

# 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

ACCORDING TO:



“ 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. ”

# **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`







**CDHP**  
@Teeth\_Matter


TWEETS	FOLLOWING	FOLLOWERS
2,755	491	2,109

**Trends** · Change

- #WhoWillYouBe  
Promoted by Dick's Sporting Goods
- #BlackOutDay
- #MakeSomeonesDayIn3Words  
Unbreakable Kimmy Schmidt
- #ExpoWest
- #askjacob
- #LAvCHI
- Menendez
- UC Irvine
- Poetic Justice

What's happening?


Mike Odeh retweeted



**K Hardy** @kellyahardy · Mar 4  
Unfortunately, Governor, children are not BORN school-age! Right on @HollyJMitchell . @EarlyYears\_CN #ProKidCA #PolicyInsights15

Retweets: 3 Stars: 1

Mike Odeh retweeted




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

Retweets: 2 Stars: 1



**First Focus** @First\_Focus · 4h  
RT @KidsImmigration: Child migrants face new crisis: Uneven justice - David Rogers - POLITICO [politi.co/1aR58jM](http://politi.co/1aR58jM)

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Retweets: 1 Stars: 1 [View summary](#)



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SNA proposal is anything but common sense | @nyshepa - The Hill [bit.ly/1McMApC](http://bit.ly/1McMApC) #ChildNutrition

[View summary](#)



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
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Account Info





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
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
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- Notifications** >
- Mentions >

- Trends** · [Change](#)
- [#GetPumped](#)  
 Promoted by Reebok
  - [#47Traitors](#)
  - [RIP Kirby](#)
  - [#5WordDealBreakers](#)
  - [#LOTPOfficialVideo](#)
  - [Jimmy Graham](#)
  - [#SXSWedu](#)
  - [Iran](#)
  - [#RIPWindellMiddlebrooks](#)
  - [Revis](#)

## Notifications

All / **People you follow**

 **Doctor Redunkulous** and **Michelle Quinteros** favorited your Tweet 16m

10h: A2: Hispanic kids (ages 2-8) are nearly twice as likely to have untreated tooth decay bit.ly/18IKTJ5 #SaludTues #Hispanic



 **Doctor Redunkulous** and 4 others retweeted you 16m

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 5h



 **AZRedBook** and 4 others favorited a Tweet you were mentioned in 6h

9h: Great stuff on #Latino #dental #health #SaludTues chat from @SaludToday @DeltaDentalAZ @AmerDentalAssn @HDAAssoc @Teeth\_Matter @MamasconPoder





What's happening?



**CDHP**

@Teeth\_Matter

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**Direct Messages** with SaludToday



Hi! Thanks for the follow! Would you be interested in co-hosting a Tweetchat on 3/10? Please email Rosalie Aguilar aguilar2@uthsca.edu

Feb 20



Hi! Just wanted to invite u to today's #SaludTues chat @ 1pmET 'What Latinos Need to Know About Oral Health' Hope u can join!

Mar 10

Absolutely - we're looking forward to responding to the questions that Rosalie shared with us last week. This is Matt at [mjacob@cdhp.org](mailto:mjacob@cdhp.org)

Mar 10




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[View summary](#)

## What is a hashtag?



**Amer Acad Pediatrics** @AmerAcadPeds · Mar 5

Why **#CHIPworks**: The program provides health insurance to 8 million kids & helps keep them healthy [ow.ly/Jh3x8](http://ow.ly/Jh3x8) **#ExtendCHIP**

← ↻ 16 ★ 9 ⋮



**United Ways of CA** @UnitedWaysCA · Mar 4

Repubs & Dems alike know that **#CHIPworks** – for kids & families. Pls guarantee it continues w/ no child worse off. **#Congress**

← ↻ ★ ⋮



**CDHP** @Teeth\_Matter · Mar 3

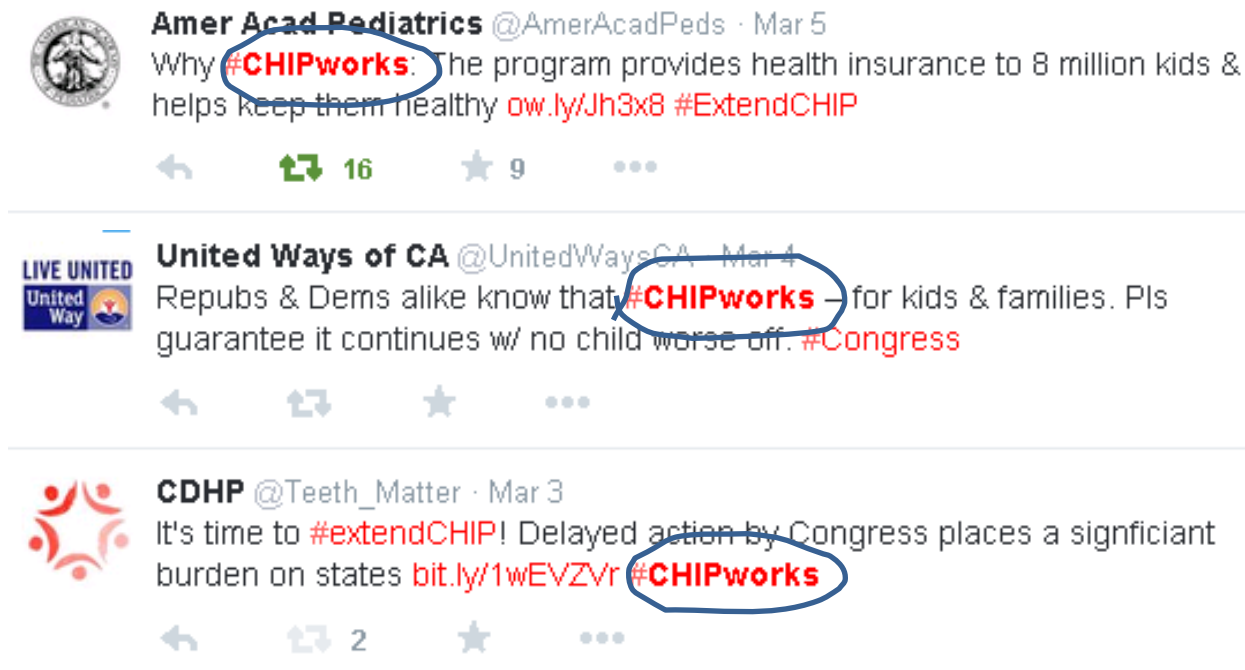
It's time to **#extendCHIP**! Delayed action by Congress places a significant burden on states [bit.ly/1wEVZVr](http://bit.ly/1wEVZVr) **#CHIPworks**

← ↻ 2 ★ ⋮

- 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



## What is a hashtag?



The image shows a screenshot of three tweets from Twitter. Each tweet has a blue circle around the #CHIPworks hashtag. The first tweet is from Amer Acad Pediatrics (@AmerAcadPeds) dated Mar 5, with 16 retweets and 9 likes. The second tweet is from United Ways of CA (@UnitedWaysCA) dated Mar 4, with 2 retweets and 9 likes. The third tweet is from CDHP (@Teeth\_Matter) dated Mar 3, with 2 retweets and 9 likes.

