

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

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

Retweets: 3 Stars: 1 [View summary](#)



Delta Dental of AZ @DeltaDentalAZ · 4h
Do-it-yourself orthodontics, yay or nay? #DIY #homehygiene on.today.com/1Ns1YSA via @todayshow

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



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

[View summary](#)



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Twitter Feed

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[View summary](#)

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





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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 aguilarr2@uthscsa.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

Mar 10



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Retweet Like [View summary](#)

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

[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 **#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**

← ↻ ★ ⋮



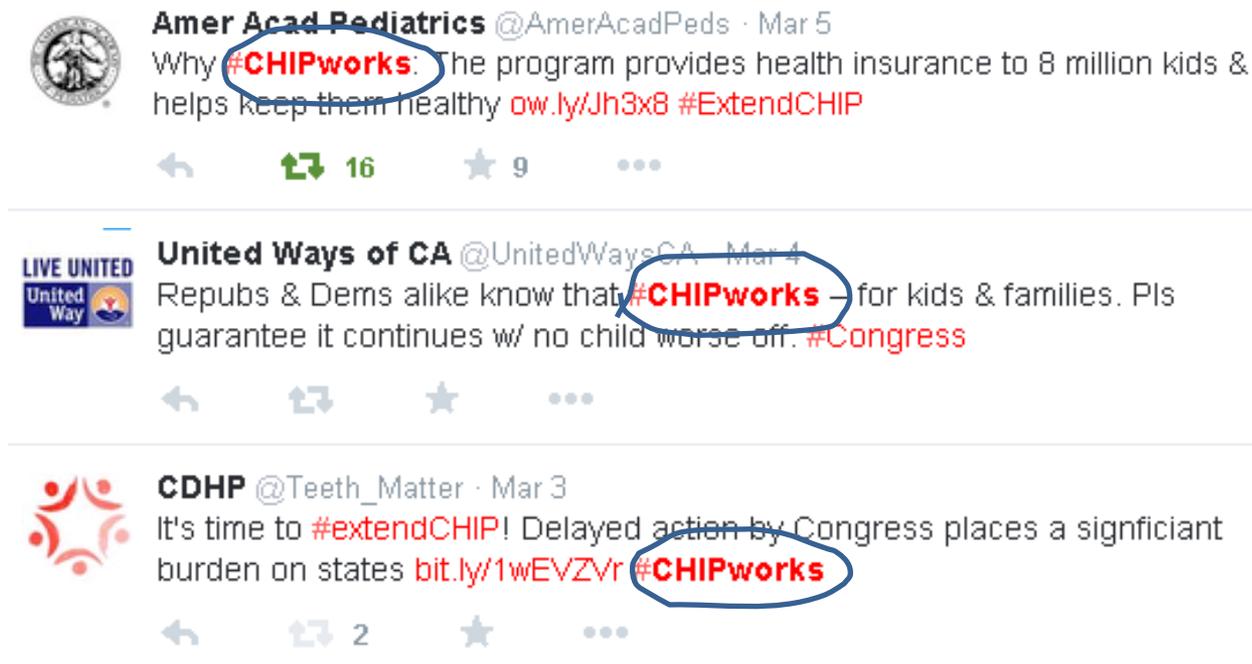
CDHP @Teeth_Matter · Mar 3

It's time to **#extendCHIP**! Delayed action by Congress places a significant burden on states bit.ly/1wEVZVr **#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 screenshot shows 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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← ↻ ★ ⋮ [View summary](#)

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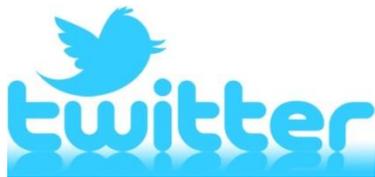
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Results for #CHIPworks Save

-  **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
-  **1 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



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.

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

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

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**

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**

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**

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} **131 characters**

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CDHP
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What's happening?

