

Social Media Matters: Making Oral Health Part of the Conversation

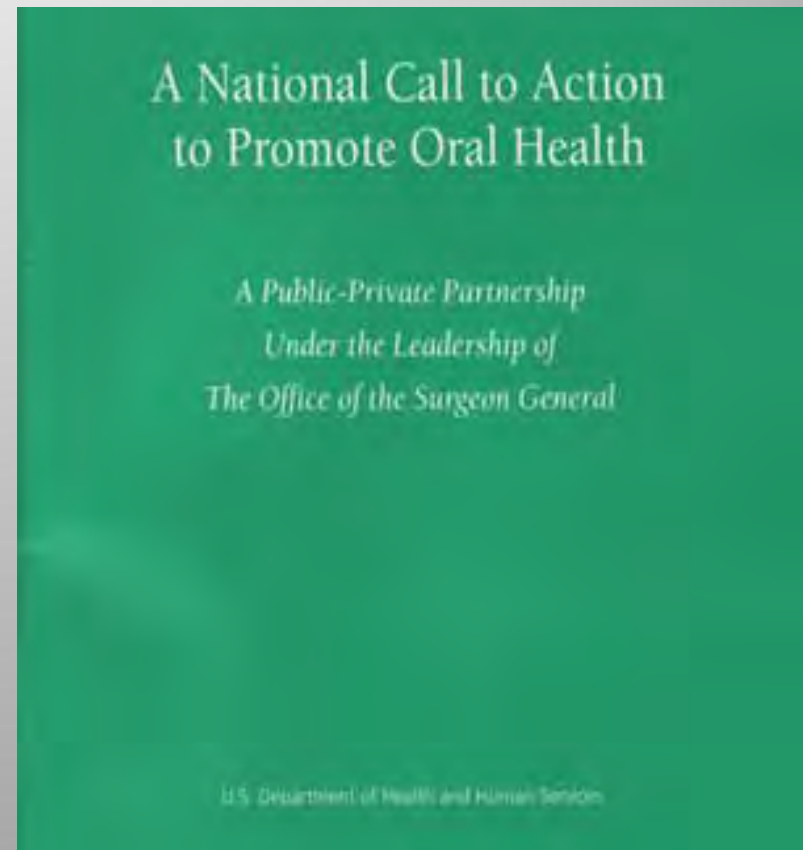
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Social Media Coordinator
Editor, *Oral Health Matters*



National Call to Action to Promote Oral Health

- Change perceptions of oral health care
- Overcome barriers to care by replicating effective program and proven efforts
- Build the science base and accelerate the science transfer
- Increase oral health workforce diversity, capacity and flexibility
- Increase collaborations

April 29, 2003

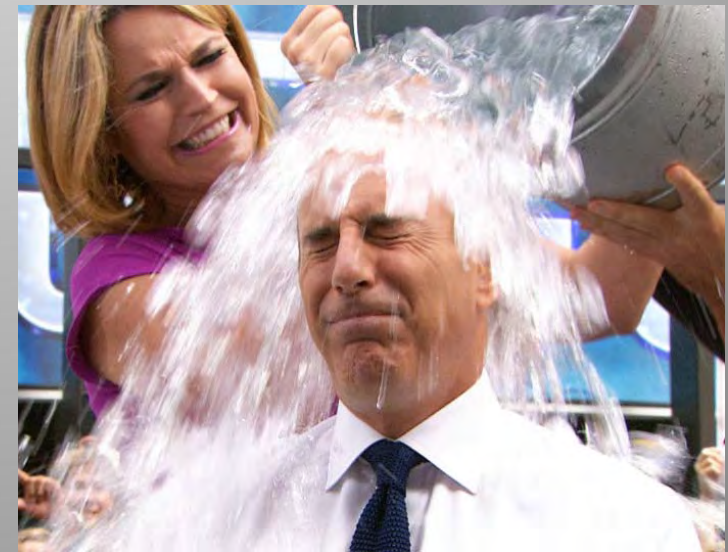




#icebucketchallenge



#icebucketchallenge



Impact of the Ice Bucket Challenge

- June 1 to Aug 13 – 1.2 million videos on Facebook
 - 15 million people posted, commented on, or liked a post about the challenge
- July 29 to Aug 17 – 2.2 million Twitter mentions
- July 29 to August 13 – #icebucketchallenge was used 73,566
- As of April 2015 – raised \$220 million
- Increased awareness and participation in subsequent ALS events by 30% to 100%



Why Use Social Media to Promote Oral Health?

