

# Social Media: Using it Effectively and Avoiding Legal Pitfalls

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## Value in Social Media Presence



- Ability to disseminate information quickly
- Fluid information channel: ability to deliver multiple and diverse messages routinely
- Maintaining credibility by having a presence in social media arena
- Expectation of younger generations?
- Opportunity to build/reinforce your brand/identity

## Social Media Platforms Used by PH

- Facebook
- You Tube
- County does not use:
  - Instagram
  - 4 Square
  - Snapchat
  - Tumbler (out of date)
  - Podcasts (older demographics)



## Through the Lens of Social Media

- Click on link to access PH's Facebook page
- <https://www.facebook.com/catawbacountypublichealth>
- PH's Twitter account?
  - Established but never took off
  - Internal v. external needs
  - Relevance v. upkeep demands
  - Might make sense for a larger health department, for us, a little redundant
- 1 tweet = 140 characters (limits message)
  - What "in the moment" would we need to tweet?
  - Don't want to panic people if unable to include sufficient information

## Why a Separate PH Social Media Identity?



- To be a resource of accurate public health information
- To reach target audiences through the platforms they use to find information (asked in clinic surveys)
  - Moms
  - Caregivers (Home Health)
- To share important health, prevention messages
- Reinforce our identity
- To be perceived as relevant by younger generations
- To grow word-of-mouth and referrals for our clinics
- To establish an online community that can be easily reached, especially in the case of an emergency

## PH's Facebook Page



- An important tool to:
  - Promote health
  - Influence health decisions
  - Deliver motivational messages
  - Provide links to resources
  - Support other health-related programs
  - Reinforce Public Health's identity in community



# Facebook

**Catawba County Public Health**  
Public Health  
 Posted by Tracey Davis Paul (?) · March 11 at 10:00am · Edited (?) · ☺

**New Requirements for Infant Immunizations!**  
 If you have a child born on July 1, 2015 or later, they will now be required to receive a 4 vaccine series of Pneumococcal conjugate (PCV) in addition to existing requirements. <http://1.usa.gov/1LSiaJ2>  
 If your child needs vaccines contact your healthcare provider or Catawba County Public Health at (828) 695-5800 to make an appointment.




- Catawba County's Facebook presence
  - PH Facebook page established January, 2013
  - Home Health - Facebook page established November, 2012
  - Catawba County – first Facebook page established September 2008

# Facebook (continued)

**Catawba County Public Health**  
Public Health  
 Posted by Tracey Davis Paul (?) · March 26 at 9:12am · ☺

**Congratulations to Broome Associated Insurance on their Gold WellBusiness designation!**  
<http://www.catawbacountyhealthpartners.org/WellBusiness.asp>



576 people reached Boost Post

- Easy to start, but...
  - Trick is taking the time to manage and update
  - Having a presence v. being an active participant in the social media arena
- Without relevant, consistent information, page can quickly lose followers



## Facebook (continued)

- If you build it, will they come?
  - Must dedicate significant time to driving traffic to site in addition to maintaining site
    - Facebook icon on marketing materials, e-mail signatures
    - Embedded Facebook feed on Public Health website home page:
      - <http://www.catawbacountync.gov/phealth/>
    - Encourage employees to like and share our page and posts

## Monitoring Reach

- Use FB tools to track posts and determine share/like trends
  - What are followers liking/sharing?
  - How can they help multiply reach?
- Mirror trends to help improve reach of future posts

Published	Post	Type	Targeting	Reach	Engagement	Promote
04/06/2015 2:30 pm	Monday, April 6: Raising the Grade. Why does America's health rank so poorly compared to other countries, and what			210	5 3	
04/06/2015 10:00 am	What are the leading causes of death in Catawba County? Catawba County Public Health has released the 2014 State of			28	2 0	
04/02/2015 11:30 am	Catawba County offices will be closed on Friday, April 3 in observance of Good Friday.			49	0 1	
04/01/2015 11:57 am	Spring Break is coming! Talk to your teen and review your Parent-Teen Driving Agreement before Spring Break:			22	0 0	
03/31/2015 8:46 am	Give Healthy is a local movement designed to encourage the donation of foods filled with the nutrients adults and			340	8 5	

See All Posts

## Guidelines and/or Policies

- Protect against too many pages/sites having outdated material
- Administrator can add information and delete page
  - Designated Administrator: PIO
  - Back-up Administrator: Back-up PIO
  - 2 additional health educators have access to post
- Editor (next level down) can do everything BUT delete page

## Guidelines (continued)

- Someone should review posts from the public every day
- Staff should, at a minimum, update several times/week (plan ahead for multiple posts)
- Immediate posts for something really important that comes up (i.e. measles)
- Core group has been fairly constant since 2013



## Guidelines (continued)

- How and who is handling comments?
  - Must have authority to start, manage and keep relevant outgoing posts
  - Must also have authority to filter and respond to incoming comments as necessary
    - Could be a question or critical comment
    - Must decide how, or if, to respond in public forum



## Responding to Comments

- Flu
  - Post about writer's sister having died of the flu
  - Went on to blame PH for not doing enough to make people aware of the seriousness of flu
  - Responded with compassion and invited the writer to call us to discuss her concerns
  - Ended message stream with positive outreach



## Responding to Comments (continued)

- “Trailergate”
  - CDC trailers came to town for national survey at height of Ebola scare
  - Local social media sites exploded with speculation about why trailers were in the community – assumed they were related to Ebola
  - Pushed out accurate information about trailers to counteract comments via social and traditional media
  - Didn't try to argue with/contradict speculative comments directly



**Catawba County Public Health**  
 Posted by Tracey Davis Paul · 791  
 Page Liked - October 16, 2014 · Edited · v8

The CDC's National Health and Nutrition Examination Survey (NHANES) has arrived in Catawba County! NHANES is a unique program conducted by the National Center for Health Statistics (NCHS) that collects data on the health of persons living in the U.S. through interviews and physical measurements. NHANES staff travel across the county in mobile examination centers to reach the people selected to p... See More

Like · Comment · Share

Paulette Repasy, Tyler Boling Dennis, Jason Seidel and 18 others like this.

