

LISTEN UP: A SOCIAL MEDIA APPROACH TO ADULT IMMUNIZATIONS

MICHELLE SAMPLIN-SALGADO

JODI SPERBER

John Snow, Inc.

The background is a solid dark blue color, overlaid with a dense, repeating pattern of white and light blue icons. These icons represent a wide variety of concepts including technology (laptops, smartphones, Wi-Fi signals, binary code '1010'), communication (speech bubbles, mail icons, social media birds), nature (clouds, stars), and general symbols (gears, arrows, shields, musical notes).

Presenter Disclosure Information

Michelle Samplin-Salgado

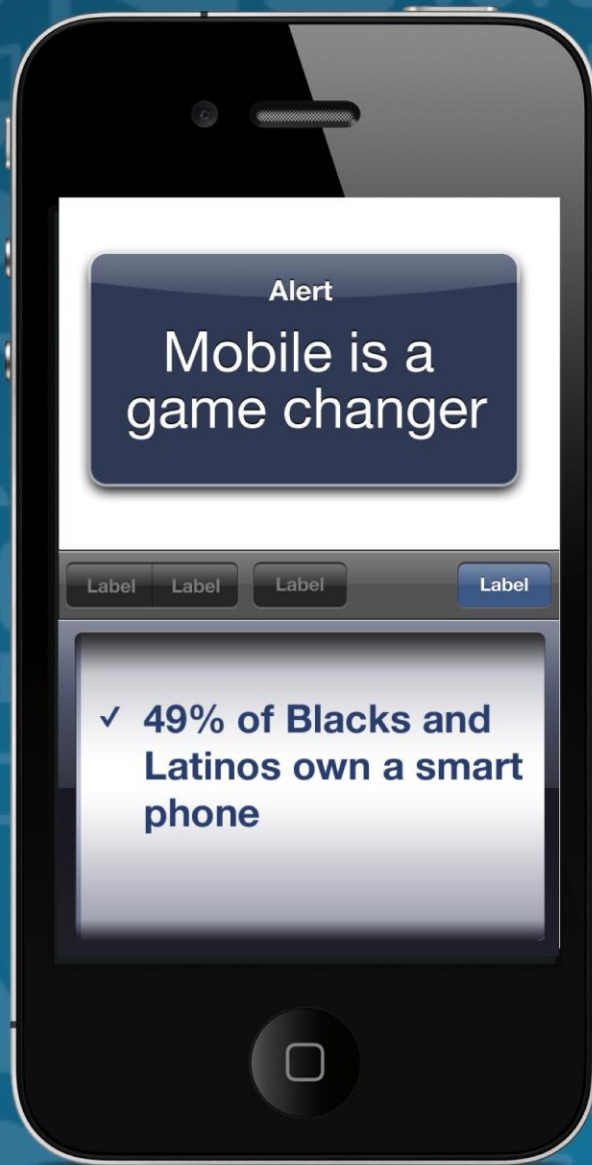
No relevant conflicts of interest to declare or relevant conflict



**ARE YOU
LISTENING?**

29% of e-patients have contributed content

60% of ePatients consume social media



Alert

Mobile is a
game changer

Label

Label

Label

Label

✓ **49% of Blacks and
Latinos own a smart
phone**





Matthew Browning

@MatthewBrowning

 Follow

[@emoryhealthcare](#) NEED HELP NOW!! Grandma w/ RUPTURED AORTA needs Card Surgeon/OR ASAP, STAT! can you accept LifeFlight NOW!!?

 Reply  Retweet  Favorite

11:06 AM - 25 Apr 11 via TweetDeck · Embed this Tweet



Emory Healthcare

@emoryhealthcare



Follow

@MatthewBrowning Matthew, please either call 911 or have your grandma's doctor call our transfer service to get immediate help: 404-686-8334



Reply



Retweet



Favorite

11:17 AM - 25 Apr 11 via Radian6 · Embed this Tweet



Matthew Browning

@MatthewBrowning



Follow

[@emoryhealthcare](#) Thank you for accepting her-
She is on the LifeFlight to you now- Bless you all
and Thank You!!



