

Utilizing Social Media as a QI Tool

This project is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) under grant number U28HA30791 and the HRSA Ryan White HIV/AIDS Program Implementation Center for HIV Quality Improvement and Innovation for \$1.5 M. This information or content and conclusions are those of the author and should not be construed as the official position or policy of, nor should any endorsements be inferred by HRSA, HHS or the U.S. Government.

Mark Thompson
Digital Health Initiative
New York State Department of Health AIDS Institute

Learning Objectives

- How social media is a quality improvement tool
- Enhancing engagement and retention of consumers
- Putting social media into practice
- Analyzing your social media efforts

Utilizing Social Media as a QI Tool

Social media can be used in various ways to provide access to services and improve the quality of those services.

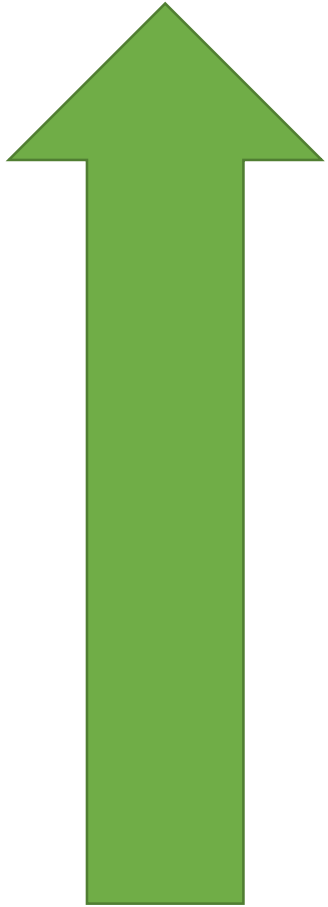


Reasons to Seek Alternatives

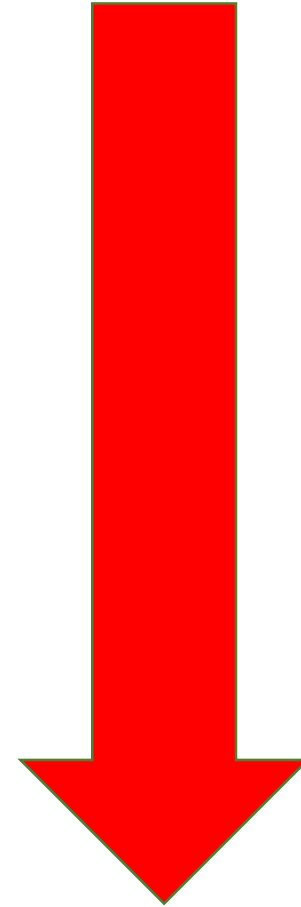
In-office HIV prevention, while generally effective, are not preferable for many groups. Some groups disproportionately affected by HIV are more likely to delay or avoid seeking health care services. This is attributed to:

- Perceived provider bias**
- Lack of visibility for population services**
- Stigma**
- Mental Health**
- Social Media offers a variety of modalities for engagement, linkage, and retention in care**

Shown to be Effective



- **HIV Related Knowledge**
- **HIV Testing**
- **HIV Status Disclosure**
- **Recruitment**
- **Retention**
- **Condom Use**
- **Mental Health**
- **Prevention of Infection**

