

Community Counts Luncheon

“Like It or Not: Social Media in a New Age
of Mental Health”

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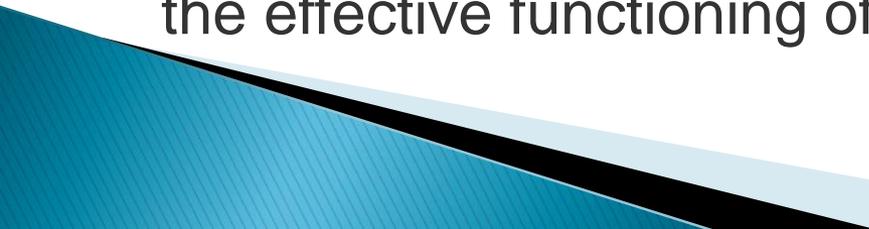
Slides 4-8 and 11-15 are adapted from Tipping Point Media's Social Media for Nonprofits workshop, February 2012, Fairport, NY

Media in the Digital Age

<http://www.youtube.com/watch?v=IZhBYLsa9Ro>



Goal: Be good at MHP because of social media

- ▶ Mental health promotion (MHP) involves **actions to create living conditions and environments** that support mental health and allow people to adopt and maintain healthy lifestyles. These include a range of actions to increase the chances of more people experiencing better mental health. (WHO)
 - ▶ Mental health is a state of well-being in which an individual realizes his or her own abilities, can cope with the normal stresses of life, can work productively and is able to make a contribution to his or her community. In this positive sense, mental health is the foundation for individual well-being and the effective functioning of a community. (WHO)
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Time Spent With Major Media

Average Time Spent per Day with Major Media by US Adults, 2008-2011

minutes

	2008	2009	2010	2011
TV and video	254	267	264	274
Internet	137	146	155	167
Radio	102	98	96	94
Mobile	32	39	50	65
Newspapers	38	33	30	26
Magazines	25	22	20	18
Other	48	46	46	48
Total	635	650	660	693

Note: time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on the internet and watching TV is counted as 1 hour for TV and 1 hour for internet; numbers may not add up to total due to rounding

Source: eMarketer, Dec 2011

social
networks
& blogs

22.5%

online games

9.8%

e-mail

7.6%

4.5% portals

videos/movies

4.4%

search

4.0%

instant messaging

3.3%

2.2%

Big Gains Among Older Adults

Adults 55+ are the fastest growing segment in social media usage!

Social Networking Penetration Among Worldwide Demographic Groups

Source: comScore Media Metrix, Worldwide, October 2011 vs. July 2010



Over Twice as Many People Aged 55+ Visit Social Networking Sites on Their Mobile Phone than Last Year