Reply



Retweet



Favorite

11:41 AM - 25 Apr 11 via TweetDeck · Embed this Tweet



Matthew Browning

@MatthewBrowning

 Follow

@gfry Amazing, yes- Hope she survives the flight...
@emoryhealthcare is accepting her- ONLY hospital
in south that said yes- Gotta LOVE 'em

 Reply  Retweet  Favorite

11:44 AM - 25 Apr 11 via TweetDeck · Embed this Tweet



Emory Healthcare

@emoryhealthcare



Follow

@MatthewBrowning and we love you back!! So glad it worked out!!!



Reply



Retweet



Favorite

11:56 AM - 25 Apr 11 via TweetCaster · Embed this Tweet

The background is a solid blue color with a pattern of various white and light blue icons. These icons include a Twitter bird, a laptop, a shield, a Wi-Fi symbol, a star, a cloud, a music note, a flag, a magnifying glass with a plus sign, a hand, a power button, a battery, a clock, a speech bubble, a mail icon, a speaker, a camera, a play button, a shield with a checkmark, a magnifying glass, a lightbulb, a padlock, a globe, a person icon, a pencil, and binary code (0101).

**What does this have to do
with adult immunization?**

#hcsmvac: An immunization awareness campaign is born

And to think it all started with a tweet.

By Ann Tracy Mueller | Posted: June 6, 2011



Print



E-mail

47

1



1

0



Tweet

Like

Share

+1

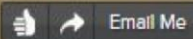
Pint

Submit



#hcsmvac Project

Health Care Social Media Vaccination Project



We're the #hcsmvac project a collaborative group of individuals working together to increase vaccination awareness. We're healthcare enthusiasts, communicators, providers, analysts, and patients. Together we seek to use the power of social media to effect change in public health. Anyone can join and help us make a difference!

Need to find a clinic location in Kansas City, MO? [Find one here!](#)

Want to put up some Syers in Kansas City? [Get them here!](#)

Have more questions? Check out the [HCSMVAC FAQ](#)

Want to get the word out to your friends? [Like us on Facebook!](#)



Follow

twitter.com/#/search/%23hcsmvac

facebook.com




For Kansas City, MO
go to
<http://about.me/hcsmvac>
or call 816-513-6108

Supermovie: Everyone can be a super hero to their community and family. Take shot at it!

711 646 days ago



The #hcsmvac Project

August 31, 2011 

Team #hcsmvac wants to thank everyone for contributing to a great National Immunization Month! The word got out, people got involved, the buzz expanded, and so we'll be posting from time to time until next year. Bye for now.

Like · Comment · Share

t Dave

Social Media
is gift.



“Remember that the internet cannot replace a physician’s expertise and training. If you have questions, trust your physician, **NOT A CHAT ROOM.**”

AMA Press Release 2001

But wait....



41%

of ePatients or someone they know
HAVE BEEN HELPED by following medical
advice or health information online

3%

have **NOT** been helped



THE WALL STREET JOURNAL.

U.S. EDITION ▾

Tuesday, May 7, 2013 As of 4:00 PM EDT

[Home](#)

[World ▾](#)

[U.S. ▾](#)

[New York ▾](#)

[Business ▾](#)

[Tech ▾](#)

[Markets ▾](#)

[Market Data](#)

[Opinion ▾](#)

CIO Journal.

[CIO Report](#) | [Consumerization](#) | [Big Data](#) | [Cloud](#) | [Talent & Management](#) | [Security](#)

May 1, 2013, 8:50 PM ET

Glaxo Mined Online Parent Discussion Boards For Vaccine Worries

Article

Comments (9)

TAKE A STEP BACK

LISTEN





Dana Lewis | #hcs

@danamlewis



Follow

#hcs lurking is often a good thing - the art of listening is a powerful thing, especially for health care providers and orgs.



