



Appendix 2. Important Initiatives when Working with Social Media

Introduction

Working with different digital platforms and opening up for a more social behaviour always requires some initial thought and reflection. Due to the way social media works, it can be difficult to distinguish whether one is acting as a professional or private person. In addition, the open nature of social media may render both individuals and organisations vulnerable. Therefore, it is vital to learn how to navigate in this digital and social landscape.

The fusion between private and professional has often led to difficult situations, where it was not clear if a person was talking on their own behalf or for the workplace – such occurrences can diminish transparency and trust and should be avoided. In order to make the public-private distinction, one should reflect on the type of behaviour that renders one more credible online. It is important to monitor what is said and to analyse on the collected data. On the following pages, these initiatives will be addressed.

Further Social Media Ideas

In order to encourage EAAD partners to integrate social media solutions in their future work with EAAD, some more ideas are listed here. These ideas serve to inspire and show there are many areas within social media that can be applied. The following suggestions are not targeted towards the three main EAAD target groups, but it aim to provide a few basic ideas on how social media can be incorporated in antibiotic awareness campaigns.

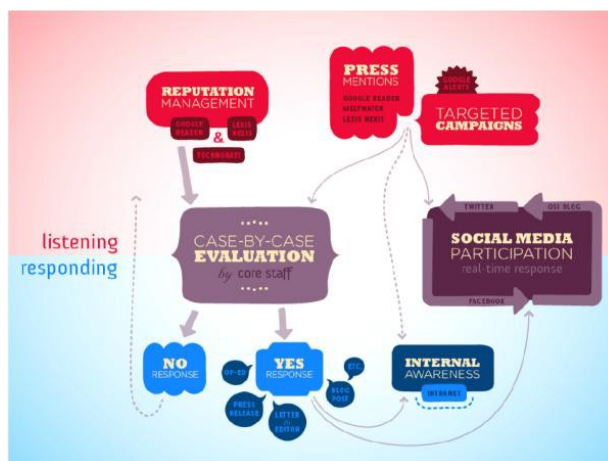
1 - How to get started when dealing with social media

Research shows that a large amount of health information is shared and searched for on social networks¹. Therefore, it is important for healthcare professionals to have a basic familiarity with social platforms. No matter whether the intention is just to have a closer look at a phenomenon or to embrace it and start working with it today, a solid and basic knowledge of the people talking about antibiotics, the kind of platforms, which are used and the processes is essential. Results from the survey of EAAD partners show that they needed skilled personnel to be more active on social platforms. To meet that need without recruiting new employees, the first section of this chapter provides a clear introduction in to get started with social media.

¹ <http://pewresearch.org/pubs/1989/health-care-online-social-network-users>

Getting started

The figure below³ illustrates a method of how to get started with social media, and continues on to discuss the development of your own social media community. However, this section will only focus on some of the things mentioned in the „red“ area of the diagram:



When starting work with social media, there are a number of important things to start with:

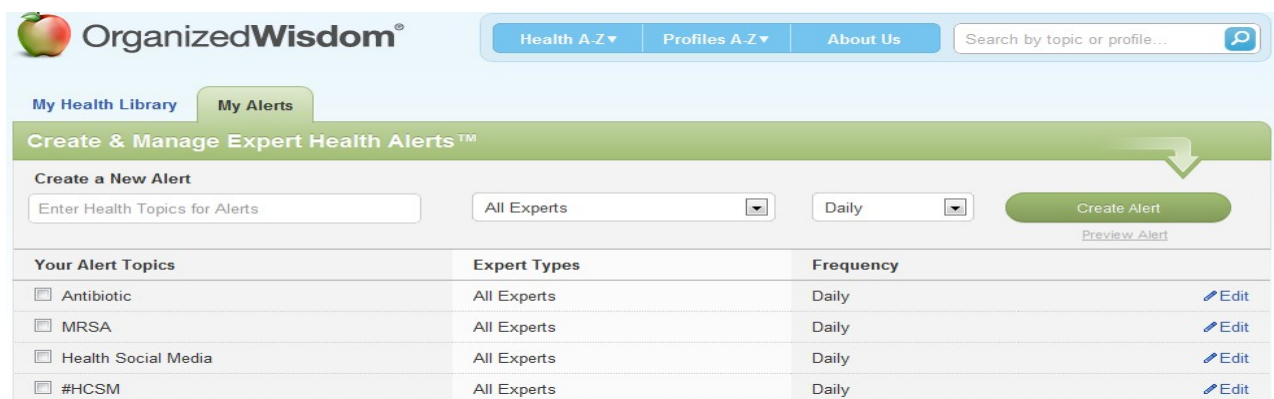
Do you or your organisation already use social media platforms and do you know how they work? – if not, it is recommended that you create a profile to get an idea about how it works. In this document, various number of platforms have been mentioned. [Mashable](#) is a platform that is updated with the latest news about social media, and often provides easy „how to guides“. [Social Media Examiner](#) is also a great place to find information and inspiration. This platform gives simple and easily understood explanations, and it also encourages seeking new inspiration and trying out different platforms. Both platforms have newsletters that you can easily subscribe to.