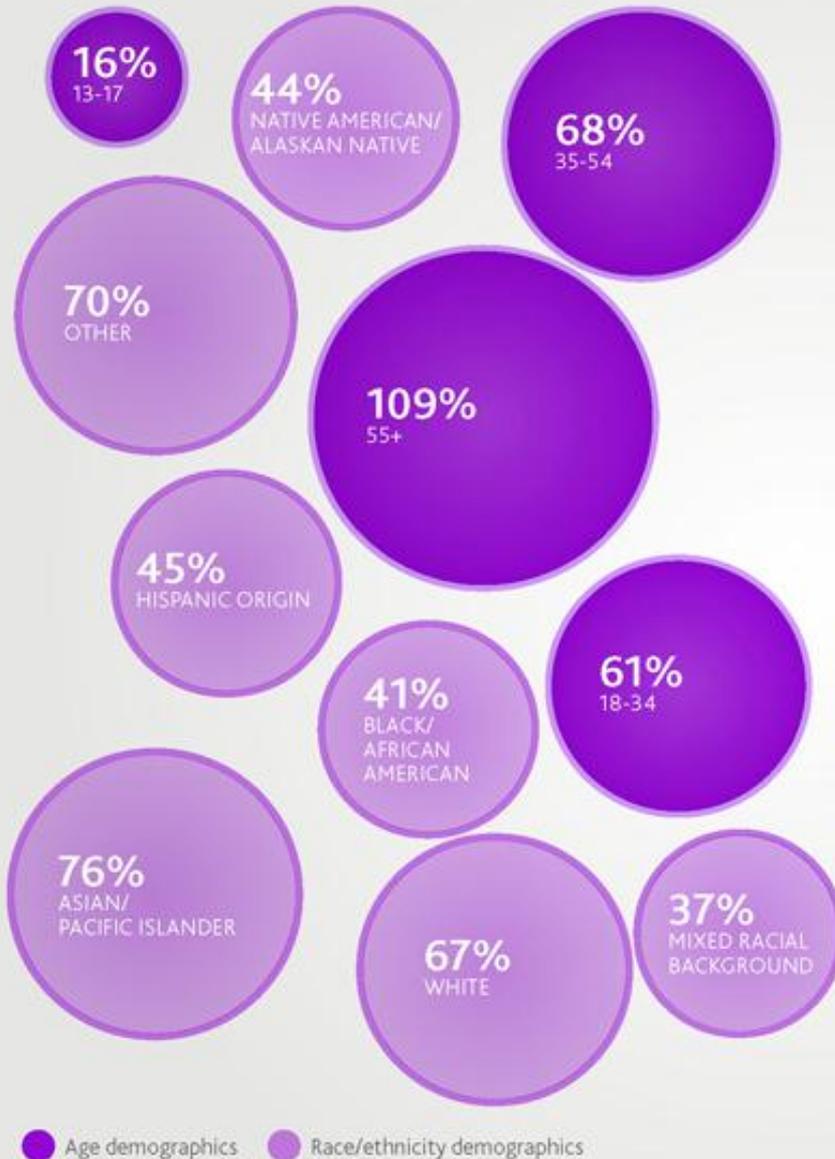
As app usage in the U.S. continues to grow, it might be assumed that growth is at the expense of the Mobile Internet. This is not the case. Mobile Internet usage - the use of a browser on a mobile device - is alive and well with the unique number of Mobile Internet users in the U.S. up 47 percent over the last year. The Mobile Internet audience to social networking sites is up 62 percent during the same period, as publishers continue to optimize their content across a new generation of connected devices.

<< Year-Over-Year Mobile Internet Audience Growth to Social Networking Sites

Top 5 U.S. Social Networking Sites via Mobile Internet, Unique Audience (000s)



Source: Nielsen



Social Media for Nonprofits

Why participate? Identify Objective & Approach

- Engage target audience: Reach more people with your message
- Create trusted relationships to develop loyal group: Engage your target audience in a way that motivates them to advocate for your organization (e.g., raise \$)
- “Rich get richer phenomenon”: Connect with journalists, individuals directing “traffic”
- Influence conversations: Facilitate content creation & sharing among audience

Why participate to promote health?

- health messaging, social support, motivate health behaviors, patient sharing...

The only time we dream of “going viral” in the health!

Attracting lots of attention has resulted in:

- ▶ Funders reverse position after public outcry (e.g., to Planned Parenthood)
 - ▶ Micro-entertainment (e.g., Charlie bit my finger)
 - ▶ Successful lobbying (Congress abandoned internet piracy bill because of social media fueled protests such as internet “blackouts”)
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When is “attracting attention” a health promoting intervention?

- ▶ Activate networks to enable political activism (influence elections)
- ▶ *Conscientization* (P. Friere)
- ▶ Activates individuals to “move up the ladder of participation” (empowerment, be self-managing)
- ▶ Facilitates communication and collaboration
- ▶ Creates community (stay connected, share expertise, etc.)
- ▶ Expands access to information (health literacy) and people (social capital)
- ▶ Helps people find employment
- ▶ Builds audiences for events
- ▶ Increases support for good causes, etc.
- ▶ Gaming or role play (e.g., for civic engagement like Participatory Chinatown that helps neighborhood design planning, etc.)

