Social Media and Health

Gloria M. Boone, Ph.D.
InfoAcrs.com

Social Media Consultant
Professor, Suffolk University
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Start with a Web Site
Logo, Mission, Search,
Navigation, Action, Visuals
150 Million Americans Active in Social Media

Source: The Nielsen Company

Internet access by condition

The percentage of adults in each group who go online. Overall, 74% of adults in the U.S. go online.

<table>
<thead>
<tr>
<th>Condition</th>
<th>Percentage</th>
<th>n</th>
</tr>
</thead>
<tbody>
<tr>
<td>No chronic condition</td>
<td>81%</td>
<td>1139</td>
</tr>
<tr>
<td>1+ chronic conditions</td>
<td>62%</td>
<td>917</td>
</tr>
<tr>
<td>1 chronic condition</td>
<td>68%</td>
<td>564</td>
</tr>
<tr>
<td>2+ chronic conditions</td>
<td>52%</td>
<td>353</td>
</tr>
<tr>
<td>Heart condition</td>
<td>47%</td>
<td>103</td>
</tr>
<tr>
<td>Diabetes</td>
<td>50%</td>
<td>256</td>
</tr>
<tr>
<td>High blood pressure</td>
<td>57%</td>
<td>809</td>
</tr>
<tr>
<td>Cancer</td>
<td>62%</td>
<td>60</td>
</tr>
<tr>
<td>Lung condition</td>
<td>68%</td>
<td>209</td>
</tr>
</tbody>
</table>

% of those with internet access

Source: Pew Internet & American Life Project Survey. November-December 2008. N=2253. Interviews conducted in English or Spanish. Margin of error is ±2%. Note: Margins of error are higher when comparing subgroups.
Facebook is Key to your Success

<table>
<thead>
<tr>
<th>Web Site</th>
<th>% Reach of Active Social Users</th>
<th>Sessions per Person</th>
<th>Time per Person (hh:mm:ss)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>52%</td>
<td>19.16</td>
<td>5:52:00</td>
</tr>
<tr>
<td>Myspace.com</td>
<td>15%</td>
<td>6.66</td>
<td>0:59:33</td>
</tr>
<tr>
<td>Twitter.com</td>
<td>10%</td>
<td>5.81</td>
<td>0:36:43</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>6%</td>
<td>3.15</td>
<td>0:12:47</td>
</tr>
<tr>
<td>Classmates Online</td>
<td>5%</td>
<td>3.29</td>
<td>0:13:55</td>
</tr>
</tbody>
</table>

Source: The Nielsen Company

In the US –Facebook average time per person was 6:27:43


600 Health Systems/Hospitals use Social Media

Source: ebennett.org

http://ebennett.org/time-to-re-think-hospital-social-media-adoption/

Share News

Brigham and Women's Hospital News

Pollen counts are expected to be up this weekend in the Northeast. BWH Allergist Dr. Cam Akin provides some tips for not letting allergens ruin the beautiful upcoming weekend.

Seasonal Health Tips from Hospital Experts

Brigham and Women's Hospital Seasonal Health Tips

Brigham and Women's Hospital News

Three members of Team Brigham 2010 explain why they are running the Boston Marathon this year to raise funds for BWH. Team Brigham, a group of 116 runners, is one of the largest sources of fund-raising revenue for community health programs. Their fundraising goal this year is $500,000.

Gearing up for the Marathon - BWH Bulletin - For and about the People of Brigham and Women's Hospital

As a BWH social worker, Rebekah Machiela, LICSW, works with patients and families dealing with complex psychosocial issues and sees first hand the positive effects BWH outreach services have in the community. ...

March 29 at 4:38pm · Share

3 people like this.

Adrienne Rines: hey that's me! :)
March 29 at 6:35pm · Report

# Publicize Events

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
<th>Type</th>
<th>Where</th>
<th>When</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Monday, April 19</strong></td>
<td><strong>5th Annual ERG Marathon</strong></td>
<td>Causes - Fundraiser</td>
<td>Newton-Wellesley Hospital</td>
<td>Monday, April 19 from 9:00 am to 2:00 pm</td>
</tr>
<tr>
<td></td>
<td><strong>Marathon Day Cookout</strong></td>
<td>Party - Barbecue</td>
<td>Newton-Wellesley Hospital</td>
<td>Monday, April 19 from 11:00 am to 2:00 pm</td>
</tr>
<tr>
<td><strong>Tuesday, April 20</strong></td>
<td><strong>Post-Marathon Injury Clinic #1</strong></td>
<td>Education - Workshop</td>
<td>Newton-Wellesley Hospital</td>
<td>Tuesday, April 20 from 5:00 pm to 7:30 pm</td>
</tr>
</tbody>
</table>