117 inares

Melissa Clark Swartley Shirley Huffman  
 October 16, 2014 at 9:37am · Like

Shirley Huffman Thank you so much Melissa Clark Swartley!

Write a comment...

- Melissa Clark Swartley** Shirley Huffman  
October 16, 2014 at 9:37am · Like
- Shirley Huffman** Thank you so much Melissa Clark Swartley!  
October 16, 2014 at 9:38am · Like
- Christina Brittain Lampkin** How convenient.  
October 16, 2014 at 9:42am · Like · 1
- Angela Ewing Brown** Don't drink the kool-aid! Lol  
October 16, 2014 at 10:10am · Like · 2

**Christina Brittain Lampkin** I think they will be conducting experiments on samples collected from "survey" test subjects for resistances to the disease. Also used as a mobile headquarters to set up a quarantine protocol if anyone in the area, not just HKY are symptomatic.  
<http://m.youtube.com/watch?feature=youtu.be&v=D57uSFRSAr4>  
 October 16, 2014 at 12:03pm · Like

- Rhonda Timothy Benvenuti** thanks again for sharing and it has been passed on  
October 16, 2014 at 2:40pm · Like
- Seth Loven Roberta Joyce Rodgers** this is local do you believe it ?  
October 16, 2014 at 8:02pm · Like
- Lynn Lynn** they should have announced it prior to it's coming to Hickory to prevent people from freaking out. Usually if an event is planned, it's posted in the media or somewhere for the public to be informed!  
October 16, 2014 at 8:28pm · Like · 2
- Tyler Roach Tawny Lynn Roach Richard Roach Sherre Bice Roach Juan Blackwell**  
October 16, 2014 at 9:37pm · Like
- Tawny Lynn Roach** I don't believe it.  
October 16, 2014 at 10:09pm · Like
- Beth McClellan Rick N Denise Brank**  
October 16, 2014 at 10:12pm · Like · 1
- Karen Sytek Jerome Suma**  
October 18, 2014 at 11:02am · Like
- Teresa Mazzocchio** The timing couldn't be more perfect. Mmmmmmmmm????



## Legal Issues

- Records Retention Act
  - NC Department of Cultural Resources, Division of Archives and Records - Records Retention and Disposition Schedule
    - Board of Commissioners must adopt
- Public Records Law
  - Chapter 132 of the NCGS
- Protection of Free Speech

## Legal Issues (cont.)

- Use of Photography
  - Where do you get photos?
    - Take your own (with consent, signed release)
    - Purchase stock photos
    - Search online for royalty-free photos (CDC, NC DPH, APHA, etc.)

## Retrieving Information

- How long can we go back and read Facebook postings?
- How long do “likes” last?
- Easy to access?
- Hard to access?
- How do we keep it?



## Before You Start: What do you want to achieve?

- How will you engage the community?
- Who is your audience?
- How will you promote your social media presence?
- Be deliberate in thinking about what you want to achieve AND how you will manage it from here to eternity

## Farmers Market at Public Health

The image displays two 'WANTED' posters and a Facebook post. The first poster is for 'Abby', an apple character, with the following text: 'NAME: APPLE', 'ALIAS: "ABBY"', 'LAST SEEN: HANGING OUT AT PUBLIC HEALTH FARMERS MARKET', and a request for help to find her. The second poster is for 'Buddy', a broccoli character, with the text: 'NAME: BROCCOLI', 'ALIAS: "BUDDY"', and 'LAST SEEN: HANGING OUT AT THE PUBLIC HEALTH FARMERS MARKET'. The Facebook post is from 'Catawba County Public Health', dated August 20, 2014, and includes a video thumbnail of fresh produce.

**WANTED**  
NAME: APPLE  
ALIAS: "ABBY"  
LAST SEEN: HANGING OUT AT PUBLIC HEALTH FARMERS MARKET  
Help us find "Abby". She is hiding at one of the Public Health Farmers Markets. If you spot her, tell the police. Get a sticker on this cap or a sticker on the information board.

**WANTED**  
NAME: BROCCOLI  
ALIAS: "BUDDY"  
LAST SEEN: HANGING OUT AT THE PUBLIC HEALTH FARMERS MARKET

Catawba County Public Health  
Posted by Kelsey Johnston · August 20, 2014 ·  
The Catawba County Public Health Farmers Market is open on Thursdays from 11 a.m. to 2 p.m. in the front parking lot at Public Health. Whether you're coming by car, bus, bike or foot, we'd love to see you at the market!

968 people reached  
Like · Comment · Share  
Debra Allen Young, Sarah Lawson, Melissa Reid and 9 others like this.  
1 share  
Annie Earle Love the Farmer's Market!!  
August 20, 2014 at 9:49am · Unlike · 1