Have you researched your field? If you already have print-media monitoring set-up, reuse the keywords from this and start researching. In the social media mapping⁴, there is a list of keywords, time span, geographical reach and platforms which can be used for inspiration.

Do you receive regular updates? Set up daily/weekly alerts to get the latest news and information about antibiotics and social media. [Google Alerts](#) and [Organized Wisdom Alerts](#) are two good platforms that capture a lot of interesting materials. Below is a visual example of an alert:

³ <http://nctc.typepad.com/blog/2010/07/social-media-2010---get-up-to-speed.html>

⁴ See Annex



OrganizedWisdom
Health A-Z ▾ Profiles A-Z ▾ About Us Search by topic or profile...

My Health Library My Alerts

Create & Manage Expert Health Alerts™

Create a New Alert

Enter Health Topics for Alerts All Experts Daily Create Alert Preview Alert

Your Alert Topics	Expert Types	Frequency	
<input type="checkbox"/> Antibiotic	All Experts	Daily	Edit
<input type="checkbox"/> MRSA	All Experts	Daily	Edit
<input type="checkbox"/> Health Social Media	All Experts	Daily	Edit
<input type="checkbox"/> #HCSM	All Experts	Daily	Edit

Have you selected what is important? When a large amount of data is collected, it is important to identify the patterns. Use the collected data to get inspiration and to see who is engaged in dialogue and where that dialogue is taking place. Furthermore, it can give insight into the environment, influencers and key message advocates.

Are you connected? When you have gained basic insight into platforms, people and process, it is time to interact with or follow other people. There are many ways of doing this, and the more personal you are, the more realistic and authentic it is. Keep in mind that you are talking to real people.

Getting started with the activities mentioned above will be time consuming in the beginning. There are plenty of other materials dealing with the abovementioned topic and it is highly recommended that existing materials within the EU, ECDC and CDC are consulted⁵.

2 – Social media monitoring

Today, the general public is exposed to a wide range of information, expertise, opinions and peer experience via digital and social media⁶. All this activity can give insight into how discussions are facilitated, and it can further illustrate the digital behaviour of relevant target groups and their discussions about healthcare-related topics. Basically, monitoring is about knowing what is said about your organisation, where it is said, and by whom. Naturally, the amount of data depends on the popularity and degree of knowledge of your organisation, but can provide important insights into your digital presence.

⁵ European Commission: "The importance of Social Media During a Crisis", 2010
European Commission: "Integrations of Social Media Into Communications Plans", 2010
CDC: "The Health Communicator's social media toolkit", 2010

Online resource: <http://blog.hubspot.com/blog/tabid/6307/bid/5381/How-to-Create-Your-Nonprofit-Organisation-s-Listening-and-Engagement-System-with-Social-Media.aspx>

