

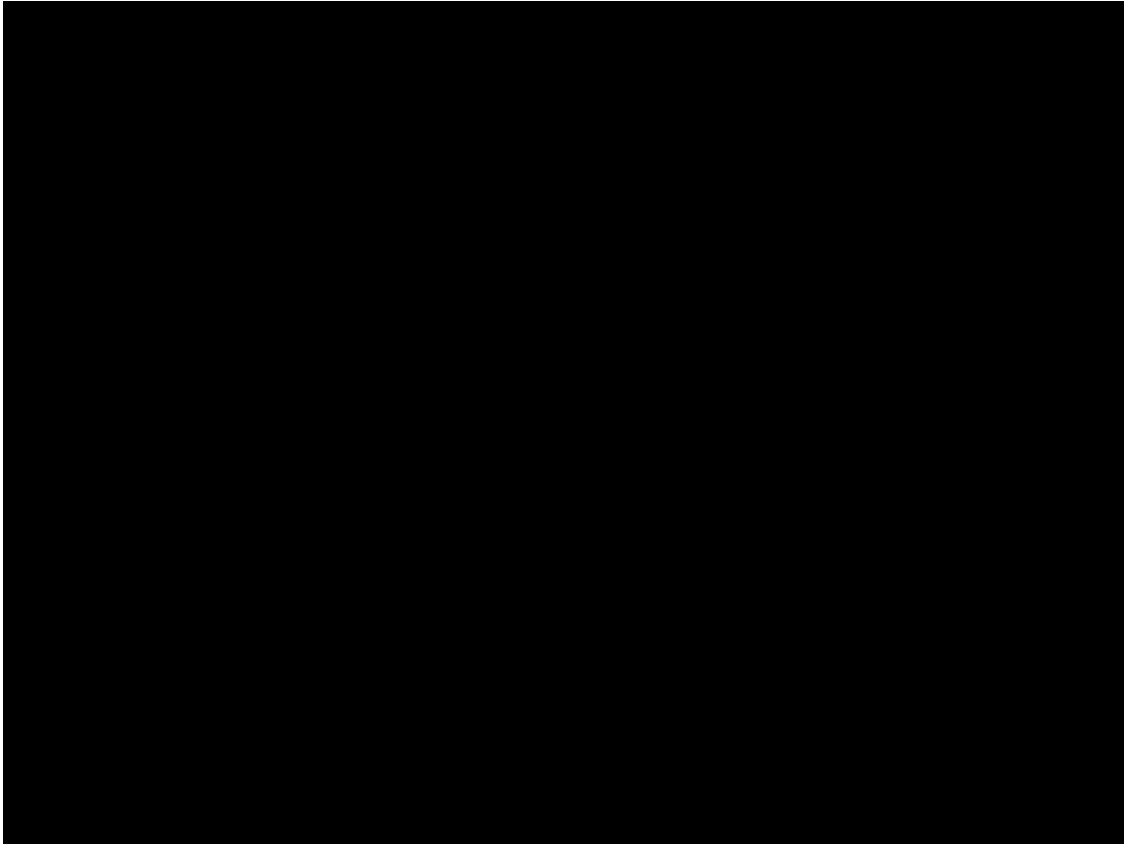
# How To Leverage Digital & Social Media for Vaccine Communications

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# An Introduction







- What is social media?
- What impact does it have on our work and what we are doing in this area?
- Case studies





- **Digital Transformation** – We are living through the Digital Age.
- **Mobile** – People are getting their information on the go.
- **Breaking news** - Did you know 45% of Irish people consume news on Facebook?
- **Social media** – The single biggest ‘sign-poster’ to online content and a place to grow an engaged community of supporters.
- **Video** – The fastest growing online medium.
- **Age Profile** – The fastest growing digital users are the over 55s.



