



Getting Social: Using Social Media to Promote Oral Health

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Thursday, July 28, 2016

Matt Jacob
Jacob Strategies
www.jacobstrategies.com

Social media allows you 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 of the 2013-14 flu season.



(Sources: Mayo Clinic, <http://socialmedia.mayoclinic.org/>; accessed in Sept. 2015; "CDC Competition Encourages Use of Social Media to Predict Flu," Centers for Disease Control and Prevention, Nov. 25, 2013.)

Social media: A world of options





Twitter and Facebook: 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.)

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 **2,755**
 FOLLOWING **491**
 FOLLOWERS **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

3
 1

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

2
 1

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

3
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[View summary](#)

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

[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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Account Info



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Twitter Feed

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How to Tweet

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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

Search Twitter



★ 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 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**

← ↻ ★ ⋮



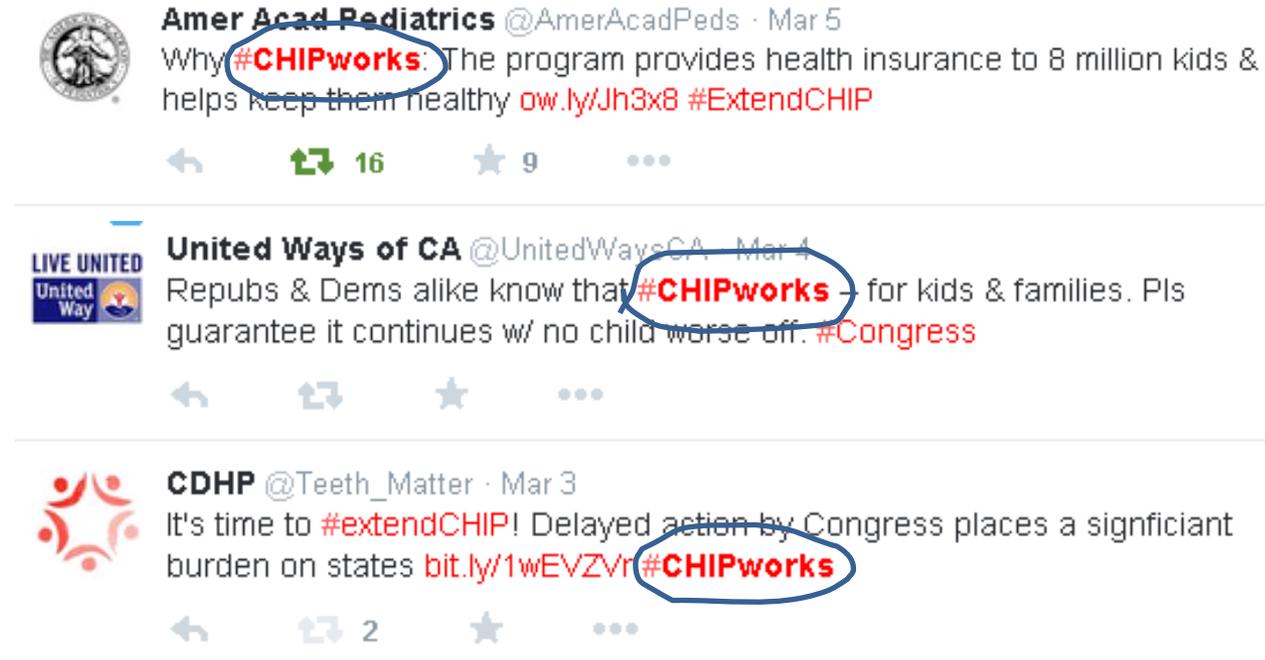
CDHP @Teeth_Matter · Mar 3

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)
- This allows people to find your tweet

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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.
- 

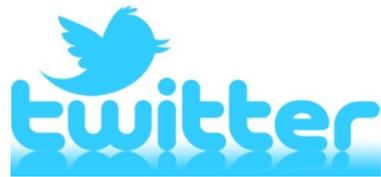
DrJanice L Pelletier @DrJanPeds · 19h
.@SenatorCollins; .@SenAngusKing #chipworks #ExtendCHIP for kids! #putkids1st #tweetiatricians Pls support H.R.2!
- 

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
- 

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

because

and

about

people

member

program

oral health

increase

important

before

kids

b/c

&

abt

ppl

mbr

prog

dental

raise

key

b4

Use abbreviations to fit your message into 140 characters or less. 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. 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. 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**

Strategies for Raising Your Profile

Participate in 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.