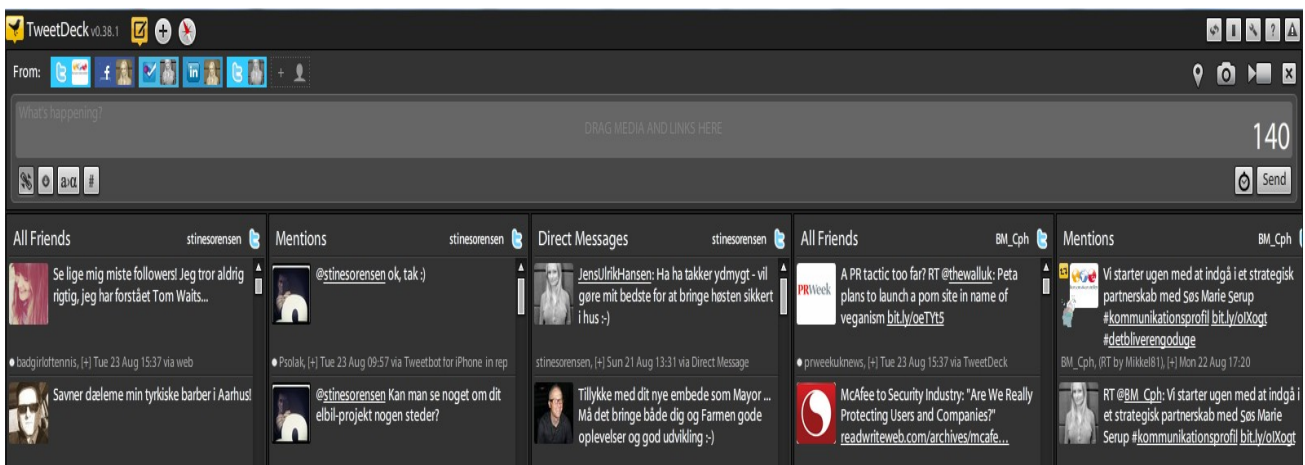
⁶ <http://www.guardian.co.uk/healthcare-network/2011/jun/02/social-media-health-jenny-hyatt-bigwhitewall?INTCMP=SRCH>

Social media monitoring often is like opening Pandora’s Box: it will yield a large amount of information, from a lot of sources, and not all of it will be relevant, useful, or accurate. The most important is to work with the relevance of the monitoring results. Of course, it takes time to adjust and to get it right, but a good place to start is with print media monitoring. This may already be set up by your organisation and can give valuable insights into frequently used keywords, media clippings, recurring journalists, related topics etc.

The lessons learnt from print media monitoring can be reused in social media monitoring. This kind of work can easily be done and maintained by professional tools provided by e.g. [MeltWater Buzz](#) or [Radian6](#). However, this can be very expensive. Therefore, the list below only includes free monitoring services:

Tweetdeck

This is a platform where you can gather all your social media accounts such as Facebook, Twitter and LinkedIn. The setup can be downloaded to your laptop, smart phone and/or tablet and so it is accessible and flexible. The activity stream from each account will be displayed side by side and it gives you a good overview. Moreover, you can save your searches. Additionally, it is possible to engage in conversations through the platform just like it is possible to post updates simultaneously on a variety of social media.



Google Alerts

Google offers a wide range of tools to help you monitor, filter and find online activities – Google Alerts is one of them. Basically, it is an e-mail alert which monitors the topics you are interested in. It is fairly easy to set up and the search specifications can easily be changed. Here is a screen-print showing what the set-up looks like:

Preview results

Type:

How often:

Volume:

Deliver to:

CREATE ALERT

Monitor the Web for interesting new content

Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic.

Enter the topic you wish to monitor, then click preview to see the type of results you'll receive. Some handy uses of Google Alerts include:

- monitoring a developing news story
- keeping current on a competitor or industry
- getting the latest on a celebrity or event
- keeping tabs on your favorite sports teams

You can also [click here](#) to manage your alerts

The as-it-happens/daily/weekly alert is sent directly to your mail inbox and you can easily access the aggregated results through an included link:

Google Alert for today

From: Google Alerts <googlealerts-noreply@google.com>
To: bursonmarstellerdk@gmail.com

[News](#) [Blogs](#) [Web](#)