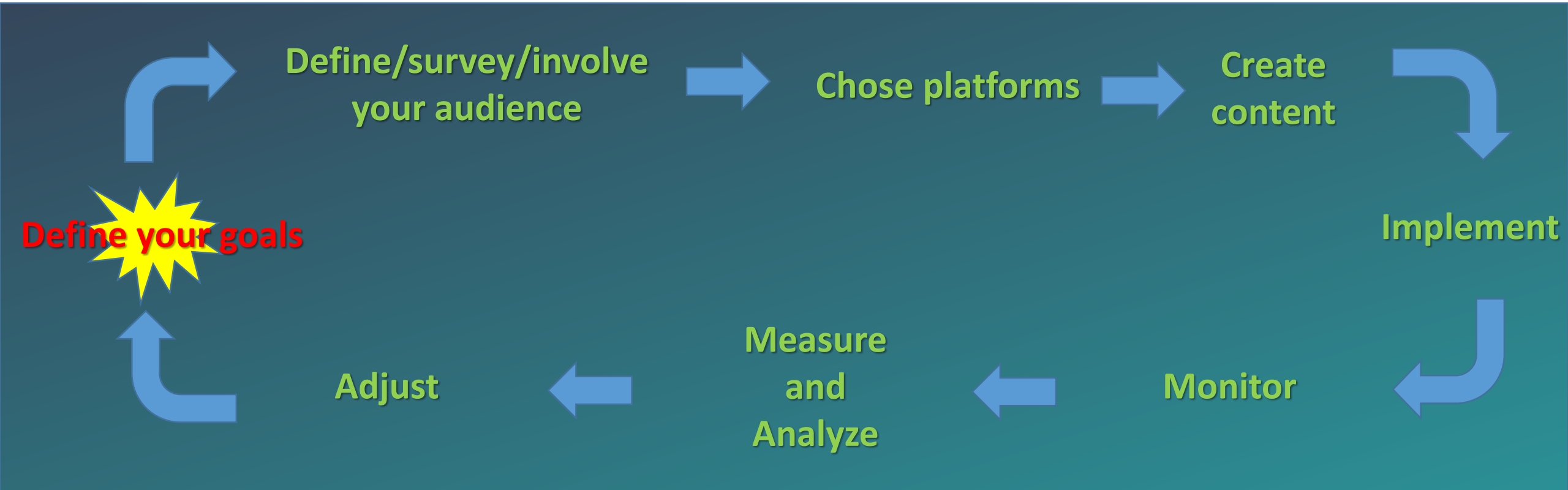


- **HIV Risk Behaviors**
- **Missed HIV Care Appointments**

Shown to be Effective

- We know that social media has a positive impact on retention
- We know it has a positive impact on stopping the spread of the virus
- The communication channel leads to a potential for increased viral suppression and reduce risks for transmission

Social Media Roadmap





Selecting Your Platform

Dominant platforms tend to reach users based on age group.

- 13-20 Snap Chat
- 20-26 Instagram
- 26+ Facebook
- Everyone YouTube*

Type of content: images, video, text, etc.

Desired features: ie group chat on Facebook via private group page

They can and should work together

Social Media and HIPPA

- Start by reviewing your existing HIPAA compliance documents
- Develop Social Media Policy; train and retrain frequently
- Do NOT practice medicine on social media, move to a more secure method of communication ASAP.
- Designate safe areas to record video or take images; not in front of patient records or places where a patient could make an unintended cameo
- Add a consent form to your intake forms

Explains these items:

- 1) what the patient is specifically authorizing
- 2) the purpose of the authorization
- 3) the ability to revoke the authorization
- 4) an expiration date
- 5) the opportunity to receive a copy, if desired, and
- 6) who, specifically, the patient is giving authorization to
- 7) **Speak to your institution's legal representation**