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
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
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Results for #CHIPworks Save

Top / All




**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





  5  2 

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

  2  



**CHAT** @ChildHospAssnTX · 20h  
The time is now. Ask Congress to #ExtendCHIP as quickly as possible. #ExtendCHIP #CHIPWorks bit.ly/ExtendCHIPAA

  1  

## Abbreviations and shorter words for use on Twitter



children

kids

because

b/c

and

&

about

abt

people

ppl

member

mbr

program

prog

oral health

dental

increase

raise

important

key

before

b4

*Use abbreviations to fit your message into 140 characters or less. Here is one example.*

Florida's percentage of uninsured children is relatively high, but it's starting to fall and experts say that it's because of the CHIP program <http://bit.ly/17QSQQm>



**164 characters**

*Use abbreviations to fit your message into 140 characters or less. Here is one example.*

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**164 characters**

Florida's % of uninsured kids is relatively high, but it's falling. Experts says it's b/c of the CHIP program <http://bit.ly/17QSQQm>



**131 characters**

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} **164 characters**

Florida's % of uninsured kids is relatively high, but it's falling. Experts says it's b/c of the CHIP program <http://bit.ly/17QSQQm>

} **131 characters**

FL's % of uninsured kids is relatively high but falling. Experts credit CHIP <http://bit.ly/17QSQQm>

} **98 characters**

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} **164 characters**

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} **131 characters**

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} **99 characters**





**CDHP**  
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
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Retweet Like

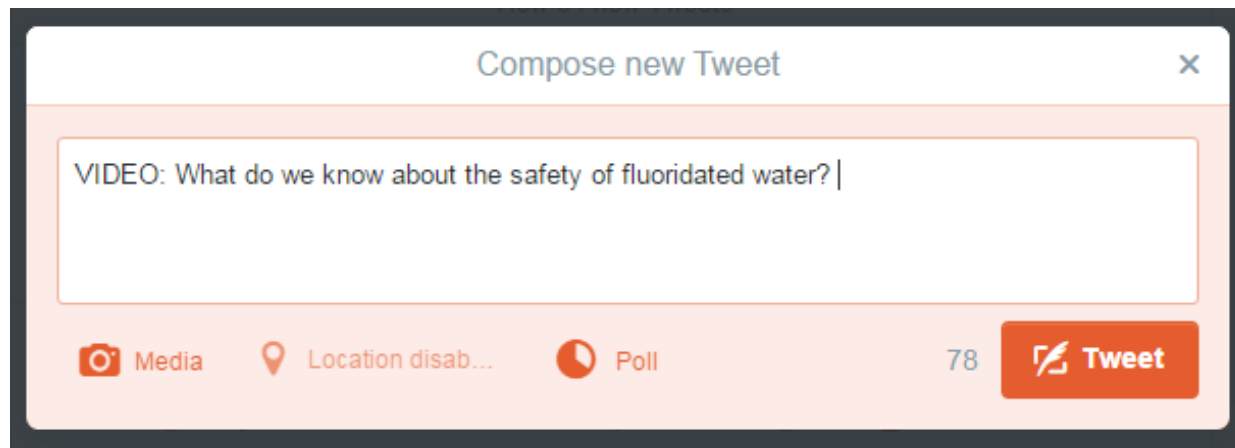
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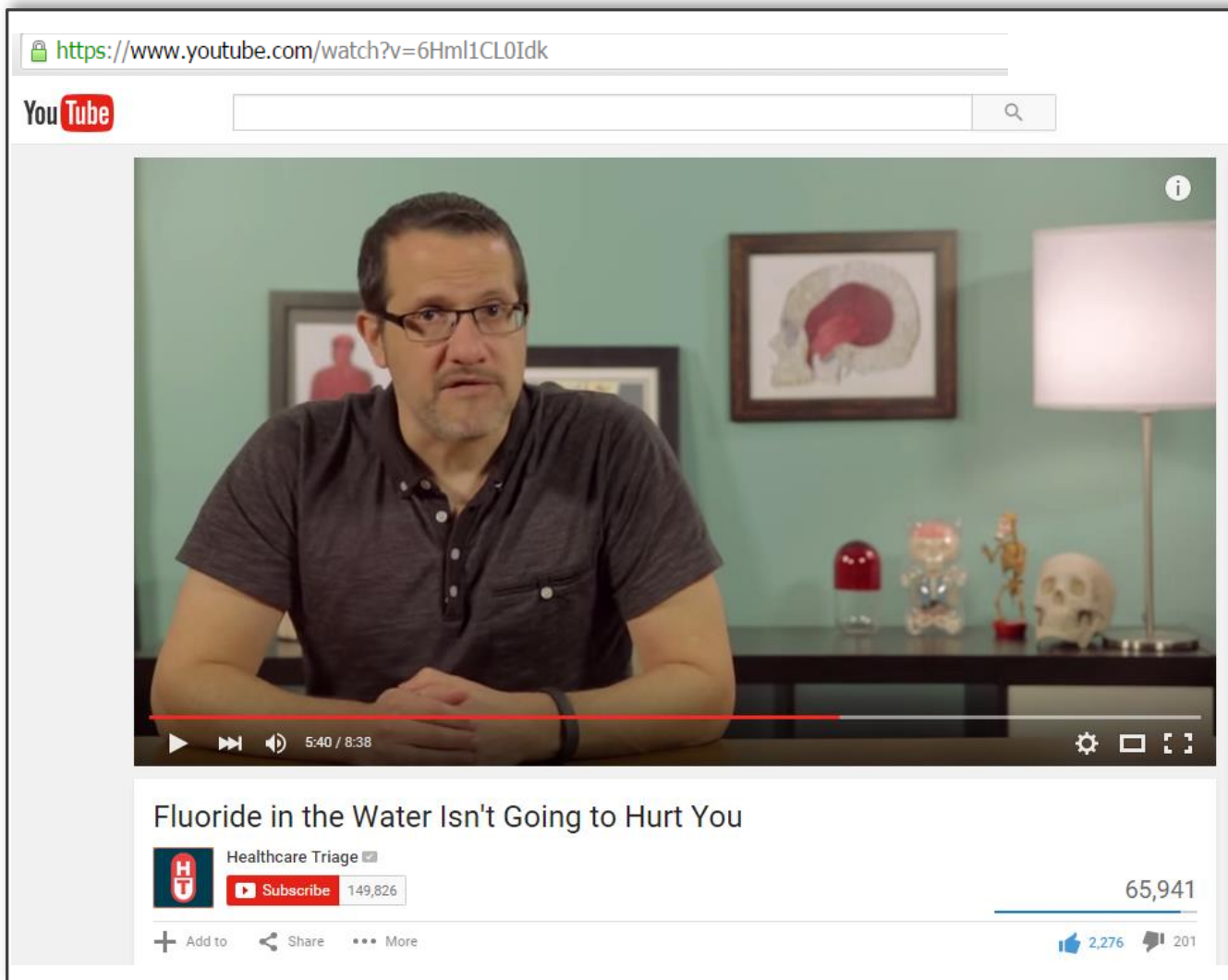
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# **Write a Tweet:** Step by Step