News **10 new results for Antibiotics**

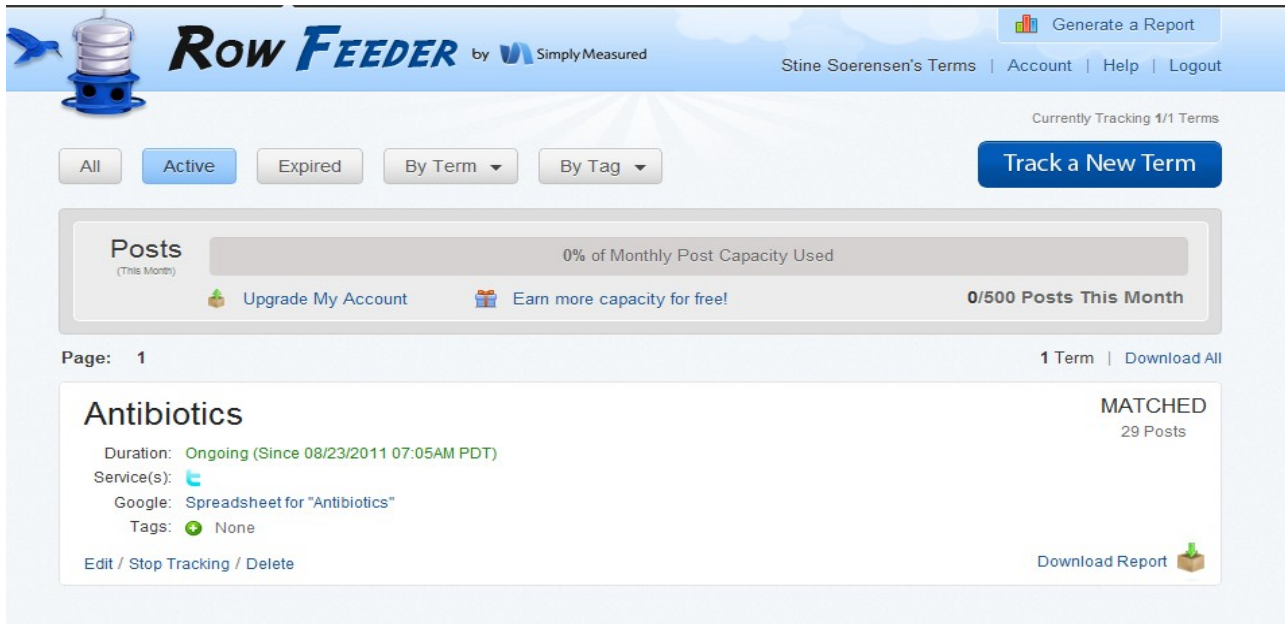
Antibiotics may ease pain of RA
Chicago Sun-Times
She recently heard that RA can be treated with simple **antibiotics**, which would be cheaper than her current meds. Since her doctor doesn't think her diet is scientific, he probably won't be receptive to **antibiotics**, either. Who should she see about this ...
[See all stories on this topic »](#)


Antibiotics not advisable for all with bacteria in the urine
Irish Times
PEOPLE WHO have bacteria in their urine, but have no symptoms of a urinary tract infection should not be treated with **antibiotics**, according to new research from NUI Galway. The only ones who should be treated for bacteria in the urine when there are ...
[See all stories on this topic »](#)

Acne Antibiotic Cuts Catheter Infections in Dialysis Patients
Renal Business Today
WASHINGTON— An **antibiotic** commonly used to treat acne may help reduce catheter infections in dialysis patients, according to a study published online Aug. 18 in the Journal of the American Society Nephrology (JASN). **Antibiotics** can help ward off ...
[See all stories on this topic »](#)

Row Feeder

Row Feeder is a tool that accumulates all the data and generates reports in Excel, which can then be used for analyzing the data. When it is set up, it starts to track your search term instantly. However, Row Feeder has a limit of free terms and capacity for collected data. It is worth setting up one term to see whether it generates useful and valuable results, and from there upgrading the account. Row Feeder is easy to set up, maintain and most importantly, download the raw data in spreadsheets and graphs.



Row FEEDER by  Simply Measured

Generate a Report

Stine Soerensen's Terms | Account | Help | Logout

Currently Tracking 1/1 Terms

All Active Expired By Term By Tag **Track a New Term**


Posts (This Month) 0% of Monthly Post Capacity Used

Upgrade My Account Earn more capacity for free **0/500 Posts This Month**


Page: 1 1 Term | Download All


Antibiotics MATCHED
29 Posts

Duration: Ongoing (Since 08/23/2011 07:05AM PDT)

Service(s): 

Google: Spreadsheet for "Antibiotics"

Tags:  None

Edit / Stop Tracking / Delete Download Report 

There are a large number of platforms that provide social media monitoring services. New platforms are constantly launched and developed. Below is a list of other platforms, but is by no means exhaustive.