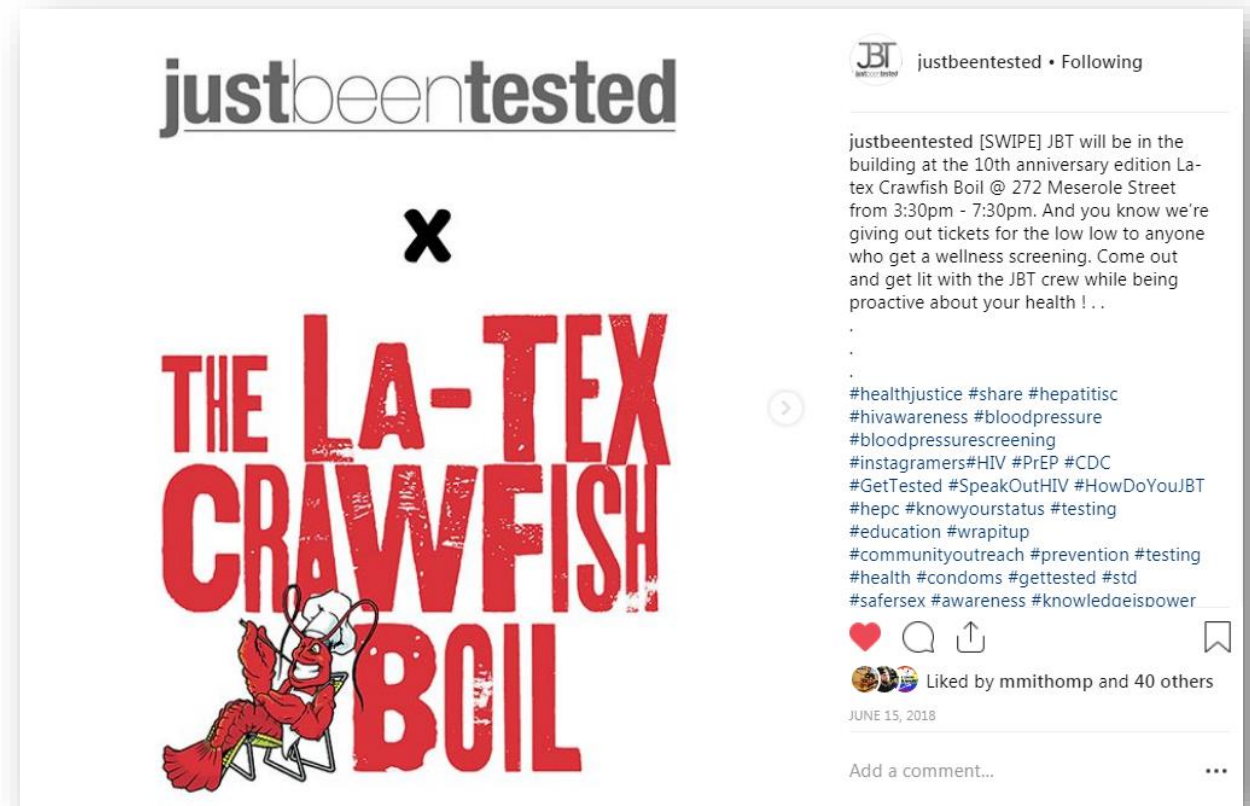


Do More With Mobile Testing



Community Partnerships

- **Go where people are. (Areas with poor health profiles, parties, concerts, other large social events.)**
- **Unique engagement avenues**
- **Partner with organizations/Events to expand your SM reach**



Enhance Mobile Outreach

With one van 2 days a week for 3 months Just Been Tested Reported

- 630 people tested
- 309 females, 321 males
- 188 African Americans
- 86 White Americans
- 72 Hispanic
- 10 Haitian
- 18 Asian
- 256 Bi-racial
- 128 tested under 21
- 273 tested between 21-29



- 25% had not been tested for an STI/STD in the last 24 months.
- 55 clients had been injected with a syringe outside of a medical facility
- 30% were uninsured
- 1% had reactive tests

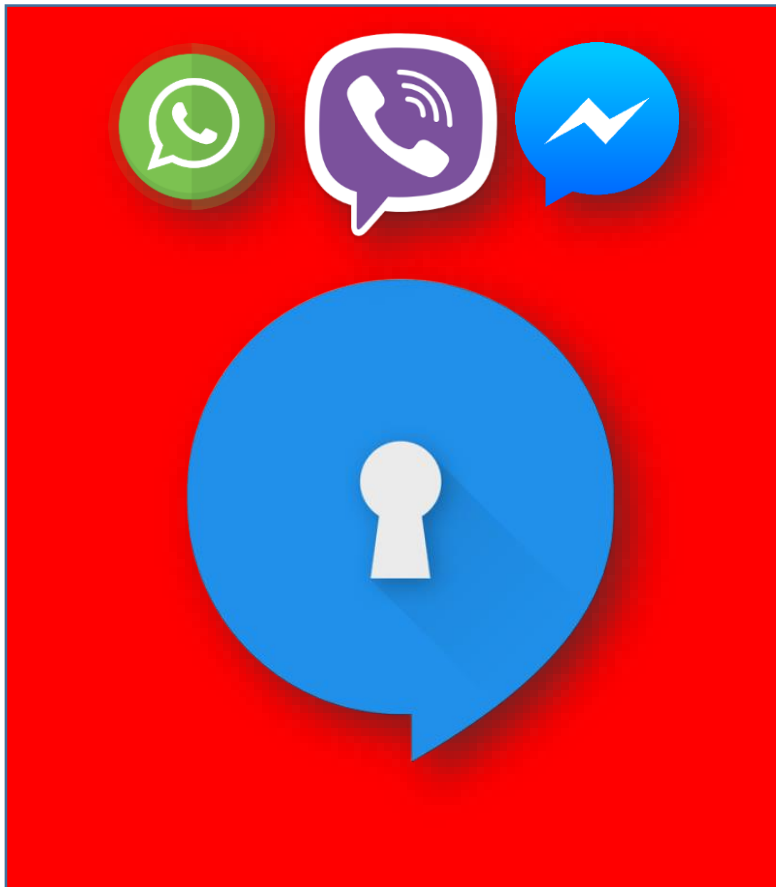
Outreach Case Study

23 year old unstably housed male recently diagnosed with HIV. No contact since diagnosis. Traditional methods of outreach have proven unfruitful. Now what?