## Step 1: Start writing the message you want to tweet

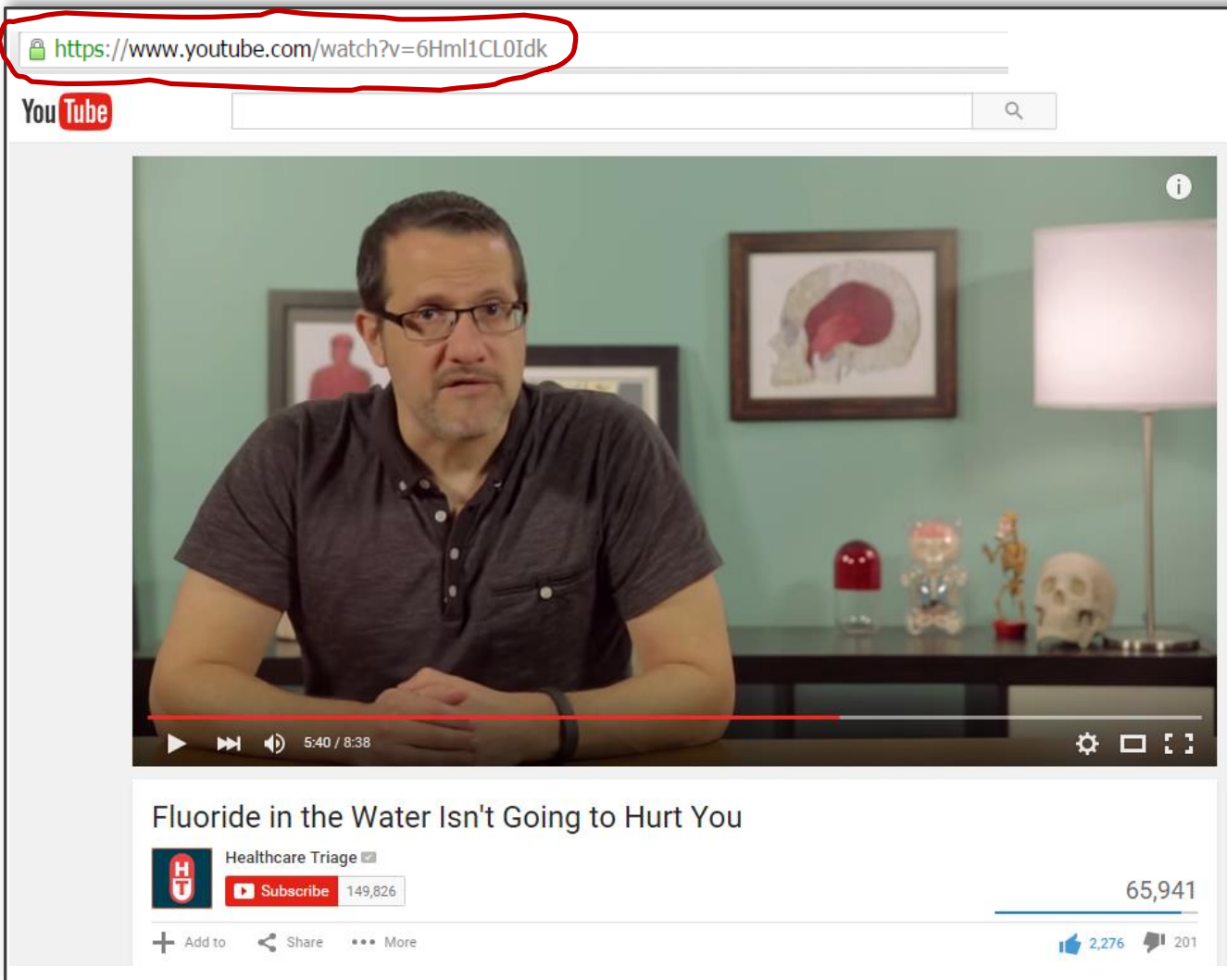


## Step 2: Copy the URL of the content you're promoting



The image shows a screenshot of a YouTube video player. The address bar at the top displays the URL: <https://www.youtube.com/watch?v=6Hml1CL0Idk>. The YouTube logo is visible in the top left corner of the player interface. The video content shows a man with glasses and a dark polo shirt sitting at a desk. Behind him is a light green wall with framed pictures, including one of a human head in profile with a red area on the tongue. On the desk to the right, there are several items: a red dome-shaped object, a clear figurine, a small skeleton model, and a human skull. The video player controls at the bottom show a progress bar at 5:40 / 8:38, along with play, next, volume, settings, and full screen icons. Below the video, the title "Fluoride in the Water Isn't Going to Hurt You" is displayed. The channel name "Healthcare Triage" is shown with a verified badge, a "Subscribe" button, and a subscriber count of 149,826. The video has 65,941 views, 2,276 likes, and 201 comments. There are also "Add to", "Share", and "More" options.

## Step 2: Copy the URL of the content you're promoting





The screenshot shows a YouTube video player interface. At the top, the browser's address bar contains the URL <https://www.youtube.com/watch?v=6Hml1CL0Idk>, which is circled in red. Below the address bar is the YouTube logo and a search bar. The video player shows a man with glasses and a mustache, wearing a dark polo shirt, sitting at a desk. The background features a light green wall with framed pictures, a lamp, and various objects on a shelf. The video title is "Fluoride in the Water Isn't Going to Hurt You" by Healthcare Triage. The video has 65,941 views, 2,276 likes, and 201 comments. The video player controls show the video is at 5:40 of an 8:38 duration.