Speak to their head *and* their heart

 **Children's Dental Health Project**
Published by Matt Jacob [?] · April 8 at 12:59pm · 🌐

Read this moving story about two sisters who volunteered their time as dentists to provide dental care to hundreds of Syrian children living in refugee camps.



Bedford sisters provide Syrian refugees dental care and supplies

A pair of sisters and dentists from Bedford helped 300 children with major dental issues at a Syrian refugee camp.

Put a face on your issue



MomsRising.org

May 2 at 9:36am · 🌐

GREAT NEWS! NPR features a MomsRising mom from New Hampshire, Nancy, and MomsRising CEO Kristin Rowe-Finkbeiner, in this important story about the lack of #PaidFamilyLeave in the United States. We are POWERFUL when we tell our stories! Reporter Tamara Keith shows how working families are struggling and how everyone benefits when more people can access #paidfamilyleave!



Politics In Real Life: Paid Family Leave A Big Concern, Not A Top Campaign Issue

After Nancy Glynn got pregnant, she learned her employer didn't offer paid family leave. Then, like many Americans, she discovered it was hard to get by without it.

NPR.ORG



MayoClinicHealthSys @MayoClinicHS · 4h

Anything is possible: One couple's journey to start a family. mayoclinic.org/1pPNsMp
#BetterHealthForHer



**Put a face
on your
issue**

Avoid the “copy cat” approach



 **CDHP**
@Teeth_Matter

Healthy People 2020 has 17 goals for improving oral health. We have a lot to do in the next 4 yrs:
1.usa.gov/19zxWMN @GoHealthyPeople

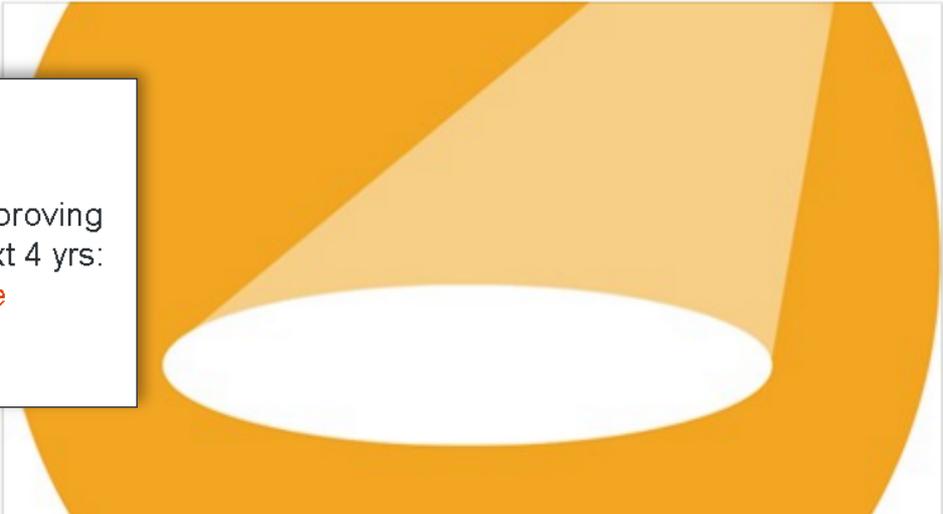
4:30 PM - 29 Mar 2016

Retweet, Like, Reply, Share icons



 **Children's Dental Health Project**
Published by Matt Jacob [?] · Just now · 🌐

Healthy People 2020 has 17 objectives for improving oral health in the U.S. Which of them do you consider the most important? Which one will be the most challenging?