	Facebook 	Twitter 	LinkedIn 	Google+ 	Instagram 	Pinterest 
% of Population on Social Network	67%	25%	28%	27%	25%	16%
Proportion of users that use the site network daily	78%	31%	14%	23%	59%	13%

### Social Messaging (Dark Social) in Ireland

- 55% use Facebook Messenger
- 53% use Whatsapp
- 28% use Snapchat

Information being accessed anytime, anywhere, anyway

Source Ipsos MRBI & Amarach Research October 2016

# 2017 *This Is What Happens In An Internet Minute*



## The Reality of a Digital Minute

# Why Social?

1

No filter

2

Listen & observe

3

Engage directly

4

Challenge misinformation

5

Openness & transparency &  
corporate reputation,  
credibility and trust

6

Data



# HSE Digital & Social Summary

- HSE.ie had over 10 million visits in 2016

- 68% organic traffic i.e. comes directly from Google searches and over 200,000 were from social channels

- We have increased social traffic to hse.ie by 54% in 2016 compared to 2015

- Almost doubled Twitter activity in 2016 compared to 2015; this is yielding results

Social Network	Sessions
<b>1. Facebook</b>	
Jan 1, 2016 - Dec 1, 2016	136,494
Jan 1, 2015 - Dec 1, 2015	126,128
<b>% Change</b>	<b>8.22%</b>
<b>2. Twitter</b>	
Jan 1, 2016 - Dec 1, 2016	23,394
Jan 1, 2015 - Dec 1, 2015	9,139
<b>% Change</b>	<b>155.98%</b>
<b>3. LinkedIn</b>	
Jan 1, 2016 - Dec 1, 2016	3,163
Jan 1, 2015 - Dec 1, 2015	539
<b>% Change</b>	<b>486.83%</b>

# HSE Digital & Social Summary

Social Network	Sessions
<b>1. Facebook</b>	
Jan 1, 2017 - Apr 30, 2017	201,578
Jan 1, 2016 - Apr 30, 2016	25,222
<b>% Change</b>	<b>699.21%</b>
<b>2. Twitter</b>	
Jan 1, 2017 - Apr 30, 2017	36,071
Jan 1, 2016 - Apr 30, 2016	6,042
<b>% Change</b>	<b>497.00%</b>
<b>3. LinkedIn</b>	
Jan 1, 2017 - Apr 30, 2017	3,707
Jan 1, 2016 - Apr 30, 2016	332
<b>% Change</b>	<b>1,016.57%</b>

# Identify the right social media channels

Each social channel will have a **different focus, audience, best practices, types of content** that should be adhered to.

Use our guidelines to ensure that **your objectives align** with the channel you're utilising.

Match up your objectives to the channels and **develop content for these channels specifically.**

	Facebook	Twitter	Youtube	Linkedin
<b>Channel Focus</b>	HSE's community hub for the target audience, meant to provide information, engagement, and to share relevant articles. Mostly a paid channel.	To share news, updates, and trending topics relating to the healthcare industry and the HSE in short-form content.	Not just a dumping ground for all HSE videos. A video content hub that houses informative, instructional, or innovative content highlighting the services that the HSE provides.	A professional network for staff, physicians, and relevant business parties. Can act as a recruitment tool and place to provide industry updates.
<b>Demographic</b>	<ul style="list-style-type: none"> <li>• Ages 25-44</li> <li>• Female 86 %</li> <li>• Male 14 %</li> </ul>	<ul style="list-style-type: none"> <li>• Ages 25-44</li> <li>• 59 % female</li> <li>• 41 % male</li> </ul>	<ul style="list-style-type: none"> <li>• Ages 18-34</li> <li>• 51 % male</li> <li>• 49 % female</li> </ul>	N/A
<b>Sharing Frequency</b>	Recommended at 1-2 times per week. Content has not been shared since Jan. so the recommendation is to start small and work up to a steady schedule.	4-5 times per week; up to 5-7 times per day if necessary. This channel is meant to have more frequent posts and is sometimes necessary due to character limits.	2-3 times per month, if content allows.	1-2 times per week; up to 5 times per week.

