



JOURNÉES ANNUELLES
DE SANTÉ PUBLIQUE

4 reasons why Public Health England uses social media

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CENTRE DES CONGRÈS DE QUÉBEC
WWW.INSQP.QC.CA/JASP

Communications/marketing at PHE

PHE campaigns include:

PHE partners include:

Social media use at Public Health England

Corporate channels

Campaigns

Staff/professionals

4 reasons why PHE uses social media

1. To help professionals make decisions
2. To help us listen
3. To help us network
4. To provide 24/7 support where the audience is



Reason 1:

To help professionals make decisions

PHE provides information for professionals

- In England many important decisions about “public health” are made by experts within local government or the National Health Service (NHS)
- PHE provides evidence, data and tools to help professionals plan or develop services to improve health in their area

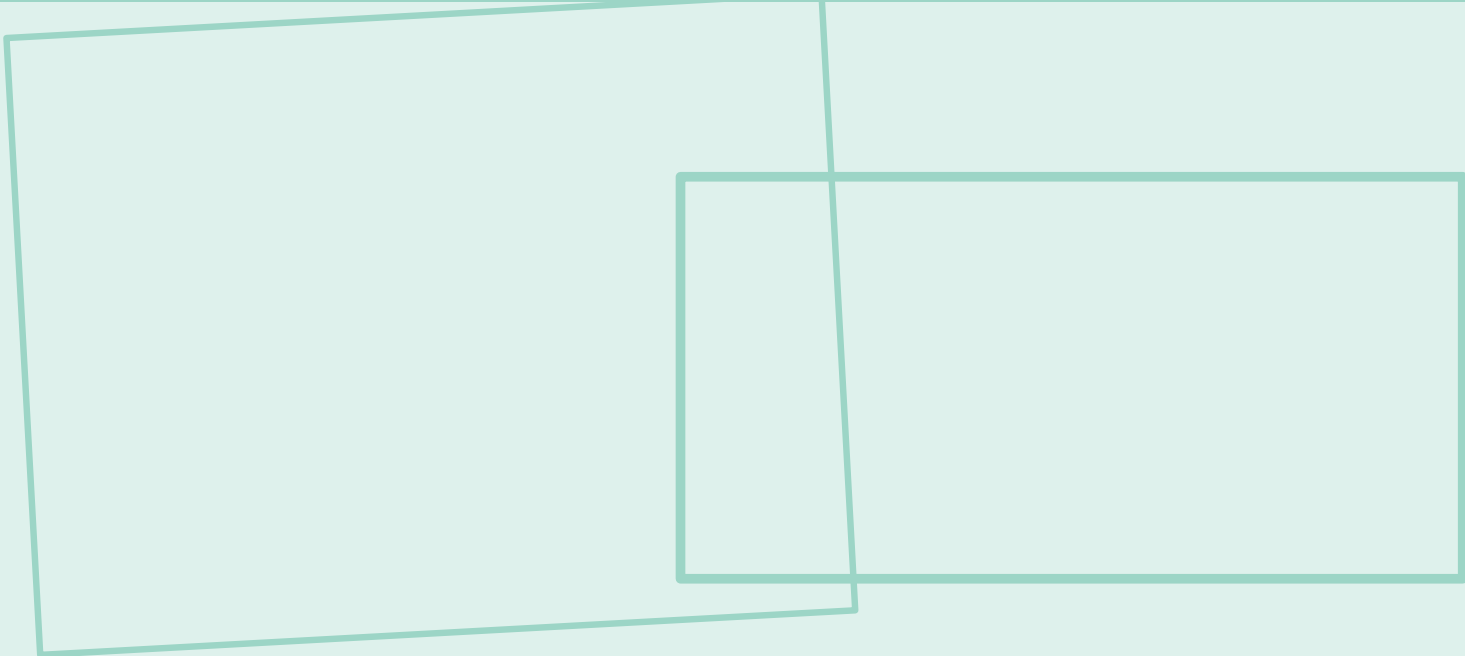


Health Matters – a digital resource for professionals

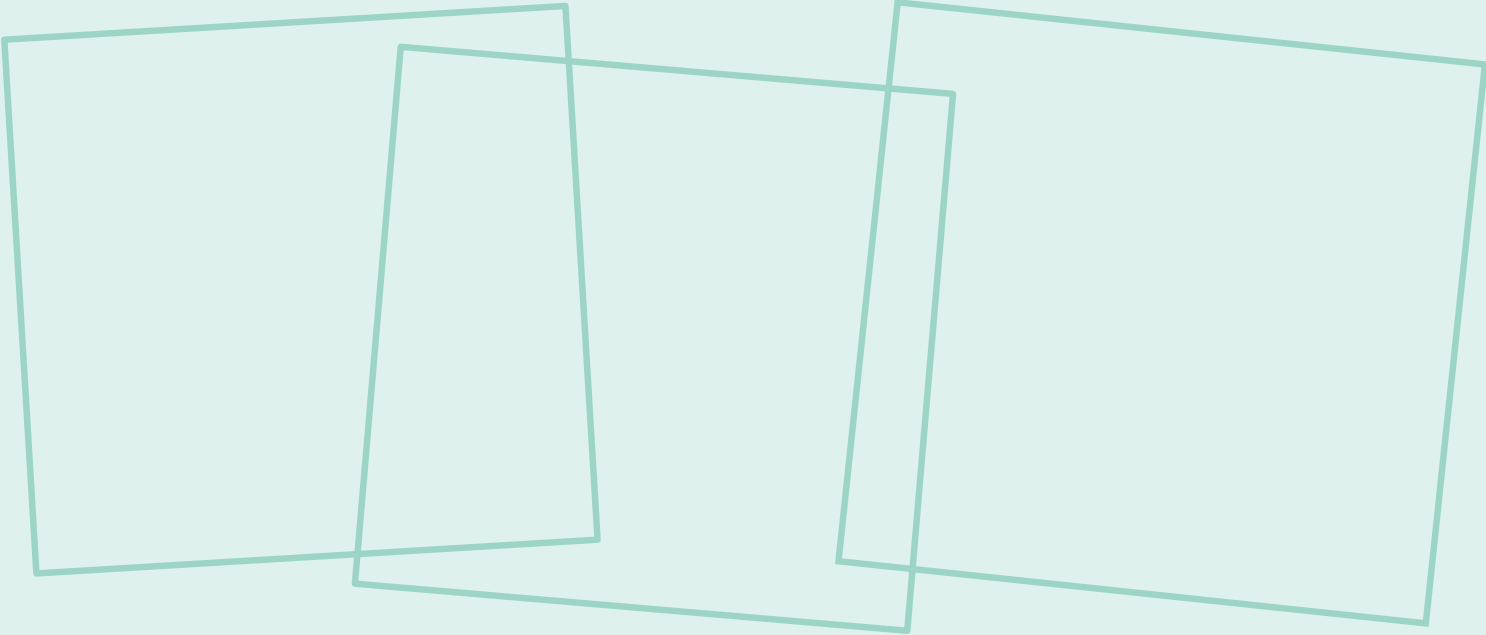
- “Health Matters” is now in its 17th edition and brings together evidence, data and interventions on a key health topic
- Each edition is designed with PHE experts and stakeholders
- Aims to use digital/social media to present information in multiple ways – from a detailed report to bite-size facts

