

# Social Media

## Getting Beyond the Barriers

Three SOHP – Three Strategies



# Three States

## Three Common Elements

- Desire to Use Social Media
- Value Social Media
- Social Media is a Priority

“No one is ever too busy in this world.  
It is all about the priorities we choose.  
You always have time for the things  
that are important to you.”

How important is social media?

# Why Is Social Media Important for Oral Health ?

- Reach and interact with the people we serve
  - Increase oral health awareness
  - Improve oral health literacy
  - Teach prevention skills
  - Develop healthy behaviors
  - Increase access to oral health care
  - Listen to concerns
  - Understand needs
- Create and build case for oral health
  - Advocates
  - Networks
  - Movement

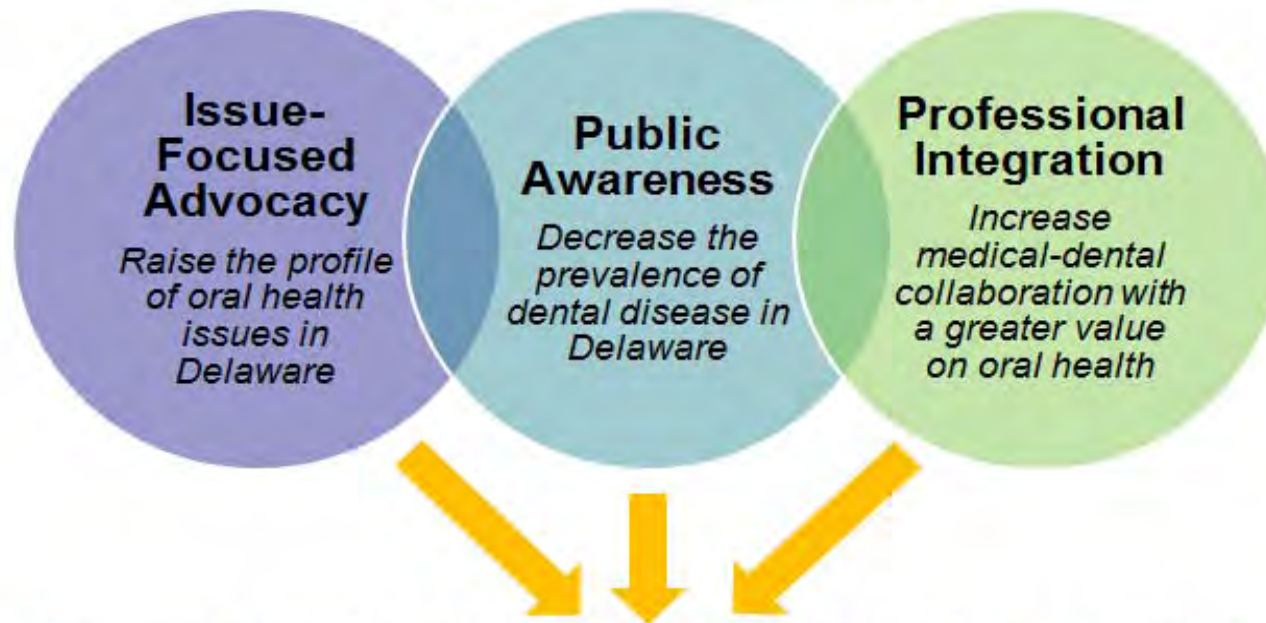
# Delaware

- Should we get involved?
- How do we start?
- What resources are required?
- Do we have the time?
- Do we have the expertise?
- What are the state restrictions?
- Will it be effective?
- How can we evaluate?



# Social Media

## A Good Fit for Delaware



*Delaware residents will enjoy good oral health as a result of issue-focused advocacy, public awareness of the benefits of oral health, increased medical-dental collaboration and the adoption of community interventions and healthy behaviors*



# Social Media Goals

- Increase oral health awareness
- Improve oral health literacy
- Improve oral health behaviors
- Increase access to care
- Create a statewide dental network
- Support the *Dental Movement*



# Called a Friend

## State Oral Health Program

- **Goals:** Same
- **Resources:** None
- **Time:** Limited
- **Expertise:** None
- **State restrictions:** No control
- **Evaluation:** No methods in place

## State HD Communications Office

- **Goals:** Same
- **Resources:** Committed
- **Time:** Budgeted
- **Expertise:** Available & supportive
- **State restrictions:** Control
- **Evaluation:** Methods in place



# Create Social Media Plan

- Affirmed goals
- Outline content
- Select media
- Determine Strategy
- Implement Strategy
- Evaluate





# What's the Payoff?

- Built a network of followers
- Likes and Shares (2,000 +)
- Tweets and Retweets (4,000 +)
- Pinterest (500 +)
- Website traffic increased

Delaware found a way to create and build social media component that engages, connects, and interacts with the people they serve