<https://www.youtube.com/watch?v=6Hml1CL0Idk>



You Tube




Fluoride in the Water Isn't Going to Hurt You

Healthcare Triage 

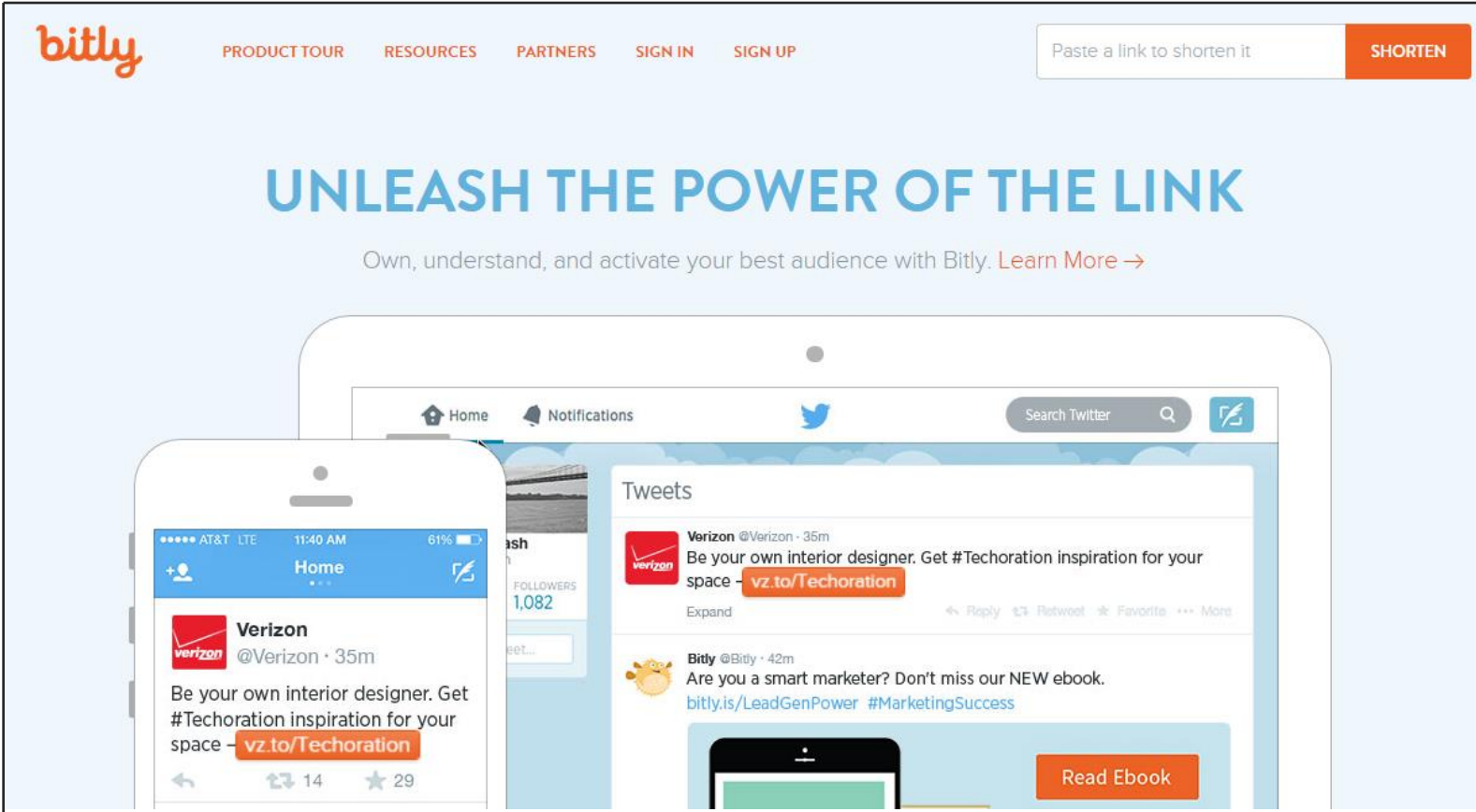
 149,826

65,941

 2,276  201

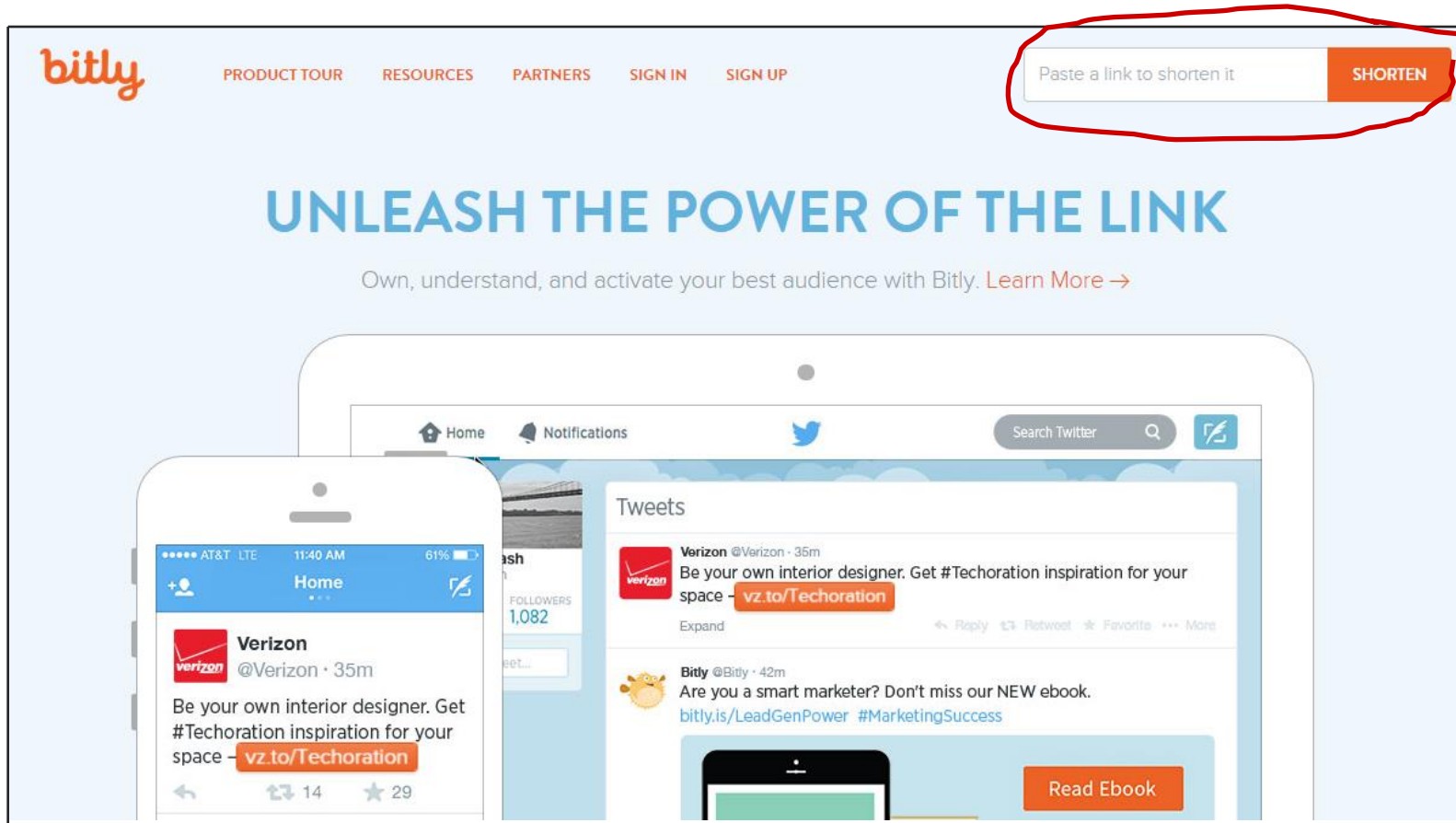
 Add to  Share  More

## Step 3: Shorten the URL of the content you've chosen



The screenshot displays the Bitly website interface. At the top left is the Bitly logo. The navigation menu includes links for PRODUCT TOUR, RESOURCES, PARTNERS, SIGN IN, and SIGN UP. A search bar on the right contains the text "Paste a link to shorten it" and a "SHORTEN" button. The main heading reads "UNLEASH THE POWER OF THE LINK" with a subtext "Own, understand, and activate your best audience with Bitly. [Learn More](#) →". Below this, a smartphone and a tablet are shown. The smartphone screen displays a tweet from Verizon: "Be your own interior designer. Get #Techoration inspiration for your space - [vz.to/Techoration](https://vz.to/Techoration)". The tablet screen shows a tweet from Bitly: "Are you a smart marketer? Don't miss our NEW ebook. [bitly.is/LeadGenPower](https://bitly.is/LeadGenPower) #MarketingSuccess". A "Read Ebook" button is visible at the bottom right of the tablet screen.

## Step 3: Shorten the URL of the content you've chosen



bitly

PRODUCT TOUR RESOURCES PARTNERS SIGN IN SIGN UP

Paste a link to shorten it **SHORTEN**

# UNLEASH THE POWER OF THE LINK

Own, understand, and activate your best audience with Bitly. [Learn More →](#)

Home Notifications Search Twitter

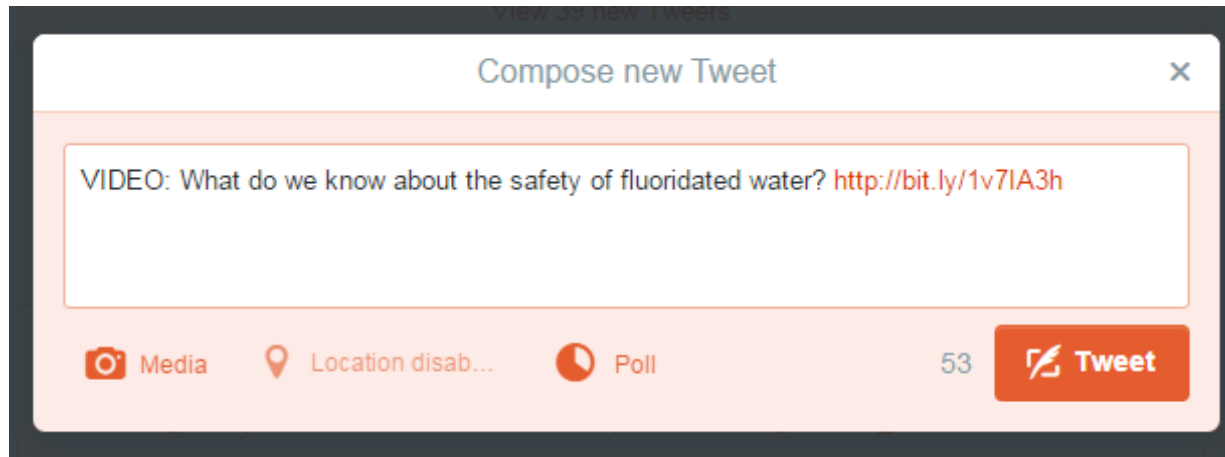
Tweets

Verizon @Verizon · 35m  
Be your own interior designer. Get #Techoration inspiration for your space - [vz.to/Techoration](https://vz.to/Techoration)

Bitly @Bitly · 42m  
Are you a smart marketer? Don't miss our NEW ebook. [bitly.is/LeadGenPower](https://bitly.is/LeadGenPower) #MarketingSuccess