Dr. Alfred Hanmer Travels to Haiti with Partners in Health
Tuesday, March 2, 2010 at 3:24pm

On January 15, Alfred Hanmer, MD, an orthopaedic surgeon at Newton-Wellesley Hospital, departed for Haiti with Partners in Health.

He and a team of physicians and nurses treated injuries resulting from the horrific earthquake endured by the country.

Dr. Hanmer provided orthopaedic surgery on injuries including fractures, compartment fractures, c-spine injuries and amputations with very limited orthopaedic supplies.

He and his team worked for hours each day to provide surgical services to those injured in the disaster.

Thank you to Dr. Hanmer and his team for helping the people of Haiti during this crisis!
Community Outreach

Get Others Involved

Support the #RedSox and @TheJimmyFund! Tweet this and post to your FB status & give $5 to Rally Against Cancer – www.rallyagainstcancer.org

about 3 days ago


about 4 days ago

@MichaelSheelely Awesome that you are applying for a spot on the @DanaFarber Falmouth team (http://bit.ly/aEDxP)! Very excited!!!

about 4 days ago

RT @shelley1005: Hey #RedSox Fans! Support @TheJimmyFund with @Lindzy45 I joined, I donated. You should too! http://bit.ly/ckErqT

about 4 days ago

RT @dpfarley Hey Dan check out my Jimmyfund page! I’m so excited to be apart of such a great cause! http://tinyurl.com/rallywithlindsay

about 4 days ago

• 140 characters
• 75 million users in the world
• Over 23 million users in the U.S.
• 50 million tweets a day
Logo, Navigation, Reason–Why, Use of #

Hey there! ChildrensBoston is using Twitter.
Twitter is a free service that lets you keep in touch with people through the exchange of quick, frequent answers to one simple question: What's happening? Join today to start receiving ChildrensBoston's tweets.

Are pink cigarette ads targeting #teenage #girls? http://bit.ly/9XJaju read up and comment away!
about 8 hours ago via web

http://twitpic.com/1066x - Hooray for The Boston Red Sox and their Opening Night WIN against the Yankees! Children's loves the Sox!
about 11 hours ago via TwitPic

We mentioned this yesterday. Here's a clip from @pbs http://stn.pbs.org/1K3K1H. Don't 4get 2 check out http://stemcell.childrenshospital.org
12:21 PM Apr 2nd via web

Today is World #Autism Awareness Day - here are some resources

Use Bit.ly or short URL

Lahey Clinic CEO answering questions from colleagues during open lunchtime Town Meeting. Use #laheyclinic to ask questions now.

about 9 hours ago via Tweetie

Autism affects 1 in 70 boys the U.S. Today is Autism Awareness Day. Learn more by visiting http://www.autismspeaks.org/#autism

8:22 AM Apr 2nd via web

Finally! A gorgeous day in the Boston area. Be sure to get outside today and soak up some of that vitamin D. #sun

5:38 AM Apr 2nd via web

:) RT @LaurenBarber7 @LaheyClinic Most caring staff I've ever dealt with! Thanks for making not so fun visits as great as they can be

8:50 AM Apr 1st via web

Thanks! Hope you enjoy it! RT @mamanning @LaheyClinic new cafeteria looks great!!