Think\_Johnny



64,537 people like



like this

breastfeeding.ie  
Every breastfeed makes a difference



8,093 people like this

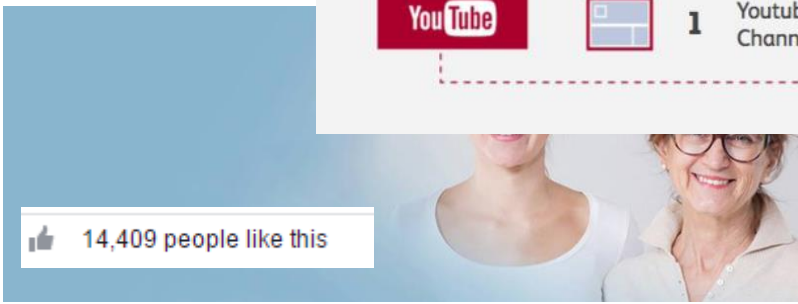
The HSE Social Media Footprint



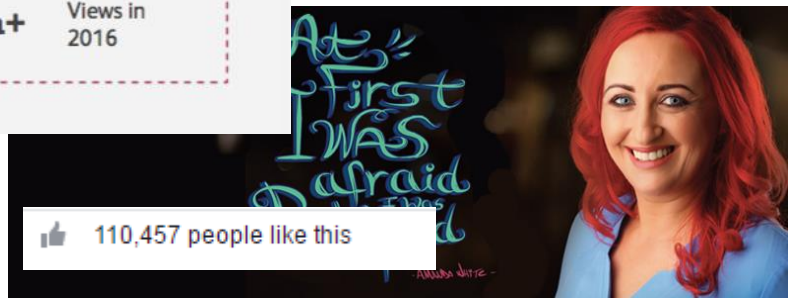
facebook		15	Facebook Accounts		365k+	Facebook Fans
Twitter		18	Twitter Handles		58k+	Twitter Followers
YouTube		1	Youtube Channel		1m+	Views in 2016



like this



14,409 people like this



110,457 people like this

# Our Twitter Followers

20.3 K Twitter followers

46% of  
@HSELive's top  
50 followers are  
media  
organisations

17% of the top 50  
followers are  
Government  
agencies

16% of the top 50  
followers are  
celebrities

4% of the top 50  
followers are in  
medical space

## Our REACH

19 million followers within reach of  
our top 200 followers – giving  
@HSELive access to a wide range  
of demographics