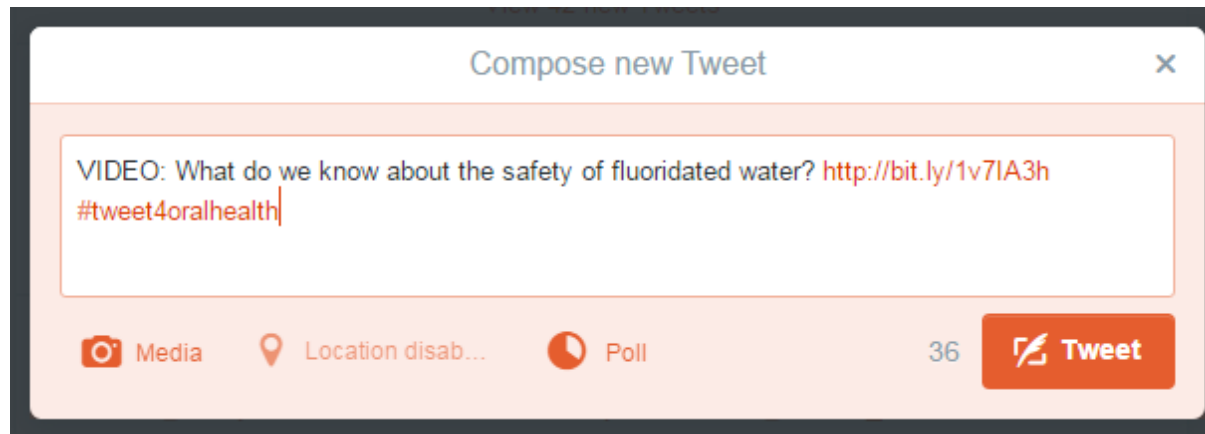
Read Ebook

## Step 4: Paste the shortened link into your tweet

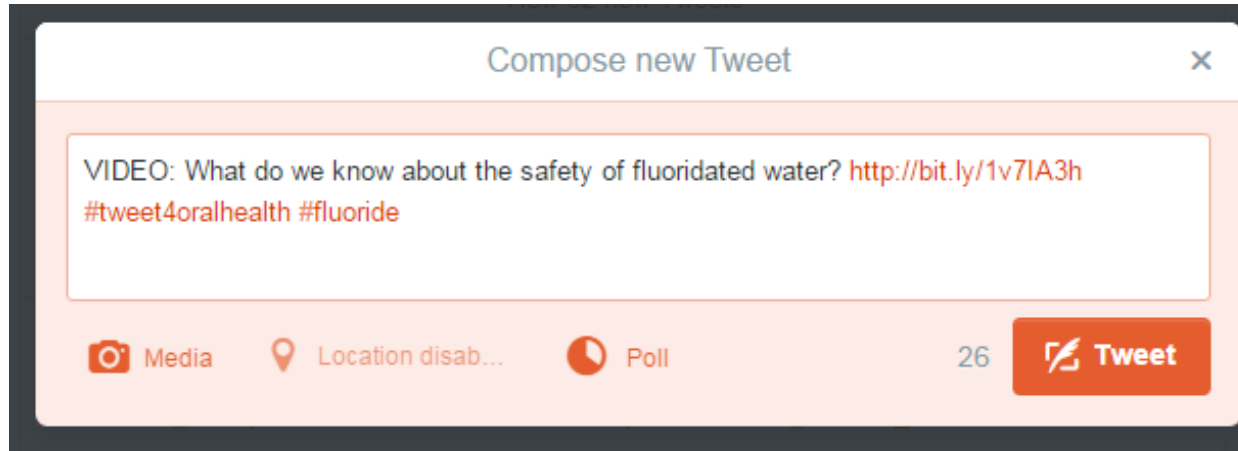




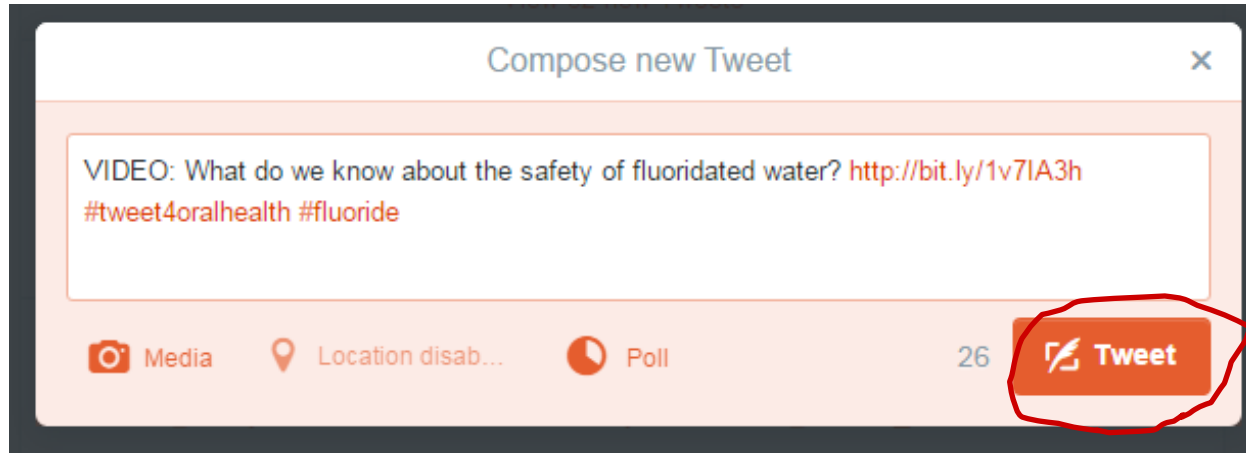
## Step 5: Add any hashtags that are appropriate



## Step 5: Add any hashtags that are appropriate



## 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.

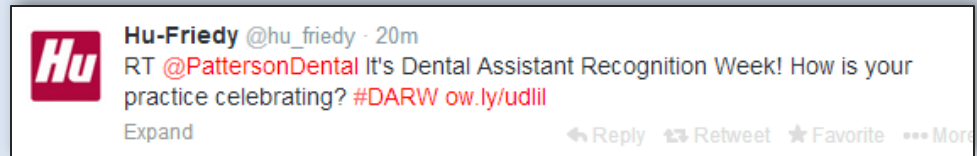
## 5 ways to use Twitter effectively:

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

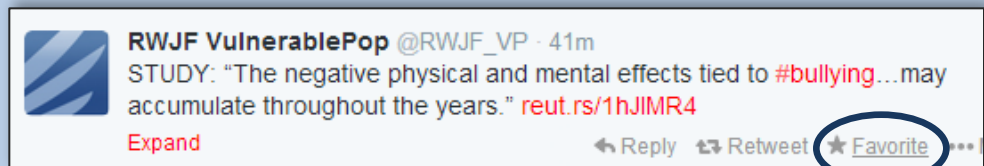
Use "RT" if you want to re-tweet using your own account name/logo



Use "MT" if you modify someone else's tweet



Favorite tweets that promote your issues or activities



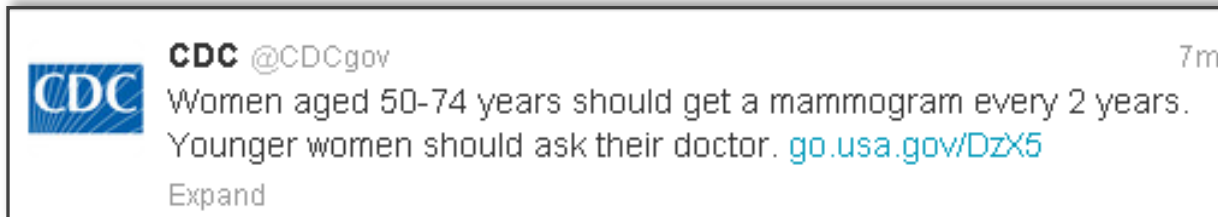



## 4. Use words that “sell” your tweet



 **Delta Dental** @DeltaDental 2h  
You booze, you lose: Excessive alcohol consumption can really harm your oral health. [bit.ly/HDP41q](http://bit.ly/HDP41q)  
Expand

*Using a clever turn on a familiar phrase*



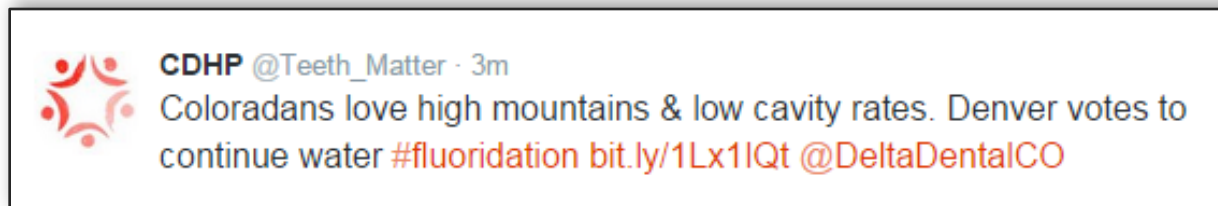
 **CDC** @CDCgov 7m  
Women aged 50-74 years should get a mammogram every 2 years. Younger women should ask their doctor. [go.usa.gov/DzX5](http://go.usa.gov/DzX5)  
Expand


*A clear and straight-forward message*



 **MouthHealthy** @ADAMouthHealthy 9m  
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](http://expi.co/01Bi6)  
[View photo](#) Reply Retweet Favorite More