How to Tweet

Mike Odeh retweeted



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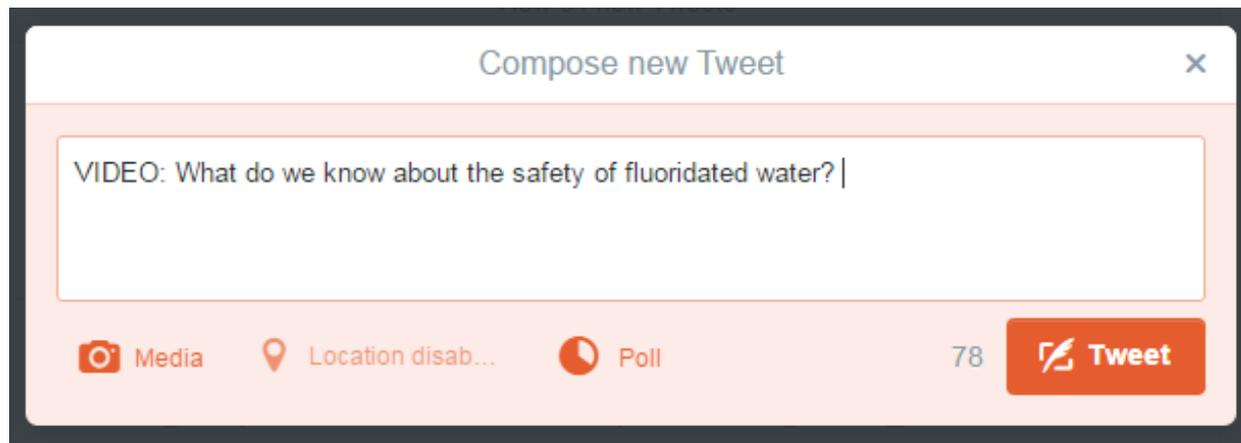


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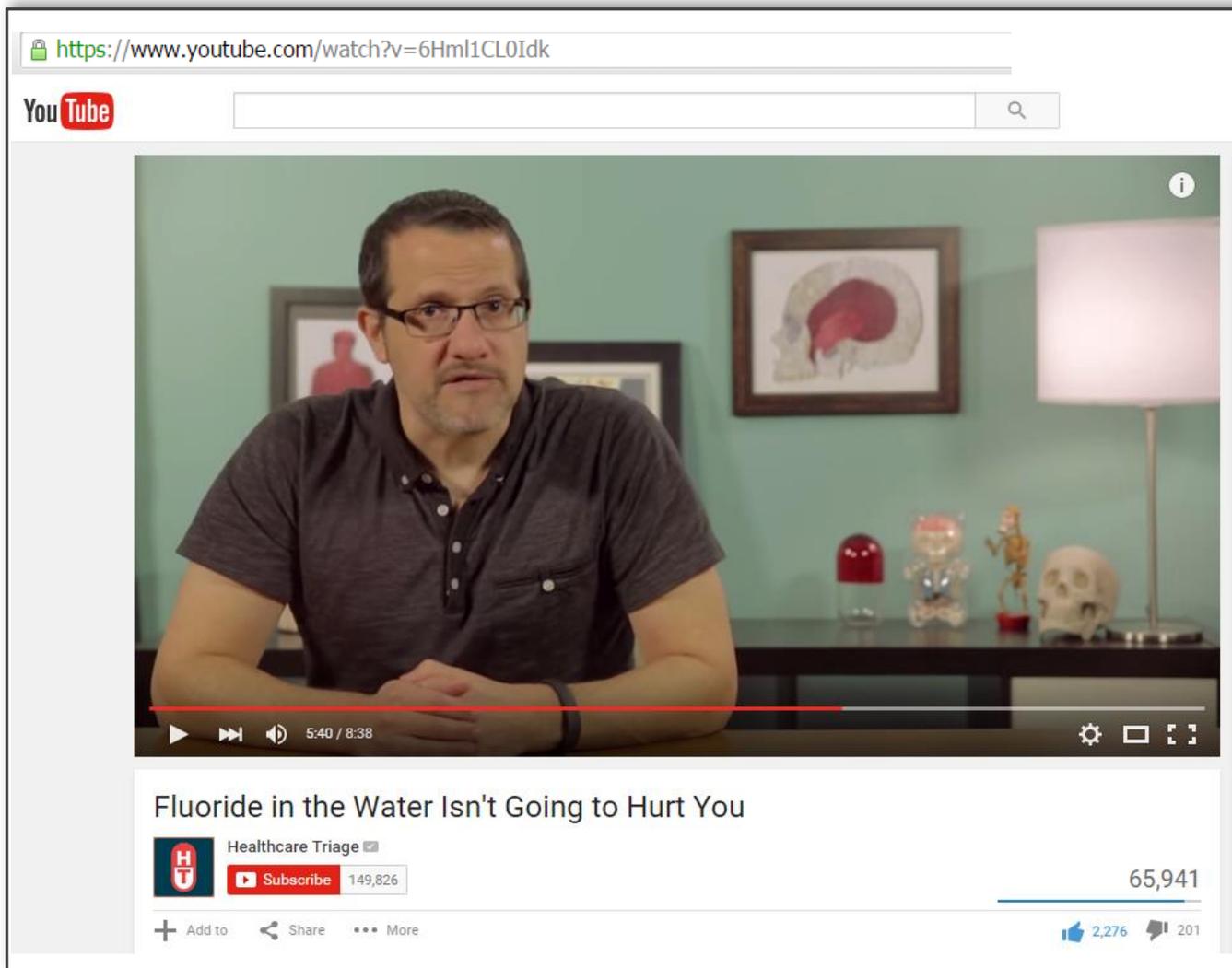
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Write a Tweet: Step by Step