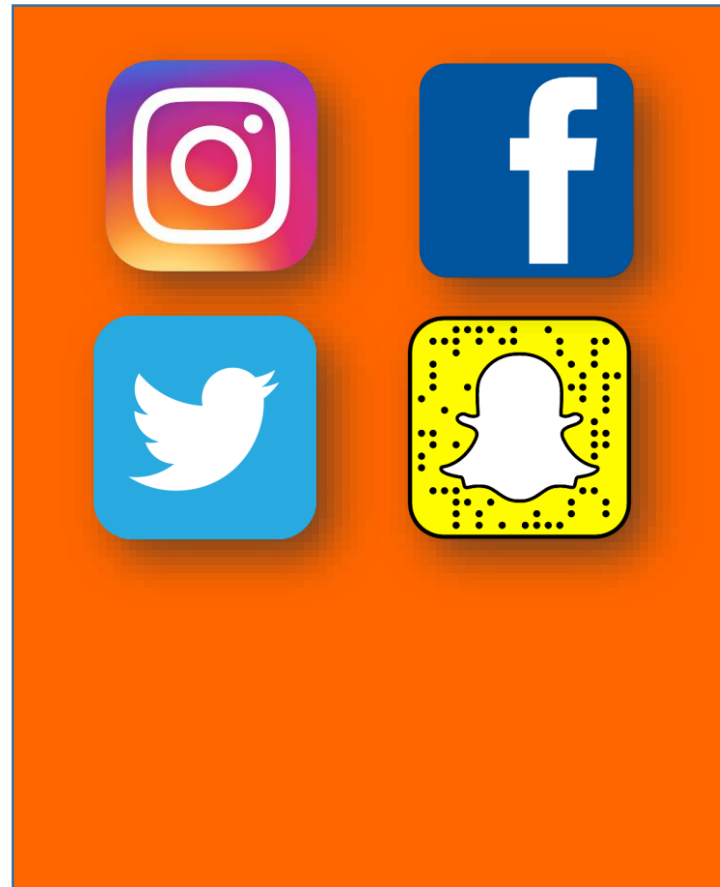


Give Yourself More Options

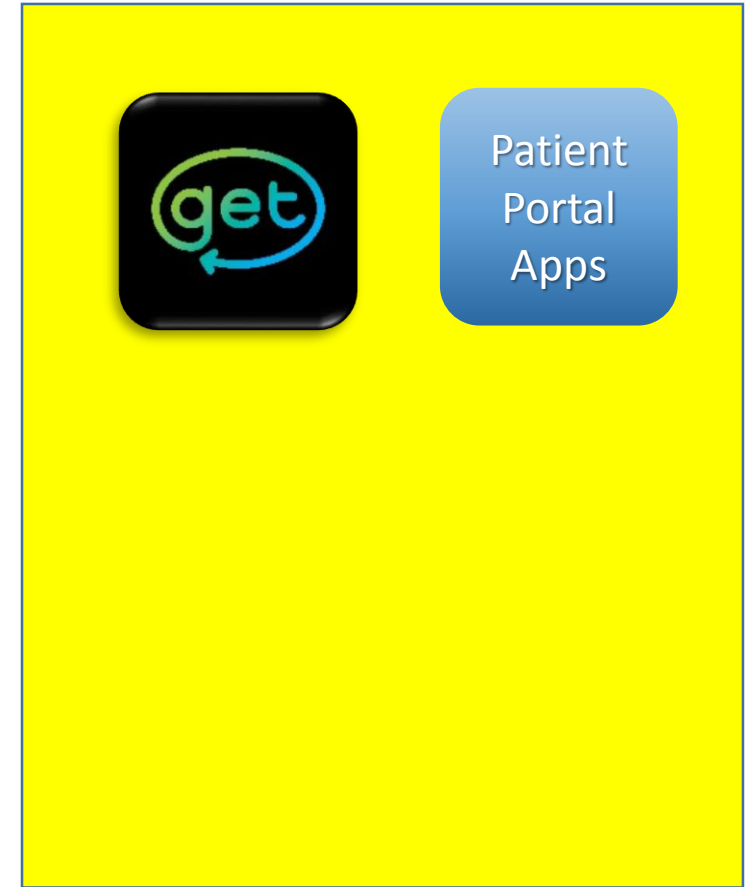
Dedicated
Messaging Apps



DM (Direct
messaging)



Health Management



Advantages of Mobile Messaging Apps

- Mobile messaging apps messages for free while connected to Wi-Fi
- Do not use data and are conserved across devices in the cloud.
- Many have a free voice calling function as well.