*A powerful way to connect two numbers*



 **CDHP** @Teeth\_Matter · 3m  
Coloradans love high mountains & low cavity rates. Denver votes to continue water #fluoridation [bit.ly/1Lx1IQt](http://bit.ly/1Lx1IQt) @DeltaDentalCO

*Use a play on words*

## 4. Use words that “sell” your tweet



**ACC Media Center** @ACCmediacenter 13 Nov  
VIDEO: New guidelines could have more Americans taking statin drugs for cholesterol via @washingtonpost and @AP  
[wapo.st/1eLXCpQ](http://wapo.st/1eLXCpQ)



**American Progress** @amprog 3h  
INFOGRAPHIC: The school-readiness gap [ampr.gs/1ixfHrl](http://ampr.gs/1ixfHrl)  
Expand      ← Reply   ↻ Retweet   ★ Favorite   \*\*\* More



**The White House** @WhiteHouse 47m  
FACT: The Senate #ImmigrationReform bill has strong bipartisan support—but the House GOP refuses to #JustVote —>  
[go.wh.gov/6dq6VH](http://go.wh.gov/6dq6VH)



**CEPR** @ceprdc 2h  
PRESS RELEASE: New Book on California Paid Family Leave Program Shows Potential for National... [goo.gl/fb/EJVNw](http://goo.gl/fb/EJVNw)  
Retweeted by MomsRising

## 4. Use words that “sell” your tweet



**ACC Media Center** @ACCmediacenter 13 Nov  
VIDEO: New guidelines could have more Americans taking statin drugs for cholesterol via @washingtonpost and @AP  
[wapo.st/1eLXCpQ](http://wapo.st/1eLXCpQ)




**American Progress** @amprog 3h  
INFOGRAPHIC: The school-readiness gap [ampr.gs/1ixfHrl](http://ampr.gs/1ixfHrl)  
Expand      ← Reply   ↻ Retweet   ★ Favorite   \*\*\* More



**The White House** @WhiteHouse 47m  
FACT: The Senate #ImmigrationReform bill has strong bipartisan support—but the House GOP refuses to #JustVote —>  
[go.wh.gov/6dq6VH](http://go.wh.gov/6dq6VH)

*Some terms may not make good “kickers”*



**CEPR** @ceprdc 2h  
**PRESS RELEASE:** New Book on California Paid Family Leave Program Shows Potential for National... [goo.gl/fb/EJVNw](http://goo.gl/fb/EJVNw)  
Retweeted by MomsRising

## Problem tweets

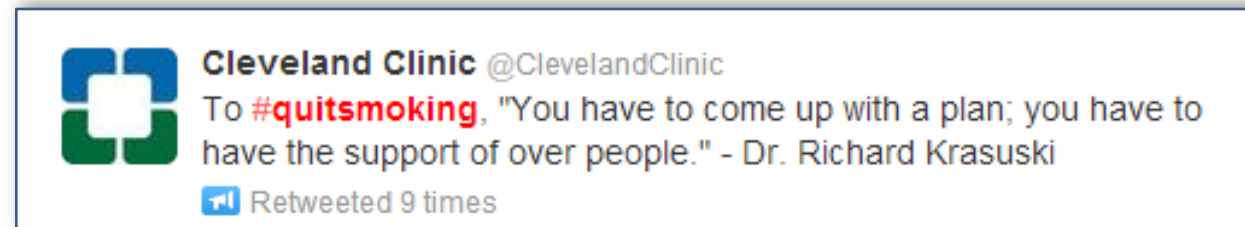
*Hyperlinks alone  
won't draw  
much interest*



*Poor timing:  
The day after  
Aurora shooting*



*Proofread for  
typos before  
tweeting*



## Problem tweets

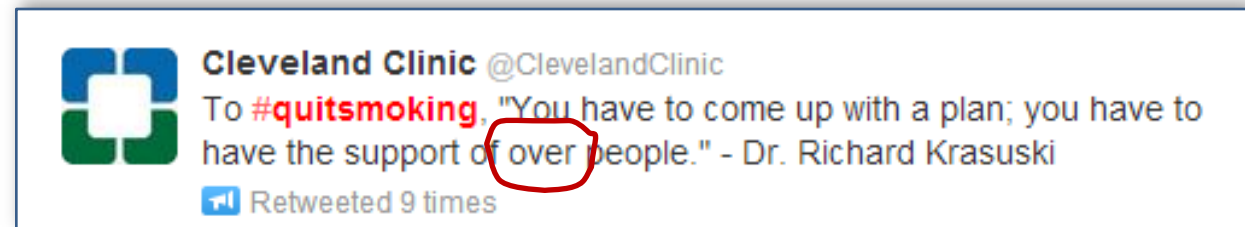
*Hyperlinks alone  
won't draw  
much interest*



*Poor timing:  
The day after  
Aurora shooting*



*Proofread for  
typos before  
tweeting*



## 5. Target your tweets

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

**#oralhealth**

**#2x2mins**

**#CHIPworks**

**#dentaljobs**

**#factsfavorfluoridation**

**#healthequity**

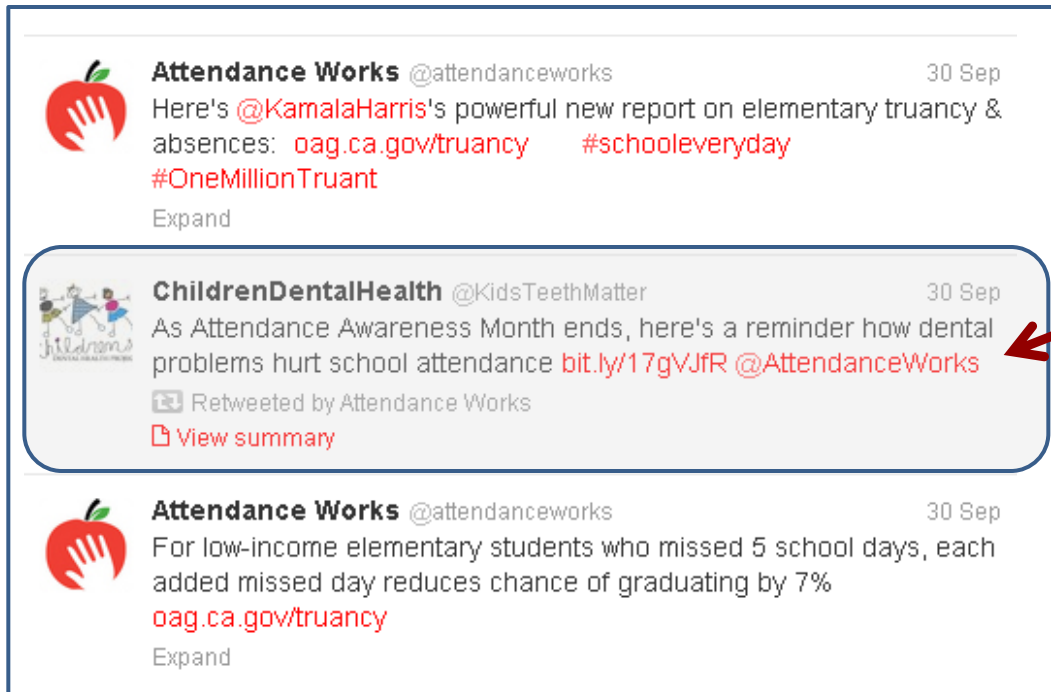
**#CultureofHealth**

**#ThinkTeeth**

**#sealants**

**#TripleAim**

## 5. Target your tweets



**Attendance Works** @attendanceworks 30 Sep  
Here's @KamalaHarris's powerful new report on elementary truancy & absences: [oag.ca.gov/truancy](https://oag.ca.gov/truancy) #schooleveryday #OneMillionTruant  
Expand