Step 1: Start writing the message you want to tweet

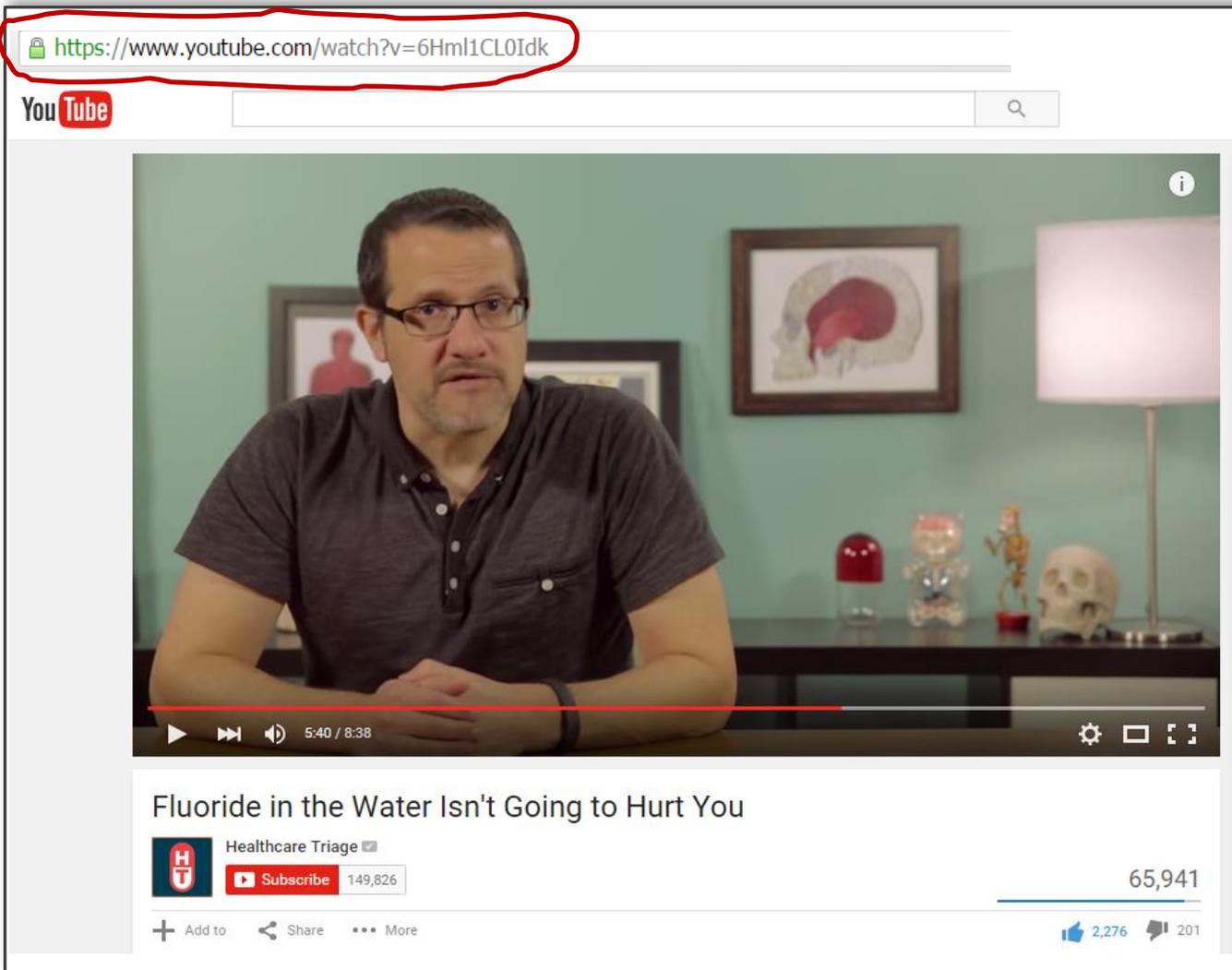


Step 2: Copy the URL of the content you're promoting



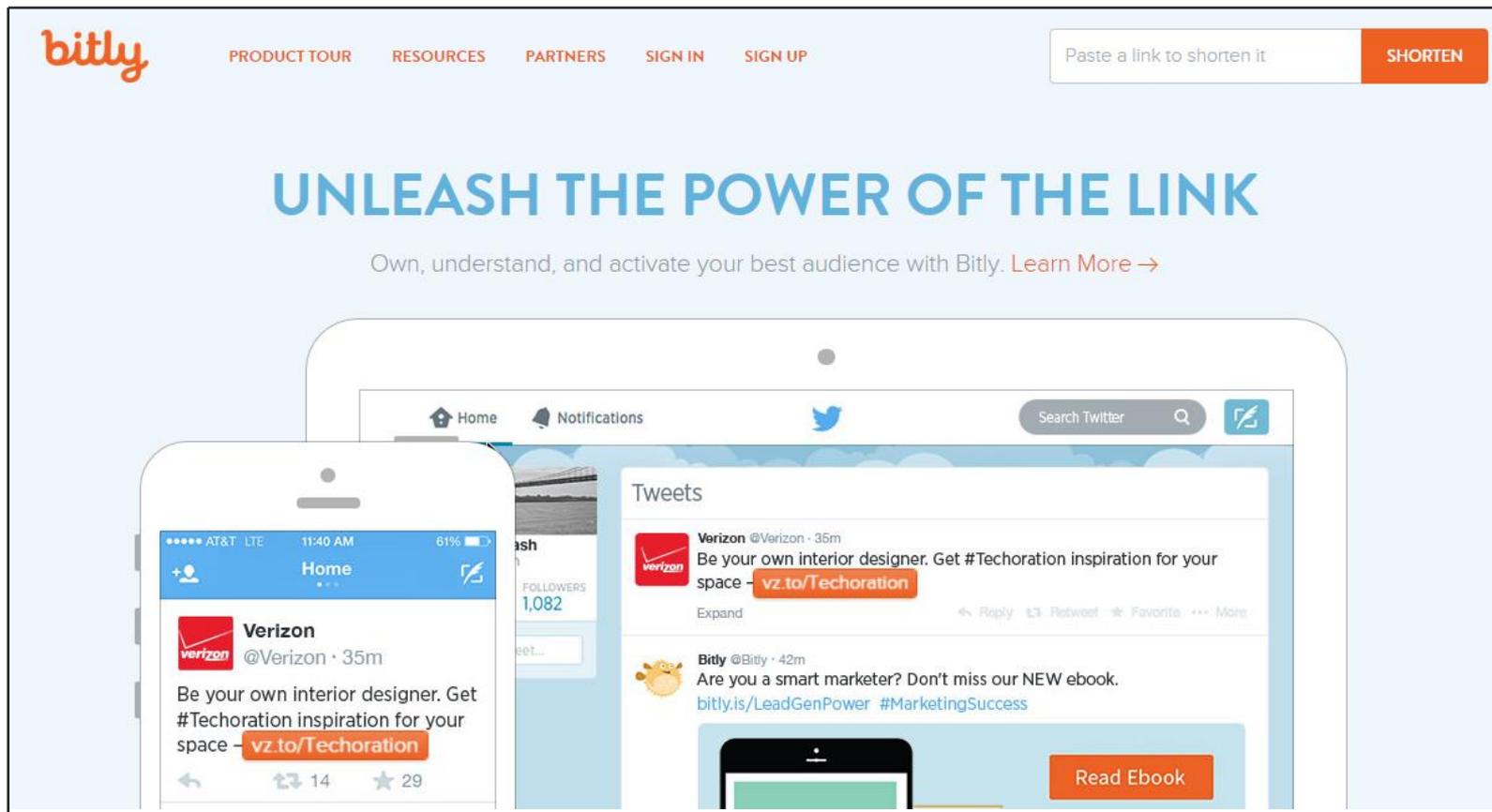
The screenshot shows a YouTube video player interface. At the top, the address bar contains the URL <https://www.youtube.com/watch?v=6Hml1CL0Idk>. Below the address bar is the YouTube logo and a search bar. The video player itself shows a man with glasses and a mustache, wearing a dark polo shirt, sitting at a desk. The background features a light green wall with framed pictures, a lamp, and various objects on a shelf. The video progress bar is visible at the bottom of the player, showing 5:40 / 8:38. Below the video player, 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 and a "Subscribe" button indicating 149,826 subscribers. The video has 65,941 views, 2,276 likes, and 201 comments. At the bottom left, there are icons for "Add to", "Share", and "More".