Core online content – full report

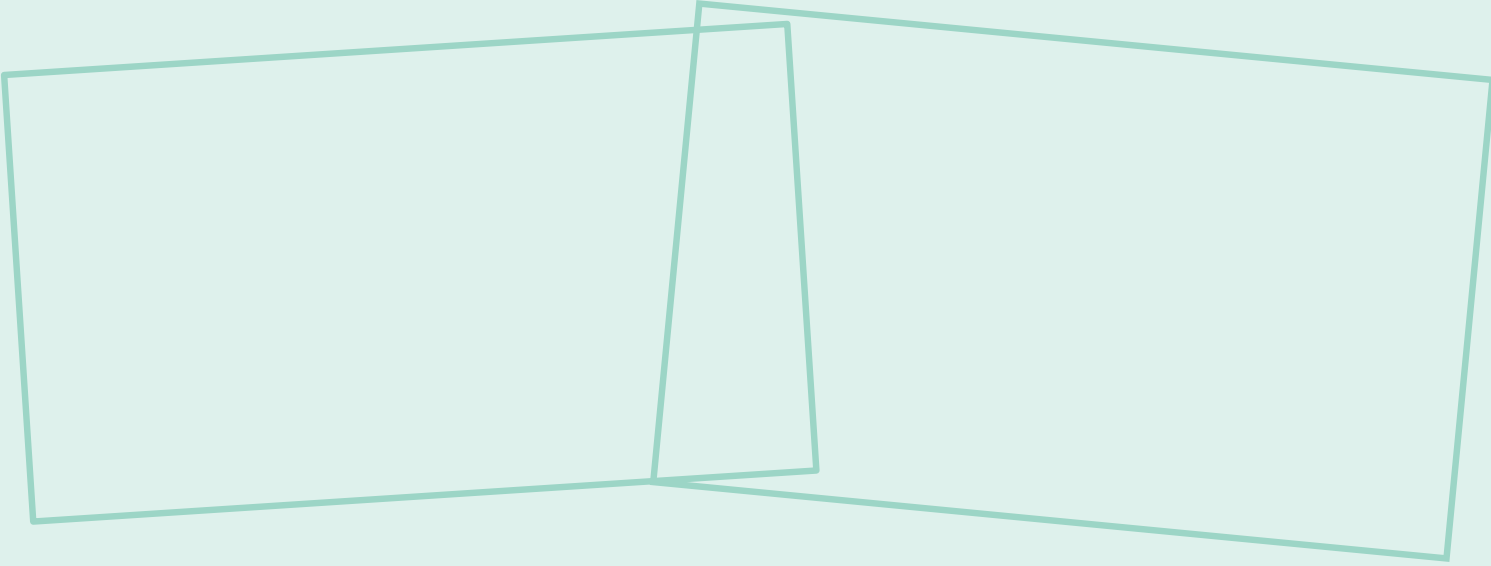
Launched via a national teleconference



Telling stories with blogs



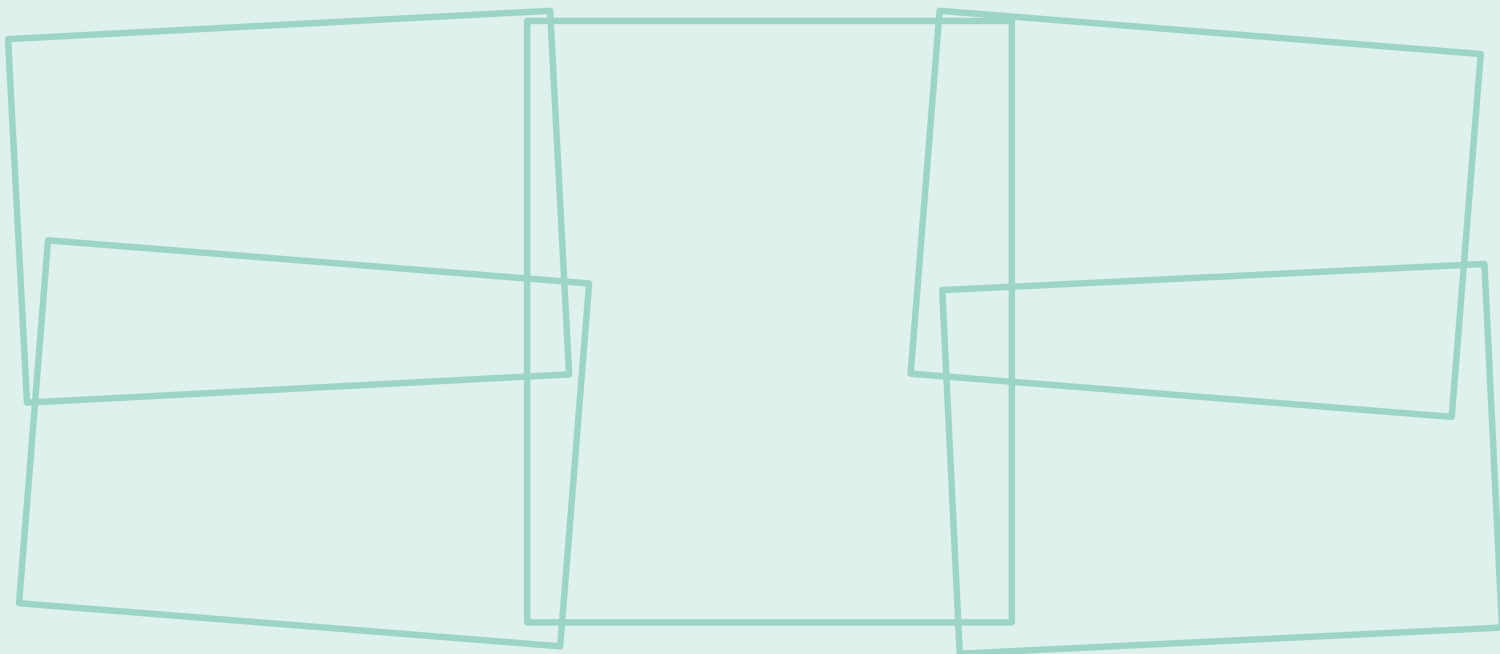
Providing information via YouTube videos