Other monitoring platforms

RSS feeds

Cotweet

<http://cotweet.com>

Seismic

<https://seismic.com>

HootSuite

<http://hootsuite.com/about>

Samepoint

<http://www.samepoint.com/>

Board tracker

<http://www.boardtracker.com/>

Social mention

<http://www.socialmention.com/>

Addictomatic

<http://www.addictomatic.com>

Scout Labs

<http://www.scoutlabs.com>

Spredfast

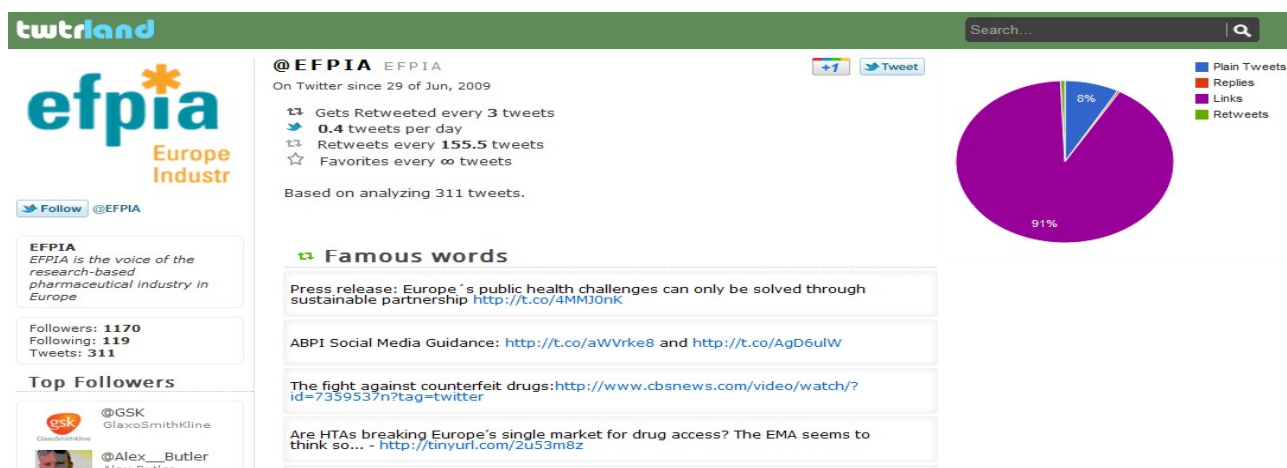
<http://www.spredfast.com>

Technorati

<http://www.technorati.com>

Processing the collected data and monitoring results

Once the monitoring is set up and the data is rolling in, it is time for another important part of working with social media – understanding the collected data. Of course many different interpretations can be made, and conclusions will vary according to your purpose. Below is a screen-shot from a quick analysis of EFPIA's Twitter profile. The chart shows that 91% of their tweets consist of links and very few replies. This indicates that EFPIA refers to a lot of different websites, articles and so forth, which can then be compared to their website analytics to see whether their Twitter activity generates a lot of traffic. Furthermore, it also shows that in this case, Twitter is scarcely used to engage with other people.



The data and monitoring results can also derive from online conversations, news and blog posts generated by the general public. In this case, use quantitative and qualitative methods. It is important to:

- Identify interests and sentiments in conversations,
- Identify advocates of key messages
- Identify less positive advocates and critics
- Quantify interaction among traditional media/campaigns and social media activity
- Create a regular report to show growth and trends over time – see example below⁷

		1-JAN	7-JAN	14-JAN	21-JAN	28-JAN
TWITTER	@ followers	528	549	592	649	701
	Number of Tweets	12	15	13	16	12
	References	9	15	17	14	21
	Retweets of Updates	3	16	19	27	24
FACEBOOK	Number of Fans	700	715	727	734	743
	"Likes"	9	15	12	17	21
YOUTUBE	Number of Videos	13	13	14	14	15
	Number of Total Views	1356	1391	1520	1593	1683
BLOG	Number of Posts	94	98	104	107	116
	Number of Comments	184	192	204	215	228

Tracking key performance indicators (KPIs) is requisite if you want to measure and evaluate your social media programs. There are many ways to measure success. Make sure you're tracking success metrics that align with your goals and objectives.

Below is a list of things to consider whilst increasing your use of social media. While a complete list is impossible to compile due to the complex nature of social media, these considerations aim to provide some food for thought and a starting point:

1. First of all, use **common sense**. Consider whether your actions could impact your organisation's reputation or business and therefore only post official information.
2. Consider whether the material or information is **confidential** or sensitive information. Better safe than sorry.
3. Have **copyrights** in mind and give credit to the owners. [Creative Commons](#) (CC) is a new, digital and social media-oriented way to work with copyright licenses.
4. **Avoid** discussing issues such as legal matters, financial performance, strategy, scientific data, and/or rumours, etc.
5. Protect your **privacy** and minimise security risks, be aware of different privacy settings on social platforms. Not everybody is aware of what they share and

⁷ <http://www.convio.com/>

- with whom they share it. Facebook, Twitter and LinkedIn all have policies on this and information about privacy is readily available
6. Make sure to keep the **tone** pleasant and professional, even if you do not agree with someone else's point of view. As mentioned in the beginning of this section, be careful when mixing business and personal life, because they are likely to intersect online.
 7. Remember that your online activity can be read and **tracked** for a long period of time. It can be difficult to remove or edit any activity, so think before you post, comment or share content.
 8. Adhere to official **rules** in your organisation and other relevant laws and internal branding/communication guidelines.
 9. Be **honest and transparent** about your intentions. Always display your real name and u profile picture.
 10. Think about **who you connect with** - you can never know for sure whether it is colleagues, members, patients, journalist or suppliers etc.