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



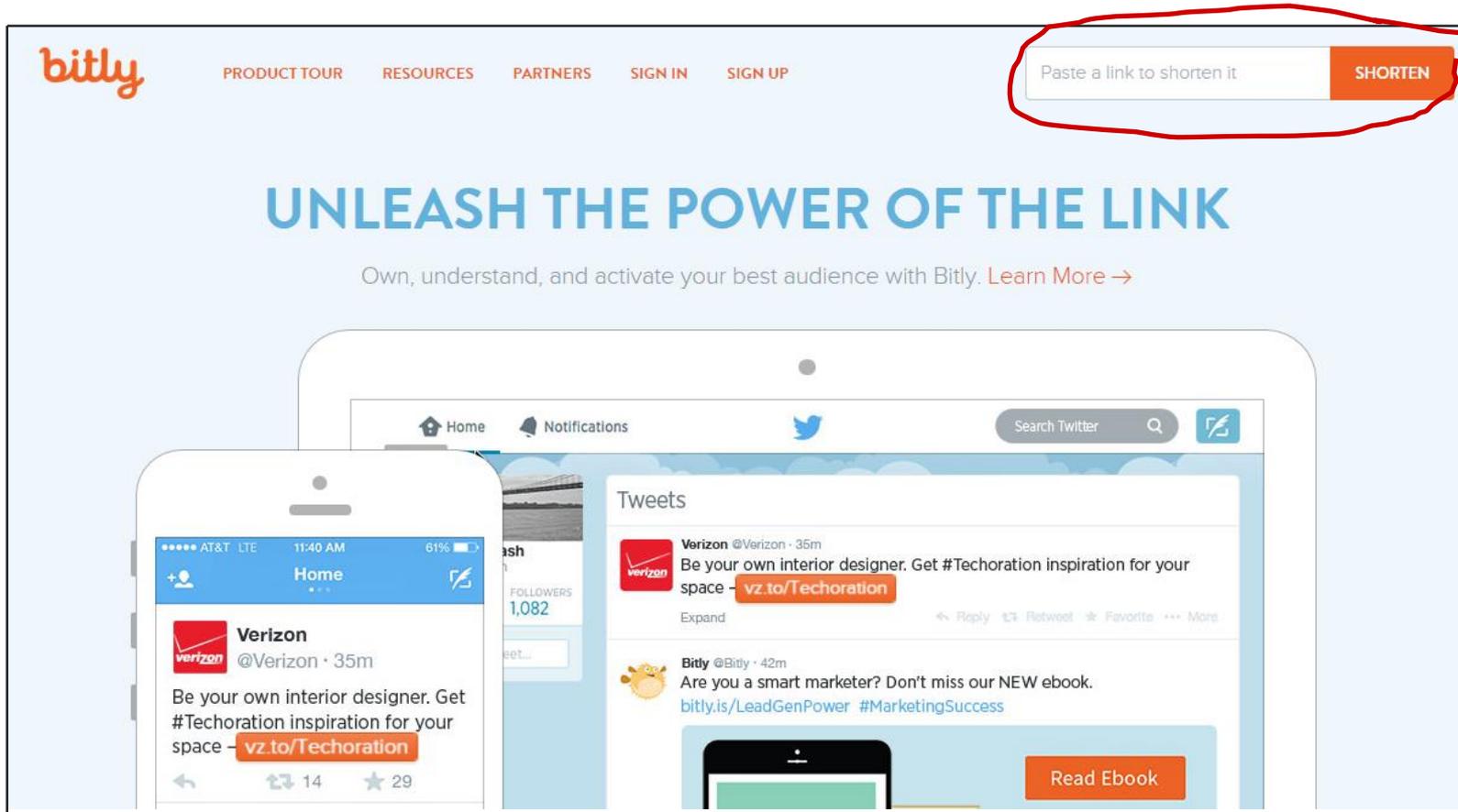
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Step 3: Shorten the URL of the content you've chosen



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 displaying a tweet from Verizon. The tweet text is "Be your own interior designer. Get #Techoration inspiration for your space - vz.to/Techoration". The Bitly logo is visible in the bottom right corner of the image.