1.39 Billion

- Increases Visibility
- Advocates
- Teaches



288 Million

- Influencers
- Media/News
- Policy Makers

- Cost Effective
- Quick & Easy
- Easily Accessible
- Little Time or Experience
- Reach Multiple & Diverse Audiences
- Expand Partnerships and Stakeholders

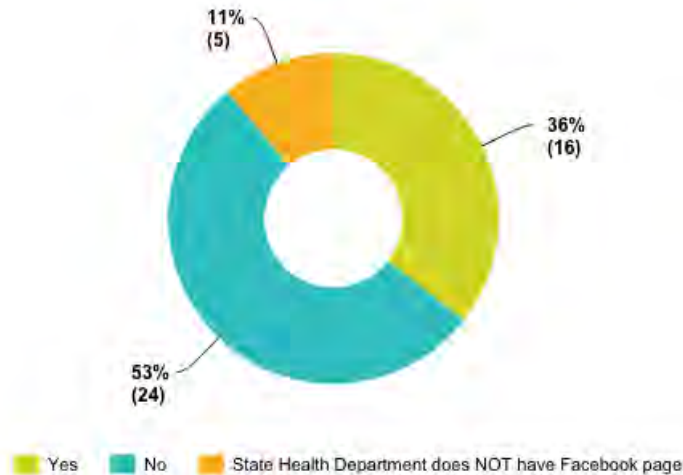


Social Media Survey 2014

n = 45 (96%)

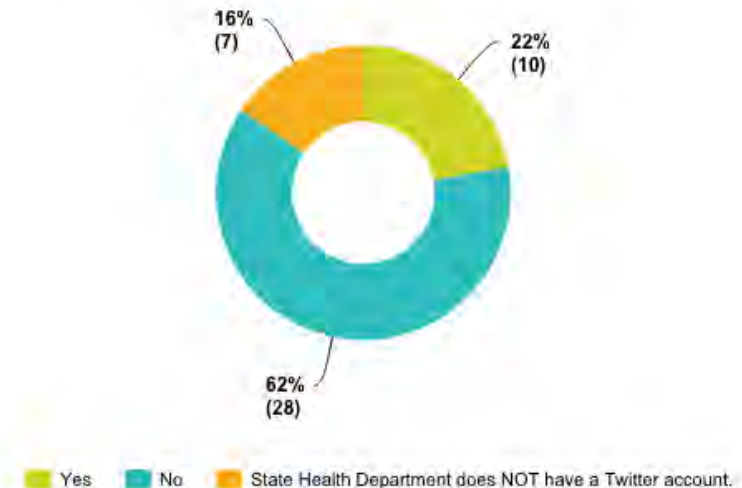
Have you or anyone in the SOHP used the State Health Department's FACEBOOK page to post an oral health message on behalf of the SOHP?

Answered: 45 Skipped: 0



Have you or anyone in the SOHP used your State Health Department's TWITTER account to post an oral health-related message?

