



Social Media

A Guide to Social Networking
Applications, Their Audiences, and
Their Uses

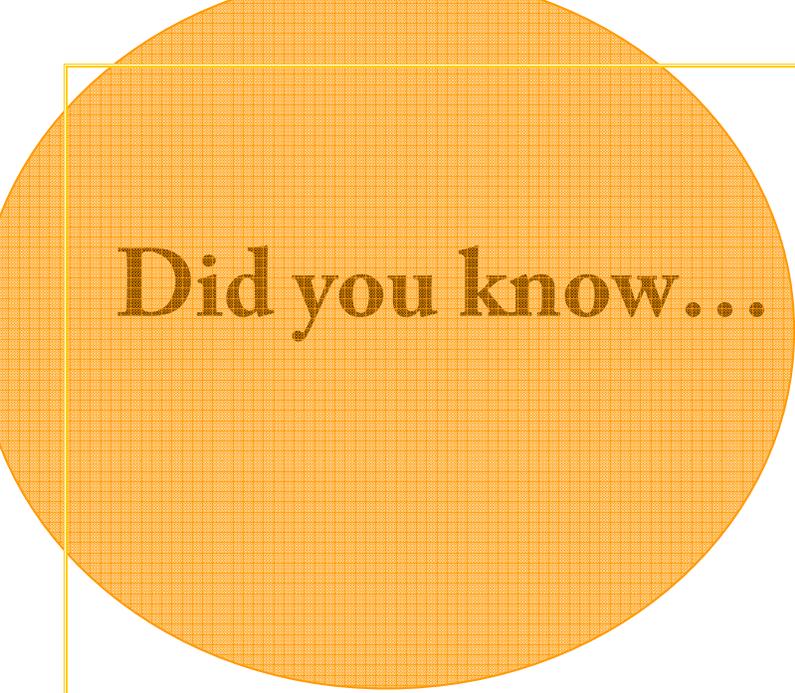
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Introduction

As the use of social media for health promotion increases in popularity and prevalence, the need for understanding how various social networking applications are best utilized is critical. This guide has been developed for the Utah Department of Health to act as a baseline for all future social media efforts. It will serve as an important resource in choosing the most effective social networking applications for reaching very specific audiences.

This guide is divided into sections, each of which addresses a different social networking application. A brief introduction to the application, description of how it is used and what it is typically used for, and demographic breakdown of the application's users are described. Graphs are included to visually show the statistics provided and to better compare percentages of age groups that frequent each application. At the end of each section, the age group that would be most effectively reached by each application is named.



Did you know...

There are more than 3.5 **billion** pieces of content shared each week on Facebook.¹



What is it?

Launched on February 4, 2004, Facebook is a social networking application through which people can connect with friends, family, and other significant individuals. People do so by setting up a personal profile, complete with photos, hobbies and interests, age, and other details that describe them.

Once their profile is created, people can then begin searching for other individuals and link their own profiles with others'. This link—called “friending”—allows people to share updates as they desire, which are automatically viewable to those individuals to whom they have linked their personal profile. Facebook is a useful application for keeping in touch with others and staying up-to-date with friends’ activities.

When it comes to Facebook pages run by larger organizations, there are a few key points to keep in mind when setting up and maintaining a page. A blog post on Hubspot in April 2011 differentiates between three types of profiles on Facebook: fan pages, personal profiles, and groups.

Fan pages (Local Business/Place, Company/Organization/Institution, Brand/Product, Artist/Band/Public Figure, Entertainment, or Cause/Community) can be utilized to share businesses and products with other users, and should be set up by a personal profile to ensure full functionality. Other users can be recruited as

administrators of the page, who remain anonymous to users that become a fan of the page. Features of a fan page include a wall, discussion boards, and information/"welcome" tab, and applications.

Personal profiles are created by individual users and contain information about the individual. Each profile can only be used by one person, and generally serves the purpose of connecting with other users. From his or her personal profile, an individual can post status updates, comment on others' updates, upload photos, and install and use various applications.

Groups are similar in function to fan pages, but are generally catered more toward informal groups of individuals that share common interests. Groups serve as a place where people can express their interest and opinions regarding any given topic. The major disadvantage of groups is the degree of limitation in level of interaction with other group members. Because only groups with fewer than 5,000 members can send message blasts (messages created by the administrator of a group that are sent to all members at once), they are not updated as regularly as fan pages. Further, mutual acceptance (between a potential member and the creator of the group) must be achieved before a person is allowed to join a group; thus, groups can be difficult to access.

Given these three types of Facebook profiles, the Hubspot blog post recommends a fan page setup for larger organizations. The main reason given for this is that fan pages have the most potential to go viral, meaning that when someone "likes" the page, it is posted to their wall, where their friends can see it. This provides even more exposure to the page, and increases the likelihood of receiving more "likes." Regarding updates, fan pages are not limited by the number of people who join the page, and therefore can be updated as regularly as seen fit. Further, because Facebook fan pages are public, they carry Search Engine Optimization (SEO) credit, which allows them to be easily found through online search engines. All of these factors contribute to the conclusion that a fan page is the optimum choice of the three types of Facebook profiles for a large organization.

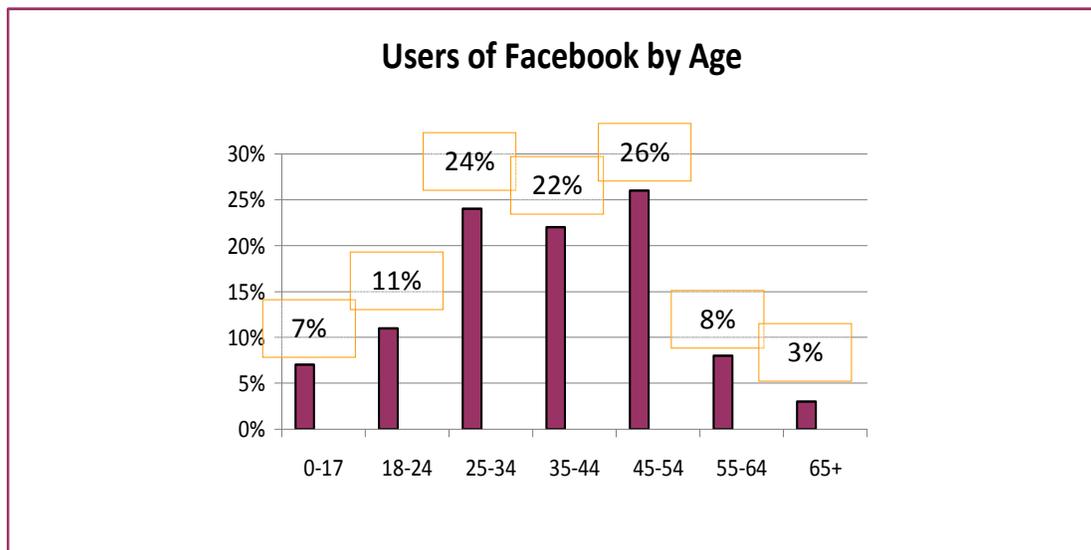
Who uses it?

One in every 13 people on the planet has a Facebook profile.² It is currently the second top-ranked website in the United States, and it is estimated that the average user spends 6 hours, 2 minutes, and 59 seconds³ on the site every month. In 2010, Facebook had 8.9% of unique online visits, surpassing Google's 7.2%.⁴

The age group that contributes most to these visits is 45 -to 54-year-olds. Close behind are the 25- to 34-year-olds, and then the 35-44 year age group. The graph below breaks down percentages of users within the United States into several brackets.

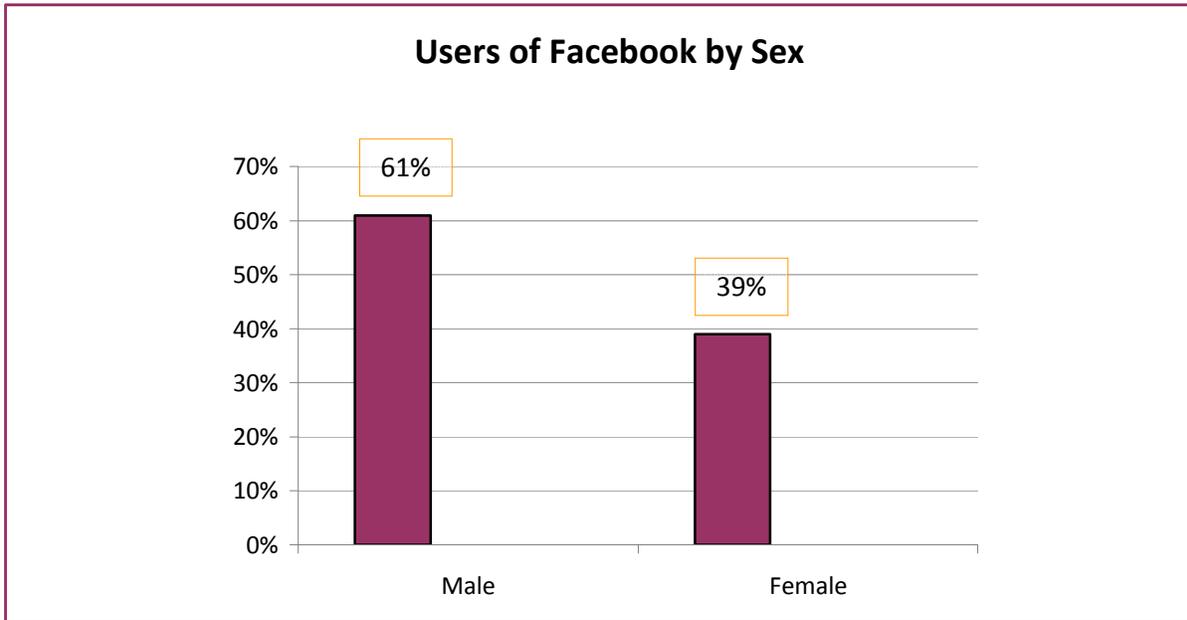
As the graph indicates, more older adults maintain a personal Facebook profile and are active on the site on a regular basis than young adults, and even teens. Facebook is an application that should be used in social media efforts to reach adults ages 25 to 54.

Older teens and young adults also make up a fairly large percentage of Facebook users in the United States, though they differ significantly from older adults. These age groups represent a fairly large percentage, making Facebook a potentially useful social media application to target these age groups with.



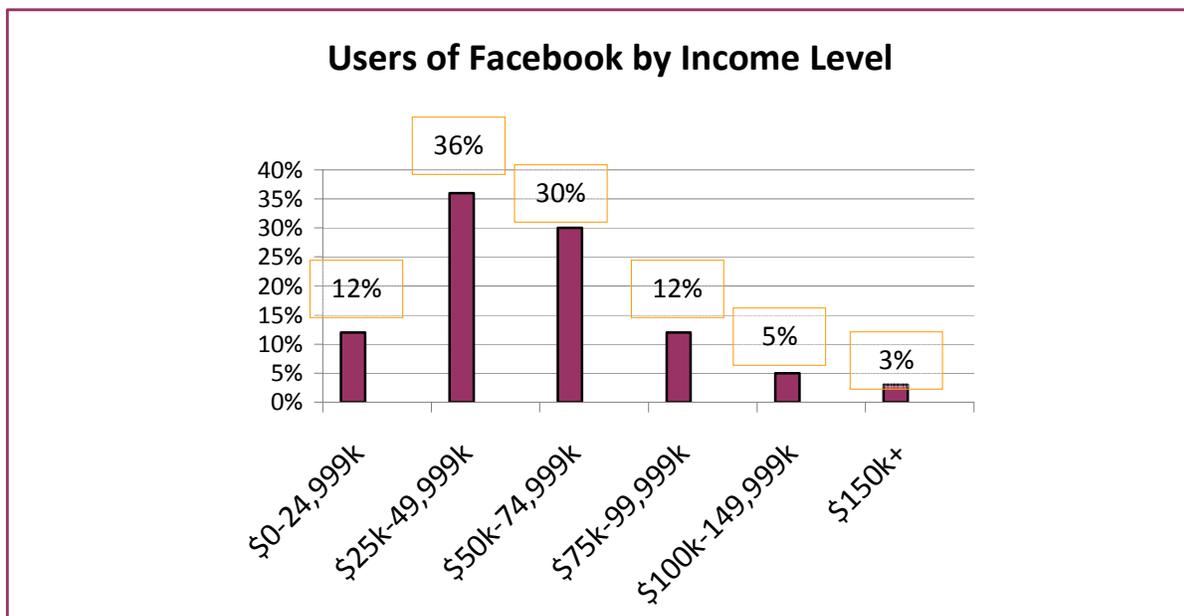
Data Source: <http://www.ignitesocialmedia.com/social-media-stats/2011-social-network-analysis-report/#Facebook>

Regarding Facebook use and biological sex, males are more active on the site. According to Ignite Social Media tracking, 61% of Facebook users are male, compared to 39% female.



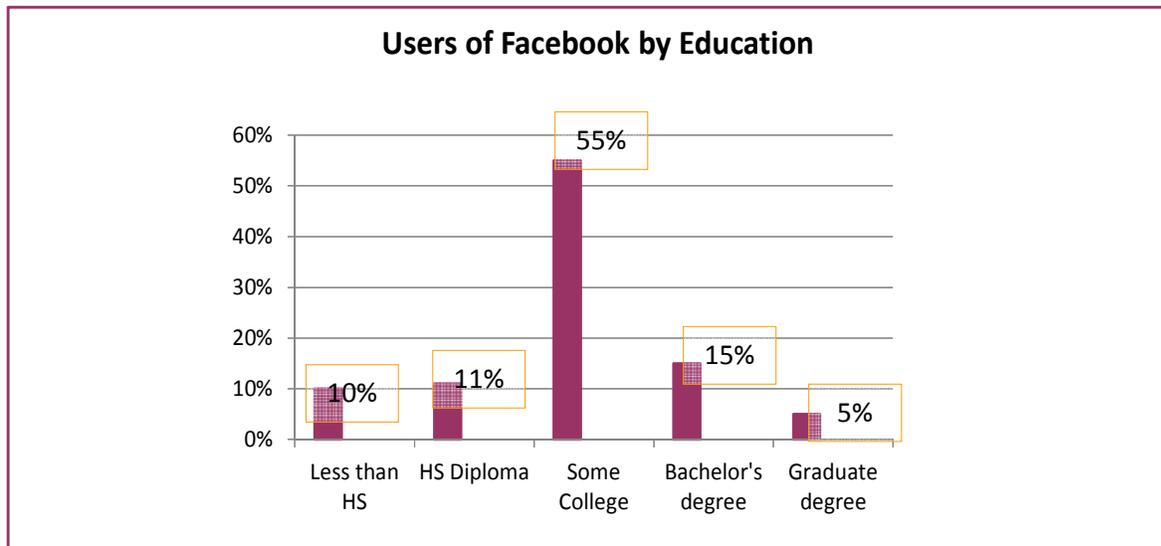
Data Source: <http://www.ignitesocialmedia.com/social-media-stats/2011-social-network-analysis-report/#Facebook>

There is a definite correlation between income level and Facebook use. The graph below shows that most Facebook users earn between \$25,000 and \$49,999 annually. Another fair amount of users earn between \$50,000 and \$74,999 per year, and the percentages decrease dramatically as income level increases.



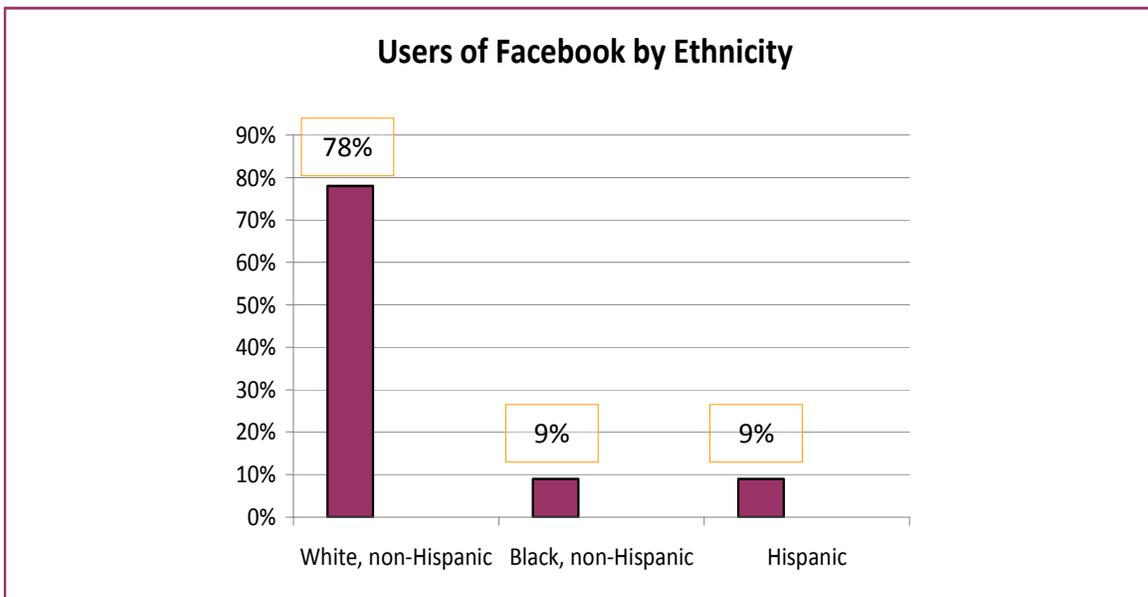
Data Source: <http://www.ignitesocialmedia.com/social-media-stats/2011-social-network-analysis-report/#Facebook>

There are differences between Facebook users according to their level of education. More than half (55%) of individuals with some college education are Facebook users. Conversely, those with less than a high school diploma and those with a graduate degree make up only 10% and 5%, respectively.



Data Source: <http://www.ignitesocialmedia.com/social-media-stats/2011-social-network-analysis-report/#Facebook>

In June 2011, the Pew Internet & American Life Project released a report discussing various social networking sites, which included statistics about the racial and ethnic demographics of each site discussed. According to the report, the majority of Facebook users (78%) were white. Blacks and Hispanics made up significantly smaller percentages, both at 9%.⁵



Data source: <http://www.pewinternet.org/Reports/2011/Technology-and-social-networks/Part-2.aspx?view=all>

Evaluation

One of the most commonly used features of Facebook is the ability to “like” specific pages. Once a page is “liked,” updates from that page automatically show up in a person’s live news feed. The exact number of people who have “liked” a page is displayed on the page itself, and therefore can be used as an evaluation measure. Keeping track of how many people have “liked” an organization’s Facebook page—and have therefore voluntarily opted to receive regular updates from it—is one way to measure the success and effectiveness of the page.