Oral Health | Healthy People 2020
Leading Health Indicators are a subset of Healthy People 2020 objectives selected to communicate high-priority health issues.
HEALTHYPEOPLE.GOV

Engage their curiosity



KH KidsHealth with TIME for Kids.
March 23 · 🌐

KidsHealth and TIME for Kids surveyed over 8,300 kids about their relationship with their parents. Find out what some of the kids had to say.

"I am not perfect, and my days are just as stressful and confusing as theirs."

776 Views

➦ Share

The image shows a Facebook post from KidsHealth with TIME for Kids, dated March 23. The post features a video player with a quote from a young girl: "I am not perfect, and my days are just as stressful and confusing as theirs." The video player includes a play button icon. Below the video, the post shows 776 views and a share button.

Engage their curiosity



A screenshot of a Facebook post from the 'Children's Dental Health Project'. The post features a profile picture of a smiling young boy and a text-based advertisement for a quiz. The text encourages parents to take a quiz to test their knowledge on keeping children cavity-free. Below the text is a progress bar showing '8,778 people reached' and a row of interaction buttons: 'Like', 'Comment', and 'Share'. At the bottom, a notification indicates that Karen Hodge, Stacey Hadley, and 228 others have liked the post.

Children's Dental Health Project
Published by Matt Jacob [?] · April 28 at 10:30am · 🌐

Parents: Take this quick quiz to test your knowledge for keeping young children cavity-free.

 **Take Our Quiz**
Families can take concrete steps to reduce their children's risk for early childhood cavities. It's up to health professionals, children's advocates and many others to arm parents and caregivers with the facts they need to keep their kids cavity-free. Share this 5-
ENDCAVITIES.ORG

8,778 people reached

👍 Like 💬 Comment ➦ Share

👍 😄 Karen Hodge, Stacey Hadley and 228 others

Engage their curiosity

QZZR

Pro About Blog

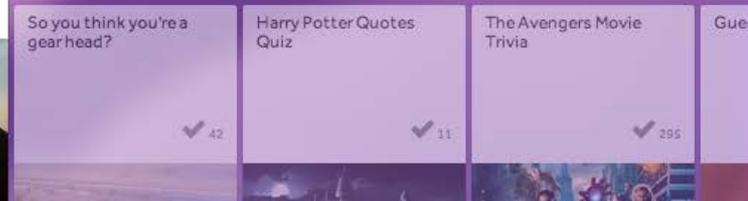
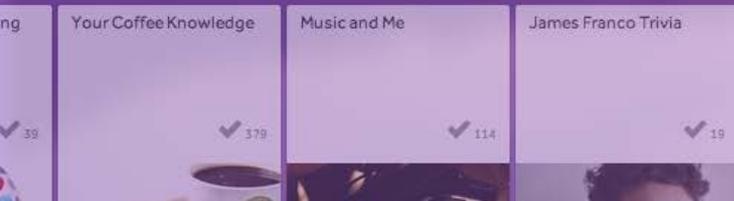
Make a quiz. Put it on your site.

Drive social traffic, capture qualified leads, and present targeted offers

Make a quiz

What can you learn from
100 of America's great
love stories?

✓ 1808



Play to their desire to share info

**Children's Dental Health Project**
Published by Matt Jacob [?] · 8 hrs · 

Do you know someone who's pregnant or a brand-new mom? This is a great video to share, showing how to take care of their newborn's mouth and teeth. Thanks 2 Univ. of Maryland School of Public Health for producing it:



Healthy Mouths for You and Your Baby

Produced by the Horowitz Center for Health Literacy at the University of Maryland School of Public Health, "Healthy Mouths for You and Your Baby" is a...