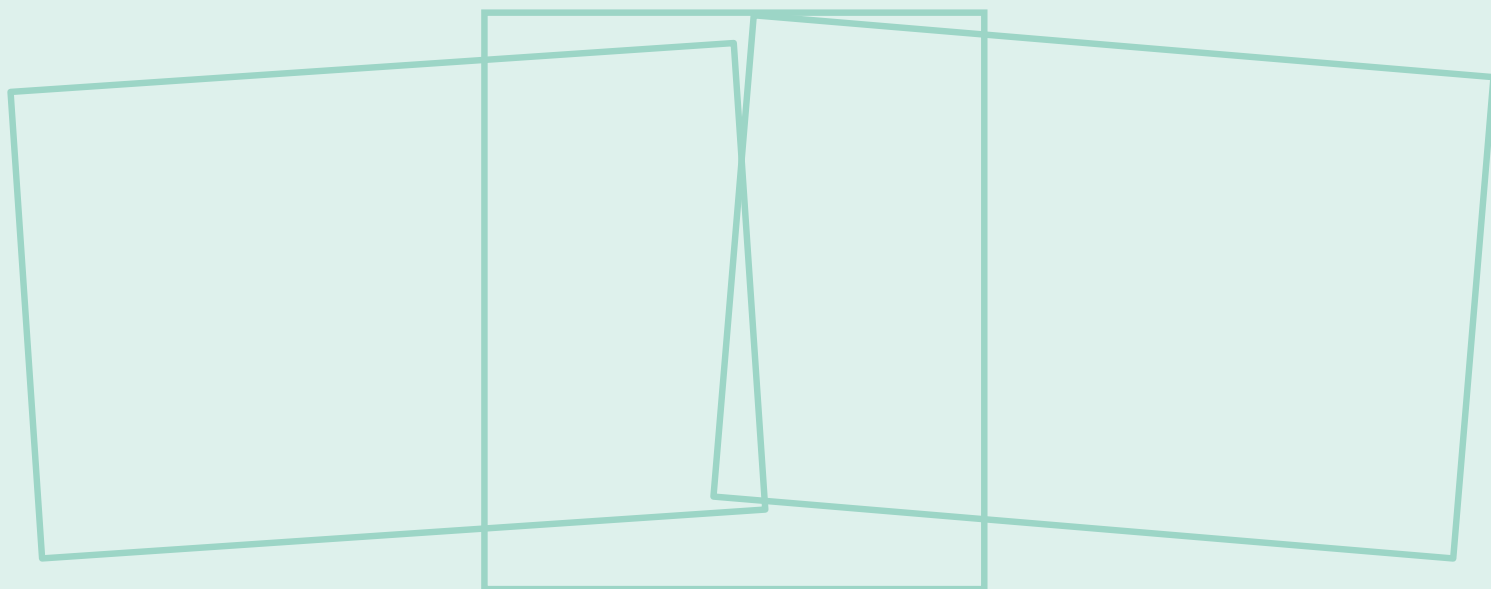
Creating case studies



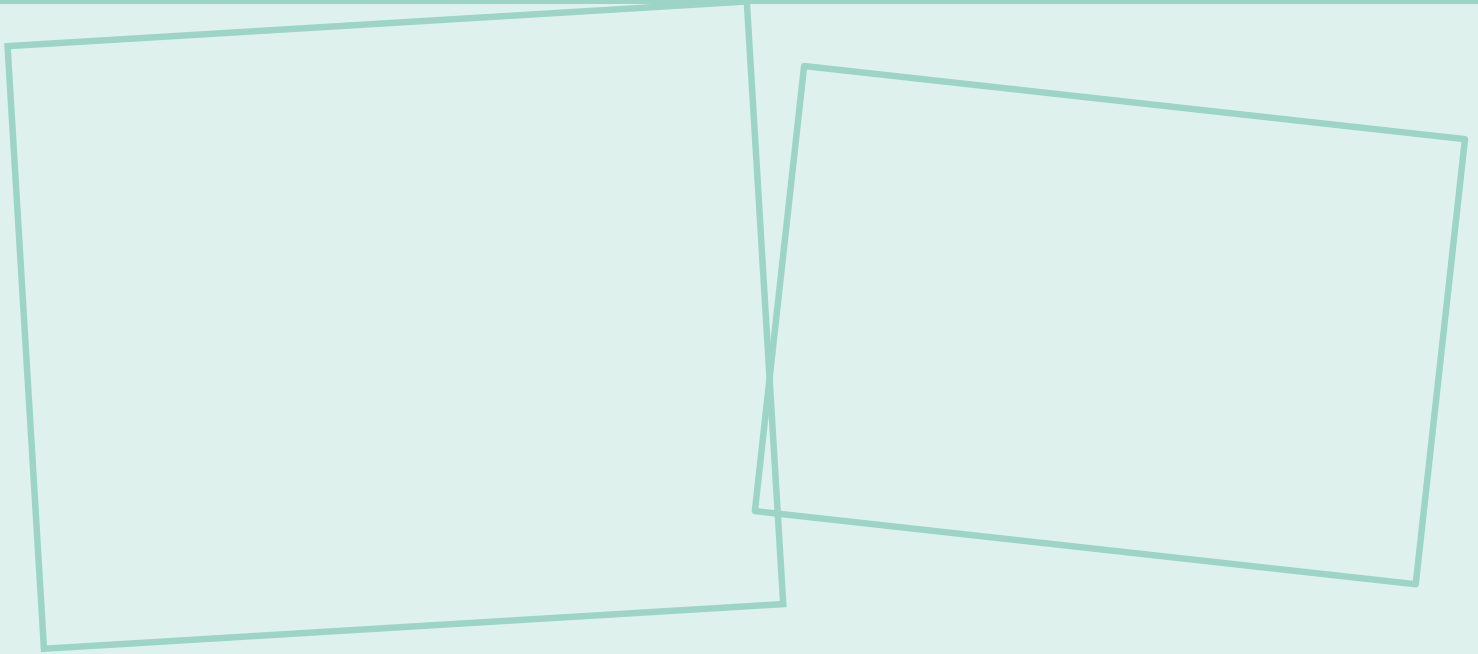
Making our resources available to download



Sharing content frequently via Twitter



Building a subscriber list



Health Matters in numbers



3000

Experts attending
teleconferences



13,200

People or organisations
sharing on Twitter



22,000

Bulletin subscribers



400K

Online content views

Checking whether it's working

- User surveys
- Twitter comments/who is sharing
- Google Analytics/Twitter data
- Partner feedback for each edition

Reason 1: Thoughts and conclusions

- Some people will see supporting content but never visit the main report
- Providing information in multiple formats is praised, but blogs and graphics are most read/shared
- Providing content for stakeholders to download builds advocacy



Reason 2: To help us listen

Where to listen...