2,726 like this

Photo: www.facebook.com/alabamapublichealth

Further, the number of comments left on posts from followers can also be monitored for evaluation. The more interesting a post is to an individual, the more inclined he or she will be to offer feedback. Thus, the number of

comments on posts can be very telling of how successful a page is. This is also a great method for maintaining direct contact with followers.

Facebook Insights is a data analytics program run by Facebook itself, which collects many forms of data for every business page that is created on its platform. Facebook Insights provides administrators of business pages with data about visits and follower engagement.⁶

The “Page Overview” section of Facebook Insights tracks the number of new “likes” a business page has received, as well as the number of fans who are actively engaging with the content of the page. This feature takes into account an algorithm called EdgeRank, which decides what shows up in users’ news feeds and factors into the ability of page content to spread across Facebook. The Page Overview metric also shows the percent change of active users, which is very useful in determining how engaging a page’s content actually is. The higher the number of active users a business page has, the more traffic it attracts.

Another feature in this section of Facebook Insights is a summary of post feedback a business page has received in a given period of time. This shows spikes in comments and “likes,” which allows a page administrator to determine marketing activities that may have contributed to the spikes.

The “Users” section of Facebook Insights provides demographic information about page visitors, such as age, sex, location, and language. This serves as a tool for understanding the types of people who tend to visit and engage with the content of a business page.

A section called “Interactions” shows how many unsubscribes a page has received. Just as the “Page Overview” tab shows the amount of positive feedback for a page, the “Interactions” section tracks the number of unsubscribes at any given time, which is important to know when striving to gain more followers.

In addition to Facebook Insights, other tools for measuring leads and traffic from Facebook should also be used when evaluating the effectiveness of a page. Such tools include programs like Google Analytics and HubSpot Marketing Analytics, among others.

Public Health Example

When it comes to Facebook pages and follower interaction, the Alabama Department of Public Health stands out.⁷ When the page is first clicked on, a visitor is greeted by a custom “welcome” page, which gives an introduction to the organization, contact information, and an invitation to “like” the page.



Photo: ADPH Facebook www.facebook.com/alabamapublichealth

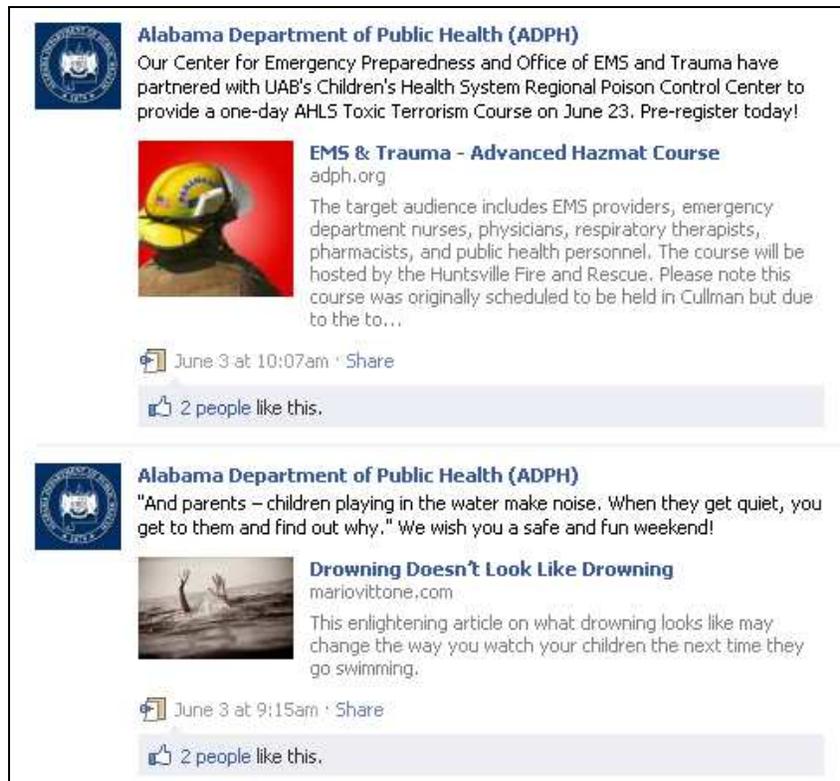


Photo: ADPH Facebook www.facebook.com/alabamapublichealth

The main wall of the page is updated frequently with articles, news, and events pertaining to public health. The frequency of updates posted ranges from every few hours to just a couple of posts per day. Keeping the target audience in mind, this frequency of updates seems generally appropriate, especially because the topics of the updates correlate directly with the mission of the department.

The most intriguing and interactive part of the Alabama Department of Public Health's Facebook page is the tab dedicated solely to videos made by the department. All of the video clips are 30 seconds in length or shorter; long enough to get an important message across to viewers, but short enough that they do not lose interest. The videos address topics ranging from early cancer detection to emergency preparedness, thus providing a wide variety of information to members of the community that the department serves.



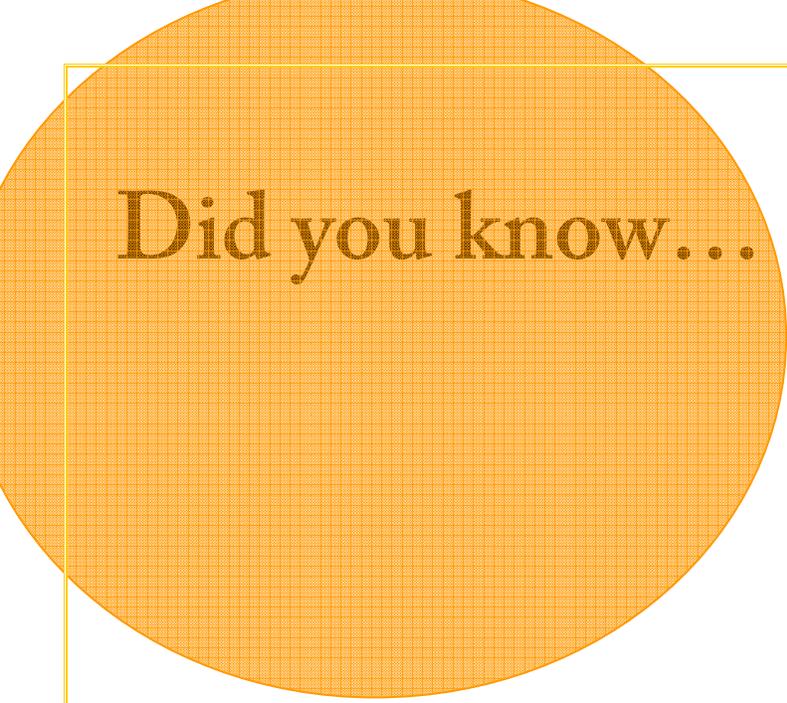
Photo: ADPH Facebook www.facebook.com/alabamapublichealth

Other features, such as photos, links, events, and a discussion board are also included on the department's profile page. These are all elements that keep an organization's page interesting and attract more followers. Therefore, they should be seriously and carefully considered when developing a Facebook profile for a public organization.

Summary

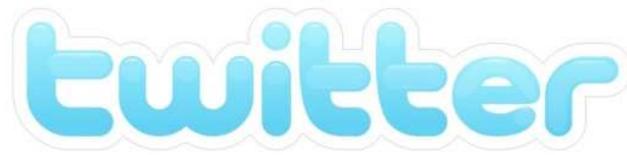
Facebook key points:

- Age group most used by: 45-54
- Gender most used by: Males
- Ethnicity most used by: Caucasians



Did you know...

53 percent of people on Twitter recommend companies or their products in their tweets.⁸

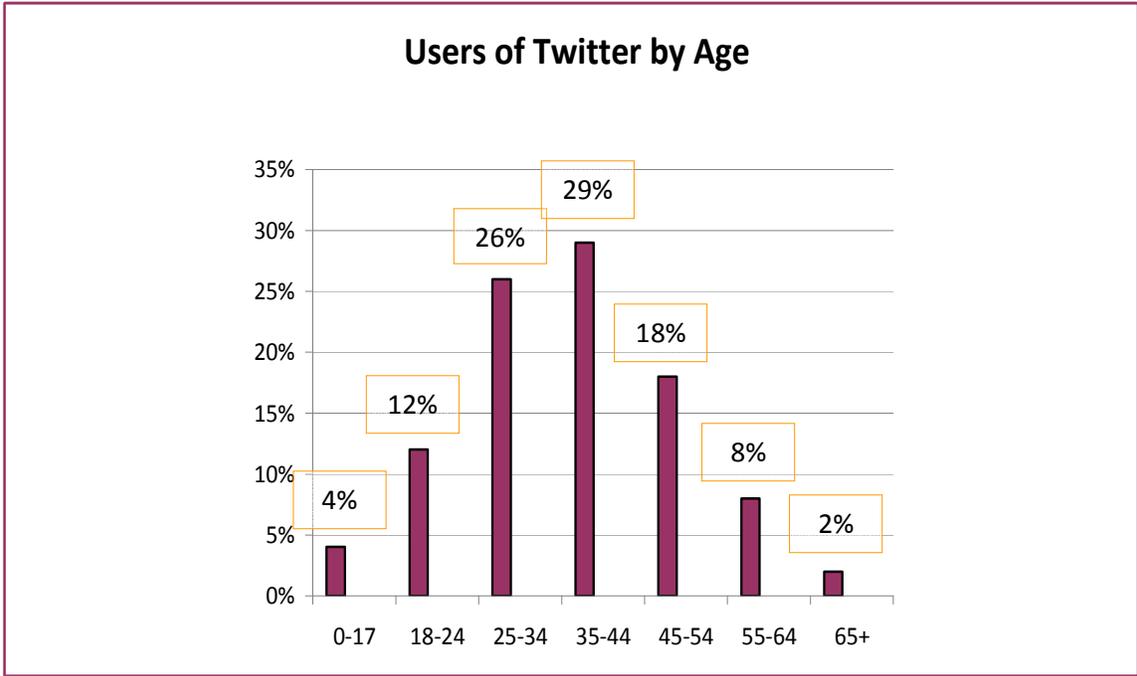


What is it?

The microblogging site Twitter was launched for public use in July 2006. After signing up and creating a profile page, users can send out messages of 140 characters or less to their “followers,” or those who choose to follow their updates. Twitter is much like Facebook in the sense that users control who sees their updates and how often. However, the general purpose of Twitter is to provide quick bursts of information, while Facebook is reserved for longer messages and providing much more information within each update.

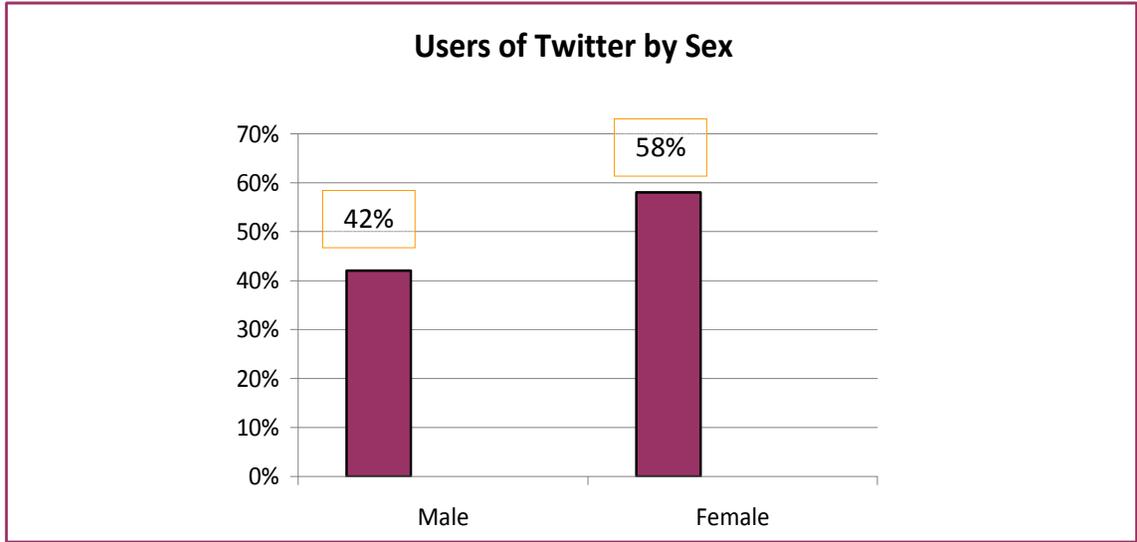
Who uses it?

Twitter has not quite caught up to some other social networks as a major site for social media campaign efforts. However, it is growing quickly, and many users are active on the site. As of May 2011, it was estimated that 13% of internet users worldwide had Twitter accounts.⁹ When users on the site are broken down into percentages by age group, the demographic makeup of the social networking application is very telling. Adults ages 35-44 use Twitter more than any other age group.



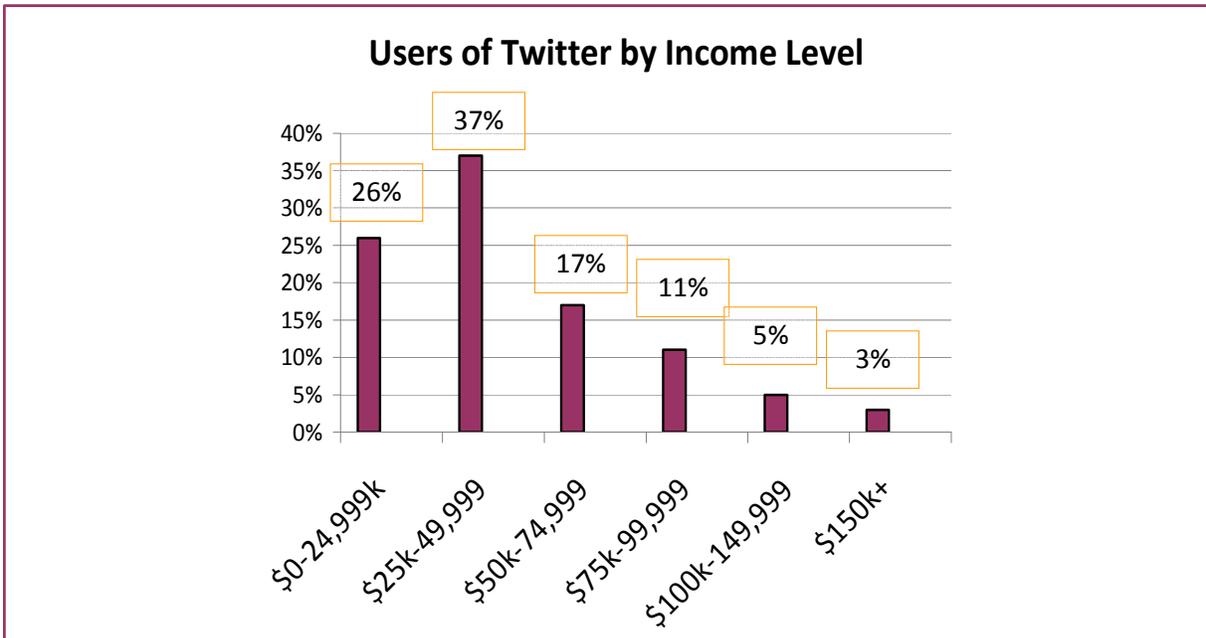
Data Source: <http://www.ignitesocialmedia.com/social-media-stats/2011-social-network-analysis-report/#Twitter>

According to Ignite Social Media, more women (58%) have Twitter accounts than men (42%).



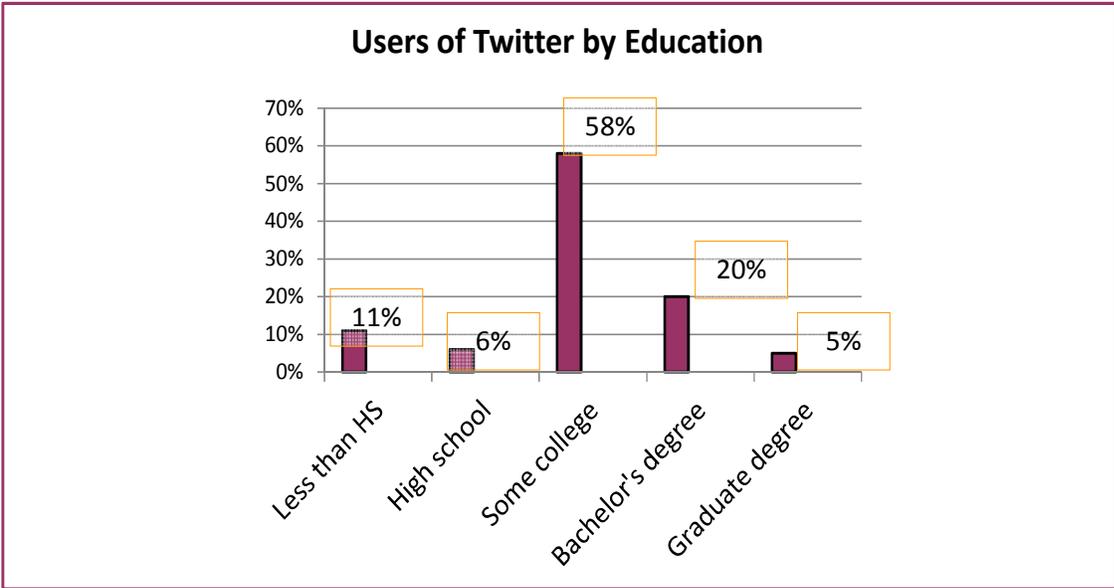
Data Source: <http://www.ignitesocialmedia.com/social-media-stats/2011-social-network-analysis-report/#Twitter>

The graph below shows that the use of Twitter gradually decreases as income level goes up. Approximately 37% of people who make between \$25,000 and \$49,999 per year are on Twitter, while just 3% of those who make \$150,000 or more are.