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**

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Home Notifications Search Twitter

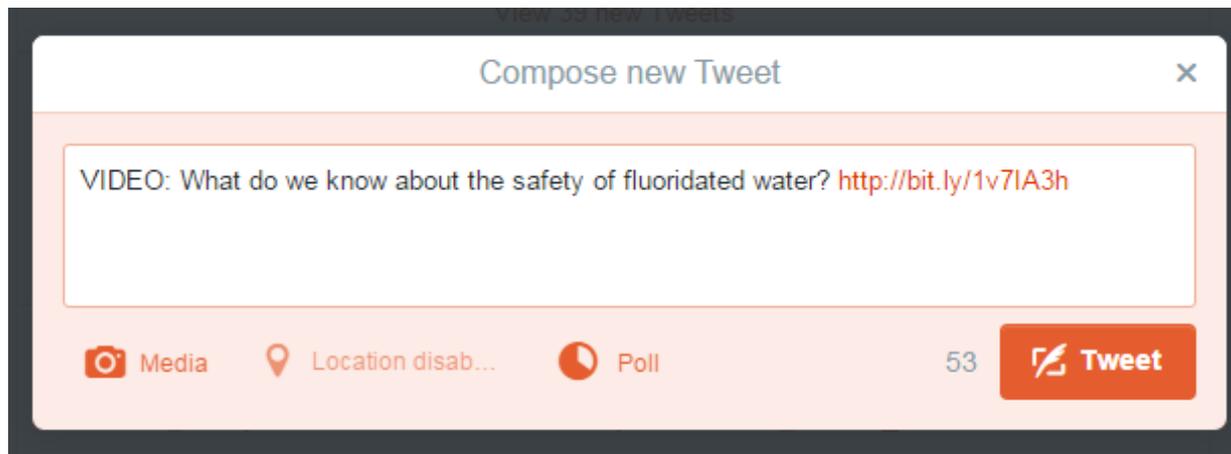
Tweets

Verizon @Verizon · 35m
Be your own interior designer. Get #Techoration inspiration for your space - vz.to/Techoration

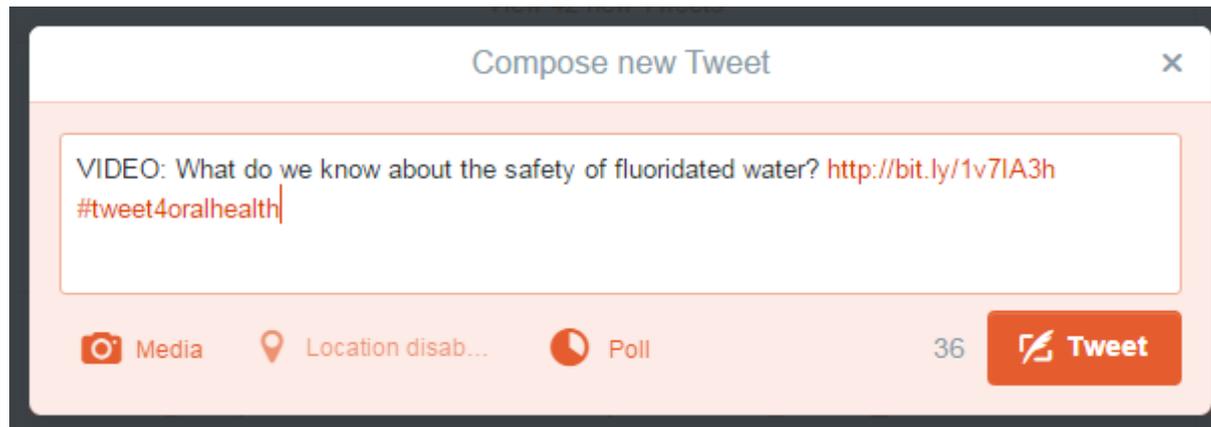
Bitly @Bitly · 42m
Are you a smart marketer? Don't miss our NEW ebook. bitly.is/LeadGenPower #MarketingSuccess

Read Ebook

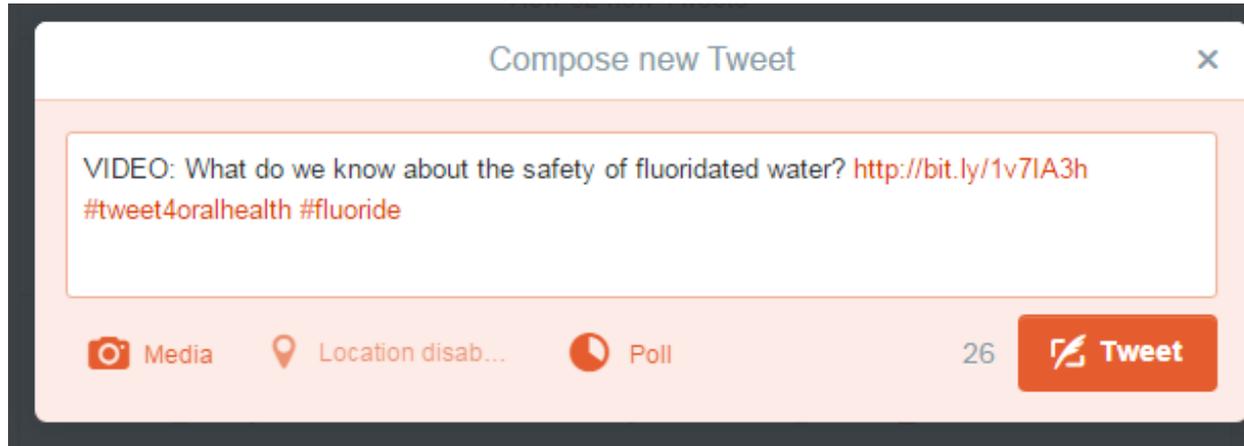
Step 4: Paste the shortened link into your tweet