- Surveys, polling, focus groups
- Letters, complaints, consultations, FOI
- **Social media (not just broadcast)**



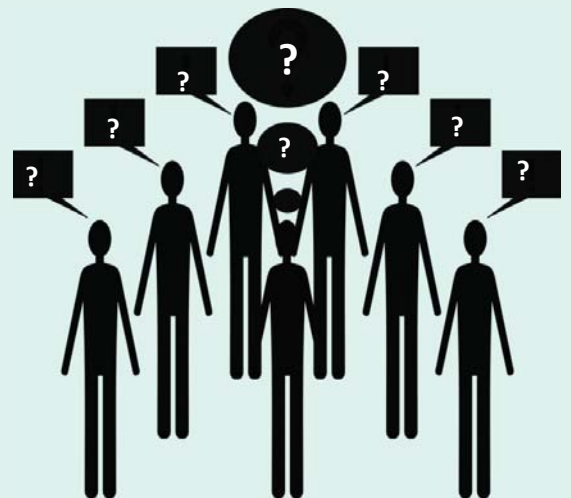
Day to day social listening

- Look out for emerging stories or risks
- Understand the views of influential people
- Monitor real-time events
- Influence our social media content



Listening case study - Ebola

- Low risk but high impact – difficult message
- Social media rumours and myths were common
- A number of countries, including the UK, had cases of Ebola in health workers who had been to West Africa



We used Twitter to listen

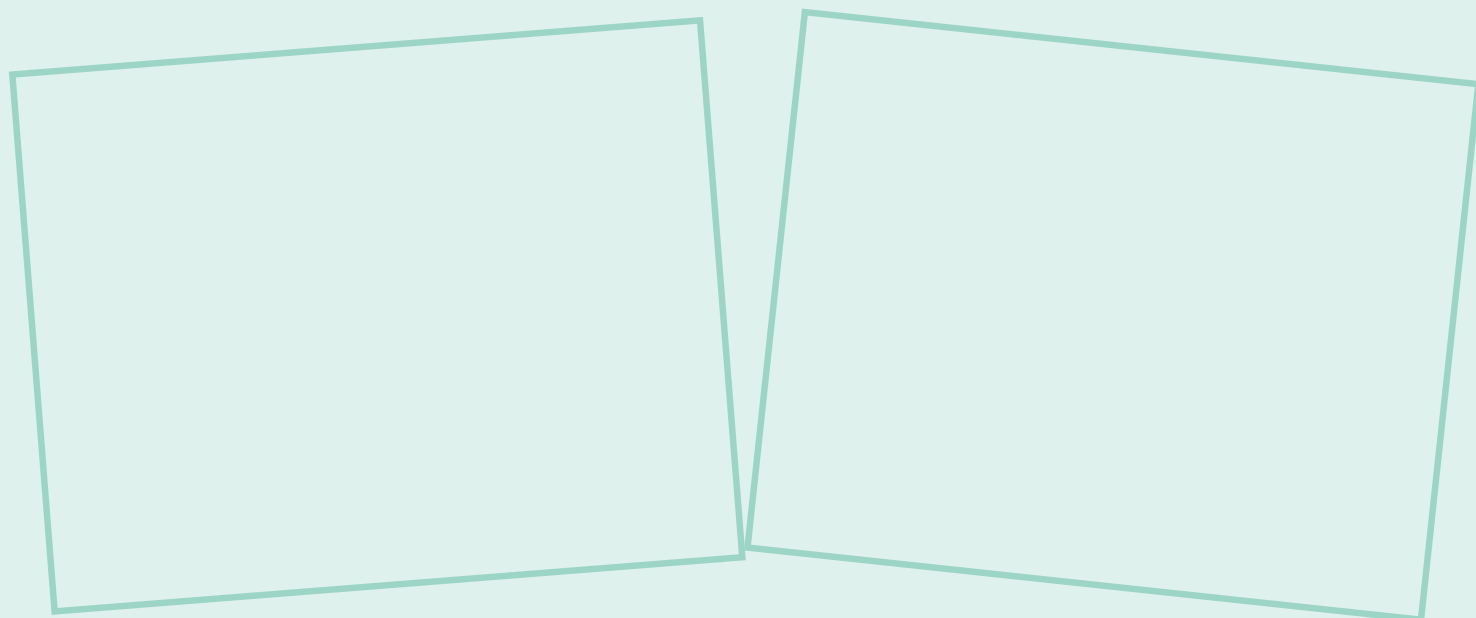
- Watching America
- Monitoring UK conversations
- Understanding who was influential and who wasn't
- Understanding professional opinion through Twitter chats