YOUTUBE.COM

1,673 people reached [Boost Post](#)

 Like  Comment  Share 

  Heidi Halverson, Jyoti Modi and 26 others [Top Comments](#)

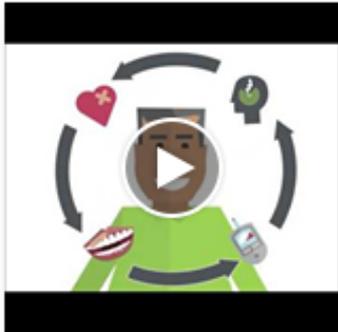
24 shares

Play to their desire to share info



Children's Dental Health Project
Published by Matt Jacob [?] · April 12 at 7:17pm · 🌐

Have diabetes or know someone who does? This is a great video to share, offering good tips for managing #diabetes and shows how it's connected to the health of your mouth.

 **Diabetes and Your Oral Health**
Unleash the power of oral health at
www.TheMightyMouth.org
www.themightymouth.org/diabetes
www.facebook.com/themightymouth
YOUTUBE.COM

2,815 people reached [Boost Post](#)

👍 Like 💬 Comment ➦ Share 🌐

Use words that “sell” your message



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](http://bit.ly/1Lx1IQf) bit.ly/1Lx1IQf @DeltaDentalCO

Use a play on words

Use “kickers” to draw interest

 **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

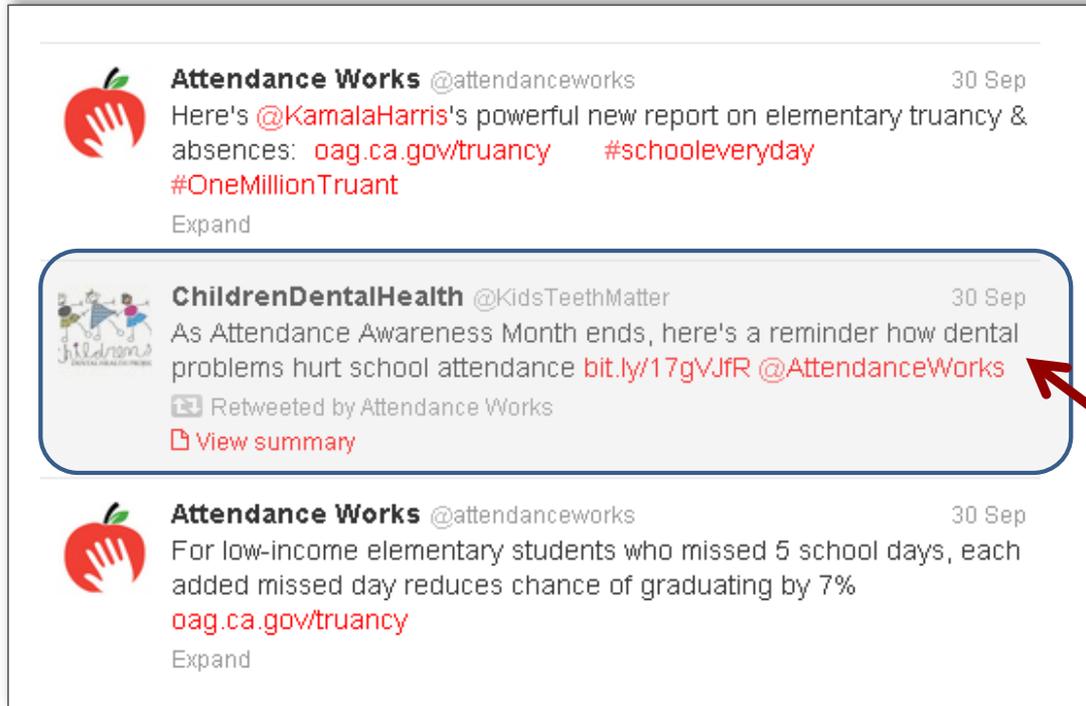
 **American Progress** @amprog 3h
INFOGRAPHIC: The school-readiness gap ampr.gs/1ixfHrl
Expand ← Reply ↻ Retweet ★ Favorite ⋮ More

 **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

Um ... No!

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 will bring your message to their attention and possibly gain them as a follower.

Questions?
Comments?