Answered: 45 Skipped: 0

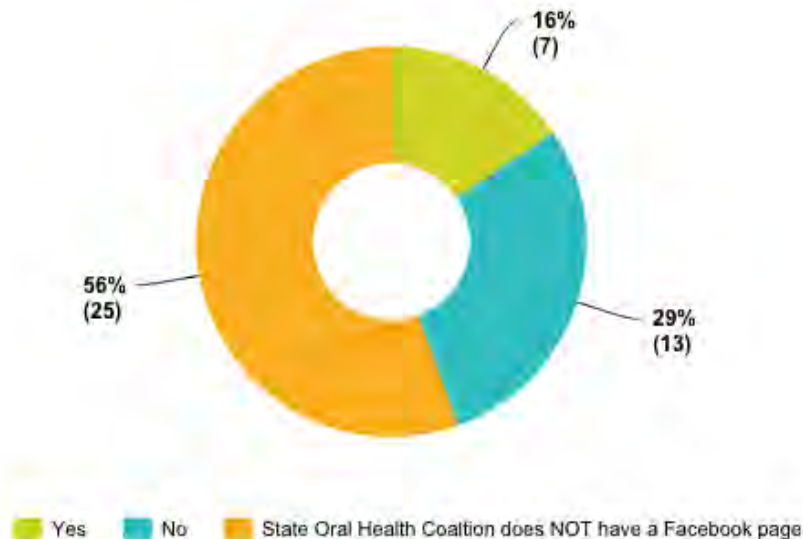


38% never asked to use Facebook
78% never asked to use Twitter

Social Media Survey 2014

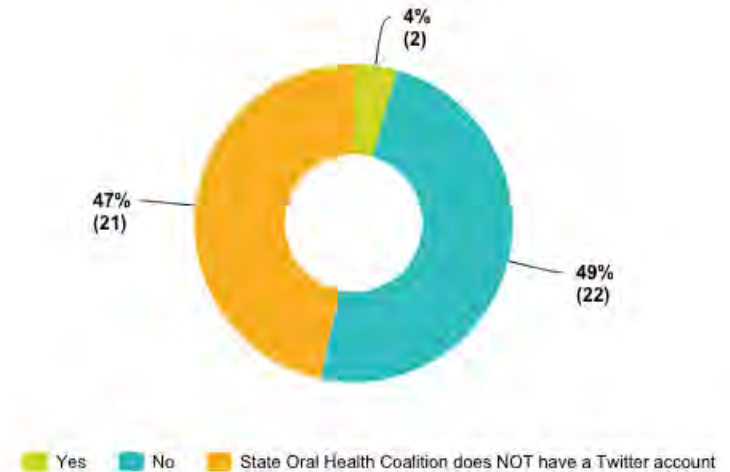
Have you or anyone in the SOHP used the State Oral Health Coalition's FACEBOOK page to post oral health messages on behalf of the SOHP?

Answered: 45 Skipped: 0



Have you or anyone in the SOHP used the State Oral Health Coalition's TWITTER account to send a tweet?

Answered: 45 Skipped: 0



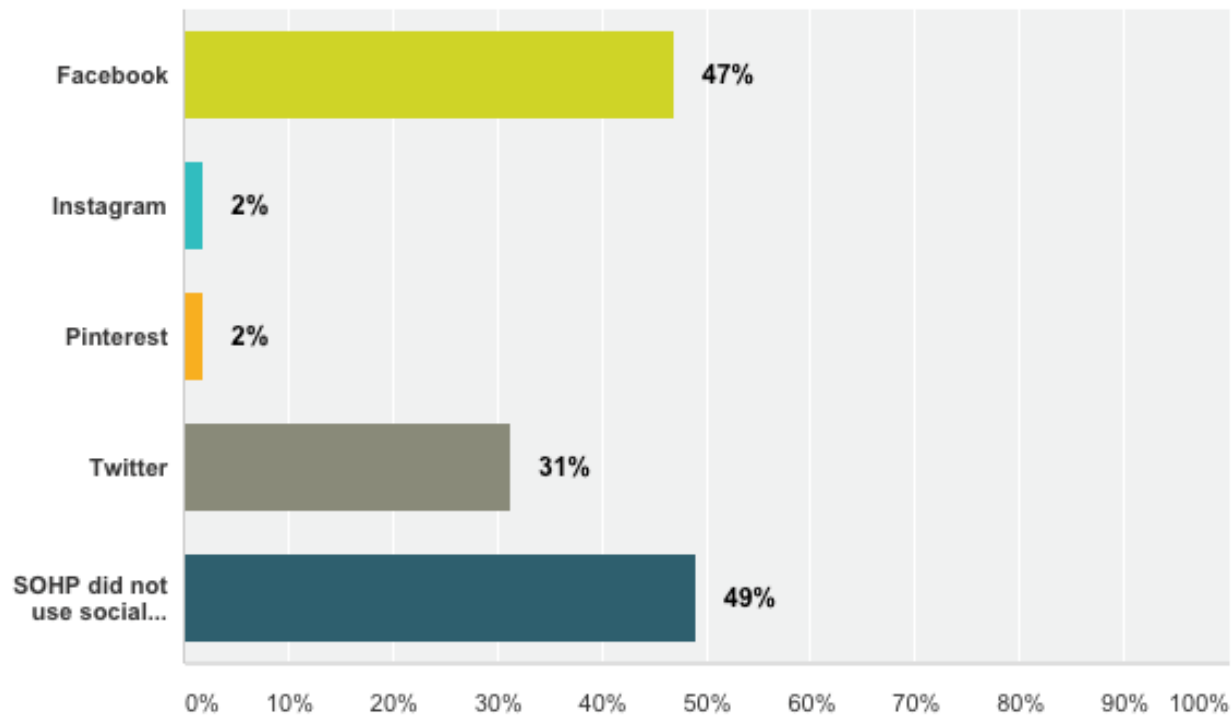
73% never asked to use Facebook
84% never asked to use Twitter

