

# HELP ME GROW SOCIAL MEDIA CAMPAIGN IMPLEMENTATION AND LESSONS LEARNED



Iowa Chapter of the American Academy of Pediatrics

# Iowa AAP

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# What is Help Me Grow?

- Help Me Grow is a system that connects at-risk children through age 8 with the services they need in their community.
  - ▣ Evidenced-based
  - ▣ 4 core components, 3 structural requirements
- Builds collaboration across sectors, including child health care, early care and education, and family support
- Iowa is one of 17 affiliate states (only one in Midwest)

# Goals and Purpose of Campaign

- Utilize social media to highlight and promote screening and surveillance to Iowa parents and pediatricians, with the intention of connecting Iowa families to appropriate local, state, and national resources.
- Target Audience
  - ▣ Parents/Caregivers
  - ▣ Pediatricians
- 2 tailored posts per day for 31 days (March 1<sup>st</sup>-31<sup>st</sup>)

# Exposure and Reach

Dear *Help Me Grow* National Affiliates,

The Iowa Chapter of the American Academy of Pediatrics is excited to announce that, in March 2013, we will be conducting a *Help Me Grow* Social Media Campaign. The mission of this initiative is to highlight and promote screening and surveillance resources for Iowa parents and pediatricians with the intention of connecting Iowa families to appropriate local, state, and national resources.

The HMG Social Media Campaign will utilize Facebook, Twitter, and YouTube to deliver daily resources and links to associated websites, and the campaign will cover a variety of topics related to early childhood development. There will be two posts per day: one post in the morning aimed at parents and community members and one post in the evening aimed at pediatricians and healthcare providers.

I would like to invite you to join us in this campaign! In order to maximize the impact and reach, please follow these easy steps:

1. Follow us on Facebook by searching "Iowa Chapter of the American Academy of Pediatrics" (<https://www.facebook.com/IowaPeds/>)
2. Follow us on Twitter by searching [@IowaChapterAAP](#)
3. Subscribe to our YouTube channel: Iowa AAP
4. Spread the word: share the campaign with friends, family, colleagues and patients!

In return, we would like to Follow and "Like" your respective pages in order to connect the HMG community, share this campaign with others, and support your programs. Please send the links to your organization's Twitter and Facebook pages to [rachel-nash@uiowa.edu](mailto:rachel-nash@uiowa.edu). Our hope is that this pilot project can be replicated in the future using state-specific resources. Please note that many of the resources are Iowa-based and may not be applicable to your particular state.

We appreciate your support with this endeavor and hope you find the campaign innovative and useful.

Sincerely,

Rachel Nash  
Social Media Intern  
Iowa Chapter of the American Academy of Pediatrics  
<http://iowapeds.org/>  
(630) 936-8200

 Help Me Grow  
Iowa



- Website
- Letters to National Affiliates
- Connection with local and national organizations on social media
- Word-of-mouth at pediatric conferences
- Organizations with large following to help spread word to target audiences (UI Children's Hospital)



# Social Media

# Facebook Page

- Connects with PEOPLE in organizations
- Benefits
  - ▣ User friendly for parents
  - ▣ Tracks “Likes” and Reach of posts
  - ▣ Longer posts with more detail and contact information
  - ▣ Pictures on links
- Drawbacks
  - ▣ Reach depends on number of “likes” on page and on people sharing

# Help Me Grow Social Media Campaign

## March 1st-31st, 2013

Follow us on Twitter @IowaChapterAAP



### Iowa Chapter of the American Academy of Pediatrics

72 likes · 9 talking about this



Non-Profit Organization  
Dedicated to the health of Iowa's children.



72



About

Photos

Likes

Twitter

Highlights

- Status
- Photo / Video
- Event, Milestone +

What have you been up to?