We used Twitter conversation to shape our content



We used Twitter conversation to shape our content



Reason 2: Thoughts and conclusions

- Monitoring conversations and preparing content in response was time well spent
- Simple/easy/free content was more engaging than more complex content
- This approach can be used at any time for any health topic – building influencer lists helps




Reason 3:
To help us network

Why professionals use social media


Three common questions:

1. Why bother/what's in it for me?
2. What am I permitted to discuss/do?
3. How do I do it?

Why bother/what's in it for me?

- **Live networking: Tweet chats/conferences**
 - Ability to make contact/be contacted
 - Be a role-model
 - Keep abreast of emerging practice
- 

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What am I permitted to discuss/do?

“ Digital and social media can help the civil service reach out to the people it serves. Gone forever is a world when an anonymous man in an inaccessible Whitehall office made decisions on behalf of others – new digital technologies help civil servants across the country engage actively with the public.”

Social media guidance for civil servants

Social media guidelines

- UK Government use: ‘Social media guidance for civil servants’
- Most organisations have their own policy
- Many policies now encourage rather than warn or prohibit
- Common sense boundaries around behaviour, confidentiality and branding

Reason 3: Thoughts and conclusions

- Public servants using social media increasingly seen as providing transparency/building trust
- Some PHE professionals report professional progress that wouldn't have happened without social media use
- Problems (such as errors or abuse) are rare



Reason 4:

To provide 24/7 support where the audience is

Our audiences are online

- 92% of all adults in England have been online in the last month
- 82% of the C2DE sociodemographic group goes online every day and 77% use Facebook each week
- Social media plays a role in all of PHE's social marketing campaigns



Stoptober - helping smokers to quit

- One of PHE's flagship campaigns is 'Stoptober' now is in its 6th year, with over a million smokers making a Stoptober quit attempt so far
- In England 15.5% of the population smoke but rates are much higher in some groups



Facebook messenger bots

- Smokers are offered a wide range of support but in 2016 PHE launched a Facebook messenger bot
- Bots are computer programmes that simulate chat, meaning smokers can interact with the bot at any time of day or night



Stoptober campaign chatbot

- The bot provides tips and advice or smokers can send an 'SOS' if they get a craving for a cigarette
- The 2016 engagement rate (*% of Chatbot messages that were read*) was 67% and 92% of users found the messages helpful



Start4Life Breast Feeding Friend chatbot

- The Start4Life campaign (aimed at new parents) also uses a messenger bot
- Evidence shows that getting the right support can help mums to breastfeed for longer
- We also know that peak times for online searches for breastfeeding help are 2am and 6am



Start4Life Breast Feeding Friend chatbot

- The bot can be used any time day or night and provides immediate tips or reminders of other places to get support
- After launch this year the bot gained over 4,500 users in its first month (22% of target audience)



Reason 4: Thoughts and conclusions

- No single tactic – online or offline – is perfect, but go where the audience is
- For campaigns TV advertising and big media moments are still important but many campaigns are now “always on”
- Social media, and data, help us reach audiences for less money

In summary, PHE uses social media to:

1. Help professionals make decisions
2. Help us listen
3. Help us network
4. Provide 24/7 support where the audience is

Useful resources

Across the UK Government we work as a network of communicators and digital professionals. Important guidance and standards include:

How we plan and evaluate our work

<https://gcs.civilservice.gov.uk/guidance>

Information on using social media

<https://gdsengagement.blog.gov.uk/playbook/>



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THANK YOU



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