Data Source: <http://www.ignitesocialmedia.com/social-media-stats/2011-social-network-analysis-report/#Twitter>

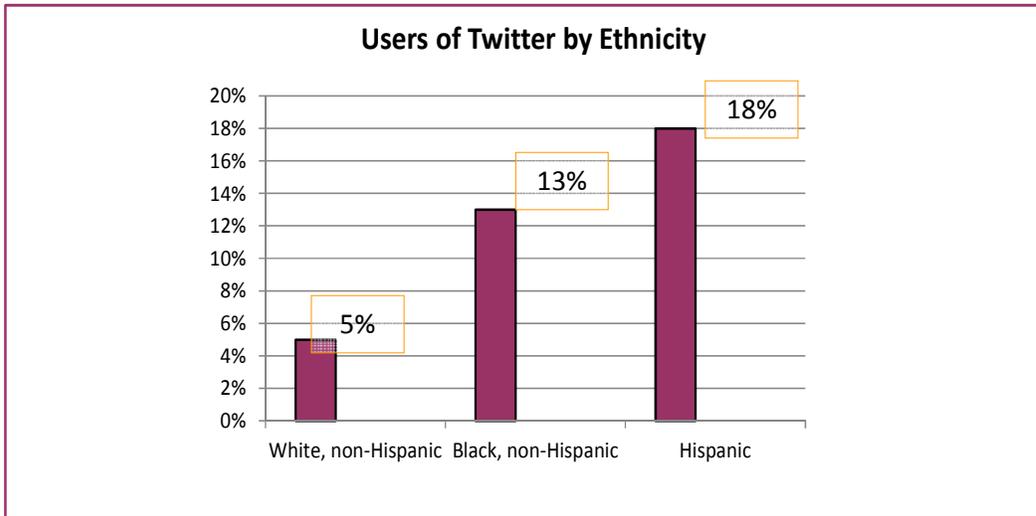
When looking at the education level of the most frequent Twitter users, it is clear that a large gap between groups exists. As shown in the graph below, individuals with at least some college education are the most common users of Twitter, at 58%. Conversely, only 11% of those with less than a high school diploma and 5% of those with a graduate degree are on Twitter.



Data Source: <http://www.ignitesocialmedia.com/social-media-stats/2011-social-network-analysis-report/#Twitter>

When broken down by ethnicity, Hispanic Americans make up the largest portion of users in the United States. As of December 2010, 18% of Hispanic Americans use Twitter regularly, compared to 13% of Black, non-Hispanic Americans, and 5% of White, non-Hispanics.¹⁰ The difference in usage among ethnicities may be attributed to mobile phone usage, particularly when it comes to texting. As of September 2010, it was estimated that 70% of all African Americans and English-speaking Latinos used mobile phones to send and receive text messages.¹¹ One of the features of Twitter is the ability to post updates to one's profile via text messages. Thus, there may be a correlation between higher mobile phone usage by minorities and their strong presence on Twitter.

From a social media perspective, focusing on Twitter as a primary social networking application would be most beneficial when targeting younger adults and/or minority groups.



Data Source: <http://www.pewinternet.org/Reports/2010/Twitter-Update-2010/Findings/Overview.aspx>

Evaluation

As mentioned earlier, people can choose to “follow” a Twitter page. To evaluate the success of an organization’s page, the number of followers it has accumulated can be viewed. This information is always available directly on the main profile page. The number of followers can be recorded over time to note any significant changes.



Photo: www.twitter.com/bearriverhealth

Perhaps the best way to gauge how much interaction occurs between an organization and its followers is to check how many mentions—tweets sent directly to a specific user—it has received from them. Part of the evaluation process for Twitter could include assessing how much direct contact between the organization and

its followers actually occurs. A tab at the top of the main profile page allows one to see every tweet they have ever been mentioned in.



Photo: www.twitter.com/bearriverhealth

Public Health Example

It is very common for local health departments to maintain active accounts on Twitter. It allows health departments to keep residents of their communities updated about various health-related topics.¹² Sending quick, real-time updates to a follower base on Twitter can be a very effective way to instantly reach a large group of people at once. During the measles outbreak in Utah in 2011, Bear River Health Department used Twitter to keep residents of Cache, Rich, and Box Elder counties informed about updates, breaking news, and information about vaccines.

In the wake of the 2011 Utah measles outbreak, the Bear River Health Department took advantage of something called a hashtag to quickly spread updates on Twitter. A hashtag is the “#” symbol immediately followed by a simple word or phrase that is included in tweets to categorize them. When a hashtag is included in a tweet, it becomes clickable; when clicked, only tweets containing that specific hashtag are displayed. From there, it becomes much easier to find updates pertaining only to the subject that a hashtag is referring

to. By adding a “#measles” hashtag to each tweet sent regarding the outbreak, the health department allowed its followers to quickly read breaking news and updates about new cases and availability of vaccines.

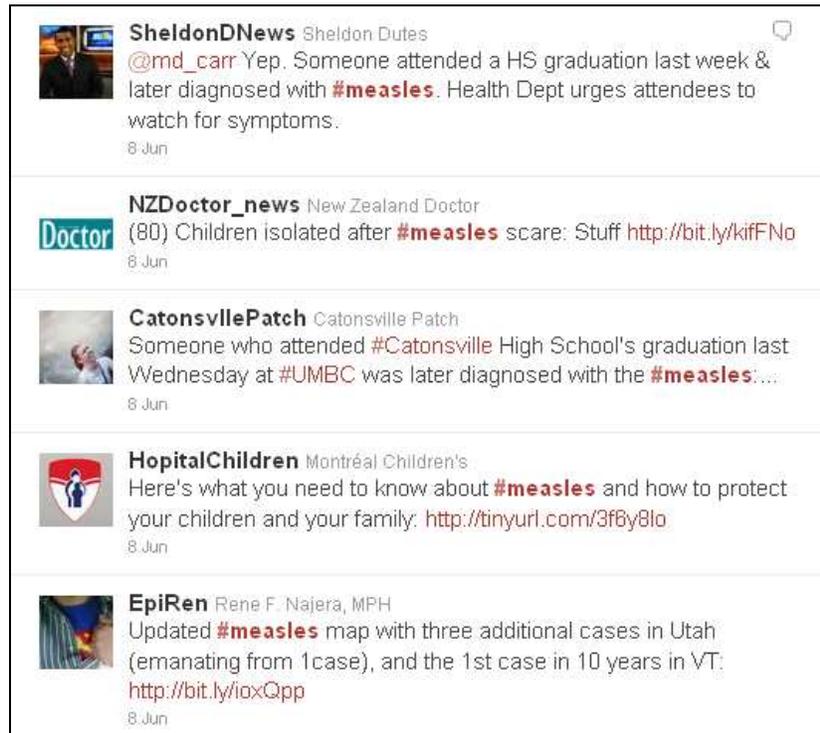


Photo: Bear River Health Dept. Twitter(www.twitter.com/bearriverhealth)

Retweeting, another function of Twitter, is an excellent way to further perpetuate information to people it may not otherwise reach. When users retweet a message, the tweet appears on their profile, and makes it viewable to their followers, regardless of whether their followers receive updates from the user that originally sent the tweet. Thus, through retweeting, important information can reach those people who do not follow a particular organization on Twitter. Going back to Bear River Health Department as an example, when they retweeted a message from UtahEmergency, the tweet appeared in each of the department’s followers’ timeline, even though many of them probably do not follow UtahEmergency.



BearRiverHealth Bear River Health

For local information on measles visit www.brhd.org

7 Apr



UtahEmergency Joe Dougherty  by BearRiverHealth

[#Measles](#) case confirmed by [@slvhealthdept](#) Here's a link to the news release: <http://www.slcoem.org/alerts/slvhd.pdf>

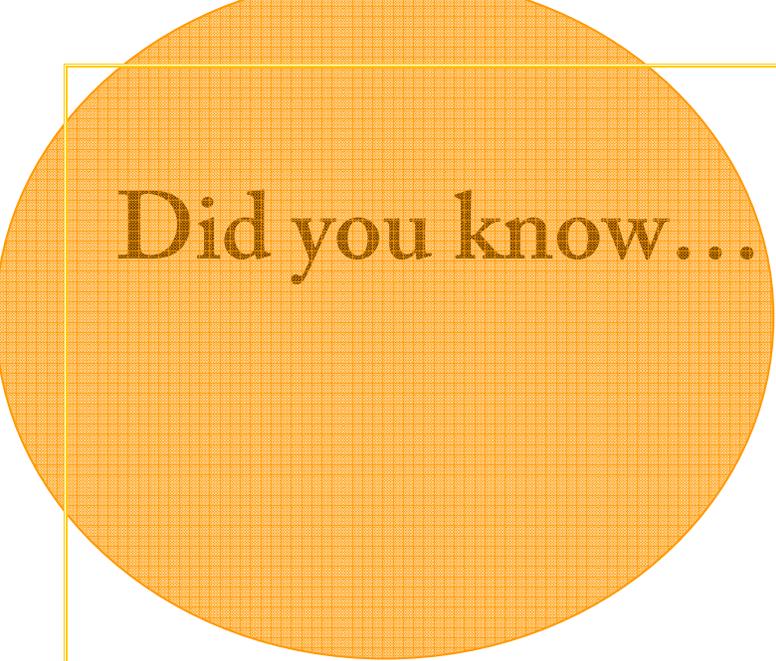
7 Apr

Photo: Bear River Health Dept. Twitter(www.twitter.com/bearriverhealth)

Summary

Twitter key points:

- Age group most used by: 35-44
- Gender most used by: Females
- Ethnicity most used by: Hispanic



Did you know...

35 hours of footage is uploaded to YouTube every minute.¹³



What is it?

YouTube was created in February 2005, and now operates as a subsidiary of Google, Inc. The site allows users to watch and upload videos, and comment on and rate other videos, among other functions. Perhaps the most useful function of this application is the ability to subscribe to specific channels. All public videos uploaded by a particular user are automatically added to his or her channel, or profile page. If users wish to be automatically notified when a certain user has uploaded a new video, they can subscribe to their channel. Then, all recently added videos from their subscriptions will appear in a designated area on their homepage each time they log in to the site.

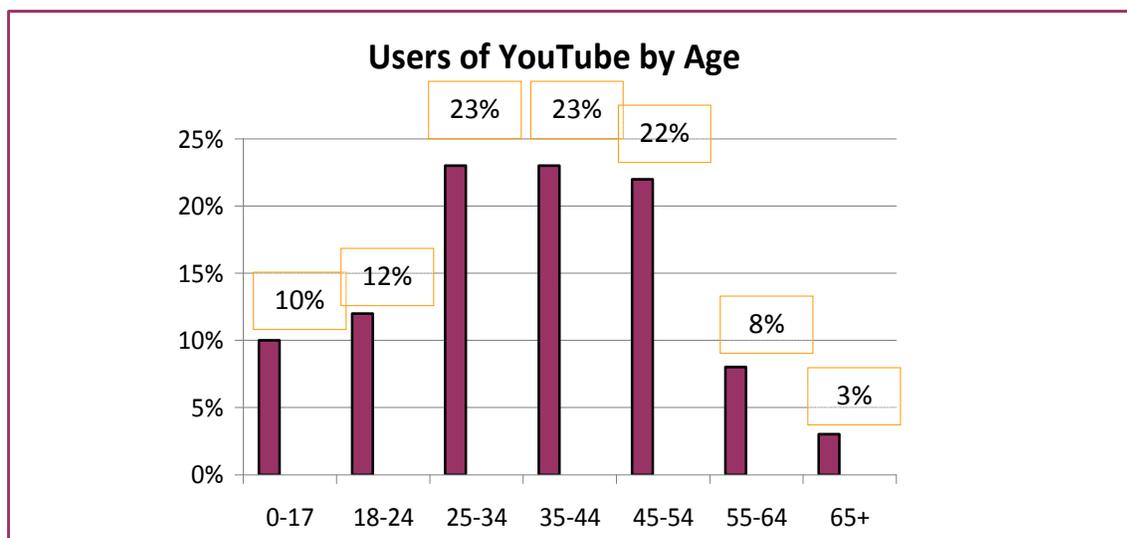
Who uses it?

Since 2010, an average of 35 hours of video footage has been uploaded to YouTube every minute, and the site currently exceeds 2 billion views per day. This is a major increase from the site's launch in 2005, at which time 8 million videos were watched per day.¹⁴ Because of the massive growth of YouTube, it has become a prime venue for social media efforts. As of June 2009, it was reported that 38% of adult internet users watched educational videos online.¹⁵ With such an overwhelming quantity of video footage uploaded at such a rapid rate, it is inevitable that the number of users watching the content will only continue to grow. The availability of such a huge amount of content has led to increased video sharing among users, which further perpetuates the content and increases its popularity and demand. In fact, 52% of 18- to 34-year-olds report sharing videos

often with friends and colleagues.¹⁶ This means that the potential for an organization's content on YouTube to be shared with others is very high, and its social media efforts are naturally boosted.

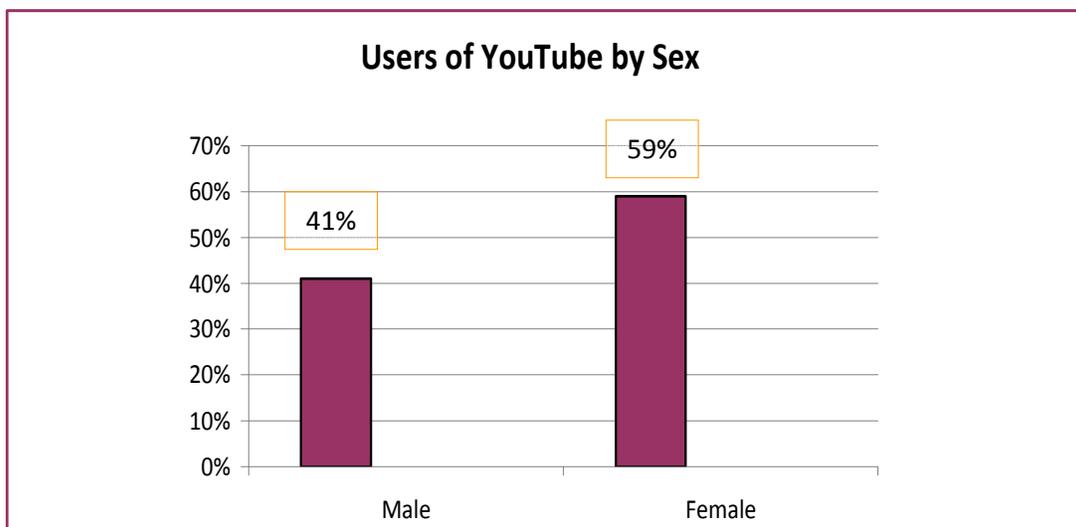
It may come as a surprise that teenagers are not the most frequent users of YouTube. Rather, adults age 25-54 dominate the user demographic profile of YouTube. In the United States, the 25-34 and 35-44 age groups each make up approximately 23% of users of the video-sharing site, followed by adults age 45-54 at 22%.¹⁷

Due to the fact that the 25-54 age group is so prevalent on the site, YouTube would serve as an effective application to use in targeting this particular demographic for health promotion. Depending on the subject matter of the videos uploaded to the site by an organization, young adults can be effectively reached by incorporating YouTube videos in a social media campaign.



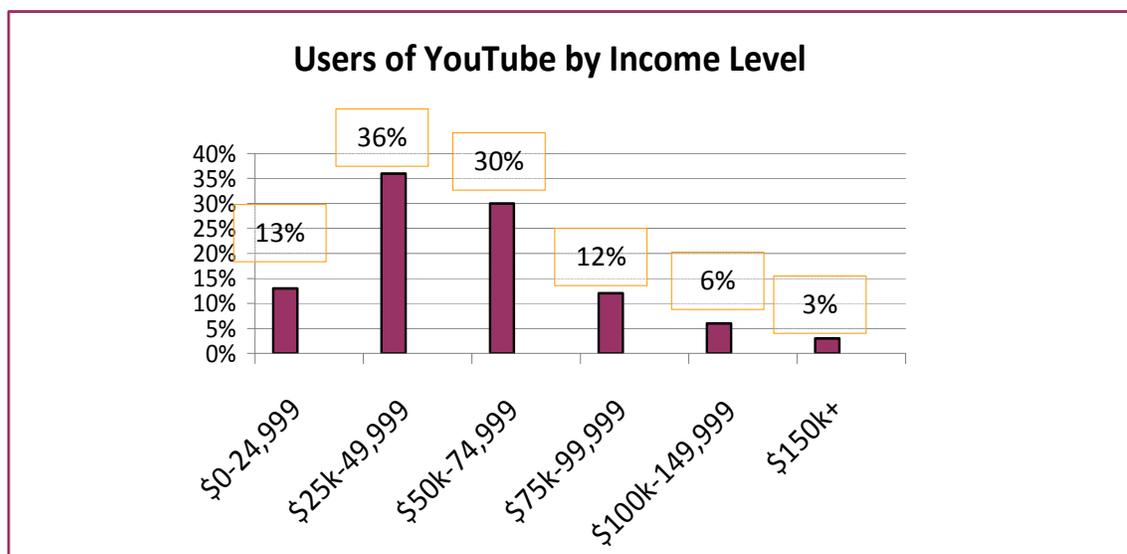
Data Source: <http://www.ignitesocialmedia.com/social-media-stats/2011-social-network-analysis-report/#YouTube>

Though the difference between the percentages of men and women on YouTube are not as significant as other social networking applications, differences still exist. Fifty-nine percent of YouTube account-holders are women and 41% are men.



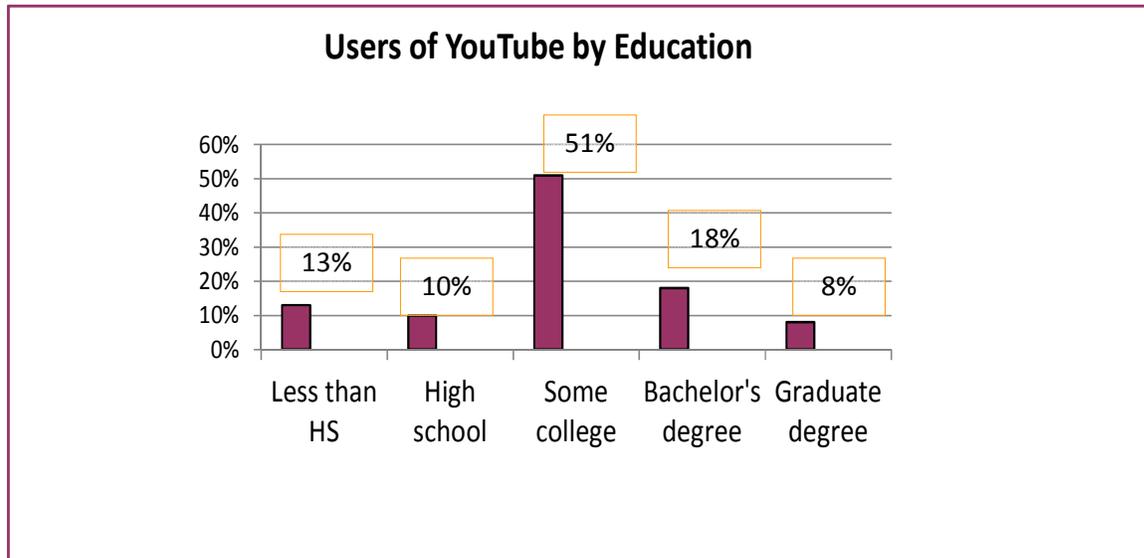
Data Source: <http://www.ignitesocialmedia.com/social-media-stats/2011-social-network-analysis-report/#YouTube>

Regarding income level, the majority of people on YouTube sit right in the middle of the spectrum. Those who earn between \$25,000 and \$49,999 per year make up 36% of the site's user base, with those earning between \$50,000 and \$74,999 annually close behind at 30%.