Iowa Chapter of the American Academy of Pediatrics shared a link.  
8 hours ago

Selecting a screening instrument that is right for your practice can be a daunting task. Luckily, The Commonwealth Fund conducted a

#### Recent Posts by Others

See All

- University of Iowa Children's Hospital  
Is your young child becoming school ready? Check out thi...  
43 likes · 1 comment · 3 shares · March 10 at 4:46pm
- FIRST5  
Great work on Help Me Grow! We're moving forward in Alam...  
1 like · March 7 at 11:44am
- Kansas City University of Medicine and Biosciences  
Learn strategies for negotiating the complex ethical terra...  
1 like · February 27 at 4:01pm

Create Page

Now

2013

2012

Founded

See Your Ad Here

Iowa Chapter of the American Academy of Pediatrics



Dedicated to the health of Iowa's children.

Like · Iowa Chapter of the American Academy of Pediatrics likes this.

Promote Your Page



# Twitter

- Connects with ORGANIZATIONS and VIPs
- Benefits
  - ▣ Brevity of posts
  - ▣ Easier to connect with target audience through hash tags (#AAP2012) and re-tweets
- Drawbacks
  - ▣ 140 character posts – lack key information and cumbersome to get point across
  - ▣ Only as popular as your most popular follower

Tweets

Following

Followers

Favorites

Lists



View all photos and videos

Who to follow · Refresh · View all



**Penguin Books USA** @peng...  
Followed by Reach Out and Read...  
Promoted · Follow



**Harvard Public Health** @Harvard...  
Followed by Child Health USA an...  
Follow



**APHA Get Ready** @GetReady  
Followed by AMCHP and others  
Follow

Browse categories · Find friends

Trends · Change

#RallyCry Promoted  
#TheMostAnnoyingThingsEver  
#threewordstoliveby

**Iowa AAP**  
@IowaChapterAAP  
Official Twitter feed for IA AAP – Dedicated to the health of Iowa's children.  
Iowa · <http://www.iowapeds.org>

130 TWEETS

170 FOLLOWING

108 FOLLOWERS



Tweets



**Iowa AAP** @IowaChapterAAP 8h  
Finding the best screening instruments for your practice can be a daunting task. The Commonwealth Fund can help! [ow.ly/jjZ1f](#)  
Expand



**Iowa AAP** @IowaChapterAAP 16h  
"Information is key & it's a one stop shop." This video describes why the CDD at @UICchildrens is so amazing! [ow.ly/jk0j3](#)  
Expand



**Iowa AAP** @IowaChapterAAP 21 Mar  
Healthy Child Care America summit 2009 report: "Developmental Screening in Early Childhood Systems." Check it out! [ow.ly/jhWsR](#)  
Expand



**Iowa AAP** @IowaChapterAAP 21 Mar  
Family to Family Iowa is a network of Navigators providing free assistance to families of children with special needs [ow.ly/jhTLW](#)  
Expand



**Iowa AAP** @IowaChapterAAP 20 Mar

# Hootsuite

- Social Media Dashboard
- Manage all social media outlets in one place
- Schedule posts to reduce labor of entering posts daily
- Custom Reports and Analytics
  
- Drawbacks
  - Cannot tag Facebook organization pages and must know @Tag for Twitter
  - More work on the backside to schedule all posts
  - Some reports require “points” (Hootsuite Pro costs money)
  - Learning curve to navigate

# Hootsuite Publisher

hootsuite.com/dashboard#/publisher/pastscheduled

Click to select a social network

Day Week Month

Mar 3 — 9 2013

today

Mon 3/4 Tue 3/5 Wed 3/6 Thu 3/7 Fri 3/8 Sat 3/9

1:30

3pm

4pm

5pm

6pm

7pm

Mar 23, 2:20 am (GMT-5) America/Chicago

140

Schedule

2013-03-07

1 : 30 AM PM

Email me when message is sent

Want to save time? Try the bulk message uploader

3pm

4pm

5pm

6pm

7pm

The CDC list of The Centers screening tools for Disease pediatricians & Control and helpful screeni Prevention

Policy Recomm from the AAP: Infant and Yo Children With

Policy Recommendation from the American

This suppleme This strategies to er supplement implement per outlines mental health strategies to

A useful fact st Identifying the NIDCD on l newborns with increase follow hearing loss evaluations for during the

@CDCgov offe Research has Spectrum Diso found that screening and Autism recommendati Spectrum

Children under Children benefit from In under 4 can Based Pediatri benefit from Screening. Pol Instrument.