3 – Digital and social integration

The major trend in corporate digital/social strategy is called integration and measurement. A survey amongst 140 top corporate social media strategists by the US research Company „Alimeter“ in 2011 and 2012⁸ shows that integration and measurement of effectiveness is a key concern for respondents (such measurement has not been conducted for public health authorities). As outlined in the beginning, integration is key before „broadcasting“ messages on new and creative platforms.



⁸ http://www.slideshare.net/jeremiah_owyang/keynote-social-business-forecast-2011-the-year-of-integration

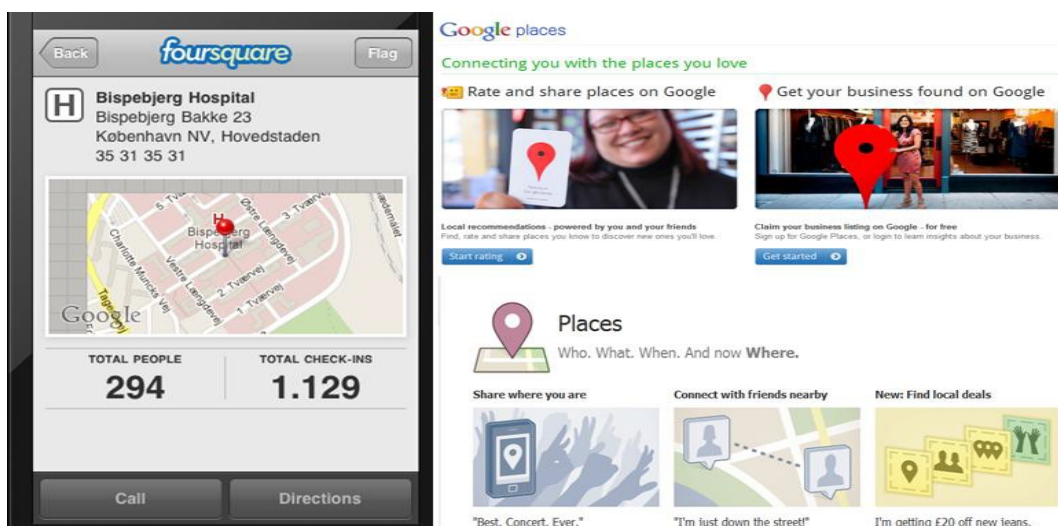
While it can be tempting to try out new and interesting platforms, it is important to keep existing materials in mind and avoid renewing messaging where possible. In this case, a lot of materials have been developed for EAAD, and those can easily be reused in a social media context. Having said that, it is possible – and recommended – to identify different, innovative methods for communicating key messages, only without reinventing the messages. The purpose is to get the best out of existing platforms and materials and look for new opportunities through these.

The first step is to evaluate existing materials. The list here can be extremely long. However, it is worth looking at: whether printed brochures refer to the website or newly published materials; checking if the website contains all the printed materials in a readable, shareable and downloadable format; if events, websites and social platforms are mentioned in press releases; or whether posters can include a QR-code⁹ to direct traffic to a campaign site.

Have a look at print materials, brochures and posters – do these complement each other? are they easy to retrieve and download from the website? Can they be printed out and distributed offline?

Have a look at digital platforms: if you have a Facebook page, does it have a widget displayed on your website and do you ensure two-way traffic? Is it updated with the newest print materials?

Have a look at the sources of your traffic: does your traffic come from Google (organic or Adwords)? Is it direct traffic? Is it accessed through smart phones or tablet devices? How can this behaviour be transformed into using mobile optimised websites, applications, presence on geolocation sites as Facebook places, Foursquare and Google Places? Can you use your mobile site to display opening hours, reviews, directions, websites, phone numbers etc.? Below is an example of a Danish hospital which can be called directly through the application. The address and the website are also available. Just like Foursquare, Facebook and Google offer similar options.