Social Media Survey 2015

n = 51 (100%)

During CALENDAR YEAR 2014: What social media outlets has the SOHP used to promote oral health messaging? Choose as many as applicable.

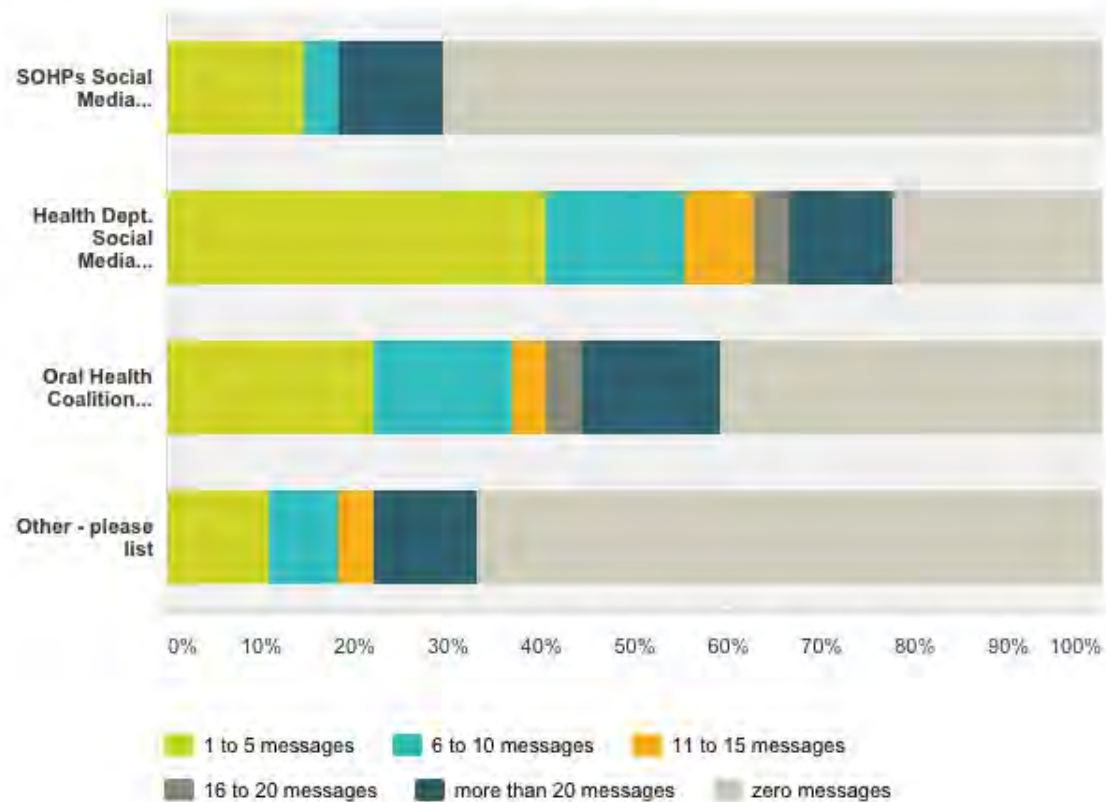
Answered: 51 Skipped: 0



Social Media Survey 2015

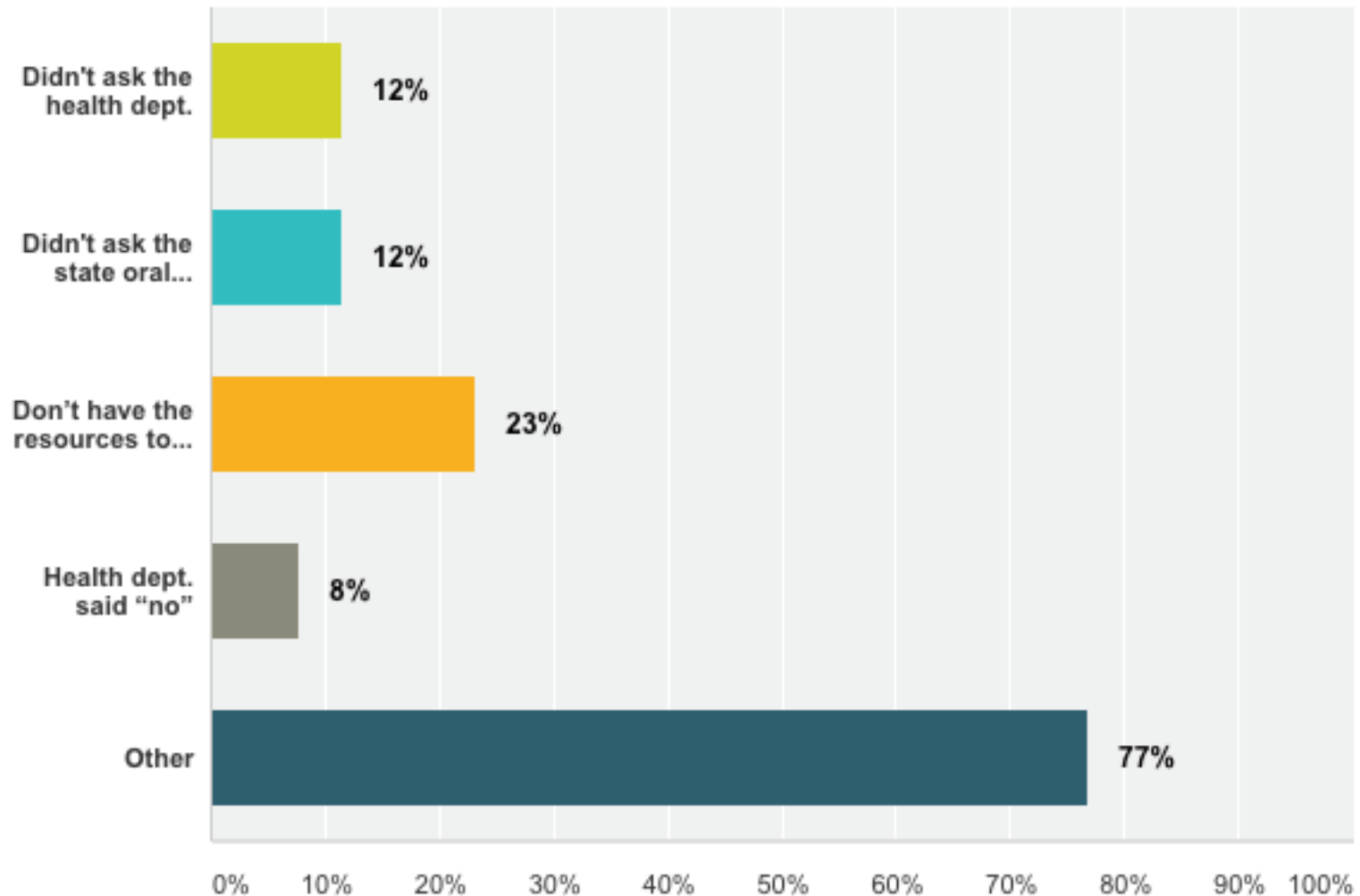
During CALENDAR YEAR 2014: How many oral health messages were promoted by what means? Please choose a response for each row.

Answered: 27 Skipped: 24



The SOHP did not use social media in calendar year 2014 - explain why

Answered: 26 Skipped: 25



“Insufficient time and staff.”

“The approval process is a barrier to using social media.”

“The health agency and department are very controlling, so we didn’t try.”

“Current policies don’t allow state program utilization.”

“Although the health department has a presence on Facebook and Twitter, very few people have access to the pages and program staff are not allowed access.”

“I would have to be convinced that social media has real benefits and minimal risks before using it in the oral health program.”

“The process for submitting a Facebook post, currently the only social media site used by our health department, is quite involved and all posting goes under review by the Division Administrator and management team. Last year a post was submitted for Oral Cancer Awareness Month. The final approved did oral cancer, Our state currently have an coalition.”



49% Did Not Use Social Media in 2014

CALL TO ACTION

**IF YOU
DON'T ASK,
THE
ANSWER IS
ALWAYS NO.**