# Lessons Learned

- Reinforced value of relationships
- Partners can accomplish shared goals
- Collaboration sparks creation
  - Together they built a program where there was none
- SOHP can successfully use social media



# Setting the Stage

## Kentucky's Social Media Experiment

- SOHP – very small oral health workforce
- State oral health coalition on life support



# Kentucky's Barriers

- Health department (Communication dept.)
  - Strict controls
  - Cumbersome procedures and protocols
    - All messages must be vetted by many levels of administration
    - Process not conducive to *social* media
  - Limited public health messaging
- Coalition on life support



# Kentucky's Remedies

- Resuscitate the Coalition
- Kentucky Youth Advocates (KYA) + SOHP partner
  - DentaQuest 2014 grant to resurrect and develop coalition
  - Create Kentucky Oral Health Coalition
  - Strategic Plan
  - Prioritized oral health literacy
    - Opportunity to engage social media



# Kentucky's Results

- KOHC messaging with Facebook, Twitter, Pinterest, website, blog
- Messages are quick and targeted
  - Positive response, especially on Twitter
- Diverse following
- Build relationships with traditional and non-traditional partners



# Twitter

Profile summary ✕



TWEETS **409** FOLLOWING **225** FOLLOWERS **178** ⚙️ Following

**KY Oral Health C.**  
@KYOralHealth FOLLOWS YOU

A coalition of concerned citizens, advocates, and professionals working together to fulfill our mission to improve the oral health of all people in KY.

Kentucky · [kyoralhealthcoalition.org](http://kyoralhealthcoalition.org)

Followed by [Kentucky Smoke-free](#), [MDAC](#), [KYGovEarlyChildhood](#) and 45 others.

 **KY Oral Health C.** @KYOralHealth · Sep 23  
[@healthyky](#) Let's make it happen!

[Details](#)

# Facebook

The image shows a screenshot of the Facebook profile for the Kentucky Oral Health Coalition. The page header includes the Facebook logo, the name "Kentucky Oral Health Coalition", a search bar, and navigation links for "Lacey" and "Home". The cover photo features a close-up of a hand holding a red and white toothbrush over a white tube of toothpaste. The profile picture is a white square with the KOHC logo, which consists of the letters "KOHC" in a teal font with a smiley face integrated into the letter "O".

**Kentucky Oral Health Coalition**  
Organization

Interaction buttons: Liked, Following, Message, and a three-dot menu.

Navigation tabs: Timeline (selected), About, Photos, Reviews, More.

**PEOPLE** >

★ ★ ★ ★ ★  
283 likes  
6 visits

Laura Hancock Jones, Tracy Scholnick Gruber and 10 others like this.

Post Photo / Video

Write something on this Page...

KOHC **Kentucky Oral Health Coalition** shared a link.  
September 18

KOHC was recently featured in the July/August 2014 issue of Kentucky



# Blog

Kentucky Oral Health Coalition



For a lifetime of oral health

[About Us](#) [Membership](#) [Events](#) [Resources](#) [Blog](#)

## Blog

### Synergy: The interaction of KOHC and KDA to improve the overall oral health of Kentuckians



The Kentucky Oral Health Coalition was recently featured in the July/August 2014 issue of Kentucky Dental Association's (KDA) magazine, KDA Today. The article, written by KOHC's own Lacey McNary, focused on the increasing awareness of Kentucky's oral health needs and the growing ...

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Tweets

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Foundation4HealthyKy

@healthky

23 Sep

# Kentucky's Lessons Learned

- Relationships!
- Priceless relationship between SOHP, KYA and KOHC
  - Unites members
  - Builds and connects followers
  - Increase ownership
  - Stimulates conversation
  - The coalition can speak when the SOHP can not



# The Stars were Aligned

- We didn't want the world to pass us by
  - Reach a new demographic
  - Increase ability to get the word out
- It's all about timing
- Strong relationship with gatekeeper
  - We just did it!
- New leadership is tuned in and active
- Research associates provide social media work force
- If we asked today?



# *Healthy Teeth, Healthy Kids*

- Comprehensive social marketing campaign
- Social media key component
- Involve Health Dept. Communication Director
- Strategic partnership with Maryland Dental Action Coalition (MDAC)
- Brand *HTHK* as MDAC initiative
  - Increased freedom
  - No Health Department approval needed
  - HTHK social media ↔ SOHP social media



# Partnerships Create Flexibility

## Flexibility Boosts Engagement

### SOHP

- Official
- Educational
- Message-driven
- Informative

### HTHK

- Informal, responsive
- Engaging, interactive
- Campaign/stakeholder-driven
- Influential, promotional



# Maryland's Social Media Platforms

- Facebook
- Twitter
- Instagram
- Pinterest



# Create and Build Awareness



**Healthy Teeth, Healthy Kids**


Posted by Alison Patricia [?] - September 18 - Edited

Keep an eye out for #DientesSanosNinosSanos transit advertising in #Maryland! <http://espanol.healthyteethhealthykids.org/>