In Iowa, over 9% in Iowa, over children ages b 90% of are seen by a p children ages provider @IAP birth to five

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# Research and Design

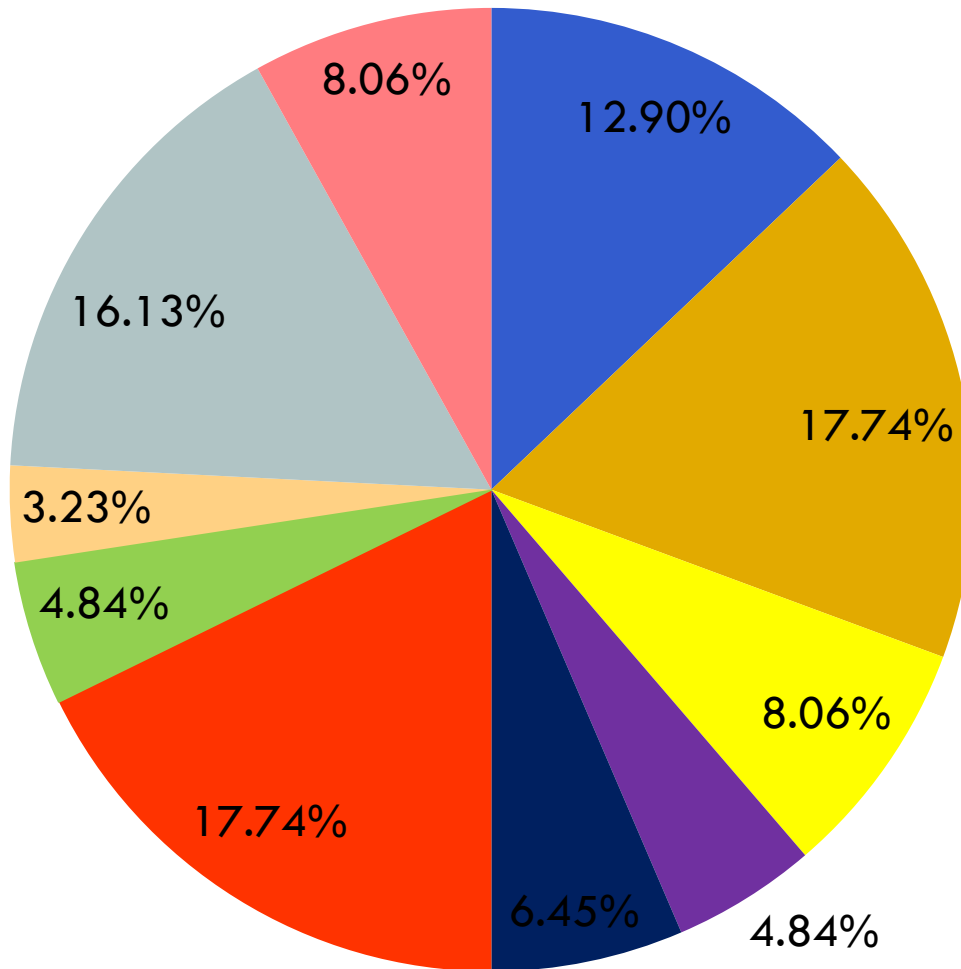
# Research

- Search methods
  - ▣ Reputable sources (CDC Learn the Signs, Act Early Campaign, HMG, *Pediatrics*)
  - ▣ All state resources available
  - ▣ Variety of topic areas and types of media
- Organization
  - ▣ Choose best resources for each audience
  - ▣ Excel File
- Time
  - ▣ Research and organization took 30-40 hours
  - ▣ Writing posts took an additional 20 hours

Microsoft Excel ribbon showing tabs: File, Home, Insert, Page Layout, Formulas, Data, Review, View. The Home tab is active, displaying options for Clipboard, Font, Alignment, Number, Styles, Cells, and Editing.