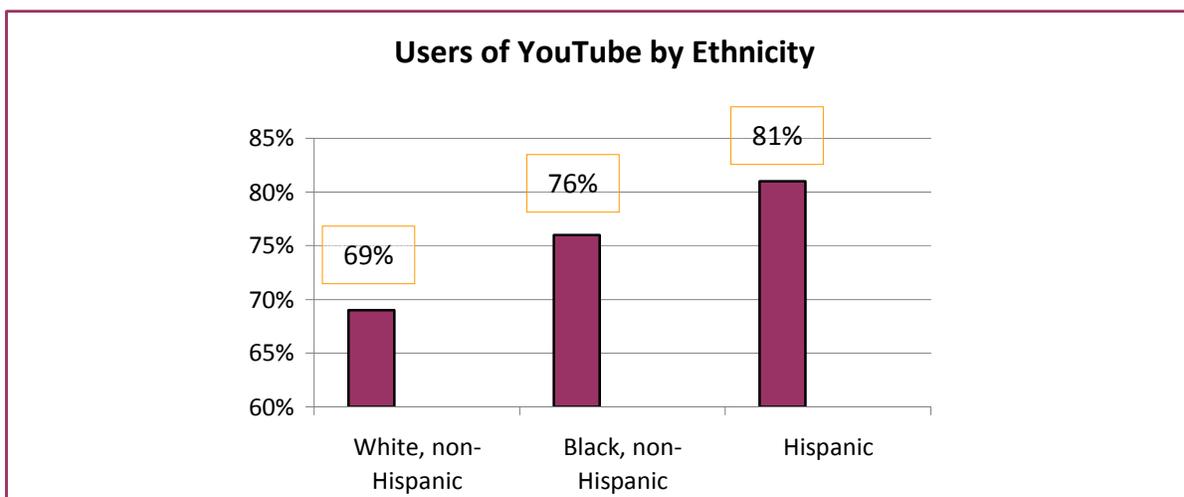
Data Source: <http://www.ignitesocialmedia.com/social-media-stats/2011-social-network-analysis-report/#YouTube>

The education levels of users of YouTube also differ greatly across groups. At 51%, those with at least some college education make up the largest percentage of people on the site, at nearly triple that of all of other groups.



Data Source: <http://www.ignitesocialmedia.com/social-media-stats/2011-social-network-analysis-report/#YouTube>

A report published by the Pew Internet & American Life Project in July 2011 indicates that Hispanics are by far the largest users of YouTube and other video-sharing sites. At 81%, Hispanics represent the largest ethnic group currently on YouTube.¹⁸



Data Source: <http://pewinternet.org/Reports/2011/Video-sharing-sites/Report.aspx>

Evaluation

A few ways to measure the success of a YouTube channel are to monitor video views, channel views, and the number of comments left on videos. Both video views and channel views are counted automatically by the site itself, recording every time a person clicks on a link and is directed to a video. Video views are displayed directly below each video, while total channel views can be found in the navigation bar on the left-hand side of a channel.



Photo: www.youtube.com/CDCStreamingHealth

Profile	
Channel Views:	337,164
Total Upload Views:	4,086,217
Joined:	Apr 19, 2007
Subscribers:	6,947
Website:	http://www.cdc.gov

Photo: www.youtube.com/CDCStreamingHealth

Public Health Example

Since 2007, the Centers for Disease Control and Prevention (CDC) has been using YouTube to disseminate public health information. The CDC's channel—which currently has more than 6,000 subscribers and 4 million total video views¹⁹—consists of videos that address topics such as influenza, childhood obesity, and global

disease. These videos educate viewers about various topics, prevention tips, and provide information on additional resources.



Photo: CDC YouTube channel page (www.youtube.com/CDCStreamingHealth)

CDCStreamingHealth

Subscribe ▾

Add as Friend | Block User | Send Message

Profile

Channel Views:	331,320
Total Upload Views:	4,056,834
Joined:	Apr 19, 2007
Subscribers:	6,832
Website:	http://www.cdc.gov

About Me:

*** For questions, please call 1-800-CDC-INFO (1-800-232-4636) TTY: 1-888-232-6348 or email cdcinfo@cdc.gov to reach English or Spanish-speaking representative, available 24 hours a day, 7 days a week. ***

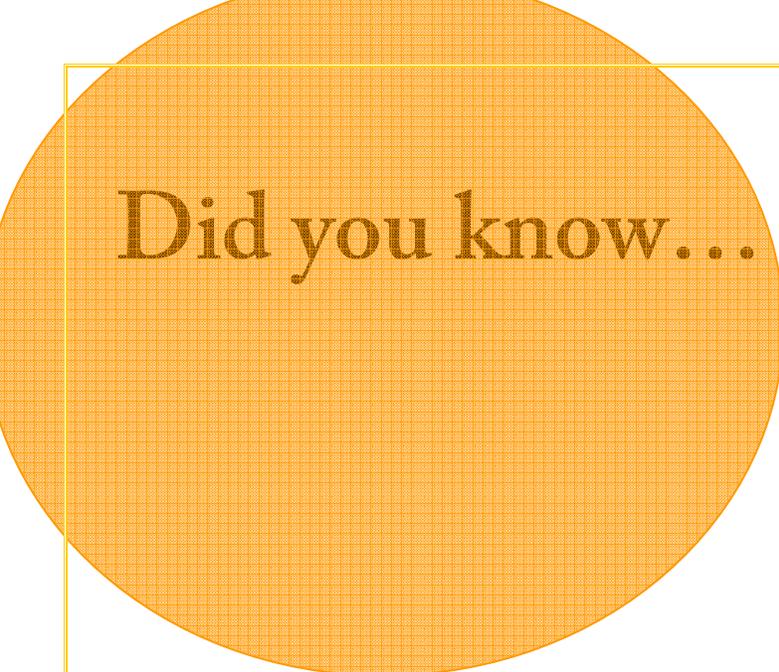
Welcome to the Centers for Disease Control and Prevention. For over 60 years, CDC has been dedicated to protecting health and preventing

Photo: CDC YouTube channel page (www.youtube.com/CDCStreamingHealth)

Summary

YouTube key points:

- Age group most used by: 25-44
- Gender most used by: Females
- Ethnicity most used by: Hispanics



Did you know...

20 percent of searches on Google each day have **never** been searched for before.²⁰

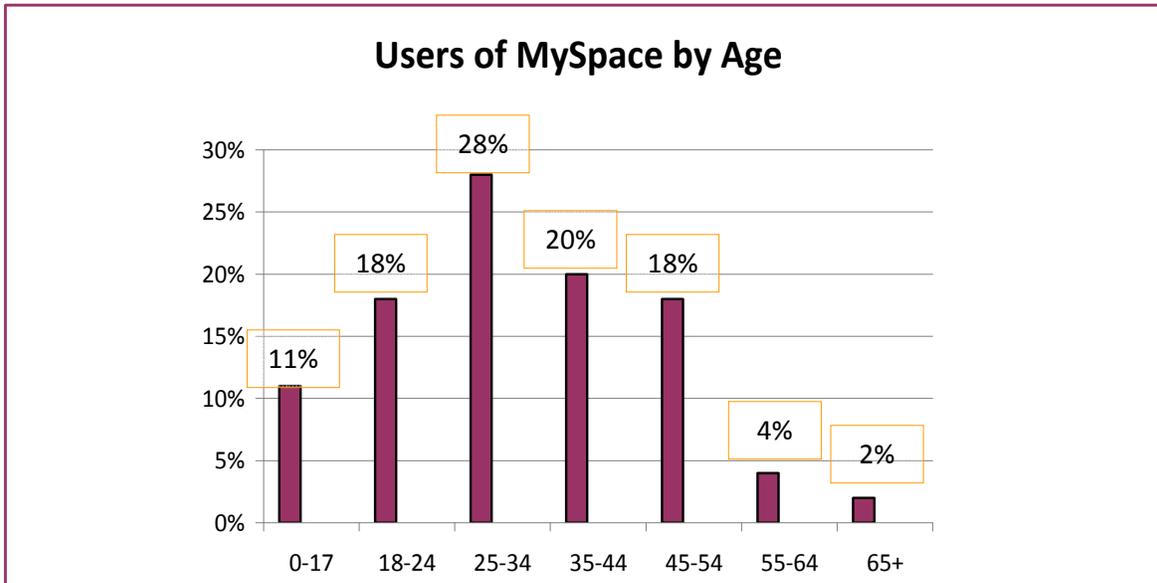


What is it?

MySpace, founded in 2003, is the social networking site that became extremely popular before the creation of Facebook. The two sites are very similar, in that users create personal profiles and “friend” one another. Profiles contain information such as age, sex, name, and hobbies or interests. In addition to this, MySpace also features the ability to customize a profile with music and different backgrounds and layouts—features that Facebook does not currently offer. MySpace is a very interactive social networking application, where individuals can make comments on others’ profiles and pictures, as well as post bulletins.

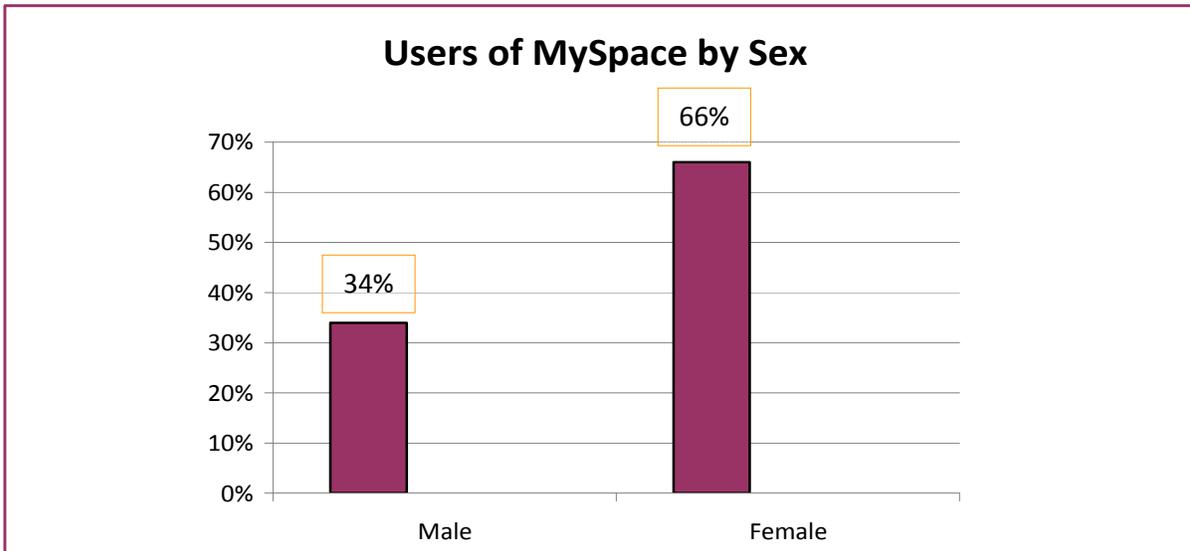
Who uses it?

Despite its fall in popularity at the time that Facebook was created and used by increasingly more people, MySpace has managed to maintain an active user base. This is especially true for adults. As of April 2011, it was estimated that 28% of adults ages 25-34 had an account on MySpace, making this age group the most active on the site. The 18-24, 35-44, and 45-54 age groups were not far behind in percentage, at 18%, 20%, and 18%, respectively. Because MySpace is most popular among adults age 25-34, it would be a great choice as a social networking application to use in a social media campaign targeting this age group.



Data Source: <http://www.ignitesocialmedia.com/social-media-stats/2011-social-network-analysis-report/#Myspace>

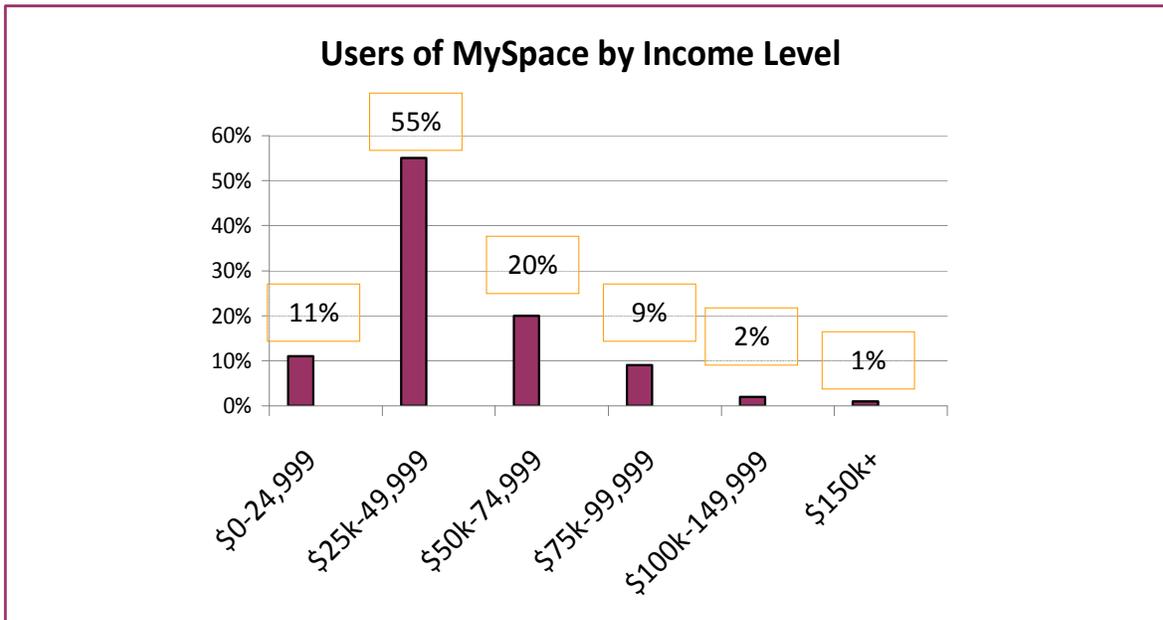
The percentage of women on MySpace is nearly double that of men. Women make up 66% of MySpace users, while men make up 34%.



Data Source: <http://www.ignitesocialmedia.com/social-media-stats/2011-social-network-analysis-report/#Myspace>

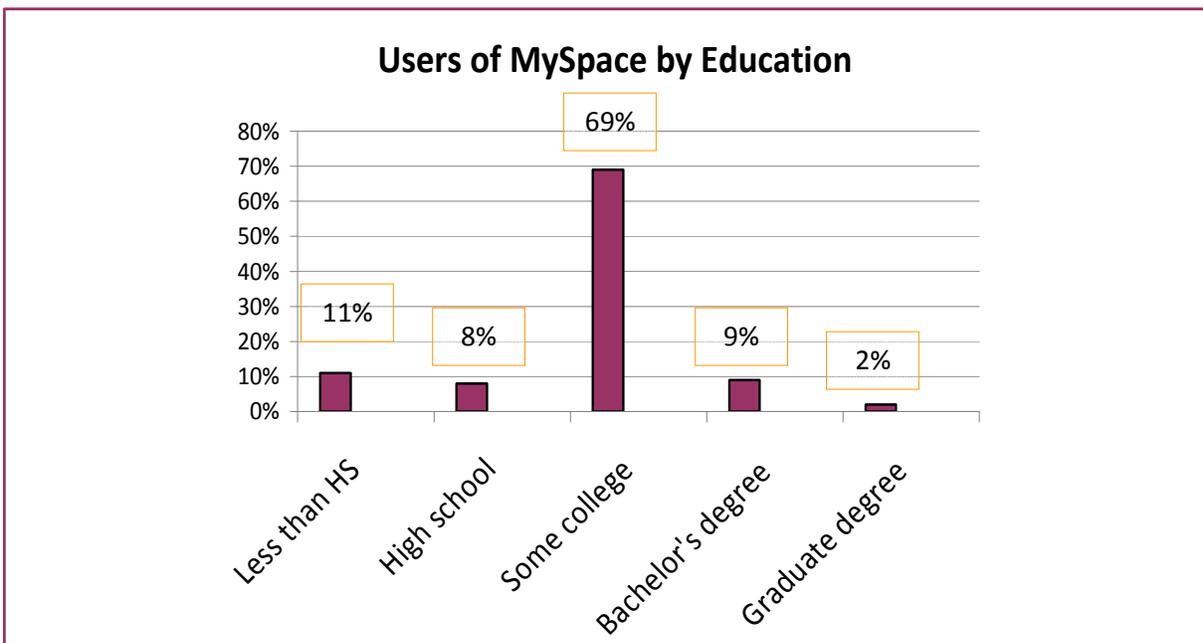
Just as with other social networking applications, there is a relationship between income level and having a MySpace account. The following graph shows that the majority of MySpace users (55%) earn between \$25,000

and \$49,999 per year. In comparison, individuals who earn \$150,000 or more annually account for only 1% of users on MySpace.