Helping Achieve Marketing Objectives

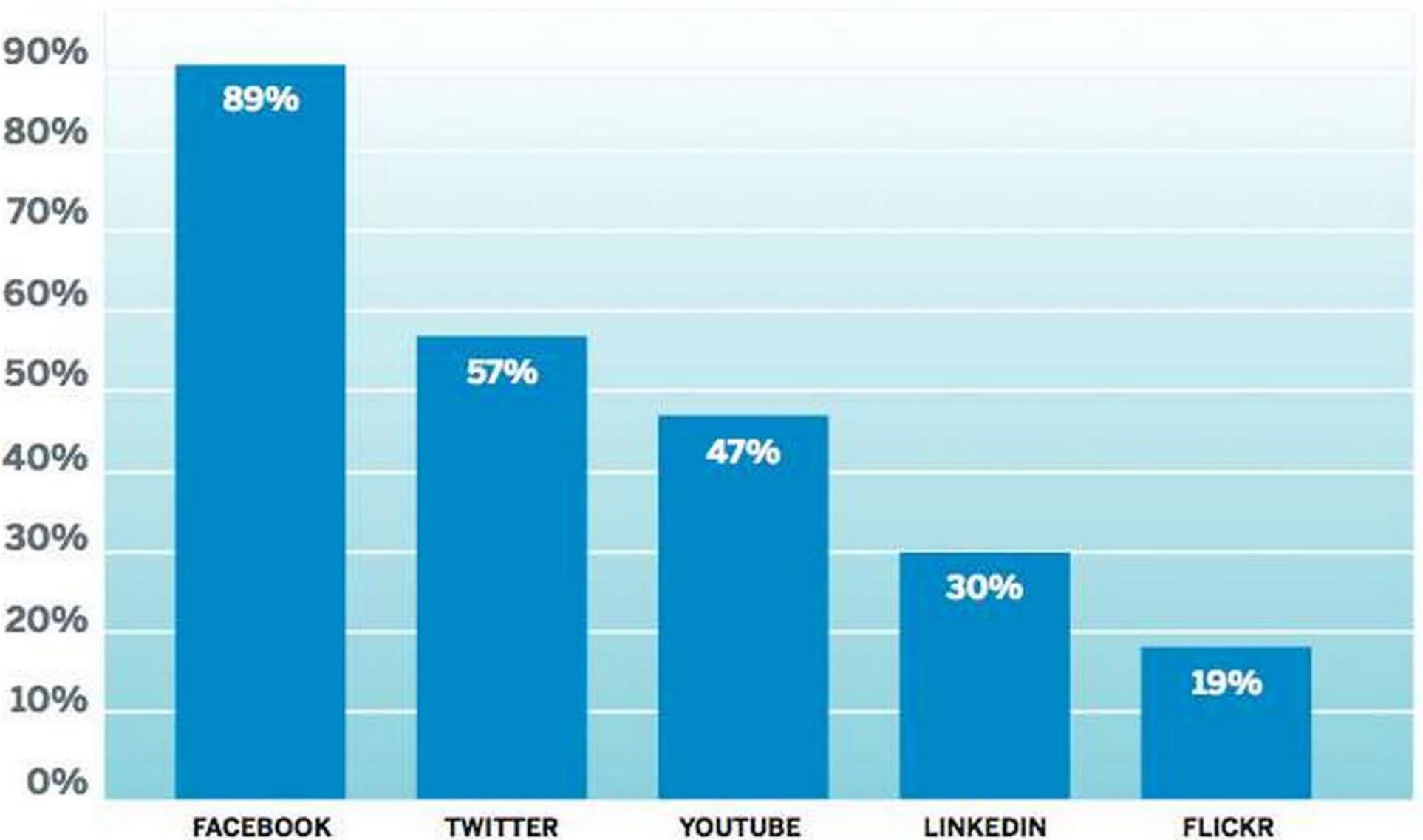
- ▶ Performance indicators: exposure, traffic, links, news pickups, etc.
- ▶ Everything online is measurable
 - Tactics should be tested
 - Results should be analyzed
 - Improvements should be realized



Social Media Landscape



Top 5 Commercial Social Networks Used by Nonprofits



Largest Social Network in the World

- 50% of all users on EVERY single day
- Online interaction between friends/family from the offline world
 - ✓ Sharing
 - Photos, videos, ideas, information
 - ✓ Re-connecting
 - ✓ Conversations (public and private)
- Interaction between people and businesses/causes
 - ✓ Communities are built by people with similar interests
 - ✓ Two-way communication
 - ✓ Create custom tabs

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

facebook

Reasons To Be On Facebook

1. Grow a community of advocates & loyalists
2. Extend reach into social life of advocates
3. Extend the relevant reach of your communications
4. Build reputation, trust, and relationships via conversations
5. Build loyalty and action through relevant engagement
6. Give your brand a personality



How's our social media life?

How are we promoting health?