**ChildrenDentalHealth** @KidsTeethMatter 30 Sep  
As Attendance Awareness Month ends, here's a reminder how dental problems hurt school attendance [bit.ly/17gVJfR](https://bit.ly/17gVJfR) @AttendanceWorks  
Retweeted by Attendance Works  
[View summary](#)

**Attendance Works** @attendanceworks 30 Sep  
For low-income elementary students who missed 5 school days, each added missed day reduces chance of graduating by 7%  
[oag.ca.gov/truancy](https://oag.ca.gov/truancy)  
Expand

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.



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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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### Planning a Social Media Event

**1. Schedule the event:** Picking the appropriate date and time are important to maximize participation and exposure. Be aware of other regularly scheduled events in the public health/oral health field, and do your best to avoid competing with these activities. Choose a time that works best for the people whom you'll want to participate. Many social media events begin at 1 or 2 o'clock (Eastern). Example: If you want participation from people in California, then it's a mistake to schedule a Twitter Storm at 10 a.m. Eastern time.

**2. Choose a good hashtag:** Choose a specific hashtag that you will ask all participants to use. This is crucial for two purposes: a) it enables everyone to follow the conversation, and b) it makes it much easier to collect metrics afterward to determine the event's impact. The best hashtags are fairly short (less than 15 characters) and do a good job of summarizing the key themes of your event.

**3. Draft a pitch email:** This is the initial message to alert people of your social media event and "pitch" them to participate. A template of text is developed to encourage their interest and participation. If possible, the email should be no more than 250-300 words long. Each organization should receive a separate pitch email; you might even add a sentence or two that tailors your email to their interests or mission. This email should be sent at least 3 weeks before the event.

**4. Develop an outreach list:** The next step is to develop a list of all of the stakeholders (individuals and/or organizations) that you want to participate in the social media event. A good approach is to create an Excel spreadsheet that lists the names of all of the organizations or people whom you want to invite, as well as their contact people and the email addresses for these contacts. Add columns to the right allowing you to track whether you've sent the pitch email to each organization and whether they responded positively. This spreadsheet serves as your "road map" for planning and outreach because you can track which organizations have expressed interest and whether you have followed up with them.

## Using Twitter to build relationships


1. Search online to find out which of your partners or potential partners have Twitter accounts.
2. Co-host a Twitter chat or Twitter storm with a partner or ally. Reach out to organizations that you think might be interested.
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

**Direct Messages** > with KidsHealth

 Enjoyed your tweets @#Foodfri. Please join in a #ToothTues chat on children's dental health next Tuesday 2/24 1-1:30PM EST!  
Feb 18

Thankx for letting us know - we'll plan on it. We have a Twitter Storm coming up tomorrow. Send me yr email and I will share the details.  
Feb 18 

 Great, thanks! Would love to hear about the Twitter Storm tomorrow. You can email [rupal.gupta@nemours.org](mailto:rupal.gupta@nemours.org).  
Feb 18

 Add photo 140  Send message

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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.
4. **Use hashtags that help your tweet reach a wider audience.**



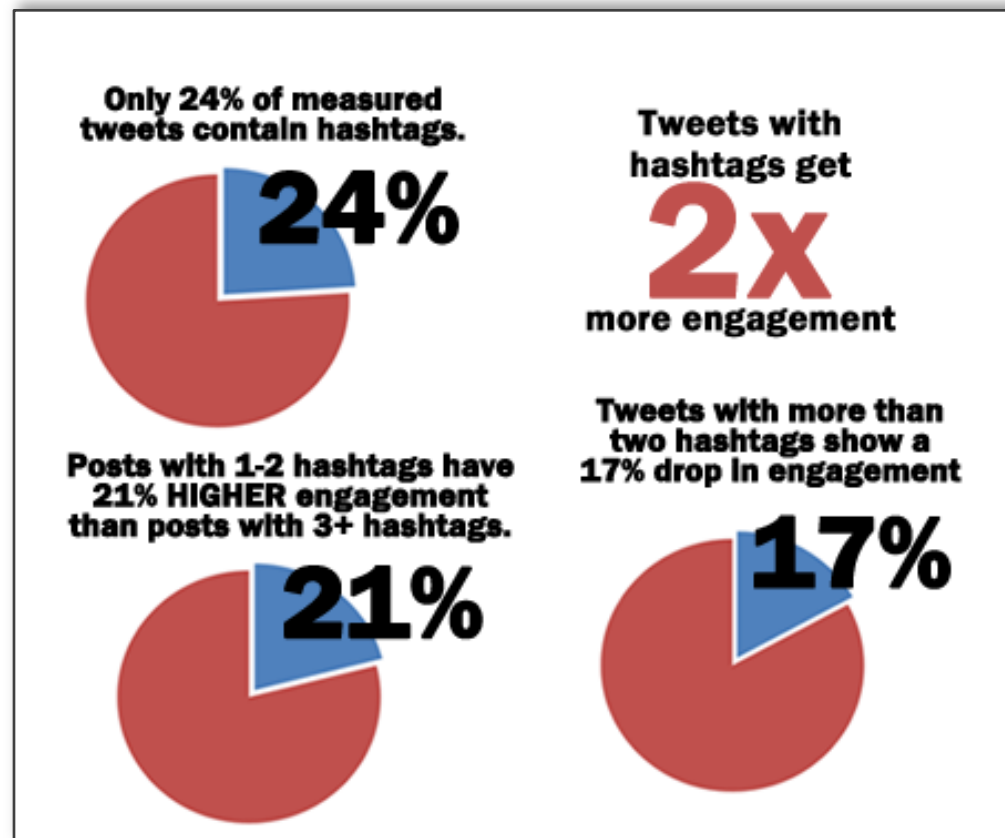
## Calendar observances

- 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*



SOURCE: "History of the Hashtag," Socialize Me, <http://gosocializeme.com/blog/>.

## 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**  
mjacob@cdhp.org