Day	Source	Topic Area	Link	Media Type	Other links
1-Mar	Help Me Grow National Center	Introduction HMG	<a href="http://www.youtube.com/watch?v=lfupl4bARlk">http://www.youtube.com/watch?v=lfupl4bARlk</a>	video	
2-Mar	Project Launch Iowa & SAMHSA	Mental and behavioral health	<a href="http://www.projectlaunchiowa.org/index.html">http://www.projectlaunchiowa.org/index.html</a>	website	<a href="http://projectlaunchiowa.org">http://projectlaunchiowa.org</a>
3-Mar	CDC (Learn the Signs, Act Early Campaign)	Milestones	<a href="http://www.cdc.gov/ncbddd/actearly/milestones/index.html">http://www.cdc.gov/ncbddd/actearly/milestones/index.html</a>	milestone checklist	
4-Mar	Zero to Three	Early Development	<a href="http://www.zerotothree.org/about-us/areas-of-expertise/free-downloads">http://www.zerotothree.org/about-us/areas-of-expertise/free-downloads</a>	Handouts	
5-Mar	Healthychildren.org (AAP)	Mental health	<a href="http://www.healthychildren.org/English/healthy-living/emotional-wellness">http://www.healthychildren.org/English/healthy-living/emotional-wellness</a>	podcast	
6-Mar	Iowa Department of Public Health	Hearing loss	<a href="http://www.idph.state.ia.us/iaehdi/default.asp">http://www.idph.state.ia.us/iaehdi/default.asp</a>	state resource (EHDI)	
7-Mar	Child Health Specialty Clinic	Autism	<a href="http://www.chsciowa.org/regional-autism-services-program.aspx">http://www.chsciowa.org/regional-autism-services-program.aspx</a>	state resource	<a href="#">mommy blog</a>
8-Mar	Iowa KidSight (UIHC Ophthalmology)	Vision	<a href="http://webeve.opth.uiowa.edu/IowaKidSight/index.htm">http://webeve.opth.uiowa.edu/IowaKidSight/index.htm</a>	state resource	
9-Mar	Iowa Department of Public Health	First Five	<a href="http://www.idph.state.ia.us/1stfive/parents.asp">http://www.idph.state.ia.us/1stfive/parents.asp</a>	state program	
10-Mar	First Signs (CDC linked)	Communicating with physicians	<a href="http://www.firstsigns.org/concerns/parent_doc.htm">http://www.firstsigns.org/concerns/parent_doc.htm</a>	website/tool	
11-Mar	Medical Homes Initiative	Medical Homes	<a href="http://www.medicalhomeinfo.org/">http://www.medicalhomeinfo.org/</a>	website/video	<a href="http://www.youtube.com/watch?v=...">http://www.youtube.com/watch?v=...</a>
12-Mar	Zero to Three	Brain Development	<a href="http://www.zerotothree.org/child-development/brain-development">http://www.zerotothree.org/child-development/brain-development</a>	Interactive brain development map	
13-Mar	Baby's First Test (Center for Congenital and Inherited Diseases)	Newborn Screening	<a href="http://www.babysfirsttest.org/newborn-screening/states/iowa">http://www.babysfirsttest.org/newborn-screening/states/iowa</a>	Informational list	
14-Mar	Iowa Department of Education, Public Health, CHS	Early Intervention Services	<a href="http://www.earlyaccessiowa.org/">http://www.earlyaccessiowa.org/</a>	state resource	
15-Mar	National Health Mothers, Healthy Baby Coalition	Health Technology	<a href="https://www.text4baby.org/">https://www.text4baby.org/</a>	Message service (3x per week)	