Reply



Retweet



Favorite

9:13 PM - 6 May 12 via web · Embed this Tweet



Joshua Brett @joshdbrett

50s

@danamlewis If you don't listen, you're just speaking one-way at your audience. Ignores the greatest benefit of social media. #hcs

Details



Joshua Brett @joshdbrett

1m

@danamlewis Listening is the foundation of conversation, and therefore the foundation of social media. #hcs

Details



3 WEEKS

**PROJECT
LISTEN**



**FRIEND_{or}
FOLLOW**



1. LISTEN

2. LEARN

3. ADAPT

4. REPEAT



1. Sign-up for Twitter
2. Start following 10 people
3. Find people similar to you
4. Make a date with Twitter
once a day for **7 minutes**

[Home](#)[@ Connect](#)[# Discover](#)**AIDS.gov**

@AIDSgov

Your link to U.S. HIV & new media info: <http://blog.AIDS.gov>. Note: following/being followed does not equal endorsement. Privacy policy: <http://go.usa.gov/XBA>

Washington DC <http://www.AIDS.gov>

[Edit your profile](#)**3,102** TWEETS**1,714** FOLLOWING**159,977** FOLLOWERS[Tweets](#)[Following](#)[Followers](#)[Favorites](#)[Lists](#)[Recent images](#)[Similar to you](#)

AIDSmeds @AIDSmeds
Following

MDH @mhhealth

Lists [Subscribed to](#) / [Member of](#)[Create list](#)**State PH Agencies**

http://nphic.org/index.php?option=com_content&view=article&id=582&Itemid=398

39 members

**Twelve Cities PHDs**

12 members

**FHAWC Members**

Members of the Federal HIV/AIDS Web Council

30 members

**Conferences**

31 members

**VIP**

Tweeters that we follow the most.

69 members





Dr. Howard K. Koh 

@HHS_DrKoh

 Follow

The new adult vaccine finder help map allows you to search vaccination sites by zip code: go.usa.gov/45T5

 Reply  Retweet  Favorite  More

18

RETWEETS

2

FAVORITES



2:28 PM - 29 Jan 13



help remedies

help I have the flu ▾

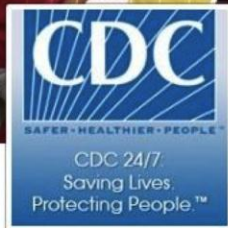
Like

help[®]my friend
gave me
the flu**Who made
me sick?****I don't have the flu**

facebook

Search for people, places and things

Michel



CDC

254,627 likes · 5,872 talking about this

Like



Government Organization
CDC is dedicated to protecting health & promoting quality of life through prevention and control of disease, injury, and disability. For official CDC info go to www.cdc.gov.

About – Suggest an Edit



Photos

254k

Likes

VitalSigns

Vital Signs



Welcome

5

Highlights

Post

Write something...



2 hours ago

Did you know that even though anyone can get Hepatitis C, adults born from 1945 -1965 are 5 times more likely to have Hepatitis C? Learn about the importance of getting tested for Hepatitis C. <http://qo.usa.gov/TfGx>

9 Friends

Like CDC



Recent Posts by Others on CDC

See All



Kristina DeVries

On behalf of the thousands of people living with ALS, I ask y...


2 · 53 minutes ago

Google Alerts

Everything	Volume	How often	Deliver to	
<input type="checkbox"/> "AIDS.gov"	Only the best results ▾	Once a day ▾	msamplin@gmail.com ▾	<input type="button" value="Save"/> <input type="button" value="Cancel"/>
<input type="checkbox"/> refugeehealthta.org	Only the best results	Once a day	msamplin@gmail.com	<input type="button" value="Edit"/>
<input type="button" value="Delete"/>	<input type="button" value="CREATE A NEW ALERT"/>			<input type="button" value="Switch to text emails"/> <input type="button" value="Export alerts"/>

[Google Alerts Help](#) - [Terms of Use](#) - [Privacy Policy](#) - [Google Home](#) - © 2011 Google





*What did I
learn?*

*What can
we use?*



WRITE DOWN:

**What are you
going to do over
the next
3 weeks to
listen?**