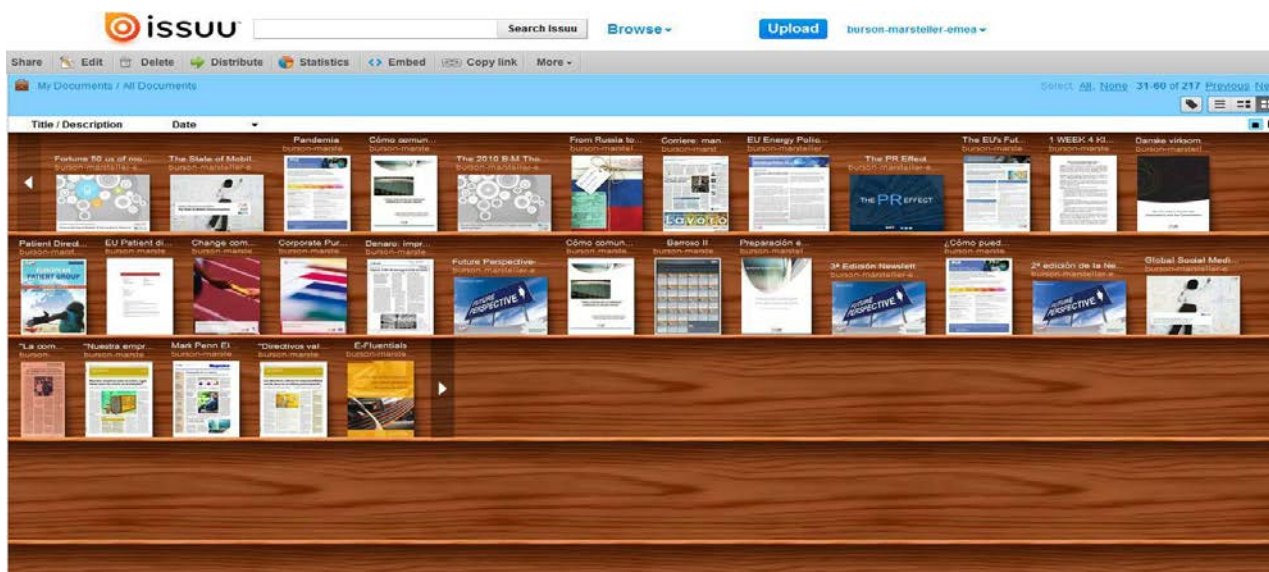
⁹ To know more about QR-codes please read the section on mobile platforms in the main guidance document as well as <http://www.socialmediaexaminer.com/how-qr-codes-can-grow-your-business/>

4 – Using social media platforms for publishing materials

When creating materials, brochures, articles etc. they only create value the moment they are used by others. In order to increase the use of these documents, there can be many ways to distribute these. When publishing materials on third-party platforms, it is also picked up by Google and made more searchable, shareable and downloadable. The purpose of publishing materials and press releases is to enlarge the organisation’s appearance and to benefit from the functions that other platforms provide such as embed-codes, comment and share functions, visual upgrade, user statistics etc.

Publish press releases and press materials on platforms like [My News Desk](#). This will help get wider exposure and help Search Engine Optimisation (SEO).


Publish material on platforms like [ISSUU](#). By creating an account, you acquire a shelf, which will display all your materials. When clicking on them, they will be shown in full screen and they are easy to read online. Furthermore, ISSUU can generate an embed code for you to incorporate on your website. This is how your “bookshelf” at ISSUU could look like:



When it is published, no matter whether it is on the abovementioned platforms or on your main website, the URL/link can be bookmarked on [Delicious](#), [Digg](#), or [Doctorbookmark](#), this again helps optimisation.

5 – Engaging with online communities /blogs for moms

This target group has received a lot of attention as of late when it comes to communicating about healthcare. Mommy bloggers have become strong gatekeepers for distribution of information due to their digital behaviour where they connect to share ideas, experiences, hang out, and raise support.



