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Dietitian

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Dunedin

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(Room 1)

17:50 - 18:15 Supporting Pregnant Women in Well-being - Using Social Media Platforms for Health Interventions

Social Media: using it with your patients

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Your patients are already on Social Media

- ▶ There are 2.6 million regular users of Facebook
- ▶ Approx 25% of the 65+ age group are using FB and this is one of the fastest growing age groups
- ▶ Despite reports to the contrary Millennials are on FB, but they use it to connect with older family rather than as a channel to find out about organisations
- ▶ Social Media is increasingly a place where people are finding out about organisations and services - they are seeking information to enhance their trust of the people they want to engage with.

Social Media 101

- ▶ Avatar: the people you are targeting with your posts - age, gender, family connections, employment, recreational interests
- ▶ Commitment: How much time you can realistically spend on social media relationships
- ▶ Community: where they are found on social media
- ▶ Content: what questions they are asking/seeking to be solved?
- ▶ Creativity: How do you make posts appealing to your Avatar so they will read the post.

Why is this not on pregnant women specifically?

Turns out they are a group which is going to need a fair amount of commitment to create trust so they will seek support for lifestyle management within pregnancy.

When you are exploring a social media theme you sometimes have to have fairly tough skin - the overweight pregnant women were ANGRY and felt judged already for their weight - even if their midwives had not had overt conversations about weight.

Considerations for health providers using Social Media

- ▶ How much time is there for using SM platforms?
- ▶ Are you going to use Messenger?
- ▶ In your practice how does the use of SM relate to the code of conduct of any professional in your organisation?
- ▶ Are you going to allow comments/discussion on the posts? How will you moderate this?
- ▶ What is acceptable content, what is unacceptable content? Who decides?

Avatars:

- ▶ You will know your practice audience - who are they?
- ▶ Understanding family dynamics helps with health posts.
 - ▶ Men are unlikely to look for information directly but their wives and partners will be looking for them.
 - ▶ Parents will be looking for their kids
 - ▶ Teens and young adults will be looking for people they can trust to keep confidentiality

Commitment:

- ▶ To build an audience you need to post regularly.
- ▶ The good news is posts can be scheduled within Facebook.
- ▶ To get a coherent social media presence you will need to have a plan for content
 - ▶ Health related themes
 - ▶ Seasonal themes
 - ▶ Hyper-personalisation posts
- ▶ A reasonable estimate would be:
 - ▶ Annual content plan: 8 hours
 - ▶ Monthly posts including scheduling: 8 hours
 - ▶ Weekly post adjustment: 1-2 hours
 - ▶ Responding to comments: 0 - ????? hours

Community:

- ▶ Where are the local pages and groups?
- ▶ Are you allowed to post in them?
- ▶ What other pages do you create a relationship with?
 - ▶ Remember that relationship is seen as endorsement and trust, so you need to be both fair (e.g. like all local pharmacy pages)
 - ▶ And cautious i.e. is liking the local health food shop going to encourage people going to get advice from there?
- ▶ Should you extend your reach by having paid posts?

Content:

- ▶ What questions/concerns to they have and how are you going to answer them?
 - ▶ Repost from professional and NGOs in NZ
 - ▶ Local groups and resources
- ▶ Who are my practice and what do they believe?
- ▶ Urgent communications
 - ▶ What predictable problems can you prepare draft posts for?

Creativity:

- ▶ Where do I get pictures from? Pixabay
- ▶ Publishing tools: Canva, Lumen5
- ▶ If you are having technical problems with your practice information system you could just have words...or you could have a picture of a broken computer or you could use a GIF (short video) of someone throwing a computer out the window.

You don't have to reinvent the wheel...

- ▶ Diabetes NZ - reposting their pages or parts of their magazine from the Issuu hosts
- ▶ Heart Foundation
- ▶ Stroke Foundation
- ▶ Mental Health Foundation
- ▶ Health Navigator
- ▶ Agency for Nutrition Action
- ▶ Green Prescription (local)
- ▶ Healthy Homes
- ▶ National Vaccination Centre
- ▶ Other...

Align with the health promotion calendar

- ▶ Mental Health Awareness Week
- ▶ Diabetes Week
- ▶ Men's Health Month

.....there is a wide range of specialist days

Seasonal posts

- ▶ Consider simple posts acknowledging important days for those who are in your community
- ▶ Have posts to inform on vaccination clinics etc
- ▶ Focusing on concerns in particular times of the year - having a “dealing with extreme temperatures” post in draft to help inform how to manage high or low temperatures.

Hyperpersonalisation

- ▶ Profiles of people in the practice
- ▶ Day in the life of the practice
- ▶ Milestones - when you get Cornerstone (again)
- ▶ Events the practice are involved in promoting health and wellbeing.
- ▶ Example of overcoming vaccine hesitancy.

Social Media: should we be there?

- ▶ Ideally yes.
- ▶ Understand it is a process.
- ▶ Have a policy.
- ▶ Don't reinvent the wheel.
- ▶ Realise your clients want to know who you are - so some of the content needs your staff front and centre.