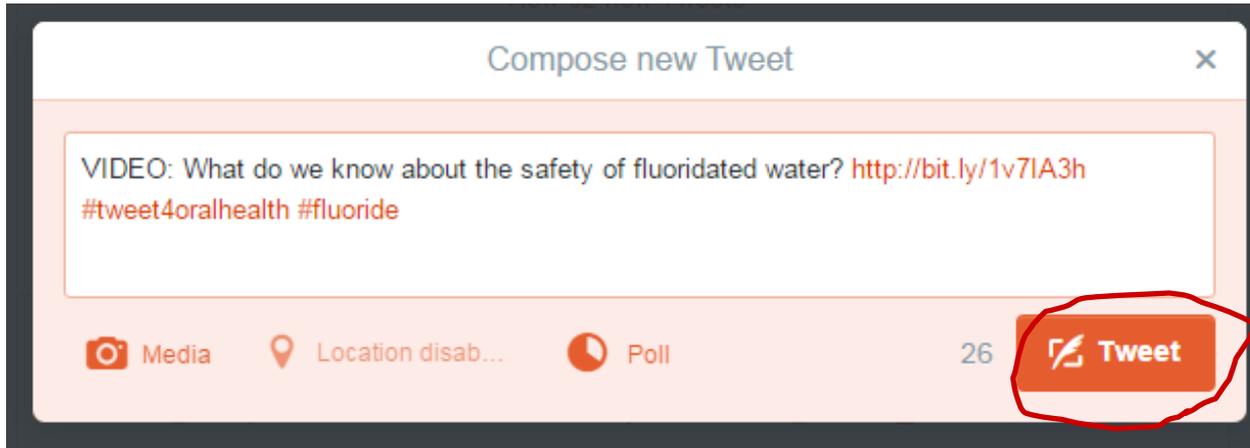
Step 5: Add any hashtags that are appropriate



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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.

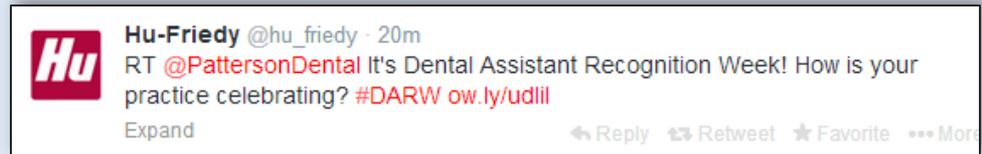
5 ways to use Twitter effectively:

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 2h
You booze, you lose: Excessive alcohol consumption can really harm your oral health. 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
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
[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 @DeltaDentalCO

Use a play on words

4. Use words that “sell” your tweet



The image shows a vertical list of four tweets, each enclosed in a white box with a thin black border. Each tweet includes a profile picture, the name and handle of the user, the time of the tweet, the text of the tweet, and any links or retweet information.

- 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
- American Progress @amprog** (3h)
INFOGRAPHIC: The school-readiness gap 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
- CEPR @ceprdc** (2h)
PRESS RELEASE: New Book on California Paid Family Leave Program Shows Potential for National... 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



American Progress @amprog 3h
INFOGRAPHIC: The school-readiness gap 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

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
Retweeted by MomsRising

Problem tweets

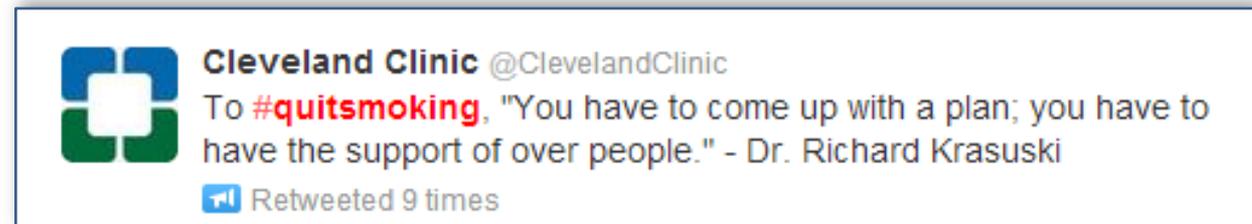
*Hyperlinks alone
won't draw
much interest*