4:51 PM Mar 31st via web
# Adapt to Time and Timeshifting

## A Week in the Life
**Weekly Time Spent in Hours:Minutes**

By Age Demographic 4Q 2009

<table>
<thead>
<tr>
<th></th>
<th>K2-11</th>
<th>T12-17</th>
<th>A18-24</th>
<th>A25-34</th>
<th>A35-49</th>
<th>A50-64</th>
<th>A65+</th>
<th>P2+</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Watching Timeshifted TV</strong></td>
<td>1:33</td>
<td>1:15</td>
<td>1:28</td>
<td>2:58</td>
<td>2:44</td>
<td>2:22</td>
<td>1:10</td>
<td>2:04</td>
</tr>
<tr>
<td><strong>Using the Internet</strong></td>
<td>0:24</td>
<td>1:21</td>
<td>3:45</td>
<td>5:20</td>
<td>6:35</td>
<td>4:53</td>
<td>2:17</td>
<td>3:56</td>
</tr>
<tr>
<td><strong>Watching Video on Internet</strong></td>
<td>0:04</td>
<td>0:15</td>
<td>0:39</td>
<td>0:35</td>
<td>0:33</td>
<td>0:17</td>
<td>0:06</td>
<td>0:22</td>
</tr>
<tr>
<td><strong>Mobile Subscribers Watching Video on a Mobile Phone</strong></td>
<td>n/a</td>
<td>0:21</td>
<td>0:08</td>
<td>0:06</td>
<td>0:01</td>
<td>&lt;0:01</td>
<td>n/a</td>
<td>0:04</td>
</tr>
</tbody>
</table>

*Source: The Nielsen Company*
EVERY YEAR MILLIONS OF CHILDREN SUFFER FROM CHRONIC PAIN

Whole Child LA - Our Favorite Non-Profit!
From: BangPopLA | February 23, 2010 | 266,551 views

Whole Child LA is doing great things in the community to help children manage their chronic pain. We were moved by their stories and inspired to make this video!
Nonprofit Program

Does your organization have a compelling story to tell? Do you want to connect with your supporters, volunteers, and donors but don’t have the funds to launch expensive outreach campaigns?

YouTube can help.

Video is a powerful way to show your organization’s impact and needs. And with a designated “Nonprofit” channel on YouTube, you can deliver your message to the world’s largest online video community.

Availability

The Nonprofit program is currently only available in the United States, the United Kingdom, Canada, and Australia—choose from the list below to see the requirements for that country. We are continuing to expand the program, so please do check back to see if other countries have been added.

Program Benefits

- Premium branding capabilities and increased uploading capacity
- The option to drive fundraising through a Google Checkout “Donate” button

Apply Now

Make sure you’re logged into your organization’s account before applying.

http://infoacrs.com/health.html
GREAT NEWS!! My fear was that the reason my PSA count had risen was that the cancer had spread to the bones. No matter how many times I told myself that it was all baloney and was just a burp in the count, it still had a big effect on me.

The results of testing yesterday was that all bones are clean. The Dr. wanted to find out the cause of the count increase and there is a possibility of some activity in the lymph nodes in my pelvic area. Yesterday I had a total body bone scan and a MRI...
This is an ambitious project; we’re looking to get data from thousands of patients with epilepsy at 3 distinct time points. Through this shared goal for the community, patients are pulling together and encouraging one another to have a voice in research. After all, the more data in the system, the more insight every individual can gain from taking part.
Where is your Audience?

Age distribution on social network sites
United States, data sorted by average age per site, youngest at the top

Data source: Google Ad Planner (United States demographics data)
www.pingdom.com

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Bebo
MySpace
Xanga
Friendster
Hi5
Tagged
LiveJournal
Last.fm
Reddit
Ning
Facebook
FriendFeed
Digg
StumbleUpon
Twitter
Slashdot
Delicious
LinkedIn
Classmates.com