# Enhance Connectivity

## How to Have a Healthy Mouth



**Office of Oral Health**  
Helping Maryland Smile

**MARYLAND**  
Martin O'Malley, Governor  
Anthony G. Brown, Lieutenant Governor  
John M. Colmers, Secretary

For more information, please contact:  
Office of Oral Health  
Family Health Administration  
Maryland Department of Health and Mental Hygiene  
201 W. Preston Street, 3rd Floor  
Baltimore, MD 21201  
(410) 767-5300 • [oralhealth@dhmh.state.md.us](mailto:oralhealth@dhmh.state.md.us)  
[www.fha.state.md.us/oralhealth](http://www.fha.state.md.us/oralhealth)

## Healthy Teeth, Healthy Kids



HealthyTeethMD retweeted



**MouthHealthy** @ADAMouthHealthy - Jul 21

Foods that are good for your body are good for your mouth too! Learn more: [expi.co/048EI](http://expi.co/048EI)



17 5

[View more photos and videos](#)



# Target Key Audiences



**Healthy Teeth, Healthy Kids**

Posted by Alison Patricia [?] · September 25

Be sure to give your baby milk or tap water! Do not give him/her drinks with added sugar, like soda or juice.

<http://healthyteethhealthykids.org/caring-for-your-childs-mouth-from-birth-through-age-6/>



# Create & Participate in Social Media Blasts

**HealthyTeethMD** @HealthyTeethMD · Aug 13  
A dentist sums up the research: "don't smoke if you want to save your teeth – and your life"  
[bitly.com/VeqP5y](http://bitly.com/VeqP5y) #CDCTips

**HealthyTeethMD** @HealthyTeethMD · Aug 13  
For each person dying from smoking-related cause, 30 more suffer at least one serious illness from smoking [cdc.gov/tips](http://cdc.gov/tips) #CDCTips

**HealthyTeethMD** @HealthyTeethMD · Aug 13  
Study: 3 of 4 smokers with gum disease got it from smoking  
[1.usa.gov/1xiyCNx](http://1.usa.gov/1xiyCNx) #CDCTips  
#smoking

**HealthyTeethMD** @HealthyTeethMD · Aug 13  
#Tobacco use is the #1 preventable cause of death/disease in the US. Let's educate our patients - Quit now. #CDCTips [1.usa.gov/1vY3OPp](http://1.usa.gov/1vY3OPp)



**MDHMH Office of Oral Health**

Posted by Alison Patricia [?] · March 15

Your baby's teeth begin to develop between the third and sixth months of pregnancy! Good nutrition throughout your pregnancy will give your baby a jump start on a healthy mouth. #NationalNutritionMonth  
<http://healthyteethhealthykids.org/how-to-care-for-your-mouth-while-you-are-pregnant/>



# Link Oral Health to Trending Topics



**Healthy Teeth, Healthy Kids**  
Posted by Alison Patricia (?)  
August 15 · 🌐

Is your family enjoying #SharkWeek? Encourage them to get hooked on flossing!

🏷️ Tag Photo 📍 Add Location ✎ Edit


Like · Comment · Share

👍 Jaime Greco, Karine Naibandyan, Kaynaat Shiekh Khan and 14 others like this.

📄 137 shares

👤 Anna Hooper-Mixon Dionda Hughes-Brown · 🗨️ Like · Reply · August 18 at 7:10am

✎ Write a comment...



**Healthy Teeth, Healthy Kids**  
November 25, 2013 · Edited · 🌐

The best way to promote oral health for your "modern family" is to stick to a (2x daily) brushing and (1x daily) flossing routine! #MOFY #dental

🏷️ Tag Photo 📍 Add Location ✎ Edit

Like · Comment · Share

👍 Matthew James, Tanya Lynn Oechsner, Joëlle Beauséjour and 10 others like this.

📄 107 shares

✎ Write a comment...

Healthy Teeth, Healthy Kids in Timeline Photos · Tag Photo · Options · Boost Post · Share · Like

**HealthyTeethMD** @HealthyTeethMD · now

Got #pumpkin fever? This #superfood is packed with Vitamins A & C, but those lattes are full of #sugar & contain no real pumpkin! #dental

8:00 AM - 2 Oct 2014 · Details



# What Works?



- Post and tweet daily
- Connect with traditional and non traditional organizations
- Pay attention to pop culture
- Short & sweet, with flair (pictures, hashtags, etc.)
- Engagement is the key to effective social media
- Track goals and progress using Facebook 'Insights' tool
- Assign responsibility for social media



# Lessons Learned

- Make social media a priority!
- Recognize value and build a case for the benefits of social media
- Build relationship inside and outside your SOHP that support your social media goals
- Consider creating an independent program
- Don't let barriers stand in your way
- Find a way to make social media happen