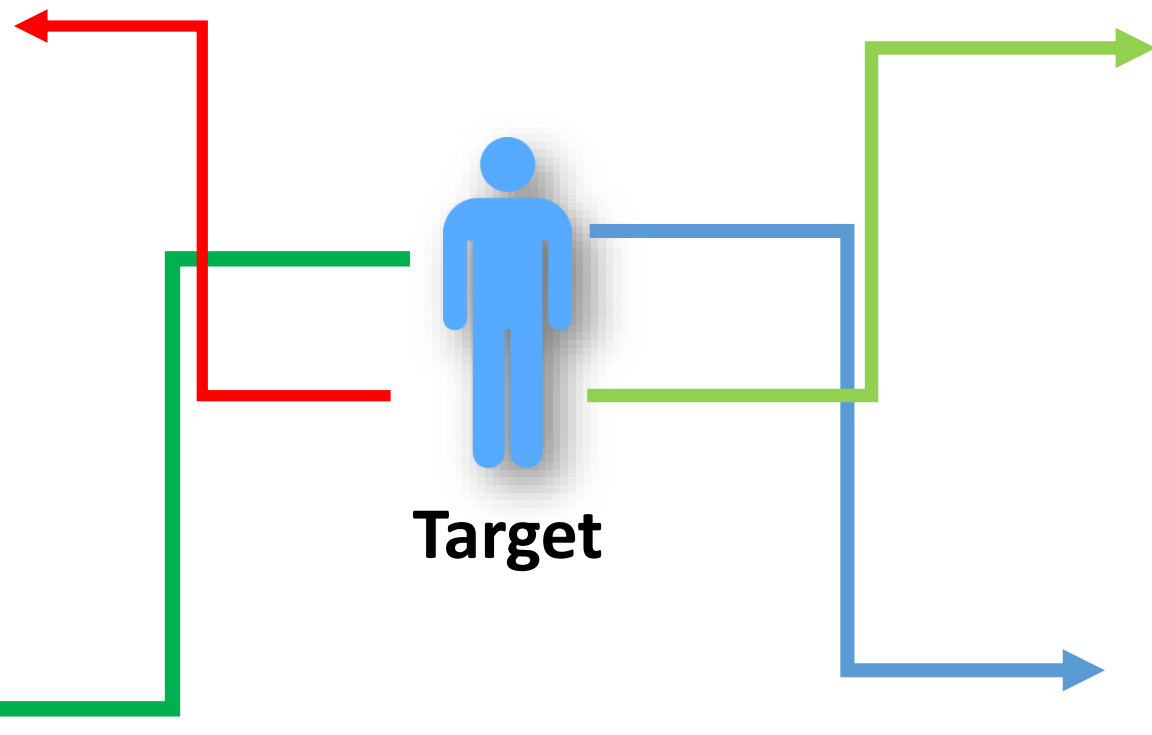
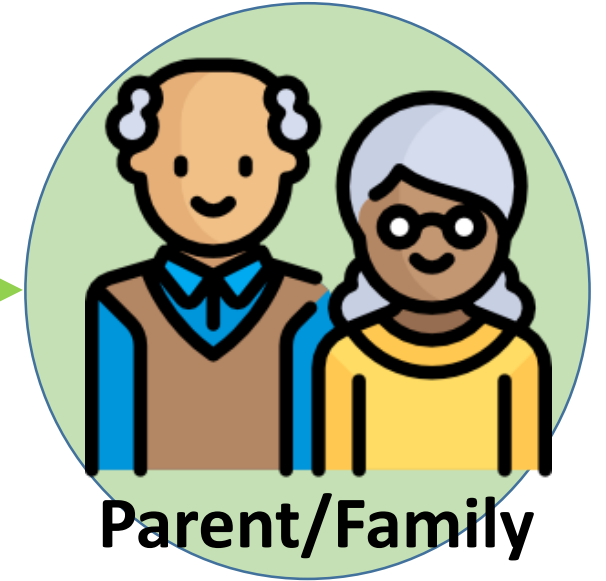
How to Incorporate Mobile Messaging?

- Add social media as a contact option on intake forms
- Designate personable staff
- Increase care retention, especially in young (18-29) patients
- Expand the culture you create in-office.

Hey this is Janet from Blankity Blank Health
Just sending a quick reminder.
Have a great afternoon



Target Support Systems



Setup and Join in a Secure Way



- **Private groups**
(Topic/Community Specific) to enhance support options
- **Tap into community networks**
(Military, Kiki Ballroom, Parents, Siblings, Health)
- **Enlist a representative with access to the network**

Create New Group

Group Name:

Members:

Privacy: **Open**
Anyone can see the group, who's in it, and what members post.

Closed
Anyone can see the group and who's in it. Only members see posts.

Secret
Only members see the group, who's in it, and what members post.

[Learn more about groups privacy](#)

Geosocial Networks (Dating Apps)



- Reach people when they are thinking about sex
- Easily segment your audience
- Use ads
- Create an attractive profile
- Use an “appealing” person wearing a shirt with your organization’s logo as profile image.

Live Streaming Video and Video Chat



- Watched 6x longer
- Instant authenticity
- Any device in real time
- Inexpensive
- Immediately engages
- Humanize your project
- Intimate conversation
- Learn and teach
- The kids are using it

Keep In Mind

- **Confidentiality**
- **Focus on Meaningful Content**
- **Plan it out**
- **Optimal camera angles**



- **Be personable**
- **Utilize audience restriction tools**
- **Analyze results – metrics for live videos**
- **Make videos available for future viewing**

Use Polls



- **Post things people have strong opinions about. (Redvines vs. Twizzlers)**
- **Survey your clients. I love my care team at... T or F.**
- **Talk about specific topics. All people who use PrEP are promiscuous. Yes/No.**



Using Analytics

Analytics allow you to measure, learn, and take action by...