Building a high quality  
health service for a healthier Ireland



TWEETS 7,390 FOLLOWING 349 FOLLOWERS 20.3K LIKES 905 LISTS 5 MOMENTS 0

Edit profile

## Follow influencers

@WHO – 3.57m followers

@HSELive – 20,130 followers

@roinnsainte – 9,800 followers

@dghealthservice – 3,540 followers

@FergalBowers – 14.9k followers

@muirishouston – 3,608 followers

@HSEImm – 144 followers

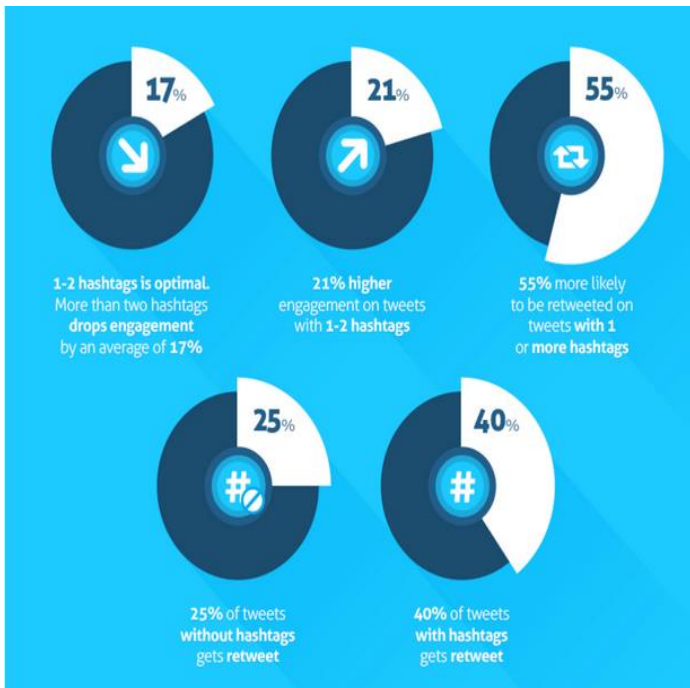
## Use hashtags

#vaccineswork

#HPV

#armedforlife

#fluvaccine



Giving several vaccines at the same time reduces discomfort for the child & has no negative effect on a child's immune system  
#VaccinesWork

## Combined vaccines are safe and beneficial.

Giving several vaccines at the same time has no negative effect on a child's immune system; reduces discomfort for the child; and saves time and money. Children are exposed to more antigens from a common cold than they are from vaccines.



# Case Studies





# Whooping cough

**Aim:** To increase awareness of importance of whooping cough vaccine with the intention of increasing vaccination numbers.

**Strategy:** Daily tweets

**Week 1 Results:** Tweets earned 11k+ impressions, 38 engagements & our Tweets have been retweeted 92 times.

## Top Performing Tweet

Whooping cough puts your baby's health at risk. If pregnant, get vaccinated. Talk to your GP or maternity hospital [bit.ly/2kQMDVV](https://bit.ly/2kQMDVV)



# Immunisation Week

**Aim:** To increase awareness of importance of vaccination during World Immunisation Week

**Strategy:** Daily Tweets, using trending hashtag



Today is the start of World Immunisation Week. See all our information on [immunisation.ie](http://immunisation.ie) [#vaccineswork](https://twitter.com/hashtag/vaccineswork)