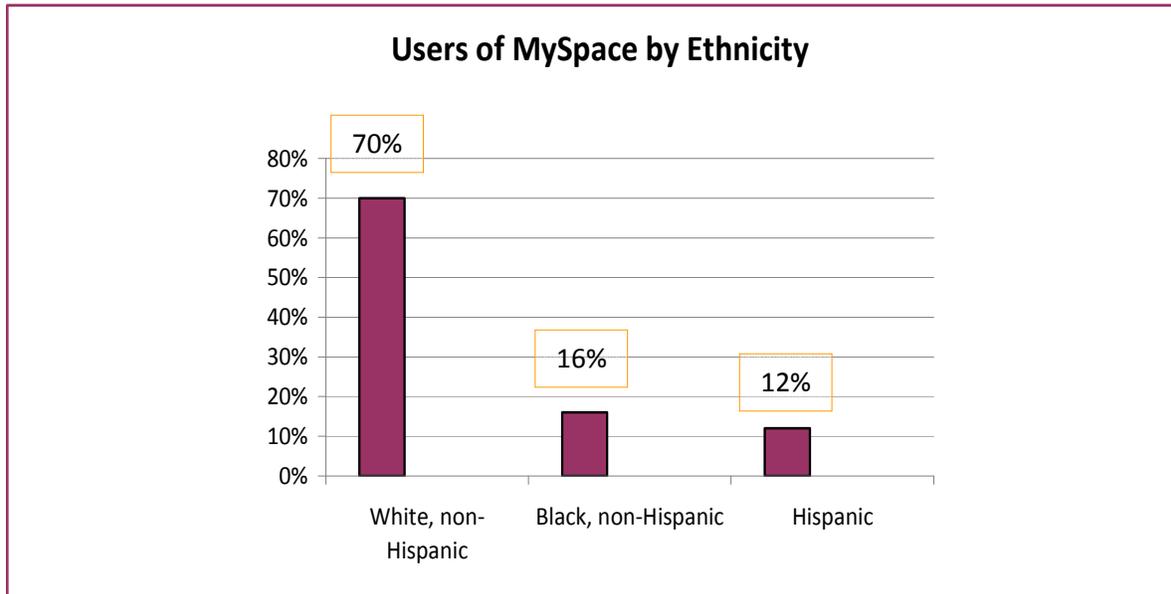
Data Source: <http://www.ignitesocialmedia.com/social-media-stats/2011-social-network-analysis-report/#Myspace>

According to tracking data by Ignite Social Media, the vast majority of people with accounts on MySpace have at least some college education. At 69%, this group is much larger than all of the other groups listed.



Data Source: <http://www.ignitesocialmedia.com/social-media-stats/2011-social-network-analysis-report/#Myspace>

The majority of MySpace users are non-Hispanic whites. At 70%, this ethnic group makes up a much larger percentage of the site's users than both the black, non-Hispanic and Hispanic groups.



Data source: <http://www.pewinternet.org/Reports/2011/Technology-and-social-networks/Part-2.aspx?view=all>

Evaluation

The process of evaluating a MySpace page is very similar to that of Facebook pages. Because the sites are very comparable in their setup and function, the elements that can be monitored for evaluation are the same. The first number to track is the "friend count." MySpace does not allow users to "like" pages like Facebook does, but the function of adding friends is available in both applications. The number of friends that a MySpace page has is indicative of how popular it is. The more friends a page has, the more people who see its updates and activities.



Photo: http://www.myspace.com/nycteen_mindspace/friends

Another easy way to measure the success of a MySpace page is to view the comments left on it. This function is similar to the Facebook “wall,” in that friends can post comments on a profile, all of which appear in the comments section of the page. The number of comments left on a profile can also indicate how popular it is, as well as indicate how much interaction between an organization and its followers is occurring.

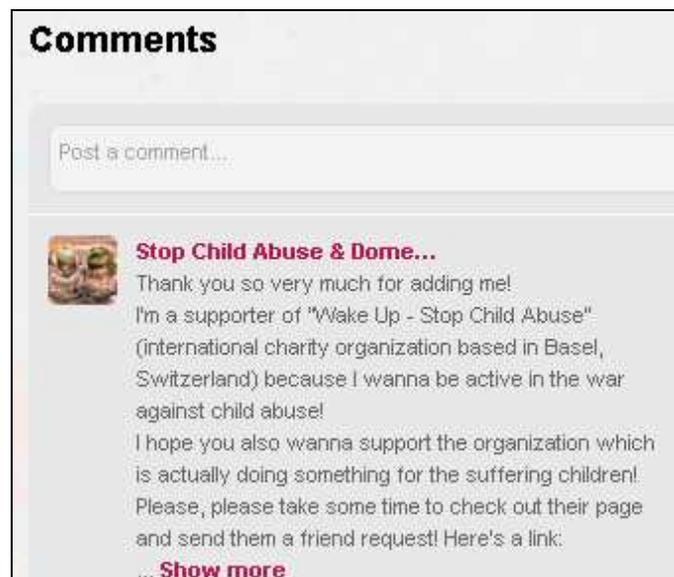


Photo: http://www.myspace.com/nycteen_mindspace/comments

If an organization chooses to add videos to its MySpace page, the number of views for each video can be tracked for evaluation. In most cases, videos do not play automatically and must be clicked on to begin playing, meaning that the higher the number of views for a video, the more popular it is. One must take into

account, however, that just because someone plays a video does not mean that they will watch it in its entirety.



Photo: http://www.myspace.com/nycteen_mindspace/videos

Public Health Example

In 2008, The New York City Department of Health and Mental Hygiene announced the launch of a new public health campaign on MySpace.²¹ The campaign focused on encouraging teens in New York City battling with depression, drug addiction, and violence to seek help.

To launch the campaign, the department created a profile on MySpace filled with information about various issues faced by New York City teens. The main page introduces the name of the campaign, NYC Teen Mindspace, its mission, and resources for finding more information.

my [Sign up](#) [Login](#) [Browse](#) [Music](#) [Topics](#) [Video](#) [Games](#)

NYC TEEN MINDSPACE

[Sign up](#) Get the latest news and updates from NYC Teen

Stream

[All](#) [Music](#) [Videos](#) [Photos](#) [Topics](#) [Status](#) [More ▼](#)

Feb 05

NYC Teen Mindspace was tagged in a photo



[See all tagged photos of NYC Teen Mindspace](#)

[Like](#) • [Comment](#) • [Share](#)

[Show more ▼](#)

Photo: http://www.myspace.com/nycteen_mindspace

General

GETTING HELP IF YOU OR SOMEONE YOU KNOW NEEDS HELP

Growing up in NYC can be tough, getting help should be easy. There are people at the number below who can help. LifeNet offers support 24/7. Contact them at 1-800 LIFENET or by e-mail below. Calls and emails are free and confidential. The experienced people at LifeNet will listen without judgment and help you sort out the next steps in getting help for you or someone you care about.

1-800-LIFENET (1-800-543-3638)
Spanish: 1-877-Ayudese (1-877-298-3373)
Mandarin/Cantonese: 1-877-990-8585

EMAIL LIFENET

Please e-mail us if you have a question or concern.
You will receive a response within 24 hours. If this

Photo: http://www.myspace.com/nycteen_mindspace

In addition to basic information about the campaign, the NYC Teen Mindspace page includes a few video series. They highlight the stories of several teens (played by actors) dealing with issues such as dating violence and drugs. The videos are minute-long montages of pictures of their stories, narrated by the teens themselves as they share what they are currently experiencing. A new “episode” is added each week, adding more to each teen’s story.

Videos by NYC Teen Mindspace

Newest Most Popular



Nicole: Episode 4
01:36 | 25 plays | Jul 23 2008



Stephanie: Episode 4
01:07 | 37 plays | Jul 23 2008



Stephanie: Episode 3
00:52 | 50 plays | Jul 18 2008



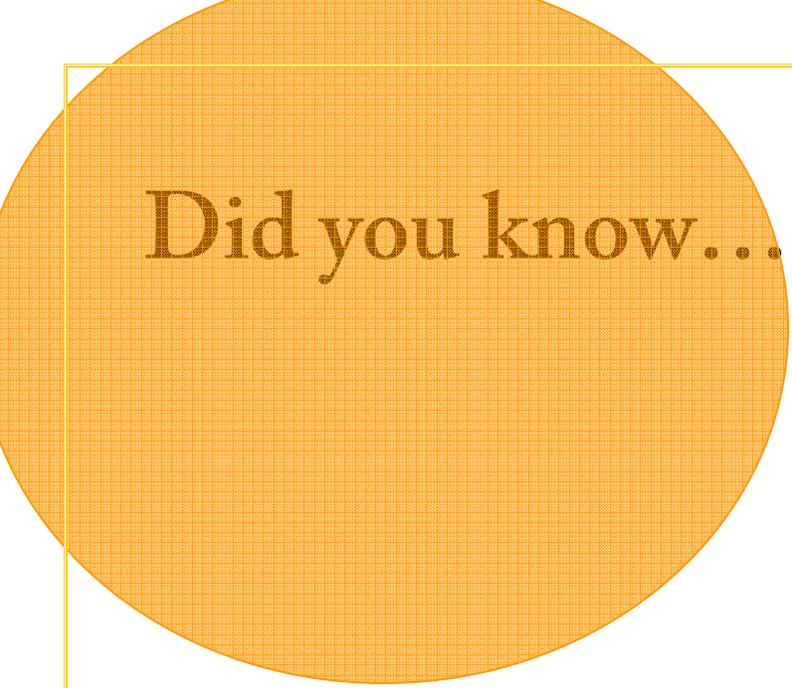
Kyle: Episode 3
00:44 | 26 plays | Jul 17 2008

Photo: http://www.myspace.com/nycteen_mindspace/videos

Summary

MySpace key points:

- Age group most used by: 25-34
- Gender most used by: Females
- Ethnicity most used by: Caucasians



Did you know...

There are more than **5 billion** photos on Flickr.²²



What is it?

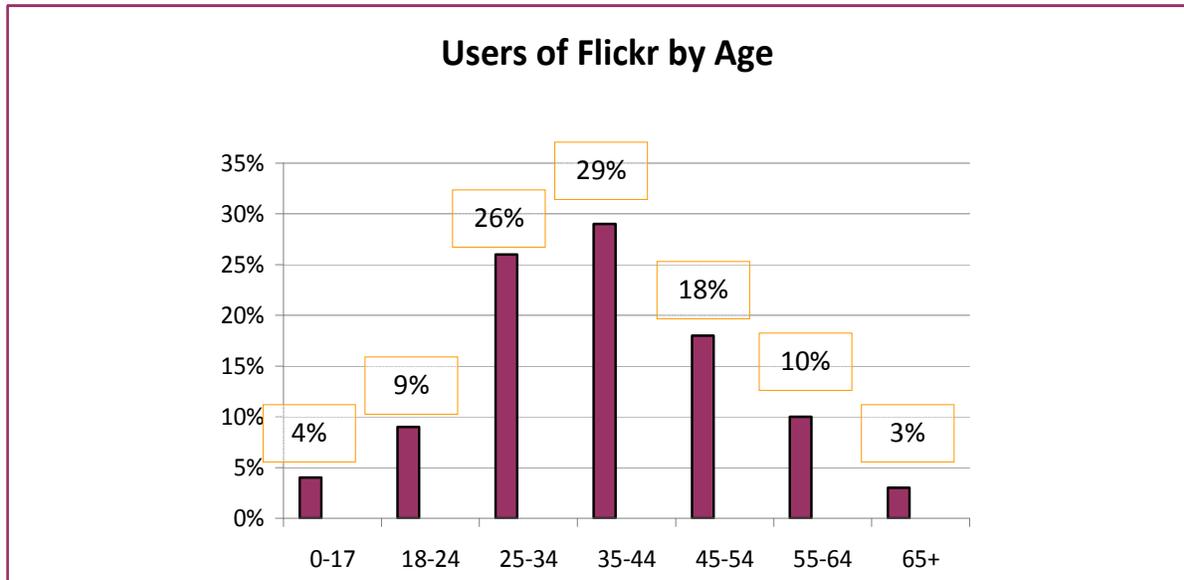
Flickr is an online community where people can share pictures and videos. The biggest users of Flickr are bloggers who use the site to host images they embed in their blogs. As of September 2010, the site hosted more than 5 billion images. Once a person uploads photos, he or she is asked to add “tags” that organize them by topic and make them searchable by others. Content can also be organized by “set,” which is a group of pictures that fall under the same heading. The set can then be put into a slideshow and displayed on websites.

People can also comment on and share favorite photos, as well as become friends with other people and join groups. In this sense, Flickr can be utilized as a social networking application. Organizations may choose to upload content to a profile, share it, and get individuals to comment and join their group. As more people comment on and share content from an organization’s profile, it increases in popularity, and in turn garners more group members. As this cycle is perpetuated, an organization may gain as much attention on Flickr as any other social networking application, depending on the target audience.

Who uses it?

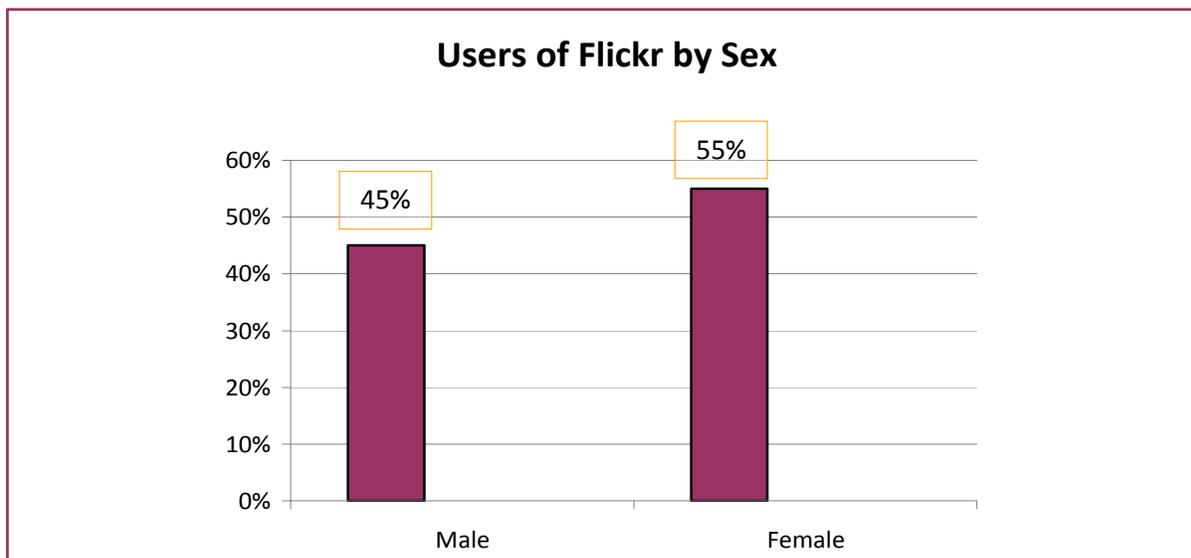
Because Flickr is still somewhat new and unknown, data regarding its user demographics by age are very scarce. Thus, it is difficult to determine by which age group it is most utilized. However, a handful of figures do

exist. Ignite Social Media reports that Flickr seems to be most popular with adults age 35-44, followed by adults aged 25-34.



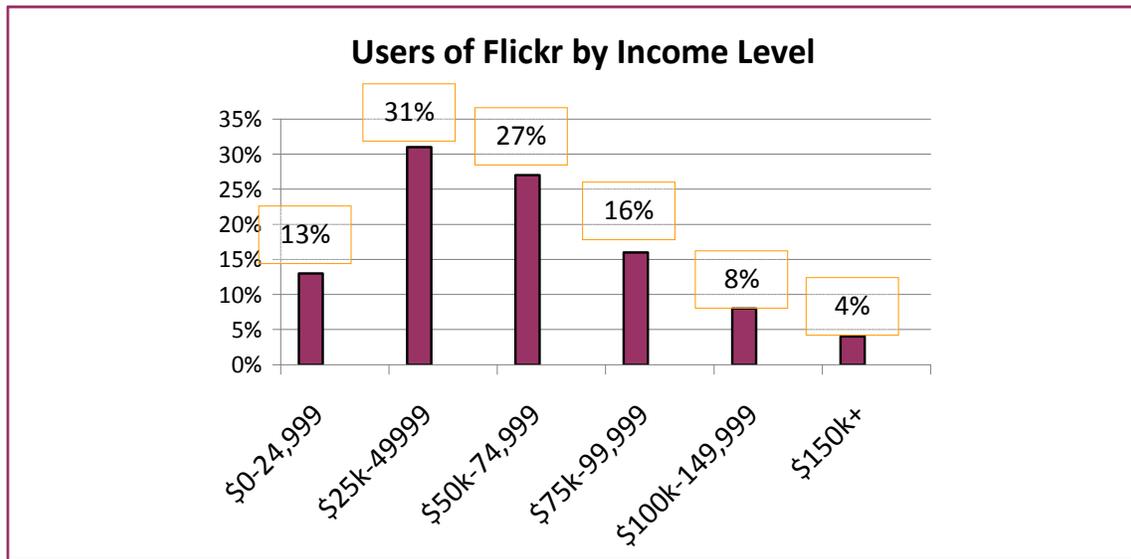
Data Source: <http://www.ignitesocialmedia.com/social-media-stats/2011-social-network-analysis-report/#Flickr>

Flickr is used more by women than it is by men, at 55% and 45%, respectively.



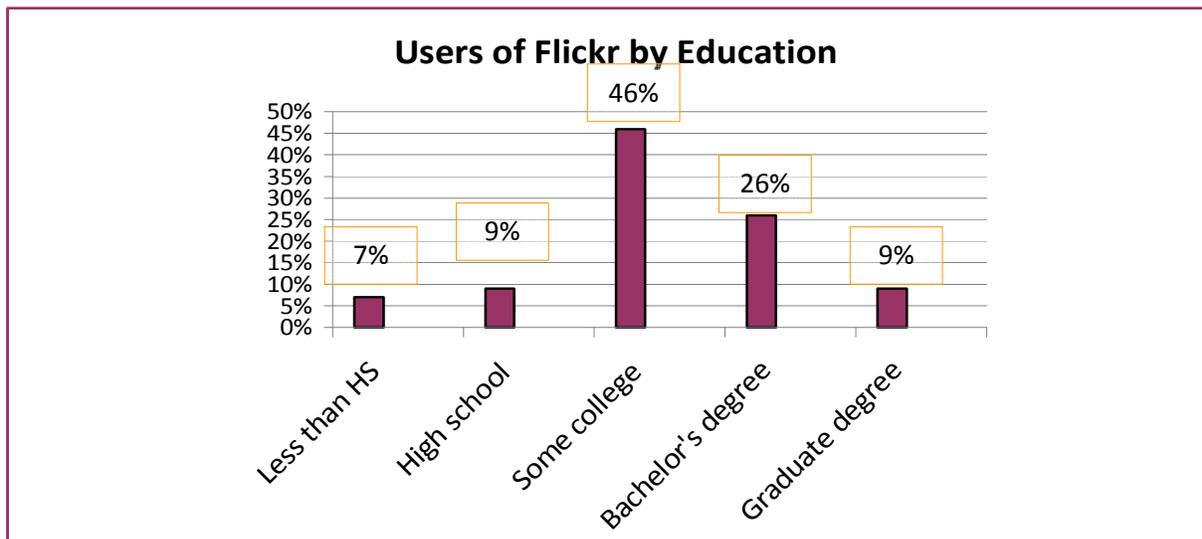
Data Source: <http://www.ignitesocialmedia.com/social-media-stats/2011-social-network-analysis-report/#Flickr>

Although there is a fairly gradual decrease in percentage of Flickr use as income level increases, two groups stand out. At 31%, those who earn between \$25,000 and \$49,999 per year account for the largest group of users on the site. The group just below it, those who make between \$50,000 and \$74,999 annually, is the second largest, accounting for 27%.