16-Mar	I-Smile	Dental Screening	<a href="http://www.ismiledentalhome.iowa.gov/">http://www.ismiledentalhome.iowa.gov/</a>	state resource	
17-Mar	Help Me Grow National Center	Various Topics	<a href="http://www.helpmegrownational.org/pages/blog.php">http://www.helpmegrownational.org/pages/blog.php</a>	Blog	
18-Mar	Family Voices, Inc. (with MCHB and HRSA)	Child health and development	<a href="http://www.brightfuturesforfamilies.org/materials.shtml">http://www.brightfuturesforfamilies.org/materials.shtml</a>	national resource/materials	
19-Mar	Iowa Department of Public Health	Environmental Toxins - lead poisoning	<a href="http://www.idph.state.ia.us/eh/lead_poisoning_prevention.asp">http://www.idph.state.ia.us/eh/lead_poisoning_prevention.asp</a>	state resource	
20-Mar	Iowa Hands & Voices	Hearing loss	<a href="http://www.iowahandsandvoices.org/">http://www.iowahandsandvoices.org/</a>	GBYS peer support group	
21-Mar	Family to Family Iowa	Children with special needs	<a href="http://www.familytofamilyiowa.org/">http://www.familytofamilyiowa.org/</a>	state resource (family navigators)	
22-Mar	University of Iowa Children's Hospital	CDD Information	<a href="http://www.youtube.com/watch?v=Dxla1tnpc8&amp;feature=youtu.be">http://www.youtube.com/watch?v=Dxla1tnpc8&amp;feature=youtu.be</a>	video	
23-Mar	Yellow Pages	Resources	<a href="http://www.yellowpagesforkids.com/help/ia.htm">http://www.yellowpagesforkids.com/help/ia.htm</a>	list of state resources	
24-Mar	Technical Assistance Center on Social Emotional Int	Social/Emotional Development	<a href="http://www.challengingbehavior.org/communities/families.htm">http://www.challengingbehavior.org/communities/families.htm</a>	Backpack connection series	
25-Mar	March of Dimes	Milestones	<a href="http://www.marchofdimes.com/baby/growing_development.htm">http://www.marchofdimes.com/baby/growing_development.htm</a>	video	
26-Mar	Centers for Disease Control and Prevention	Autism	<a href="http://www2c.cdc.gov/podcasts/player.asp?f=6561116">http://www2c.cdc.gov/podcasts/player.asp?f=6561116</a>	podcast	
27-Mar	Help Me Grow National Center	HMG success story	<a href="http://www.helpmegrownational.org/pages/videos.php">http://www.helpmegrownational.org/pages/videos.php</a>	Washington video	
28-Mar	Centers for Disease Control and Prevention	Milestones	<a href="http://www.cdc.gov/NCBDDD/actearly/documents/Amazing_Milestones.pdf">http://www.cdc.gov/NCBDDD/actearly/documents/Amazing_Milestones.pdf</a>	Children's book	
29-Mar	Reach Out and Read	Literacy	<a href="http://www.reachoutandreadiowa.org/">http://www.reachoutandreadiowa.org/</a>	website	
30-Mar	Easterseals	Ages and Stages	<a href="http://www.easterseals.com/site/PageNavigator/ntlc10_mffc_hoi">http://www.easterseals.com/site/PageNavigator/ntlc10_mffc_hoi</a>	ASQ-3 questionnaire	
31-Mar	Center for Disabilities and Development	Local Services	<a href="http://www.referweb.net/compass/Search.aspx">http://www.referweb.net/compass/Search.aspx</a>	Referral	