- How people arrived at your site/page (Reach)
- What do they do on your site
- Where to allocate your advertising budget
- What changes you should make to your page or site
- Add question on intake form regarding how clients heard about services

Google Analytics.

<https://bit.ly/2qXmA2Z>

Facebook Insights

<https://bit.ly/1HbhvIX>



Social Media Guidelines Are Coming

Developing social media guidelines and recommendations for best practices:

- **Platform by platform guidance**
- **Regulatory measures**
- **Modes of analysis**
- **Approval process**
- **Staffing**
- **Time Allocation**
- **Developing partnerships**
- **Budget**



Be Easy to Find

- **Include your organization's name in your handle or username**
- **Be consistent across platforms**
- **Post frequently and at optimal times for your target group**
- **Use images and video over text**
- **Use Hashtags and Key words in your posts (e.g. #swabmybackside #barebacknope)**
- **Set realistic goals**
- **Be conversational, ask a provocative question (Monogamy, a risk factor of HIV?)**



The YGetIt? Project

New York State Department of Health AIDS Institute



GET! Features

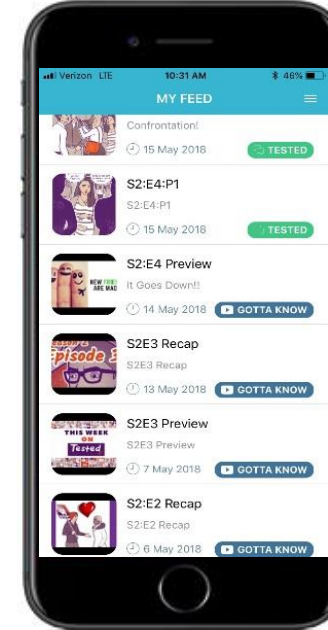
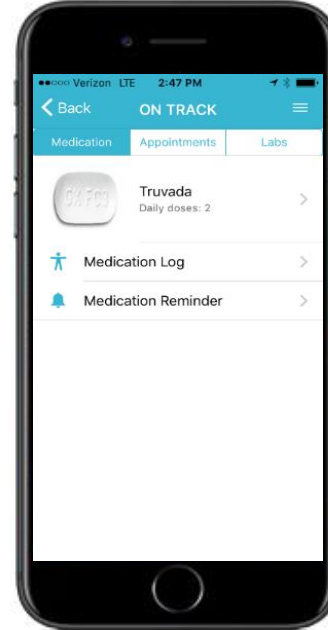
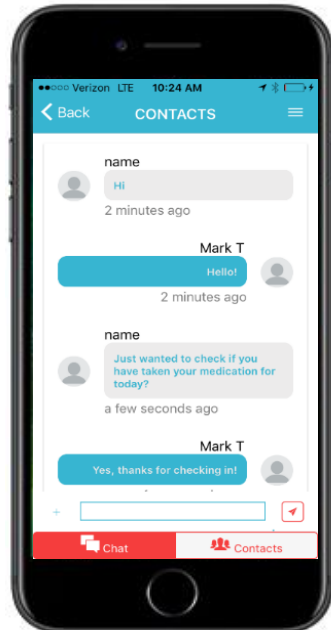
Security
Confidentiality