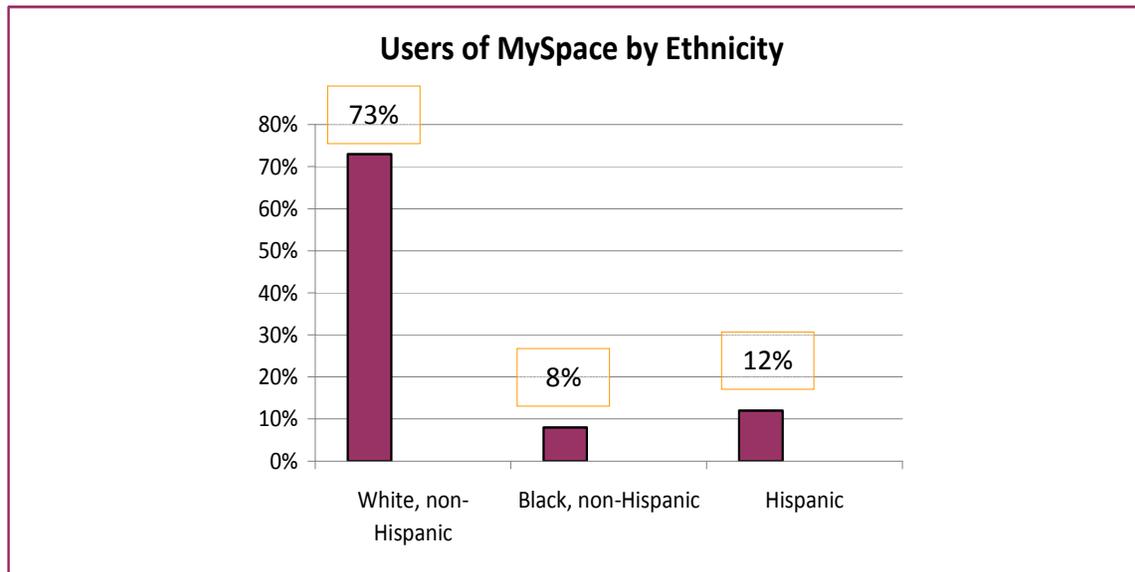
Data Source: <http://www.ignitesocialmedia.com/social-media-stats/2011-social-network-analysis-report/#Flickr>

Unlike income, an individual's education level appears to correlate with his or her likelihood of using Flickr. Those who have at least some college education make up 46% of the site's user base. The next largest group, those with a Bachelor's degree, account for 26% of Flickr users.



Data Source: <http://www.ignitesocialmedia.com/social-media-stats/2011-social-network-analysis-report/#Flickr>

At 73%, Caucasians account for the majority of people on Flickr. This percentage is significantly higher than that of African Americans and Hispanics, at 8% and 12%, respectively.²³



Data Source: <http://www.quantcast.com/flickr.com>

Evaluation

As with Facebook, Flickr always displays the number of people who have joined a group and therefore opted to receive updates from it. As was mentioned earlier, Flickr allows users to join groups and share photos in a pool that only members of that group can view. This serves as a useful evaluation too, especially if a page is set to "private." This means that more people have joined a group out of genuine interest, and are not simply lurking around a public page on a regular basis to receive updates. To track the popularity and effectiveness of a group page on Flickr, the number of people who have joined the group can be recorded periodically to note any significant changes. This number always appears directly below the name of the group.



Photo: <http://www.flickr.com/groups/683857@N21>

Another tool for evaluation is the number of items that have been added to the pool. In the picture above, this number is displayed as a “group pool” number. This number represents the exact number of items (photos) that have been contributed to the pool by group members. This number can be used to evaluate the effectiveness of the group because it paints a fairly good picture of how active the group members are and how dedicated they are to perpetuating the overall message of the group.

Public Health Example

Many people are unaware of what public health is and how it affects their daily lives. The “This is Public Health” campaign was created by the Association of Schools of Public Health to change this. The campaign was piloted during 2008 National Public Health Week by students studying public health at 17 different universities and utilizes stickers to spread its message.²⁴ Red stickers with the slogan “This is Public Health” are placed around the world in strategic places to raise awareness of public health efforts.



Photo: www.thisispUBLICHEALTH.org

More than 30,000 stickers have been placed on advertisements, crosswalk signals, posters, handicap signs, and other symbols of public health. Once placed, people are encouraged to take pictures of the stickers and upload them to a Flickr page dedicated to the campaign.

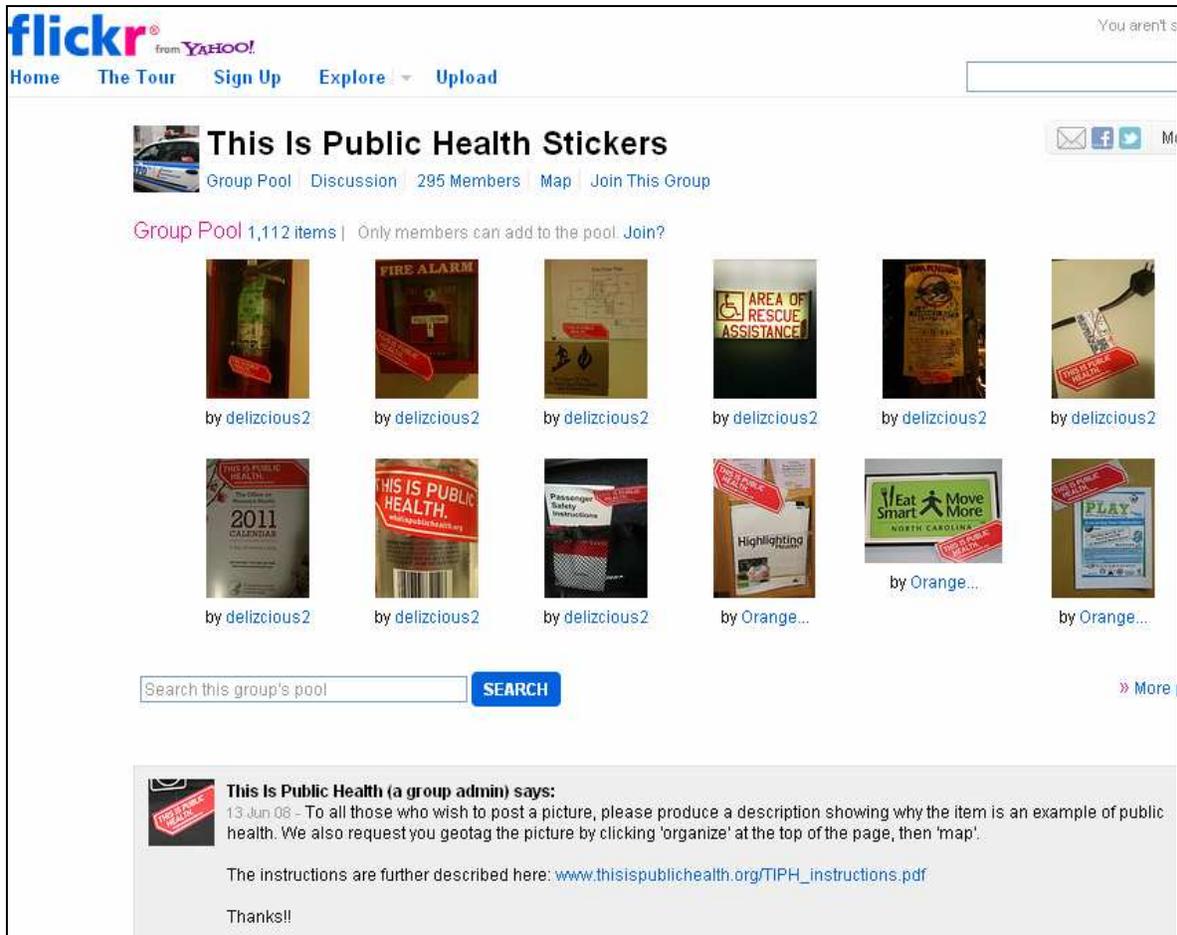


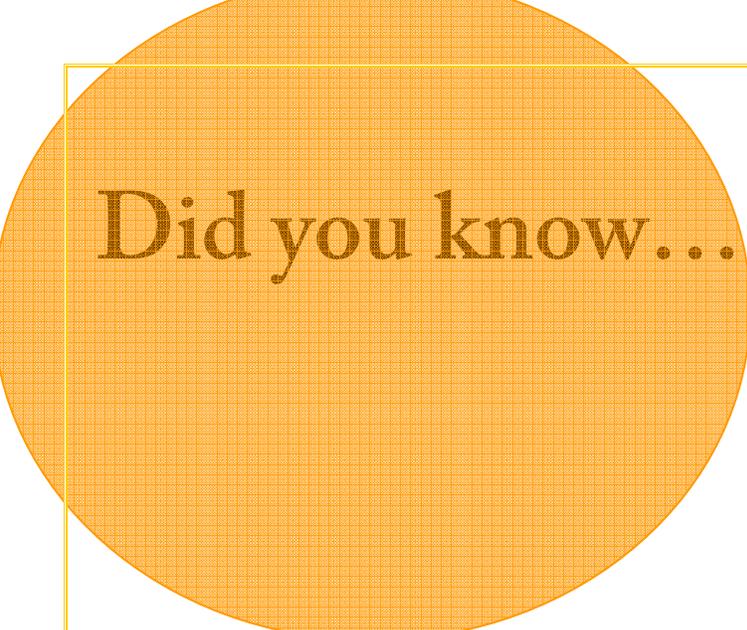
Photo: This is Public Health Flickr group (<http://www.flickr.com/groups/683857@N21/>)

The front page of the “This is Public Health” website features an interactive map that allows individuals to track the placement of stickers in their community. The aim of the campaign is to increase awareness and knowledge of public health efforts in place around the world.

Summary

Flickr key points:

- Age group most used by: 35-44
- Gender most used by: Females
- Ethnicity most used by: Caucasians



Did you know...

43 percent of all **online consumers** are social media fans or followers.²⁵

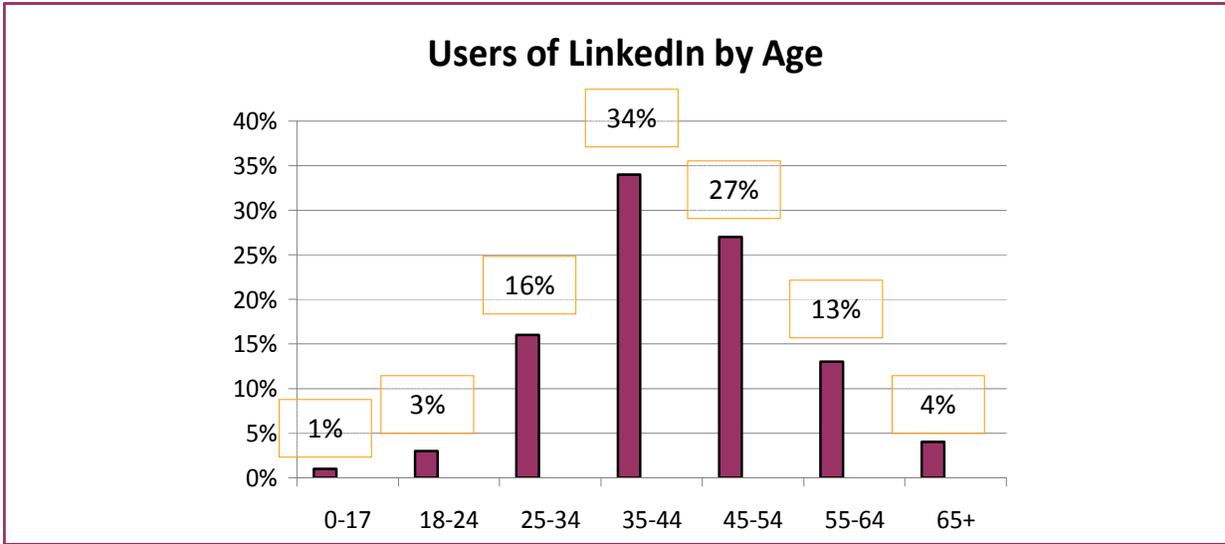


What is it?

A professional networking site, LinkedIn became popular in 2003, and has since grown. This is a unique social networking application because it caters to working professionals seeking networking opportunities with other professionals. Users create profiles listing their education, degrees, and other credentials. Having a profile on LinkedIn makes it easier for people to find other professionals in their field to network with.

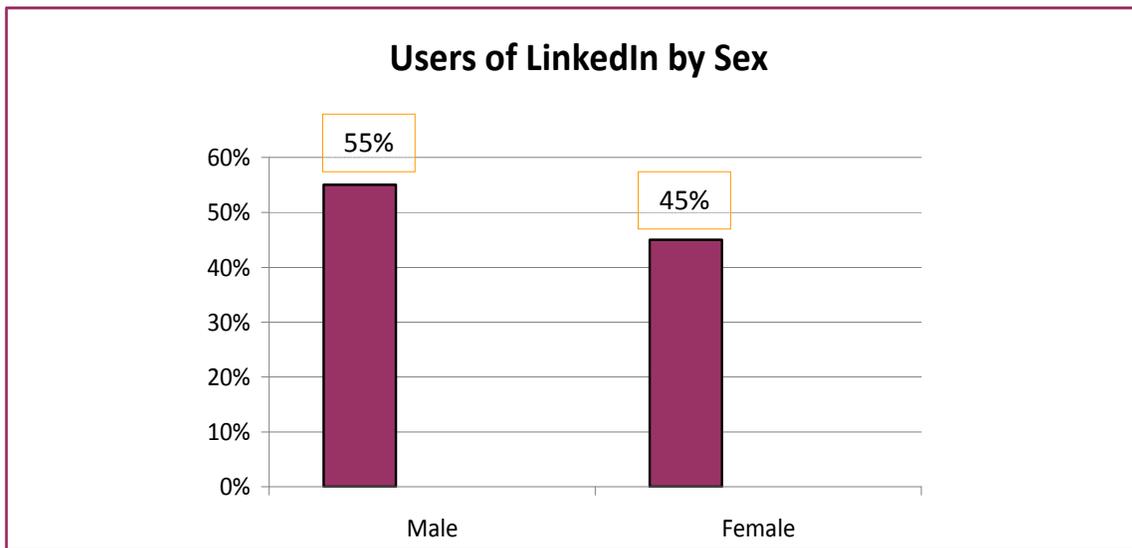
Who uses it?

Only 3% of young adults age 18-24 are on LinkedIn, making this the age group that least frequents the site. Sixteen percent of adults age 25-34 have an account on LinkedIn, which shows the increased popularity among this age group. The largest jump in percentage is seen among adults age 35-44, 34% of whom are on LinkedIn. Thus, the site is used most by adults age 35-44, followed by 45- to 54-year-olds at 27%.



Data Source: <http://www.ignitesocialmedia.com/social-media-stats/2011-social-network-analysis-report/#LinkedIn>

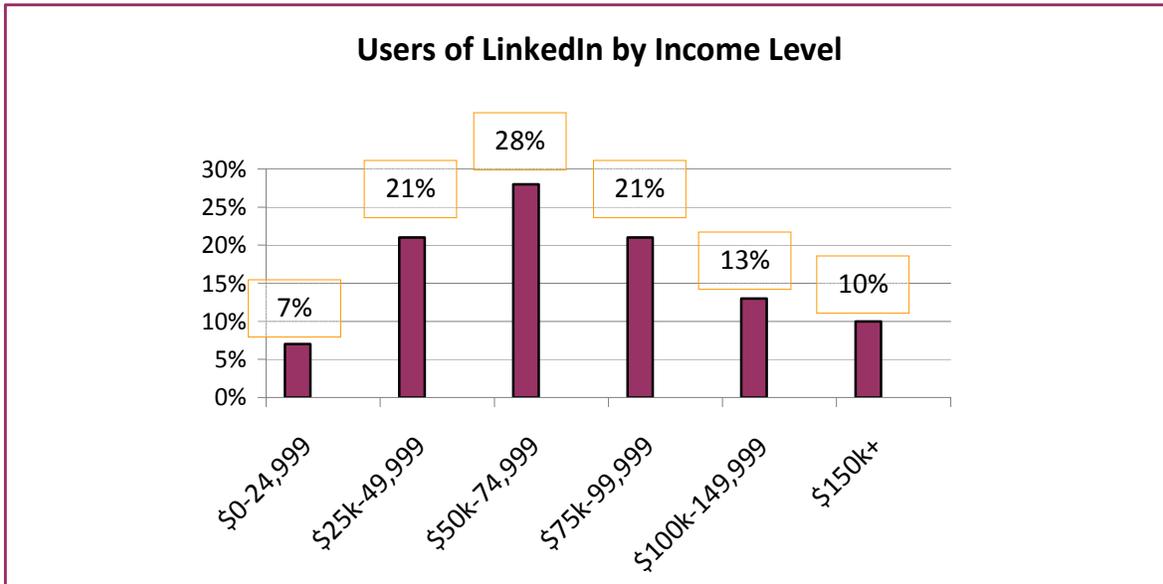
LinkedIn use by gender is fairly evenly divided, with men and women comprising of 55% and 45% of users, respectively.