# Topics Addressed

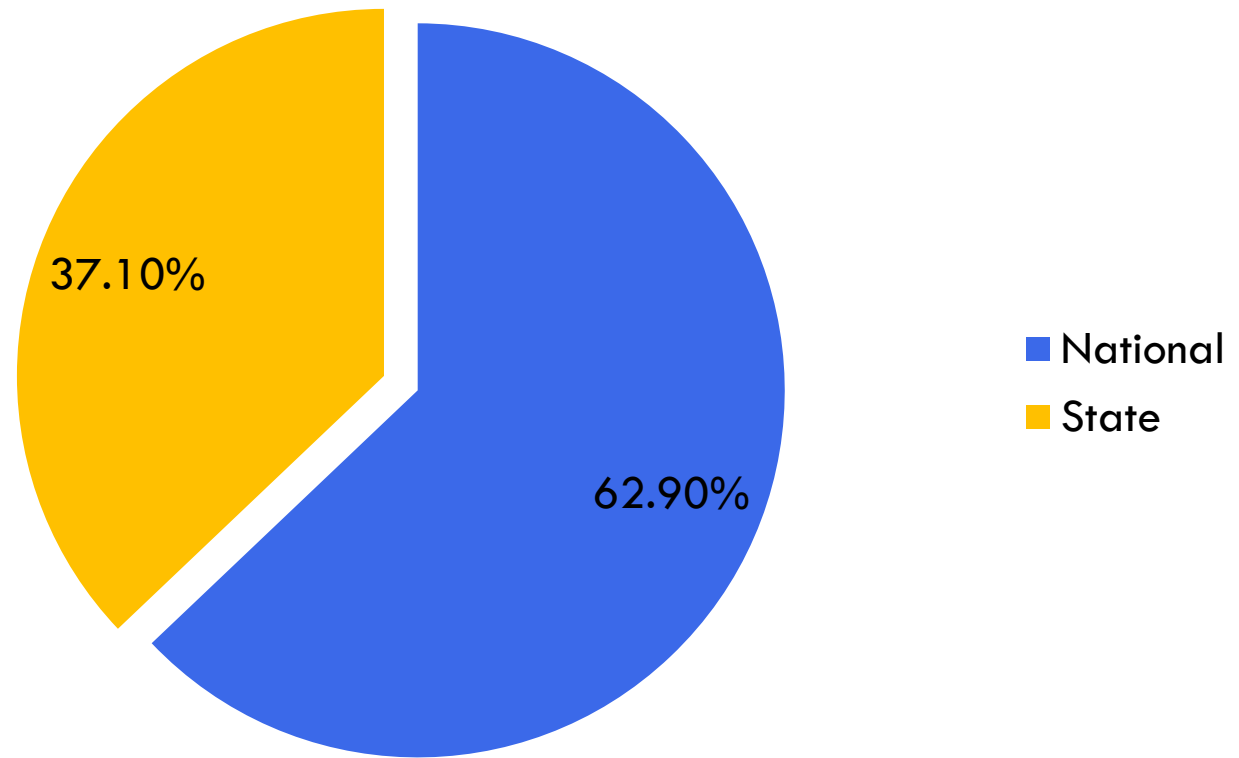


- Mental, Social, Behavioral
- Milestones and Development
- Hearing and Vision
- Autism
- Help Me Grow
- Screening and Surveillance
- Literacy and Education
- Environmental
- State Based Programs and Referrals
- Medical Homes and Communication