RETWEETS  
23

LIKES  
20



9:01 AM - 24 Apr 2017



# Immunisation Week Results

## Review of #VaccinesWork

### @HSELive Results

Tweets: 10

Impressions: 30k+

Engagements: 571

Website clicks: 80

### Ireland overall

Tweets: 399

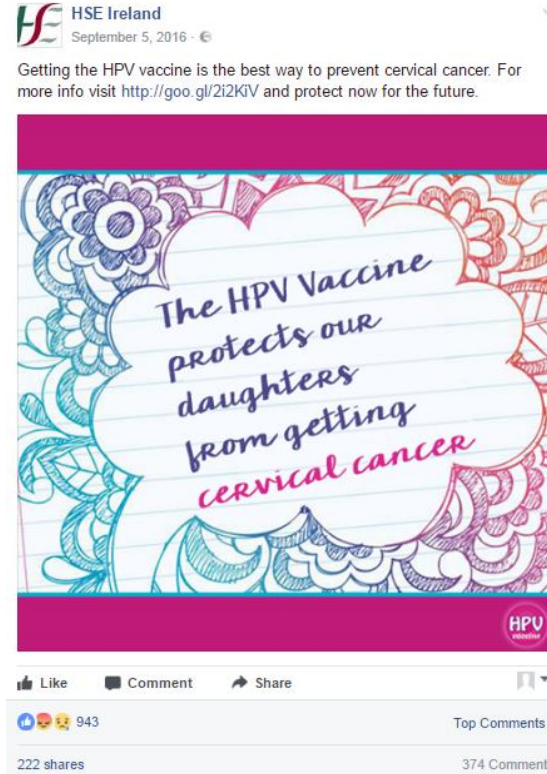
Unique Authors: 222

Impressions: 863K+

# HPV

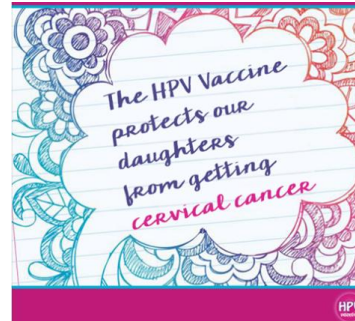
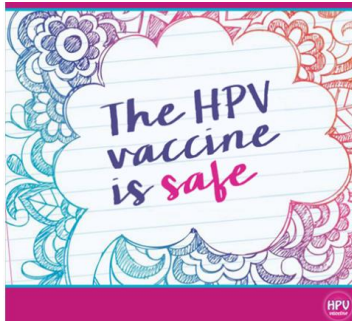
**Aim:** To convince parents of teenage daughters to consider the HPV vaccine as well as trying to reverse the negative publicity surrounding it.

**Strategy:** Facebook & Twitter as core channels, using video with our key messages





## HPV Results | Facebook

- Since launching the HPV campaign on Facebook our posts (see images below) were displayed **820,544** times and **424,327** people were reached with the ads.
- The posts were clicked **45,774** times.
- The posts were shared **702** times and attracted **2,270** comments.
- In total, there were **56,684** engagements on the posts, this includes, likes, comments, shares and reactions (reactions are the emojis people use on Facebook to express their sentiment).







# HPV Results | Facebook Moderation


- Negative comments
- Paused, took stock
- Moderation schedule


 **Karen Greene** No it's not and it is insulting that you would even post this. What the hell is wrong with the HSE???? Money hungry morons is all you are. My daughter got this vaccine and has displayed some of the symptoms and mark my words you will be sorry if she is affected by your vaccine on a permanent basis. Also the same daughter has been on your waiting list for psychological help since March...MARCH!!! I got a call only the other day to inform me there is a slot available to her now. Too late HSE, we went private as she more than likely wouldn't be here now if we had to wait on you. Seeing as depression is one of the side effects of this vaccine you should be paying for her treatment not me!!!  
Like · Reply · Message ·  98 · September 13 at 9:22am



^ Hide 12 Replies


 **Karen Greene** And...she came home with a form from her new school about getting the vaccine!! If only I had known first time round!!!  
Like · Reply · Message ·  1 · September 13 at 9:24am

 **Rachel A Starrs** Karen I am listening to you ❤️xx I hear you loud and clear and I'm 99% sure right now it's a No for me 😊 I keep asking these questions that I posted above and never get it answered I will copy and paste it her maybe you can help xx....  
Has the persen... See More  
Like · Reply · Message ·  1 · September 13 at 4:11pm

 **Karen Greene** I'm trying to find a video for you where a sufferer of paralysis challenged the "pushers" of this vaccine and was completely ignored, but it is nowhere to be found but I will keep trying. I did however come across this statement...  
"So far, 15,037 girl... See More

 **The myth of Gardasil researcher Diane Harper – debunked**  
SKEPTICALRAPTOR.COM | BY SKEPTICAL RA..  
Like · Reply · Message · Remove Preview · September 13 at 5:02pm

 **Tracy Heneghan** Where can a person find out these side effects that people have experienced  
Like · Reply · Message ·  7 · September 12 at 12:42pm

 **HSE Ireland** Similar to all vaccines some effects can occur in people getting the injection. These can include pain from the needle, some redness, swelling or itchiness on the arm where the injection is given. Very occasionally, the person getting the vaccine can have a mild headache, feel a bit tired or sick. If these effects do occur, they pass quite quickly. Some other effects have been described as happening very occasionally. Full details of all of the potential side effects can be found on the Patient information leaflet provided with the vaccine. A copy of this document can be found on <http://www.hse.ie/.../leaflettranslations/hpv1styr.html>.  
Small groups of families across the globe have reported other illnesses which their fear has been caused by their daughter's vaccination. While we don't doubt the severity of the illnesses and fully sympathise with the very distressing situations these families find themselves in, their fears over the vaccine are unfounded. These illnesses existed in males and females of various ages long before the public vaccination programme started in 2010 and, unfortunately, continue to develop in vaccinated and unvaccinated people at the same rate. National and international examination of these conditions by independent expert groups responsible for the safety of medicines disproves any link between the HPV vaccine or any other vaccine and these medical conditions.  
The largest of these studies has looked at the rates of illness among over 80 million people who have received over 200 million doses of HPV vaccine and compared the rates of these illnesses with unvaccinated people. No difference in the rates of serious illnesses occurring in vaccinated and unvaccinated individuals has been found.