Messaging/ Human
Connection

Track
Medication/Labs
Manage Appointments

Health
Education
information

Inconspicuous
Design



More Than A Comic

@YGetIt



Video Preview



Still Images



Topic/Resource Posts



Recap Video

More Than A Comic

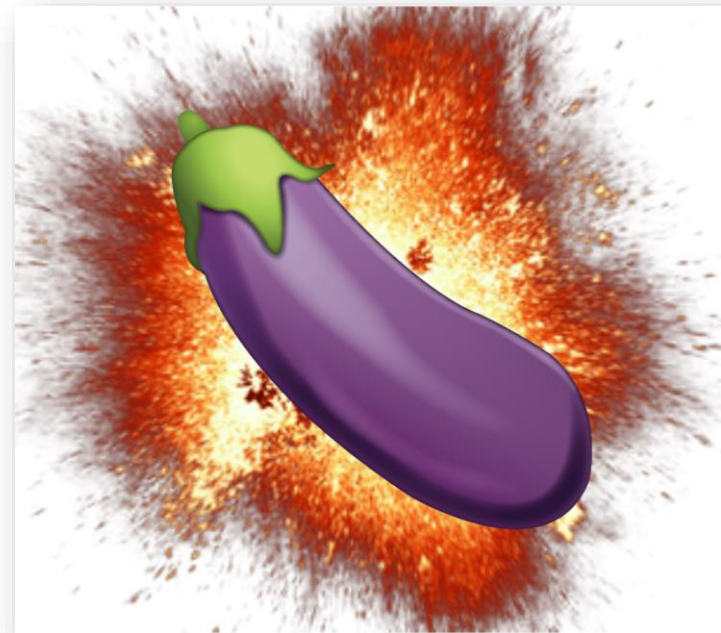
@YGetIt presents

Tested ✓

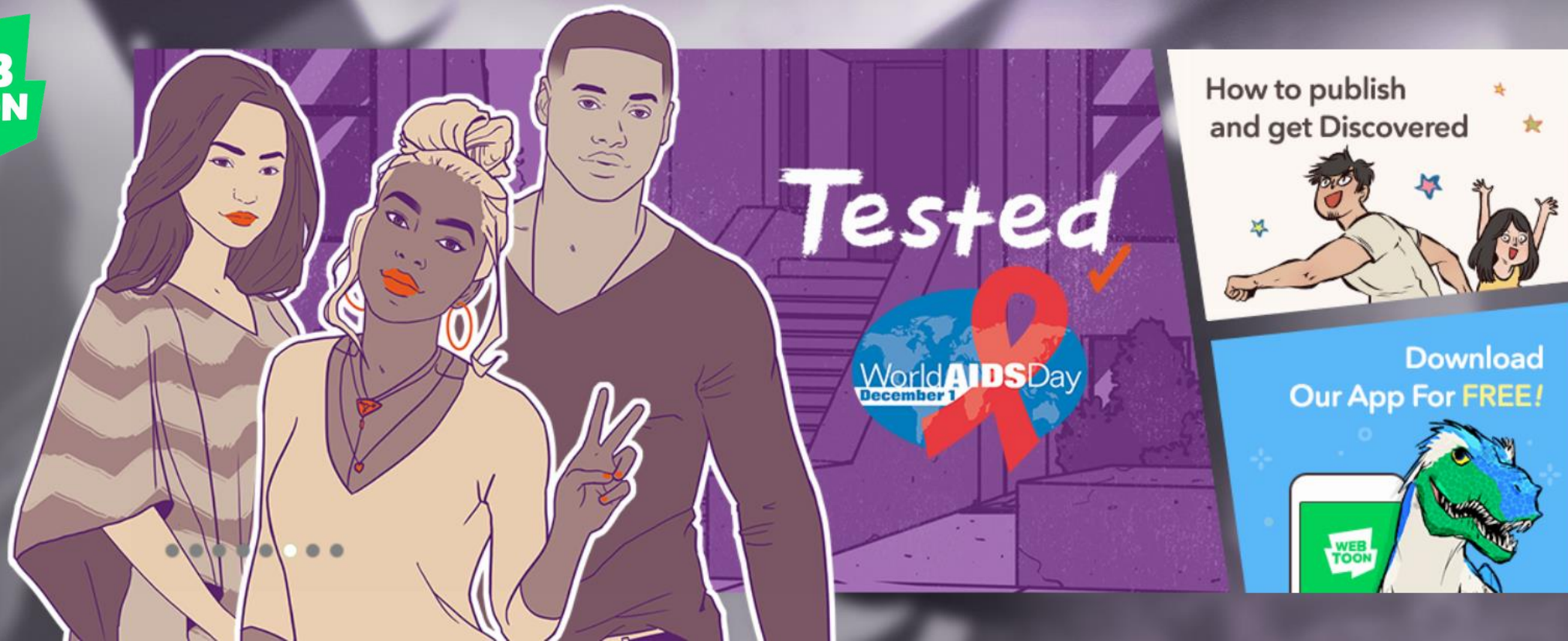
TALK



- Short video interviews
- People with lived experience
- Use everyday language



WEB
TOON



Recently viewed

WEB
TOON

- 5 Million monthly users world wide
- Largest user group is under 25yo
- 135,000 + views
- Over 2,000 followers
- Increased education and awareness opportunities
- Well received by all stakeholders

Resources

Wall Street Journal Article.