Data Source: <http://www.ignitesocialmedia.com/social-media-stats/2011-social-network-analysis-report/#LinkedIn>

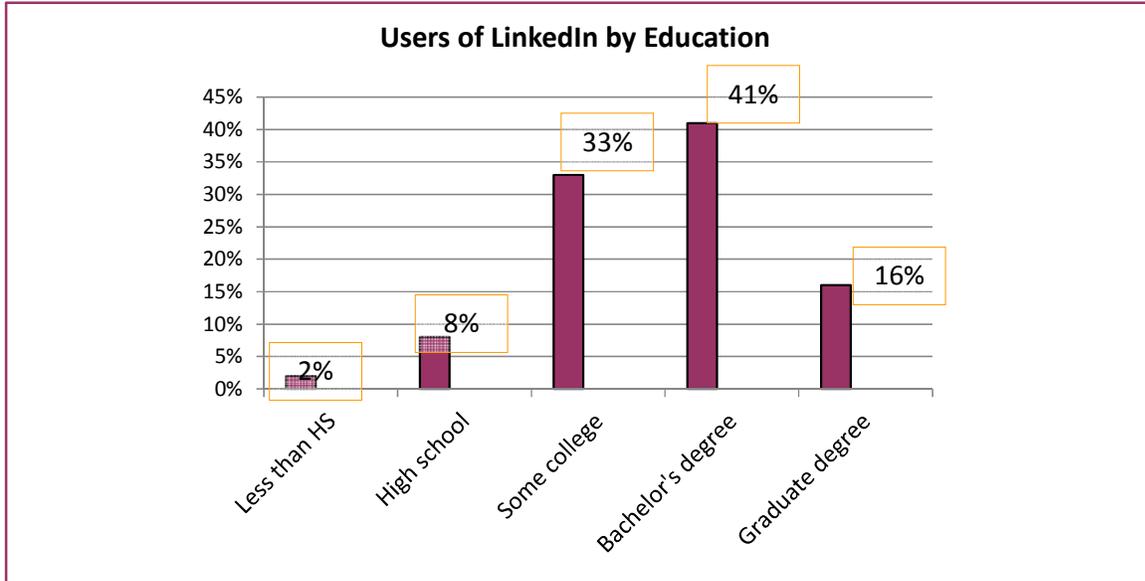
When comparing income levels of LinkedIn users, many of the groups are similar. Those who earn between \$50,000 and \$74,999 per year fall into the largest group of users, while the groups just below and above it are equal in percentage. The group that accounts for the smallest proportion of those on LinkedIn includes

individuals who earn \$24,999 or less per year, at 21%. This is likely because LinkedIn is geared toward working professionals.



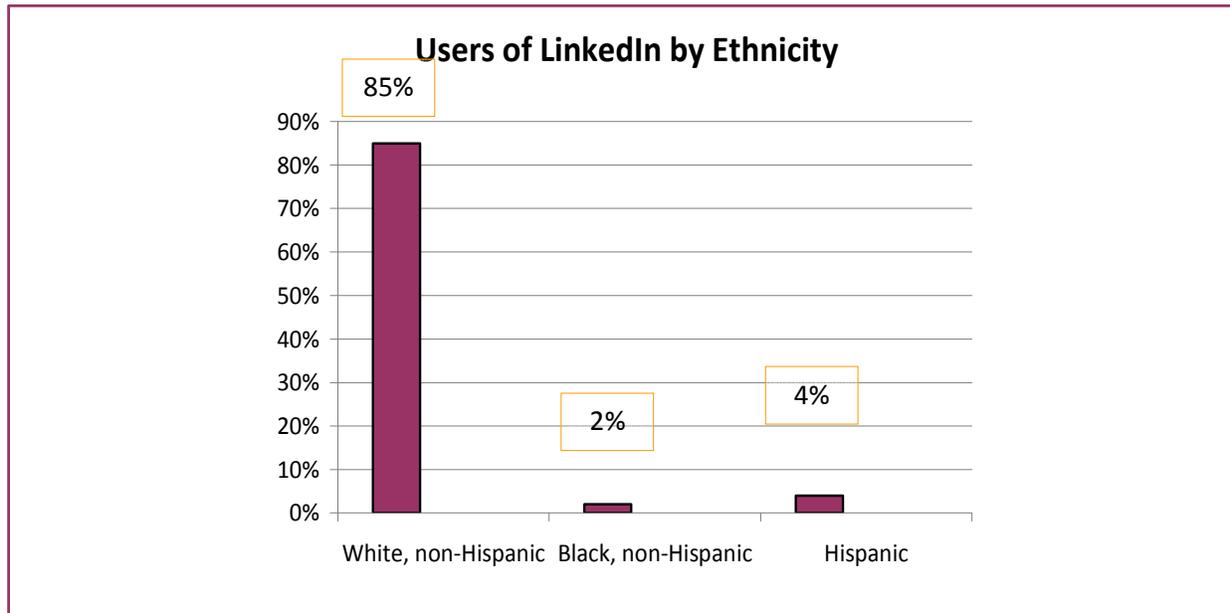
Data Source: <http://www.ignitesocialmedia.com/social-media-stats/2011-social-network-analysis-report/#LinkedIn>

There is a relationship between education level and income level among those who are on LinkedIn. Those who earn higher incomes are most likely to have an account on LinkedIn. The graph below shows that 41% of LinkedIn users have a Bachelor’s degree. The next largest group, which includes individuals with at least some college education, accounts for 33% of the site’s users. As education level decreases, the percentage drops.



Data Source: <http://www.ignitesocialmedia.com/social-media-stats/2011-social-network-analysis-report/#LinkedIn>

According to the Pew Internet & American Life Project, non-Hispanic whites comprise the largest ethnic group among users of LinkedIn, at 85%. In comparison, only 2% are non-Hispanic black, and 4% are of Hispanic origin.



Data Source: <http://www.pewinternet.org/Reports/2011/Technology-and-social-networks/Part-2.aspx?view=all>

Evaluation

As indicated by its name, LinkedIn is a place where professionals link up with one another. Once a “link” is made, professionals can recommend pages for those they have linked up with to view. Comments can also be made about a page, giving reason as to why it is recommended by a professional. To evaluate a LinkedIn page for an organization or campaign, one can track how many times it has been recommended and/or commented on by a professional.

1 Professional recommends This Is Public Health Campaign

Photo: <http://www.linkedin.com/company/association-of-schools-of-public-health/this-is-public-health-campaign-5715/product>



James Oliver, Senior Technical Expert - Nuclear Materials Measurement and Detection at Portage Inc.
Washington D.C. Metro Area

Having known many professionals who work in the arena of public health, I am honored to recommend this awareness campaign. Pause for 5 seconds and you can probably think of half a dozen current and significant challenges to public health. Think "Flu Season", or thousands of cases of Cholera in Haiti and imagine not only the personal toll, but also the crippling affects on businesses, schools, and the broader economy.

November 4, 2010

Photo: <http://www.linkedin.com/company/association-of-schools-of-public-health/this-is-public-health-campaign-5715/product>

Public Health Example

Because LinkedIn is used primarily as a social networking site where professionals can connect with one another, public health campaigns focused solely on the site generally do not exist. However, LinkedIn proves very useful when a page dedicated to a campaign is set up and maintained, which can potentially create connections with other organizations and individuals who may be interested in the campaign’s cause.

The “This Is Public Health” campaign, mentioned in the Flickr section of this report, also has a page on LinkedIn dedicated to the campaign. The page provides a link to the main website for the campaign, where interested individuals can go for more information.

This Is Public Health Campaign



1 professional on LinkedIn recommends this product



Product Overview

Public Health is Your Health. Most people don't understand what public health is or how it impacts their daily lives. The "This Is Public Health" campaign was created by Association of Schools of Public Health (ASPH) to let people know that public health affects them on a daily basis and that we are only as healthy as the world we live in. Join this national effort to promote public health awareness in your community.

Join our campaign at: www.thisispublichealth.org.

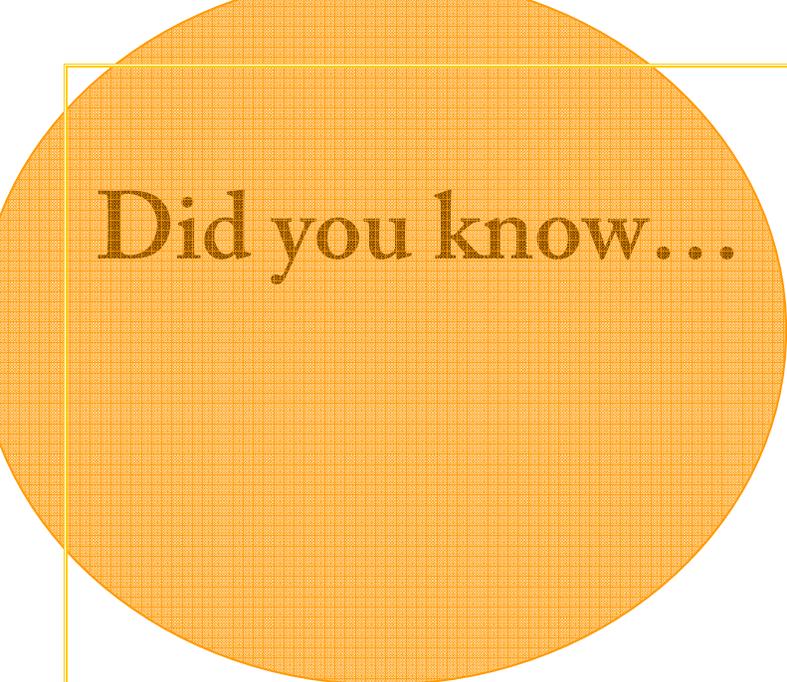
- Stickers
- Buttons
- T-Shirts
- Calendars

Photo: <http://www.linkedin.com/company/association-of-schools-of-public-health/this-is-public-health-campaign-5715/product>

Summary

LinkedIn key points:

- Age group most used by: 35-44
- Gender most used by: Males
- Ethnicity most used by: Caucasians



Did you know...

1.4 million new blog posts are created **every day**.²⁶



Blogging

What is it?

Unlike other social networking applications, blogging allows for large amounts of information to be shared by individuals who post on a blog. Large organizations can also run blogs to keep their target audiences up-to-date and informed about certain issues. A site dedicated to such posts, or a blog, is a page hosted by one of several site-hosting companies, such as Blogger or Wordpress. The individual running the page creates what can be compared to journal entries and publishes them to their blog for others to read. A blog can either be public or private to everyone except those with an invitation to read it, depending upon the wishes of the person running it.

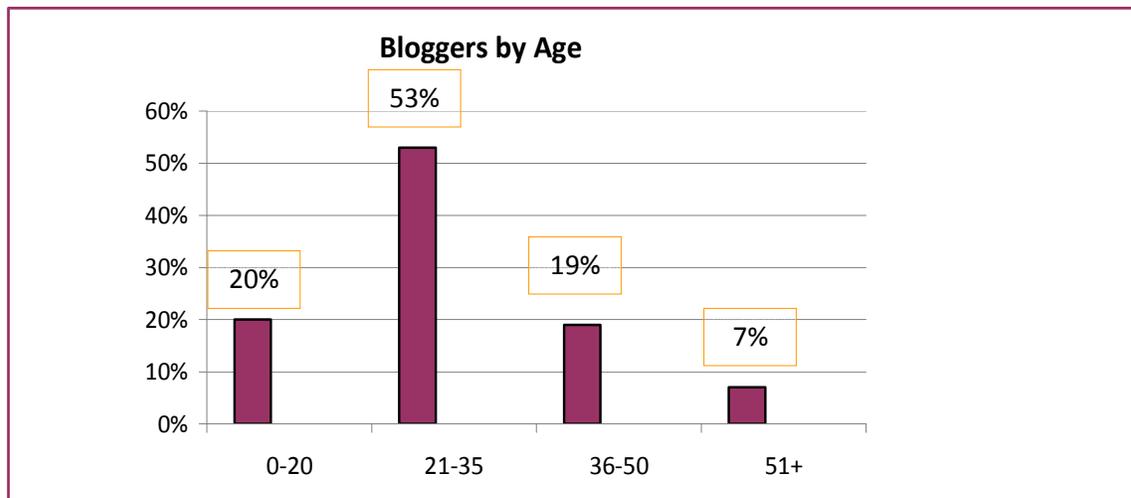
Who uses it?

Though blogging has become somewhat overshadowed by other social media applications, many people have personal blogs and visit other blogs regularly. Young adults account for the majority of bloggers and have essentially taken over the blogging phenomenon since it began several years ago.

Sysomos is a subsidiary of Marketwire, which is the leading global provider of social media monitoring technology. Sysomos constantly analyzes social media habits and trends, and gives corporations, marketers, public relations agencies, and advertisers the necessary insight to make strategic business decisions. A report

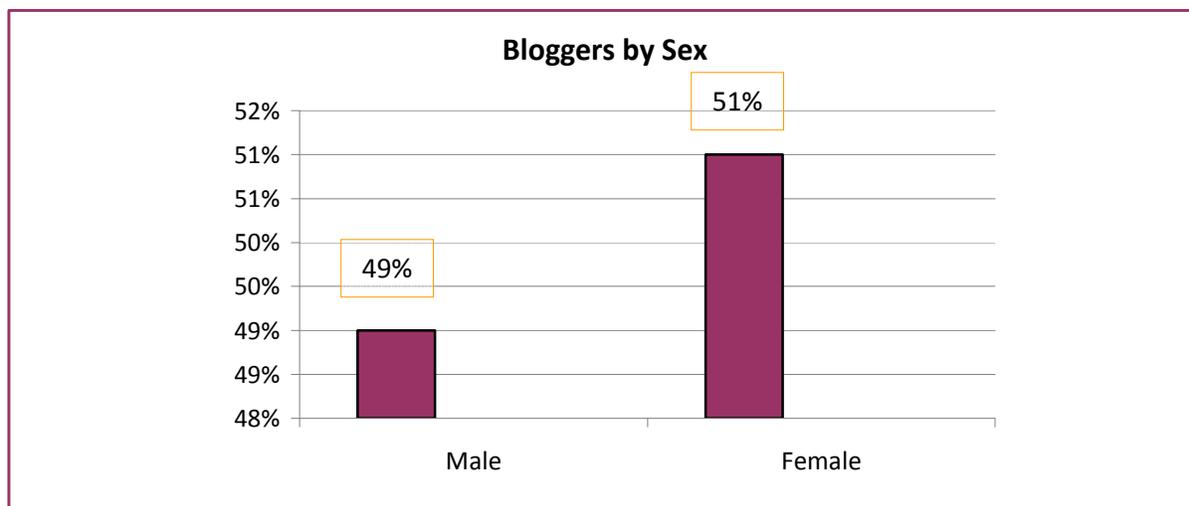
published by the company in June 2010 revealed various blog demographics based on its analysis of more than 100 million posts worldwide.

Young adults age 21-35 have taken over the blogging world. At 53%, this age group of bloggers accounts for more than twice the number of teenagers and older adults who maintain and read blogs.²⁷ This is perhaps due to a shift in the “blogosphere,” as those young adults who now blog regularly were teenagers when the blogging revolution first began eight years ago.



Data Source: <http://www.sysomos.com/reports/bloggers/>

The numbers of male and female bloggers are nearly equal. Forty-nine percent of bloggers worldwide are male, while 51% are female. With the growing presence of “mommy bloggers” on the Internet, one would assume there would be more female bloggers, so this statistic is surprising.



Data source: <http://www.sysomos.com/reports/bloggers/>

The “mommy blogger” phenomenon is a trend that has been on the rise for the past few years. Cision US, a company that collects media information for public relations and communications professionals, reports a 50% increase in mom blog additions between June 2008 and October 2009. Other sources, such as BlogHer, iVillage, and Compass Partners, indicate that the female population on the Internet is fast approaching 42 million, 43% of whom visit other mom blogs for recommendations and advice.²⁸

A 2006 report published by the Pew Internet & American Life Project indicated that those who blog themselves were much more likely to read other blogs. According to research findings included in the report, 39% of internet users in general read other blogs, while 90% of those who had their own blog read other blogs.²⁹ Because the majority of current bloggers are young adults, and nearly all bloggers also read other blogs, the chances of following a quality public health blog by an organization are highest within this age group. Further, the report also indicated that 38% of all bloggers are knowledge-based professional workers. Thus, they are highly educated and are more likely to care about public health in general.

Evaluation

The easiest way to evaluate how effectively a blog is reaching readers is to look at page hits. The number of times that a blog page is viewed is indicative of its popularity, how often it is being read, and how many times it is shared with others by regular readers.

Another method for evaluating a blog is to keep track of the number of comments on each blog post. This number usually appears at the very bottom of a post, depending on the hosting site used.

There are all kinds of emergencies out there that we can prepare for. Take a zombie apocalypse for example. That's right, I said z-o-m-b-i-e a-p-o-c-a-l-y-p-s-e. You may laugh now, but when it happens you'll be happy you read this, and hey, maybe you'll even learn a thing or two about how to prepare for a *real* emergency.

 341 Comments - [Read more >>](#)

Photo: <http://blogs.cdc.gov/publichealthmatters/>

Public Health Example

The Centers for Disease Control and Prevention has a blog that is updated regularly with the latest news and developments in public health.³⁰ The blog is hosted on the CDC website, and is updated on a weekly basis. It is complete with pictures, links, and quotes from scholars who are very knowledgeable about the topics discussed in the posts. The layout of the blog is clean and easy to navigate, allowing individuals of all technical skill levels to read it.

CDC Home
Centers for Disease Control and Prevention
 CDC 24/7: Saving lives, protecting people, reducing health costs

A-Z Index: [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#) <#>

Public Health Matters Blog
 Sharing our stories on preparing for and responding to public health events

[Emergency Preparedness & Response](#) > [Public Health Matters Blog](#)

When Preparedness Hits Home

Categories: Preparedness, Response
 June 29th, 2011 10:43 am ET - Cyndi Rilling



When Preparedness Hits Home

Getting people to think about an emergency before it happens is not always easy. Unfortunately, it usually takes a disaster for people to realize the importance of being prepared. I work at the Centers for Disease Control and Prevention in the National Center for Environmental Health where I focus on emergency preparedness. I know all too well the value of making an emergency kit and having a plan, much to the chagrin of my two sons who swear nothing ever happens where we live. But this spring, something *did* happen and my family was able to see firsthand why I was always trying to get them to think about preparedness.

