HELP ME GROW SOCIAL MEDIA CAMPAIGN
IMPLEMENTATION AND LESSONS LEARNED

Iowa Chapter of the American Academy of Pediatrics
Iowa AAP

President: Debra Waldron, MD, FAAP
Chapter Executive Director: Tess Barker, PhD, JD, MA
Social Media Intern: Rachel Nash, BS
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 1st-31st)
Exposure and Reach

- 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
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
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
Finding the best screening instruments for your practice can be a daunting task. The Commonwealth Fund can help! ow.ly/jZ1f

Iowa AAP @iowachapteraap
"Information is key & it’s a one stop shop." This video describes why the CDD at @UIChildrens is so amazing! ow.ly/jk0j3

Iowa AAP @iowachapteraap
Healthy Child Care America summit 2009 report: "Developmental Screening in Early Childhood Systems." Check it out! ow.ly/jhWsR

Iowa AAP @iowachapteraap
Family to Family Iowa is a network of Navigators providing free assistance to families of children with special needs ow.ly/jhTLW
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
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
<table>
<thead>
<tr>
<th>Day</th>
<th>Source</th>
<th>Topic Area</th>
<th>Link</th>
<th>Media Type</th>
<th>Other links</th>
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</thead>
<tbody>
<tr>
<td>1-Mar</td>
<td>Help Me Grow National Center</td>
<td>Introduction HMG</td>
<td><a href="http://www.youtube.com/watch?v=flupi4BAlLk">http://www.youtube.com/watch?v=flupi4BAlLk</a></td>
<td>video</td>
<td></td>
</tr>
<tr>
<td>6-Mar</td>
<td>Iowa Department of Public Health</td>
<td>Hearing loss</td>
<td><a href="http://www.idph.state.iu.us/ehdi/default.asp">http://www.idph.state.iu.us/ehdi/default.asp</a></td>
<td>state resource (EHDI)</td>
<td><a href="http://mommyblog.com">http://mommyblog.com</a></td>
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<tr>
<td>9-Mar</td>
<td>Iowa Department of Public Health</td>
<td>First Five</td>
<td><a href="http://www.idph.state.iu.us/1stfive/parents.asp">http://www.idph.state.iu.us/1stfive/parents.asp</a></td>
<td>state program</td>
<td><a href="http://www.chsciw.com">http://www.chsciw.com</a></td>
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<tr>
<td>15-Mar</td>
<td>National Health Mothers, Healthy Baby Coalition</td>
<td>Health Technology</td>
<td><a href="https://www.text4baby.org/">https://www.text4baby.org/</a></td>
<td>Message service (3x per week)</td>
<td><a href="http://www.chsciw.com">http://www.chsciw.com</a></td>
</tr>
<tr>
<td>22-Mar</td>
<td>University of Iowa Children’s Hospital</td>
<td>CDD Information</td>
<td>[<a href="http://www.youtube.com/watch?v=0LxI1nnpQ8&amp;feature=youtube">http://www.youtube.com/watch?v=0LxI1nnpQ8&amp;feature=youtube</a>]</td>
<td>video</td>
<td><a href="http://www.chsciw.com">http://www.chsciw.com</a></td>
</tr>
</tbody>
</table>
Topics Addressed

- Mental, Social, Behavioral: 12.90%
- Milestones and Development: 17.74%
- Hearing and Vision: 17.74%
- Autism: 17.74%
- Help Me Grow: 8.06%
- Screening and Surveillance: 16.13%
- Literacy and Education: 8.06%
- Environmental: 6.45%
- State Based Programs and Referrals: 4.84%
- Medical Homes and Communication: 4.84%
Iowa Specific vs. National Resources

- National: 62.90%
- State: 37.10%
Analytics and Tracking

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

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

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