*Poor timing:
The day after
Aurora shooting*



*Proofread for
typos before
tweeting*



Problem tweets

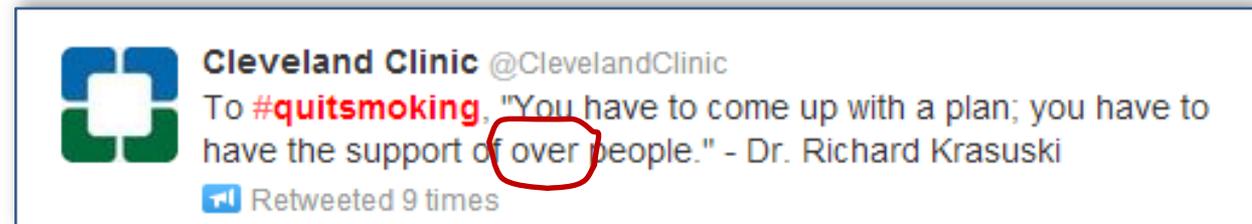
*Hyperlinks alone
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The day after
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5. Target your tweets

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



Attendance Works @attendanceworks 30 Sep
Here's [@KamalaHarris](#)'s powerful new report on elementary truancy & absences: 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 @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
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.



Google



Using Twitter to build relationships

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Consider following each of them.

Using Twitter to build relationships

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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.

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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

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

Thank 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.

Feb 18



140



Participating in another group's Twitter chat got us followed by **@KidsHealth** — with 214,000 followers

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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.
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.**

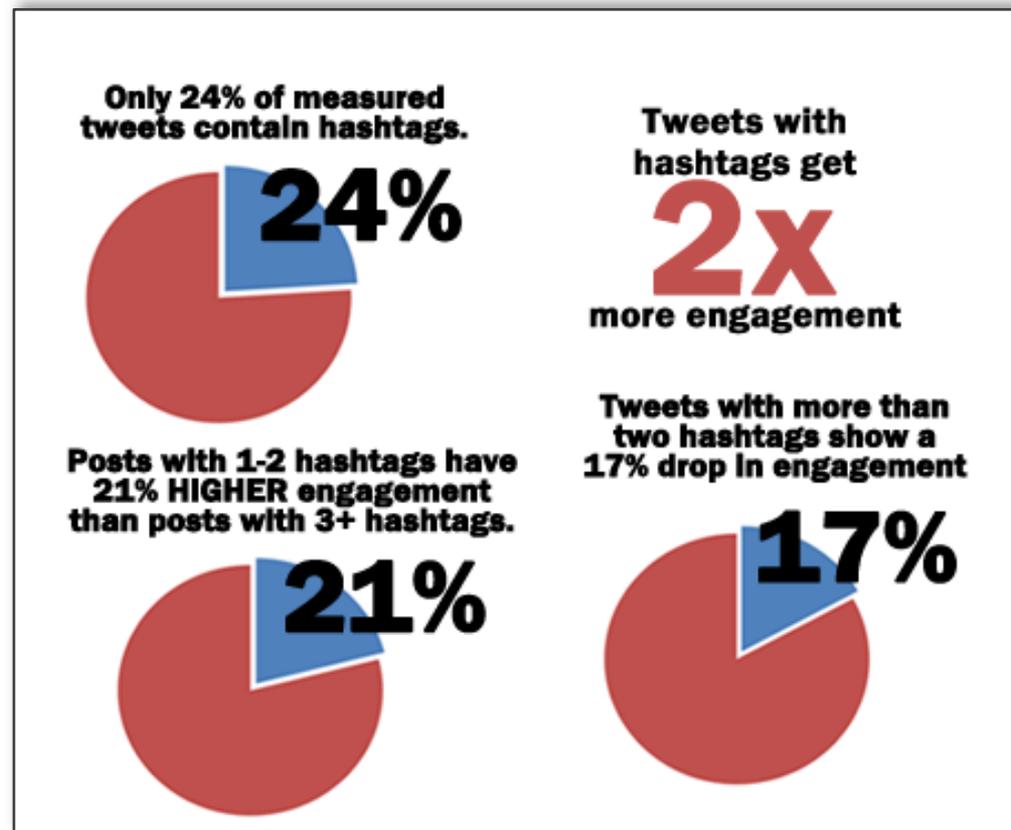
Calendar observances

- 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?

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