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Social Marketing in the Digital Age

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Social Marketing in the Digital Age

Learning Objectives

- To understand how the world of consumer marketing is becoming increasingly participatory, giving relevant examples
- To learn how to publish one's good and bad experiences using online tools, seeking connection and feedback
- To join social networks as a way of blending consumer and provider experiences with the latest generation of communications technology users
- To be able to describe and use digital age communications tools, to influence health-seeking behavior.

Historic Transfer of Knowledge

- Letter
- Scientific paper
- Conference presentation
- Newspaper

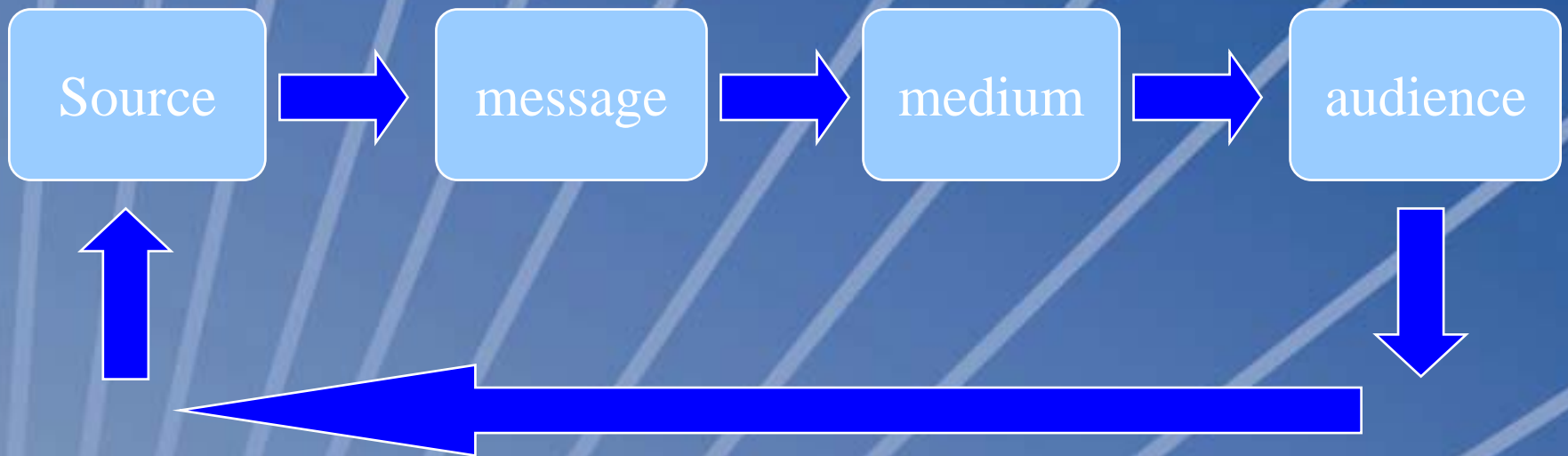


Modern media, circa 1970

- Radio/TV morning show
- News one-on-one interview
- Press conference
- News analysis program - satellite remote



Communications Theory



Communications Theory

- Identify target audience
- Determine response sought
- Choose message
- Choose media
- Select source attributes
- Collect feedback

Descent into Advocacy

- Awareness
- Knowledge
- Liking
- Preference
- Conviction
- Passion

Influence or Persuasion?

- Increase the perceived positive outcomes
- Decrease the perceived negative outcomes
- Increase the social pressure
- Increase the target customers sense of self-efficacy

Ascent from Advocacy

- **Control expectations**
- **Make the hidden benefits visible**
- **Improve the system**
- **Enlist the support of significant others**
- **Redouble skills training**

What works with your clients?

- Rational appeal
- Emotional appeal
- Moral appeal
- Fear arousal
- Humorous appeal

Identity: Who are you at work?

- Name
- Address
- Fax number (work and home)
- Land line (work and home)
- Cell number (work and personal)
- Email (work, school, home)
- Social networking site
- Blog
- Podcast site
- Avatar



Old Media



New Media

What does it mean to have/be/use an avatar?



A Web 2.0 Glossary

Blogs are user-generated sites written in a journal format that can incorporate reader comments, graphics and hyperlinks to other sites.

Folksonomy is a way of tagging content that is created by the user community itself rather than being imposed from the outside as a set standard. It makes content that is relevant to particular users more easily navigable and searchable over time.

Mashup is a way of integrating content from various online sources into a single Web site or application.

Metaverse is a virtual 3D world where persons interact with one another via their *avatars*, or stylized representations of the self.

Mobcast/Podcast/Vodcast are audio or video files that a user can interact with/listen to on a Web site or download for playing later on a computer or iPod, other MP3 players or, cell phones.

Really Simple Syndication (RSS) is a way of marking content on a Web site so users can receive an alert every time it is updated. Users don't have to re-visit Web sites to retrieve new information.

Social Networking is a social science term relating to formal structures that show how relationships develop between individuals in a network, e.g. MySpace, Facebook.

Tags are one or more keywords assigned to pieces of stored information — such as text articles, pictures or audio files — so Web browsers' search engines can identify and display them.

Wiki is a site maintained by a community whose members share their expertise and interests by writing or editing content in a collaborative environment.

Adapted from www.govhealthit.com



Virtual worlds have increased in visual detail and complexity, facilitated by excellent graphics cards and high-speed Internet connectivity, but as social networks they are still maturing. Victorian-era mechanical devices, such as the telegraph, facilitated not only rapid information transmission but also social exchange among people far distant from one another. Twentieth century technology went beyond signals to sounds and visuals, such as radio and television, to connect people and places with actual and vicarious experiences. In the 21st century, the growth of the Internet has contributed to the emergence of virtual communities featuring “avatars,” graphic self-representations created by Internet users for participation in online social networks.

Hygeia Philo (Greek for “lover of health”) is the Centers for Disease Control and Prevention’s (CDC’s) lead avatar in the virtual world of Second Life (www.secondlife.com *), a visual three-dimensional space known as a metaverse. Carrying CDC’s mission into this new frontier, Hygeia has hosted a health fair and staffed a traveling health exhibit, and the avatar maintains a permanent location to conduct health education. Social networking and interaction are key elements of metaverse involvement, and participating in this new channel of information dissemination adds to public health’s traditional tools and methods of reaching specialized audiences.

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Observations

- “Open source” is self policing, but must be monitored continuously
- People will use and propagate your content in unexpected ways (both good and bad)
- There is no escape from Google
- Sexual content is ubiquitous and intrusive
- Anonymous posting guarantees attacks
- Personalized, customized, and socialized content leads to customer loyalty, but...
- Collaboration, not content, is the new king
- Fun is an expected part of doing business
- Evaluate, adapt, learn

What works with your clients (part 2)?

Connect with CDC



Twitter

- CDC eHealth
- CDC Emergency
- CDC Flu



Facebook



MySpace



DailyStrength



CDC's YouTube Channel



CDC's Flickr site



CDC on iTunes



CDC's Second Life Island

Are you ready for the future of interactive communications?

- Automatic podcasts of your pre-selected interests
- Cell phone video tag-scripted billboards
- Continuous RSS from *and to* CNN/Google news
- Dodgeball cellphone meets mashup planner
- Gaming and gas station video
- Intuitive maps and RFID-tagged clothing
- Fully interoperable patient medical records

Thank you!

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