The screenshot shows the Mamapedia website interface. At the top, there are navigation options: 'Q&A' (Get advice from millions of moms), 'Timeline' (See what's coming up for your child), and 'mamapedia the wisdom of moms' with a search bar. Below the navigation, there are several content blocks:

- Million Moms Challenge**: by Mersedeh from Mamasource. Photo by Shutterstock. Below the photo are three columns of text: 'Fall Fun', 'Mom Wisdom', and 'Million Moms Challenge'.
- Join 180,683 mothers in Chicago**: A sign-up button.
- Moms Are Reading**: A list of popular articles with view counts:
 - The Word "Butt" (31)
 - Do You Know What It Feels like to Be a Mom to a Special Needs Child? (38)
 - Will a Special Ed Child in the Class Influence Selecting That Pre-school (32)
 - Motherly Advice for a Boyfriend's Wandering Eye (37)
 - I'm Already over It! (31)
 - What to Do After Dog Bite (34)
 - Do You Have a Parenting "Motto" to Live By? JFF (45)
 - How Long Before You Knew He/she Was the One? (32)
 - Fake Diamond Wedding Ring (42)
 - Which Way to Spell Baby Girls Name? (35)

This kind of online communities and blogs have an advantage of being accessible 24/7 and the number of ways to connect is unlimited. However there are some considerations before engaging with this target group. First of all it is important to know the difference between a community and a blog, so as to ensure the right approach and understanding on how they work.

Communities for moms

In general a community is a digital platform where people with the same interest, characteristics and purposes continuously meet. A community consists of people and what they share with each other, therefore it needs people's interactions and moderation. Today there are many well established parent communities and it is worth having a closer look at these¹⁰. Communities have a variety of functions and features that enable users to share and connect with each other - all features that define the community and also what makes it important for organisations to understand and be part of.

First of all, relevant communities must be profoundly monitored and analysed. It is important to understand and know how users talk to each other, how much moderators interact and if outside

¹⁰ <http://mashable.com/2011/01/21/parenting-social-networks/>

organisations contribute with comments, materials or articles¹¹ before engaging with that community.

There are many ways for organisations to start cooperating with such communities. As a general rule, if you would like to be active in parent communities it is first of all recommended to get into contact with the moderator or the one responsible in order to ensure the best cooperation and set out the terms of your involvement. This could consist of providing articles about the newest research of antibiotics with relevance for the general public, conduct surveys, engaging and answering questions from users or have an „ask an expert“ session.

If you want to participate in the conversation it is important to be transparent about your purposes and intentions and state clearly who you are speaking on behalf of. It is in any case crucial that all actions are made in line with official guidelines and policies (read more about this above on page 8-9).

Blogs by moms

A blog in general has only one sender and can be much more personal. The owner of the blog can ensure activity and variation and invite guest-bloggers to write articles, contribute materials and comments. Bloggers are often active on other social media platforms such as Facebook, Twitter or communities like mentioned above, so they can engage with like-minded individuals and perhaps attract traffic to their blog.



Diary of A Surprise Mum
I was pregnant, now I'm a parent and it still comes as a surprise. So here I am a single mum.

Home About Me

TUESDAY, 20 SEPTEMBER 2011

Songs to Live your Life by

I was fortunate to be tagged by the lovely Jo for this Meme and it really had me a little stumped until I had a couple of hours alone in my car with my ipod on shuffle.

now these aren't necessarily the songs that mean the most to me - songs can be so emotive.

No, these are songs with a message I love for what they say.

Firstly I was raised in a house surrounded by music and Neil was a favourite, and not just because my first ever valentine's rose came with the message "I'll always bring you flowers"

Neil Diamond - Forever In Blue Jeans (Stereo)

NOT PREGNANT - A PARENT!

ABOUT ME
Surprised and Excited Mum
A 30 something love f.ckwit who is now a single mum! And has now started a new business: Glampervan

¹¹ Other mom communities:
www.babycentre.co.uk
www.bounty.com
www.mumsnet.com
<http://www.cafemom.com/>



As with communities, it is also really important to understand the environment of bloggers and how they work. And the easiest way to ensure this is to conduct exhaustive research and monitoring¹². Engaging with bloggers it is a bit different because content is mostly intimate and private in perspective, making it difficult for organisations to take part of.

Contacting a blogger is also personal and differs from sending generic mails to journalists who are paid to read numerous press releases. It is very important to make your approach as personal as possible. The most common way to engage with bloggers is to provide them with latest information, campaigns, press releases etc. Secondly, they are sometimes open for guest-bloggers and that can also be a way to engage with them. And finally, there is no better way to create relationships than to meet the bloggers in person. A way to engage with bloggers away from their blogs could be inviting them to have an inside look at your organisation and your field of work.

¹² Suggestions for websites that provide inspiration and information about mommy bloggers:
http://www.gurgle.com/articles/Lifestyle/36776/Top_20_mummy_blogs_on_the_web.aspx
<http://www.mombloggersclub.com/>