## HPV Results | Facebook Video

- We used video content after the campaign was live for a few weeks.
- There were **1,178** Video Views with an average duration of **01 minute 01 second**. The average length of time people watch a video for is 30 seconds so this is a good result.
- In total, there were **3,008** engagements on the Video, this includes, likes, comments, shares and reactions (reaction are the emojis people use on Facebook to express their sentiment).



## HPV Results | Website Traffic Performance

- The Facebook ads campaign went live on Monday August 29<sup>th</sup>. We had **23,738** visits to [www.hpv.ie](http://www.hpv.ie). This is a **241.85%** (6,944) increase in traffic on the same period the previous year.
- 12,659** people were new visitors to the site, which indicates that we are raising the awareness. People spent almost **2 mins** on the site.

1.	<a href="/eng/health/immunisation/pubinfo/schoolprog/hpv/">/eng/health/immunisation/pubinfo/schoolprog/hpv/</a>		<b>14,558</b> (61.33%)
2.	<a href="/eng/health/immunisation/pubinfo/schoolprog/hpv/hpvvaccinesafety/">/eng/health/immunisation/pubinfo/schoolprog/hpv/hpvvaccinesafety/</a>		<b>2,165</b> (9.12%)
3.	<a href="/eng/health/immunisation/pubinfo/schoolprog/hpv/about/">/eng/health/immunisation/pubinfo/schoolprog/hpv/about/</a>		<b>1,239</b> (5.22%)
4.	<a href="/eng/health/immunisation/pubinfo/schoolprog/hpv/hpv/">/eng/health/immunisation/pubinfo/schoolprog/hpv/hpv/</a>		<b>1,129</b> (4.76%)
5.	<a href="/eng/health/immunisation/pubinfo/schoolprog/hpv/hpvvaccprog/">/eng/health/immunisation/pubinfo/schoolprog/hpv/hpvvaccprog/</a>		<b>876</b> (3.69%)
6.	<a href="/eng/health/immunisation/pubinfo/schoolprog/hpv/hpvfacts/">/eng/health/immunisation/pubinfo/schoolprog/hpv/hpvfacts/</a>		<b>681</b> (2.87%)
7.	<a href="/eng/health/immunisation/pubinfo/schoolprog/hpv/hpv/hpvvaccine.html">/eng/health/immunisation/pubinfo/schoolprog/hpv/hpv/hpvvaccine.html</a>		<b>530</b> (2.23%)
8.	<a href="/eng/health/immunisation/pubinfo/schoolprog/hpv/hpvinfomaterials/">/eng/health/immunisation/pubinfo/schoolprog/hpv/hpvinfomaterials/</a>		<b>410</b> (1.73%)
9.	<a href="/eng/health/immunisation/pubinfo/schoolprog/hpv/hpvinfomaterials/infomaterials.html">/eng/health/immunisation/pubinfo/schoolprog/hpv/hpvinfomaterials/infomaterials.html</a>		<b>357</b> (1.50%)
10.	<a href="/eng/health/immunisation/pubinfo/schoolprog/hpv/hpvimmprog.html">/eng/health/immunisation/pubinfo/schoolprog/hpv/hpvimmprog.html</a>		<b>317</b> (1.34%)



# Why Social?



Because it works!

# Any Questions?

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