# Iowa Specific vs. National Resources

## Resources

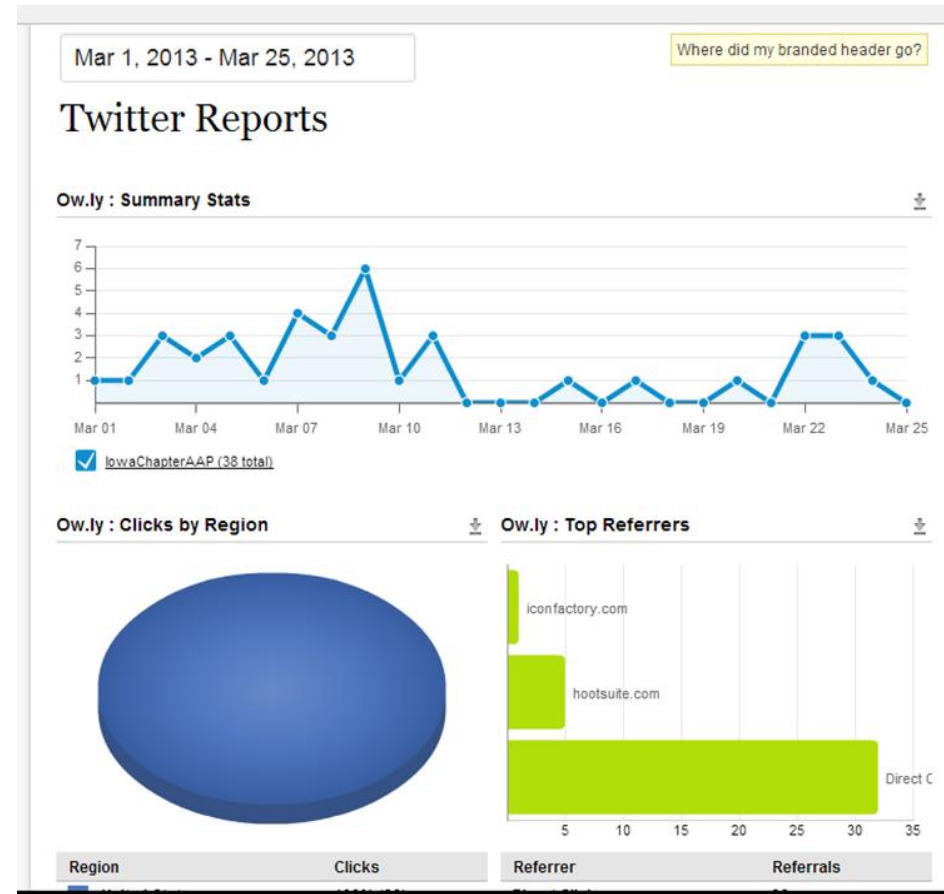


# Analytics and Tracking

## □ Facebook Analytics

- ▣ Reach
- ▣ Engaged Users/Talking About This
- ▣ Virality
- ▣ Can export data to Excel

## □ Hootsuite Report of Twitter “Clicks”



# Facebook

Browser tabs: Pomerantz Career C x www.careers.uiowa x www.careers.uiowa x www.careers.uiowa x The Help Me Grow x Iowa American Aca x Iowa Chapter of the x Iowa Chapter of the x

Address bar: [https://www.facebook.com/IowaPeds?sk=page\\_insights](https://www.facebook.com/IowaPeds?sk=page_insights)

Search: Search for people, places and things

Page Name: Iowa Chapter of the Ameri... Timeline

Navigation: Overview Likes Reach Talking About This

All dates and times are in Pacific Time [Export Data](#)

Total Likes? **72** 0%  
 Friends of Fans? **22,057** ↑8.32%  
 People Talking About This? **41** ↑355.56%  
 Weekly Total Reach? **582** ↓-82.38%

Posts? People Talking About This? Weekly Total Reach?

Page Posts (Updated 2 minutes ago)

All Post Types

Date?	Post?	Reach?	Engaged Users?	Talking About This?	Virality?
3/24/13	Starting in fall 2012 the Iowa Neonatal M...	89	5	3	3.37%
3/24/13	The Backpack Connection Series was crea...	20	3	1	5%
3/23/13	The Enhancing Developmentally Oriented ...	20	--	--	--

Right sidebar: Create Page, Iowa Chapter of the American Academy of Pediatrics, Dedicated to the health of Iowa's children. Like · Iowa Chapter of the American Academy of Pediatrics likes this. Advertise Your Page

# Most Successful Posts

## Facebook

- Children under 4 can benefit from Instrument-Based Pediatric Vision Screening. Read this policy statement from the American Academy of Pediatrics to learn why!

## Twitter

- Iowa Kidsight offers free vision screening for infants and young children in all 99 counties of Iowa!  
@Ulchildrens

A horizontal decorative bar at the top of the slide, consisting of a yellow square on the left and a blue rectangle on the right.

# Successes and Lessons Learned

# Successes

- Increased number of “Likes” and Followers
  - ▣ 17 new “Likes” on Facebook Page
  - ▣ 24 new Followers on Twitter
  - ▣ Increase the number of people talking about our Page by 355%
- Compiled resources in one place for future referrals
- Preliminary feedback from colleagues has been positive
  - ▣ professional, informative and relevant

# Challenges and Areas for Improvement

- Reach was limited
  - ▣ Build up following before campaign begins (“Like” campaign)
  - ▣ Personal connections with state agencies
- Know audience and tailor
- Information overload
  - ▣ Spread out over longer period of time
- Twitter – create own hashtag to promote or tie to existing hashtag
- Time posts with relevant events and days (World Autism Awareness Day)

# Lessons Learned



- Expanding reach in advance is key
- Clearly define target audience
  - ▣ Focus on either parents or pediatricians
- Campaign Fatigue
  - ▣ Quality not quantity and keep it simple
  - ▣ Message should be unique and interesting (avoid repetition)
- Social Media takes time!



# Plans for the Future



- Archive
  - HMG National Page
  - Iowa AAP website
- Evaluation
  - Reach and Exposure
  - Content Usefulness and Appropriateness
  - Satisfaction
  - Outcomes (number of parents connected with resources, number of pediatricians who utilized screening tools in practice)

Thank you!