- ▶ Psychiatry and Rochester-based examples in education, research, service, community health promotion activities
 - ▶ What is good practice like?
 - Check in daily – bookend day
 - Plan content/editorial calendar (daily tweet, weekly facebook post, monthly website updates)
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Examples

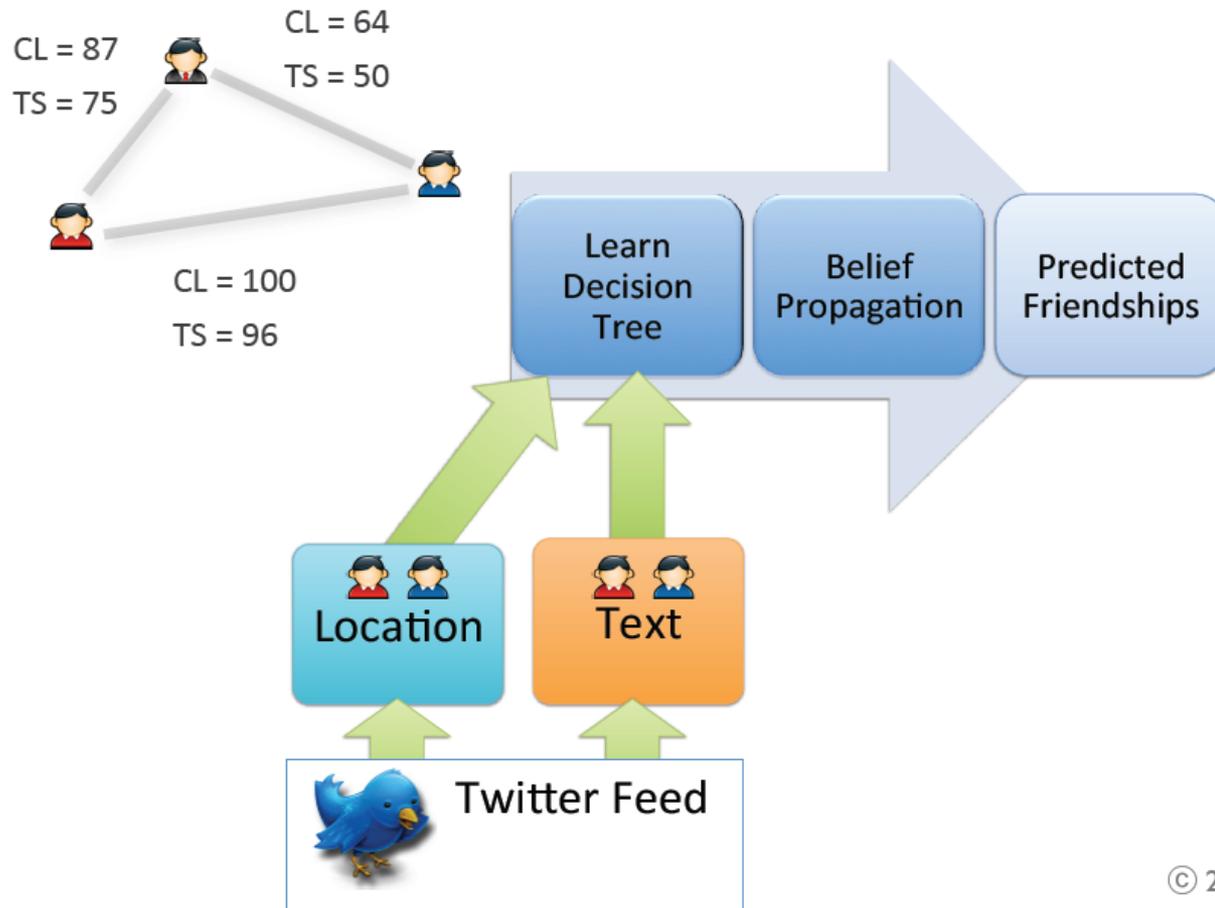
Future State

- ▶ <http://www.patientslikeme.com/>
- ▶ <https://www.facebook.com/samhsa>
- ▶ <https://www.facebook.com/BridgeArtGallery.URMC>
- ▶ <https://www.facebook.com/GolisanoChildrensHospital>
- ▶ <https://www.facebook.com/mentalhealthamerica>

Current State

- ▶ <http://www.urmc.rochester.edu/psychiatry/outreach/awi/index.cfm> –Silvia

Predicting Social Ties



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Finding Your Friends and Following Them to Where You Are,
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**Where do we take this?
(Objectives)**

**What resources do we have to
mobilize?**

**What bounds our practice?
(ethically, legally,
administratively, etc.)**