Storm Trackers

Our family enjoys watching storms as they approach our home on Lake Horton in rural Fayette County, Georgia, but the storm that blew through our county and many other Georgia counties

Photo: <http://blogs.cdc.gov/publichealthmatters/>

A blog post dated May 16, 2011 used a fictional event to encourage the public to prepare for emergency situations. The “zombie apocalypse” is a phenomenon that is currently trendy among much of the general public. The CDC recognized its popularity, as well as its similarities with emergency situations in general, and wrote an entire post on preparing for a zombie apocalypse. It explained what tools would be important to have in an emergency kit for the looming zombie apocalypse. Food, water, clothing, and medications were among items listed as essential to carry in an emergency kit.

Better Safe than Sorry

So what do you need to do before zombies...or hurricanes or pandemics for example, actually happen? First of all, you should have an emergency kit in your house. This includes things like water, food, and other supplies to get you through the first couple of days before you can locate a zombie-free refugee camp (or in the event of a natural disaster, it will buy you some time until you are able to make your way to an evacuation shelter or utility lines are restored). Below are a few items you should include in your kit, for a full list visit the CDC Emergency page.



Some of the supplies for your emergency kit

- **Water** (1 gallon per person per day)
- **Food** (stock up on non-perishable items that you eat regularly)
- **Medications** (this includes prescription and non-prescription meds)
- **Tools and Supplies** (utility knife, duct tape, battery powered radio, etc.)
- **Sanitation and Hygiene** (household bleach, soap, towels, etc.)
- **Clothing and Bedding** (a change of clothes for each family member and blankets)
- **Important documents** (copies of your driver's license, passport, and birth certificate to name a few)
- **First Aid supplies** (although you're a goner if a zombie bites you, you can use these supplies to treat basic cuts and lacerations that you might get during a tornado or hurricane)

Once you've made your emergency kit, you should sit down with your family and come up with an **emergency plan**. This includes where you would go and who you would call if zombies started appearing outside your door step. You can also implement this plan if there is a flood, earthquake, or other emergency.

1. Identify the types of emergencies that are possible in your



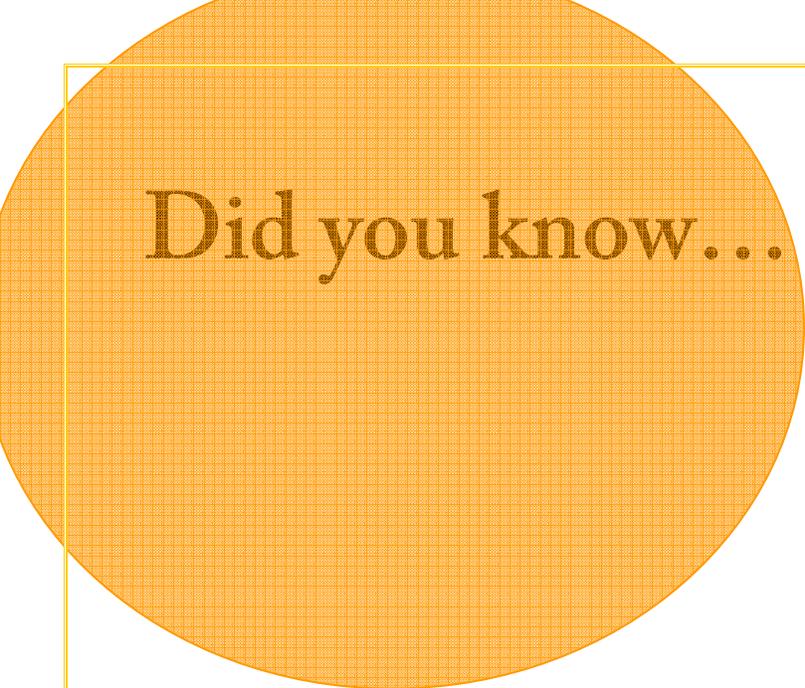
Photo: <http://blogs.cdc.gov/publichealthmatters/>

The response to the blog post was overwhelming. Commenters praised the CDC for educating the public about emergency preparedness in such a clever and creative way. Many of them were self-proclaimed zombie apocalypse buffs who never thought that a government organization, such as the CDC, was capable of producing such an entertaining post.

Summary

Blogging key points:

- Age group most used by: 21-35
- Gender most used by: Females



Did you know...

200 million Facebook users access the service from
a **mobile device**.³¹



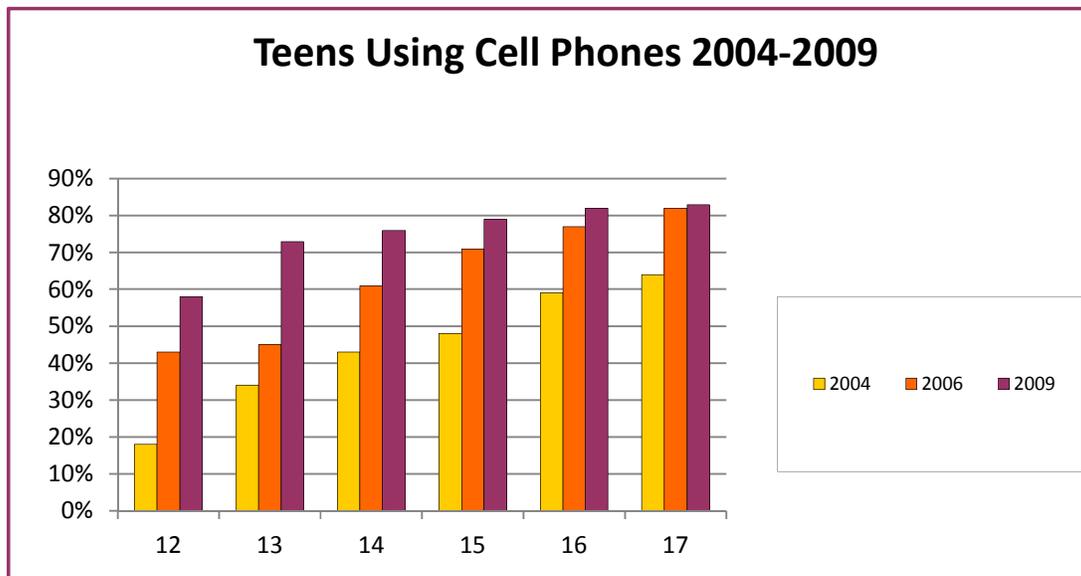
Cell Phones & Texting

What is it?

Mobile phones that are capable only of making phone calls are a thing of the past. Over the years, the activity of texting has become extremely popular, and often is the sole method used by individuals to contact others via cell phone. It is very common for texts to have a limit of 160 characters or less per message both sent and received. Campaigns that require sending participants long, detailed messages would not benefit from implementing a text messaging system. It can prove useful, however, when a quick message needs to be delivered to a recipient, and which may require immediate response.

Who uses it?

There is no question that cell phone use and texting have seen a dramatic increase over the past several years. Though many adults use their cell phones for texting and other functions, teenagers are by far the most common age group to do so. From 2004-2009, the number of teens who owned a cell phone increased dramatically, especially among younger teens.



Data Source: <http://www.pewinternet.org/~media/Files/Reports/2010/PIP-Teens-and-Mobile-2010.pdf>

Further, unlimited texting plans have become the norm for teens who own cell phones. According to the Pew Internet & American Life Project, in September 2009, approximately 75% of teens with cell phones had an unlimited texting plan, eight percent had a limited plan, 13% had no plan at all and paid per text message, and only 2% had a phone that was unable to send or receive text messages.

Also interesting to note is the difference between sexes in how cell phones are used by teens. It is reported that 59% of teenage girls use texting to socially connect with others, compared to 42% of boys. Moreover, 79% of teenage girls use texting to keep a conversation private, compared to 68% of boys.³² This information may be useful in deciding whether to incorporate text messaging in using social media for a campaign or program. Given these data, it is likely that teenage girls will be more responsive to such interaction than boys.

Evaluation

There are several ways to evaluate the amount of participation in a cell phone campaign involving texting. The first is to track the number of people who have opted to receive texts from the campaign. Of course, this only

proves useful when simply measuring participation, and does not offer any indication as to whether participants are actually reading each message and heeding its advice. Thus, other evaluation methods should be incorporated simultaneously.

Assuming that a campaign involves directing participants to a hotline or website via text messages, one can also track differences in the volume of phone calls to a hotline or hits to a particular webpage. Significant changes in either number will likely be as a result of participants reading the texts, and therefore can be taken into account when evaluating a campaign. Further, if the text messages prompt participants to navigate a touch-tone menu to either answer health-related questions or be directed to opt-in for additional services, the number of steps completed per session can be tracked. When evaluating the campaign, this number can be used to identify any specific steps at which a large number of participants may be dropping out of the menu.

Public Health Example

Text messaging and cell phone use are also becoming more common in other nations, making them effective applications for public health efforts. Medical professionals in South Africa, for example, are taking HIV/AIDS prevention to a digital level. Project Masiluleke was implemented in 2008³³ to encourage African citizens to get tested for HIV/AIDS.

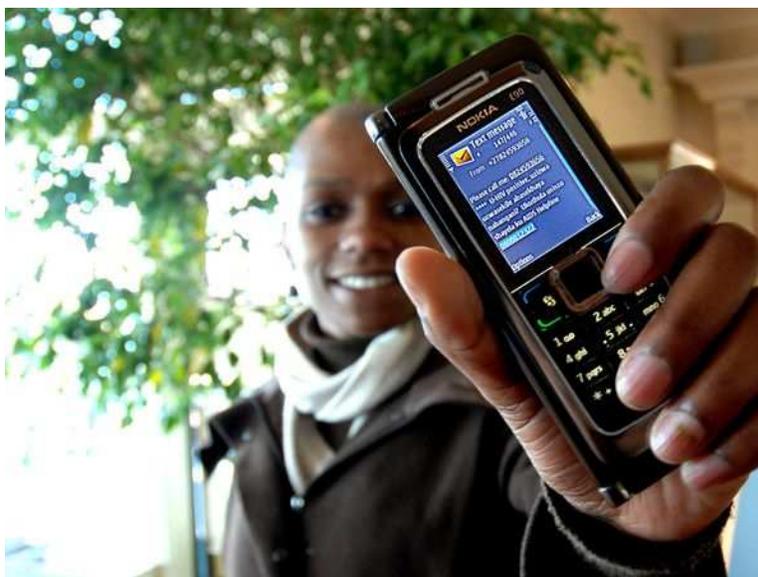


Photo: Pop! Tech

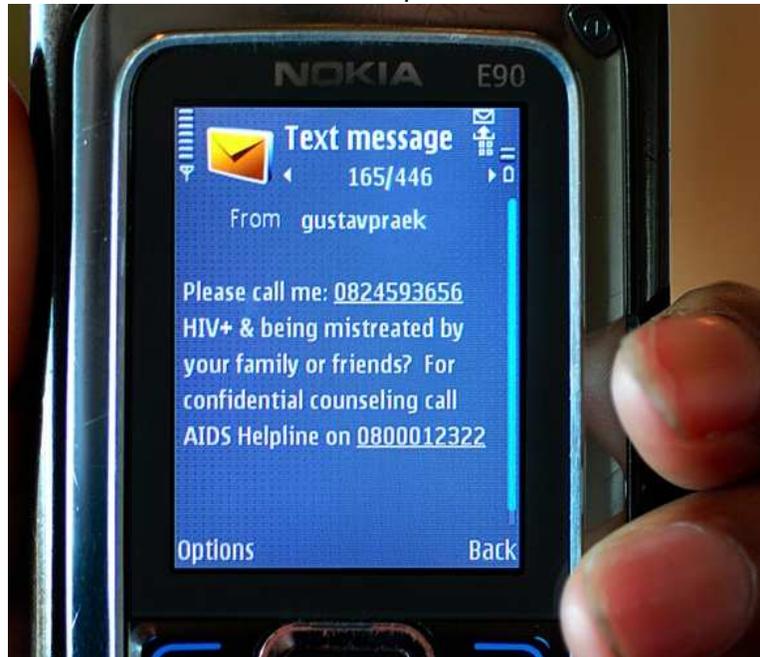


Photo: Pop!Tech

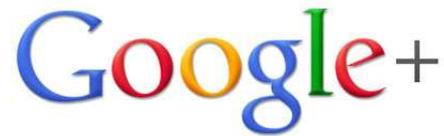
During the trial period alone, the project garnered a 200% increase in calls to the national AIDS hotline.

Summary

Cell phones and texting key points:

- Age group most used by: 12-17
- Ethnicity most used by: African Americans

Emerging Trends



The most recent social networking application to pop up is Google Plus, a site that is very similar to Facebook in layout and basic functions. The site opened to a select group of people in July 2011, and members could join only through an invitation from someone who had already been invited to join and create a profile. Google Plus pulled in more than 10 million users within the first two weeks of its launch date, and grew to more than 20 million users by the end of July 2011.³⁴

Similar to Facebook, Google Plus users set up a profile, add pictures, and interact with friends they have added. From there, users can post status updates and comment on others' content. One major difference with Google Plus is the ability to sort friends into "circles." Users can categorize their friends into several different groups, and then opt to broadcast certain updates to only a few of their circles of friends. This feature makes it easy for users to share updates to very specific audiences, depending on the subject matter and amount of privacy desired.



Photo: <http://blog.bobbyrettew.com/wp-content/uploads/2011/07/google-plus-circles.jpg>

Businesses and organizations should strongly consider having a presence on Google Plus to keep up with the latest trends. Though exact data about the site's users are not available yet due to its being so new, it would be wise to join Google Plus to stay ahead of the curve and begin building a following.

Conclusion

Social media efforts can prove extremely beneficial when carried out appropriately and carefully. Capturing and maintaining the attention of followers requires time, patience, and skill. Understanding the target audience is the most important aspect of deciding which social networking application to use in public health campaigns. The following questions should be asked during the planning process:

- Who is the target audience?
- Which application is most used by the target audience?
- What is/are the purpose/goal(s) of using the application?
- How will contact between the organization/program and followers be maintained? Who will be responsible for maintaining it?
- How often will updates be posted?
- How will its effectiveness be evaluated?

It is critical that all of these questions are answered before implementing a social media campaign. Without knowing precisely what is to be accomplished by engaging with an audience through a social networking application, the efforts made in the process will likely be useless.

In addition, organizations should closely follow any protocols or policies with regard to social media. The Utah Department of Health has a Social Networking Sites Policy that programs are required to follow. A copy of the policy can be found in this guide.

UDOH Social Networking Sites Policy

Processes for UDOH Presence on Existing Online Social Networking Sites

Background

Web-based social networks are online communities where people can interact with their friends, family, coworkers, acquaintances, and other with similar interests.

Online social network sites are web-based and provide many ways for their users to interact, such as: chat, messaging, email, video, voice chat, file-sharing, blogging, discussion groups, etc. Popular online social networking sites are being used by millions of people daily and are becoming a part of everyday online activities. Online Social Networks provide an immediate and personal way to share information about programs and products to individuals or friends within your personal network. UDOH encourages the strategic use of Online Social Networks to effectively and inexpensively reach individuals with personalized and targeted health information. In order to guide the development of the use of online social networks for health communication, this document will provide requirements and best practices for participation in and creation of new spaces within web-based social networks (Source: CDC Social Networks Requirements and Best Practices).

Examples of Existing online social networking sites include MySpace, Facebook, Twitter, LinkedIn, and YouTube.

Process

Approvals:

Seek approval from program manager to pursue online social networking project. Once initial plans are in place and content is developed, use existing PIO approval process:

1. Complete Proof Approval Form. Attach proposed content (or link).
2. Route Proof Approval Form through Program Manager to PIO Contact.

3. Once approved, PIO will add the site to the PIO-maintained inventory of UDOH online social networking sites.

Requirements:

1. Programs must have plans and infrastructure in place to regularly monitor (ideally, once daily) their presence on web-based Social Networking sites, and to immediately delete or counter inappropriate content.

Inappropriate content includes but is not limited to:

- Profanity, obscenity, or vulgarity.
- Defamation of a person or people.
- Comments whose main purpose is to sell a product.
- Comments the UDOH Program or PIO deem inappropriate or inaccurate

2. Even if working with a media or web vendor, UDOH staff MUST have administrative rights to the website to change content and monitor and respond to site activity.

3. Include the standard UDOH Disclaimer link on your page: <http://health.utah.gov/html/disclaimer.htm>

Planning: (Source: CDC Social Networks Requirements and Best Practices)

Before employing the use of Online Social Networking sites, develop a plan identifying:

1. Target Audience(s):

- a. As with any communications activity, it is important to define your intended target audience(s) in order to develop and communicate messages and graphics that resonate with that audience and prompt members to take action. For the most part, Social Networks target consumers, although there may be some instances when partner organizations, healthcare providers, public health professionals, or other audiences are targeted. For example, Sermo.com is a social network that exists for physicians only, to network and to discuss specific cases.

2. Objectives:

- a. It is also important to have clearly defined objectives before participating in Social Networks. Do you want to:
 - i. Provide information?
 - ii. Highlight a campaign?
 - iii. Reach new audiences?

- iv. Reinforce health messages?
- v. Encourage interaction?
- vi. Promote your website?

3. Online Social Network Decisions

- a. While you may not know in the planning stage, it helps to try to discuss the following:
 - i. Which social network do you plan to participate in? Why?
 - ii. What type of involvement would you like to have?
 - iii. What design aspects are important to include?
 - iv. Do you plan to use animation, audio, or translation services?
 - v. What content will you be linking to?
 - vi. Do you need to develop messaging or content, and if so, how long will it take to clear?
 - vii. How will you promote your involvement?
 - viii. What is your plan for continued participation and interaction?
 - ix. Is there a designated employee responsible for upkeep and day-to-day issues?
 - x. What resources are available to support maintenance and evolution of the content?
 - xi. Do you have a plan for creating and posting fresh and current information or for continuing ongoing interactions?
 - xii. How will you link with or tie in existing program and Department websites or resources?

4. Evaluation

- a. All efforts should be evaluated by reviewing the metrics, articulating the lessons learned, and determining whether the effort was successful and met project goals. Some metrics to consider include the number of page views, number of friends or fans, and number of comments.

Resources

- Brochure 2 Blog: Public Health Communication in a New Age
<http://www.brochure2blog.org/index.html>
- CDC National Center for Health Marketing
<http://www.cdc.gov/HealthMarketing/>
- On Social Marketing and Social Change
http://socialmarketing.blogs.com/r_craig_lefebvres_social/

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