA proposal is anything but common sense | @nyshepa - The Hill bit.ly/1McMApC #ChildNutrition

Trends · Change
#WhoWillYouBe Promoted by Dick's Sporting Goods
#BlackOutDay
#MakeSomeonesDayIn3Words
Unbreakable Kimmy Schmidt
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Notifications

All / People you follow

Doctors Redkulous and Michelle Quinteros favored your Tweet
10h: A2: Hispanic kids (ages 2-8) are nearly twice as likely to have untreated tooth decay bit.ly/18IkTJ5 #SaludTues #Hispanic

Doctors Redkulous and 4 others retweeted you
10h: A2: Hispanic kids (ages 2-8) are nearly twice as likely to have untreated tooth decay bit.ly/18IkTJ5 #SaludTues #Hispanic

Children's Dental and 7 others followed you

AZRedBook and 4 others favored a Tweet you were mentioned in
9h: Great stuff on #Latino #dental #health #SaludTues chat from @SaludToday @DeltaDentalAZ @AmerDentalAssn @HDAssoc @Teeth_Matter @MamasconPoder
Trends · Change

#WhoWillYouBe
Promoted by Dick's Sporting Goods
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What is a hashtag?

- A “hashtag” is when you use the symbol # before a key word or phrase (no space) in your tweet
- This allows people searching that hashtag to find your tweet
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Results for #CHIPworks

vakids @vakids · 19h
Three cheers for our Va. Representatives who came together & voted to #ExtendCHIP! #CHIPworks & must continue to work for 100k+ Va kids.

DrJanice L Pelletier @DrJanPeds · 19h
@SenatorCollins; @SenAngusKing #chipworks #ExtendCHIP for kids! #putkids1st #tweetiatricians Pls support H.R.2!

Arkansas Advocates @AACF · 20h
We would like to thank our entire AR House delegation for voting to #ExtendCHIP. Huge deal for kids. Kudos #arleg #chipworks

Children Now @ChildrenNow · 20h
CHIP is a bipartisan program that works. Congress, it's time to #ExtendCHIP without delay! #CHIPWorks

CHAT @ChildHospAssnTX · 20h
The time is now. Ask Congress to #ExtendCHIP as quickly as possible. #ExtendCHIP #CHIPWorks bit.ly/ExtendCHIPAA
## Abbreviations and shorter words for use on Twitter

<table>
<thead>
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<th>English</th>
<th>Abbreviation</th>
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<tr>
<td>children</td>
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How to Tweet

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Write a Tweet:
Step by Step
Step 1: Start writing the message you want to tweet

VIDEO: What do we know about the safety of fluoridated water?
Step 2: Copy the URL of the content you’re promoting
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https://www.youtube.com/watch?v=6Hml1Cl0Idk
Step 3: Shorten the URL of the content you’ve chosen
Step 3: Shorten the URL of the content you’ve chosen
Step 4: Paste the shortened link into your tweet

VIDEO: What do we know about the safety of fluoridated water? [http://bit.ly/1v7IA3h](http://bit.ly/1v7IA3h)
Step 5: Add any hashtags that are appropriate
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Step 6: Review your message and then click “Tweet”
#tweet4oralhealth
Strategies for Maximizing Your Impact
Types of Twitter events

**Twitter Chat** – Typically, this event uses a Q&A format to educate or engage a broader audience about a particular topic. One Twitter user asks the Q’s and allows time for others to answer.

**Twitter Storm** – This event is not moderated. A host organization welcomes people to the Storm and then various groups send tweets in no particular order.
5 ways to use Twitter effectively:

1. Tweet regularly *(at least 5-7 times per week)*
2. Limit the number of re-tweets
3. Follow Twitter’s unwritten rules
4. Use words that “sell” your tweet
5. Target your tweets
3. **Follow Twitter’s unwritten rules**

Use “RT” if you want to re-tweet using your own account name/logo.

Use “MT” if you modify someone else’s tweet.

Favorite tweets that promote your issues or activities.
4. Use words that “sell” your tweet

**Delta Dental @DeltaDental**
You booze, you lose: Excessive alcohol consumption can really harm your oral health. bit.ly/HDP41q

**CDC @CDCgov**
Women aged 50-74 years should get a mammogram every 2 years. Younger women should ask their doctor. go.usa.gov/DzX5

**MouthHealthy @ADAMouthHealthy**
There are 1,440 minutes in a day. Your kids’ teeth need 4 of them. Take the #2min2x a day pledge! #NatlBrushDay: expi.co/01Bi6

**CDHP @Teeth_Matter**
Coloradans love high mountains & low cavity rates. Denver votes to continue water #fluoridation bit.ly/1Lx1IQt @DeltaDentalCO

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Using a clever turn on a familiar phrase

A clear and straight-forward message

A powerful way to connect two numbers

Use a play on words
4. Use words that “sell” your tweet
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Some terms may not make good “kickers”
Problem tweets

Hyperlinks alone won’t draw much interest

Poor timing: The day after Aurora shooting

Proofread for typos before tweeting
Problem tweets

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- Poor timing: The day after Aurora shooting

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5. Target your tweets

Hashtags are a good way to reach the right people with your message

#oralhealth  #2x2mins

#CHIPworks  #dentaljobs

#factsfavorfluoridation

#healthequity  #CultureofHealth

#ThinkTeeth  #sealants  #TripleAim
5. Target your tweets

Inserting someone else’s Twitter address is a direct way to bring your message to their attention and possibly gain them as a follower.
Identify and Engage New Partners
Using Twitter to build relationships

1. Search online to find out which of your partners or potential partners have Twitter accounts.
Using Twitter to build relationships

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Consider following each of them.
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2. Co-host a Twitter chat or Twitter storm with a partner or ally. Reach out to organizations that you think might be interested.
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3. If you have something relevant to say, participate in a Twitter event hosted by someone else. Keep your eye out for them.

#WellnessWed
#FoodFri
Participating in another group’s Twitter chat got us followed by @KidsHealth — with 214,000 followers.
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4. Use hashtags that help your tweet reach a wider audience.
Calendar observances

- Children’s Dental Health Month *(February)*
- National Minority Health Month *(April)*
- Public Health Week *(April)*
- Drinking Water Week *(May)*
- National Women’s Health Week *(May)*
- Men’s Health Month *(June)*
- National Dental Hygiene Month *(October)*
- Health Literacy Month *(October)*
- Pregnancy & Infant Loss Day *(October)*
Use hashtags

Hashtags help, but don’t go overboard

Our February Twitter Storm:

- Created nearly **3 million** Twitter impressions
- Reached **653,000+** accounts
- Involved **183** stakeholders, including national orgs and groups from 30+ states
Questions or Comments?

Lynn Bethel, Chair
lynnabethel@aol.com

Matt Jacob
mjjacob@cdhp.org