<http://www.wsj.com/articles/live-video-what-to-know-about-social-medias-latest-craze-1461691861>

How to use Facebook Live

<http://www.socialmediaexaminer.com/facebook-live-what-marketers-need-to-know/>

Tips for Facebook live broadcasts

<http://www.socialmediaexaminer.com/6-tips-for-better-facebook-live-broadcasts/>

How to use Meerkat and Periscope

<http://www.socialmediaexaminer.com/meerkat-or-periscope-how-to-broadcast-video-via-mobile/>

How to get started with YouTube Live

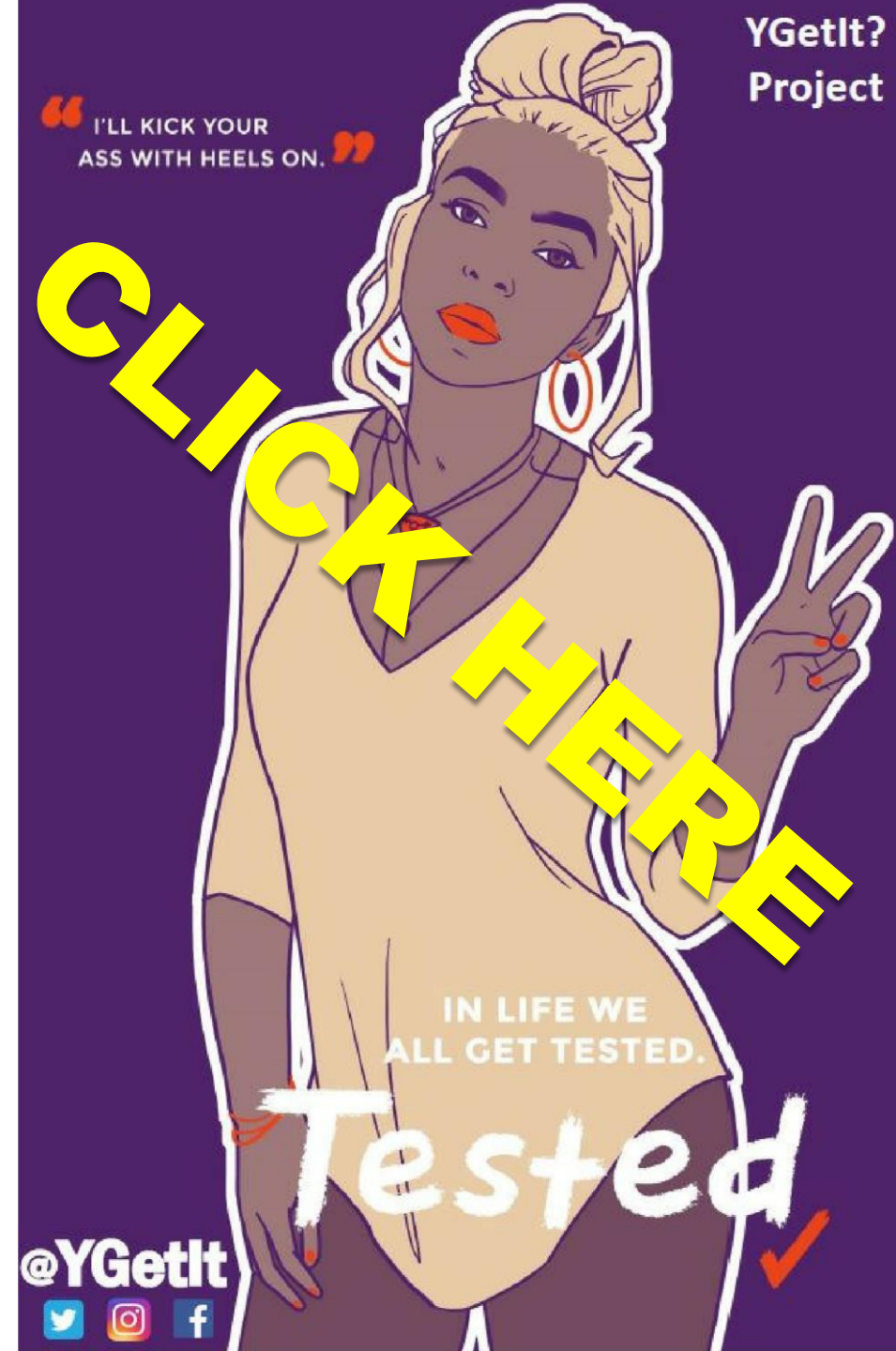
<https://support.google.com/youtube/answer/2474026?hl=en>

Make your own memes at the following websites:

<https://memegenerator.net/>

<https://imgflip.com/memegenerator>

<http://makeameme.org>



Questions?

Cheryl Smith, MD

Cheryl.Smith@health.ny.gov

Beatrice Aladin MD, MPA

Beatrice.Aladin@health.ny.gov

Mark Thompson, MPH

Mark.Thompson@health.ny.gov



**Department
of Health**

**AIDS
Institute**



To access the recording of this webinar, please follow this link:

<https://meetny.webex.com/meetny/lsr.php?RCID=4522f3cc54d04555ad4395d1ffe38b1e>