Audience Research

Research: health and social media

<table>
<thead>
<tr>
<th>Placement</th>
<th>Category</th>
<th>Comp</th>
<th>Reach</th>
<th>UV (users)</th>
</tr>
</thead>
<tbody>
<tr>
<td>facebook.com</td>
<td>Social Networks</td>
<td>140</td>
<td>74.8%</td>
<td>70K</td>
</tr>
<tr>
<td>yahoo.com</td>
<td>Web Portals</td>
<td>140</td>
<td>73.1%</td>
<td>69K</td>
</tr>
<tr>
<td>allrecipes.com</td>
<td>Cooking &amp; Recipes</td>
<td>2100</td>
<td>50%</td>
<td>47K</td>
</tr>
<tr>
<td>amazon.com</td>
<td>Shopping</td>
<td>240</td>
<td>45.5%</td>
<td>43K</td>
</tr>
<tr>
<td>about.com</td>
<td>How-To &amp; Expert Content</td>
<td>360</td>
<td>41.7%</td>
<td>39K</td>
</tr>
<tr>
<td>msn.com</td>
<td>Web Portals</td>
<td>170</td>
<td>37.8%</td>
<td>35K</td>
</tr>
<tr>
<td>Placement</td>
<td>Category</td>
<td>Comp Index</td>
<td>Reach</td>
<td>UV (users)</td>
</tr>
<tr>
<td>------------------</td>
<td>---------------------------------------</td>
<td>------------</td>
<td>---------</td>
<td>------------</td>
</tr>
<tr>
<td>facebook.com</td>
<td>Social Networks</td>
<td>100</td>
<td>51.8%</td>
<td>3.2M</td>
</tr>
<tr>
<td>yahoo.com</td>
<td>Web Portals</td>
<td>89</td>
<td>46%</td>
<td>2.8M</td>
</tr>
<tr>
<td>blogger.com</td>
<td>Blogging Resources &amp; Services</td>
<td>140</td>
<td>22.1%</td>
<td>1.4M</td>
</tr>
<tr>
<td>live.com</td>
<td>Search Engines</td>
<td>91</td>
<td>20.1%</td>
<td>1.2M</td>
</tr>
<tr>
<td>mozilla.com</td>
<td>Internet Clients &amp; Browsers</td>
<td>140</td>
<td>17.9%</td>
<td>1.1M</td>
</tr>
<tr>
<td>myspace.com</td>
<td>Social Networks</td>
<td>110</td>
<td>17.9%</td>
<td>1.1M</td>
</tr>
<tr>
<td>microsoft.com</td>
<td>Windows</td>
<td>99</td>
<td>16.4%</td>
<td>1000K</td>
</tr>
<tr>
<td>msn.com</td>
<td>Web Portals</td>
<td>74</td>
<td>16.2%</td>
<td>1000K</td>
</tr>
<tr>
<td>amazon.com</td>
<td>Shopping</td>
<td>89</td>
<td>16.2%</td>
<td>990K</td>
</tr>
<tr>
<td>wordpress.com</td>
<td>Blogging Resources &amp; Services</td>
<td>150</td>
<td>12.3%</td>
<td>750K</td>
</tr>
<tr>
<td>ebay.com</td>
<td>Auctions</td>
<td>74</td>
<td>12.2%</td>
<td>750K</td>
</tr>
<tr>
<td>twitter.com</td>
<td>Email &amp; Messaging</td>
<td>130</td>
<td>11.1%</td>
<td>680K</td>
</tr>
<tr>
<td>imdb.com</td>
<td>Movies</td>
<td>150</td>
<td>10.2%</td>
<td>630K</td>
</tr>
<tr>
<td>go.com</td>
<td>Web Portals</td>
<td>81</td>
<td>10.1%</td>
<td>620K</td>
</tr>
<tr>
<td>photobucket.com</td>
<td>Photo &amp; Video Sharing</td>
<td>150</td>
<td>10.1%</td>
<td>620K</td>
</tr>
</tbody>
</table>
# Health Topics

The percentage of internet users who have looked online for information about certain topics.

<table>
<thead>
<tr>
<th>Health Topic</th>
<th>No conditions</th>
<th>1+ conditions</th>
<th>2+ conditions</th>
</tr>
</thead>
<tbody>
<tr>
<td>A specific disease or medical problem</td>
<td>65%</td>
<td>69%</td>
<td>66%</td>
</tr>
<tr>
<td>Certain medical treatment or procedure</td>
<td>54</td>
<td>55</td>
<td>54</td>
</tr>
<tr>
<td>Exercise or fitness</td>
<td>54</td>
<td>49</td>
<td>41*</td>
</tr>
<tr>
<td>Doctors or other health professionals</td>
<td>48</td>
<td>43</td>
<td>42*</td>
</tr>
<tr>
<td>Prescription or over-the-counter drugs</td>
<td>43</td>
<td>48</td>
<td>53*</td>
</tr>
<tr>
<td>Hospitals or other medical facilities</td>
<td>38</td>
<td>38</td>
<td>36</td>
</tr>
<tr>
<td>Health insurance</td>
<td>37</td>
<td>37</td>
<td>42</td>
</tr>
<tr>
<td>Alternative treatments or medicines</td>
<td>33</td>
<td>38</td>
<td>36</td>
</tr>
<tr>
<td>How to lose weight or how to control your weight</td>
<td>33</td>
<td>35</td>
<td>30</td>
</tr>
<tr>
<td>Depression, anxiety, stress or mental health issues</td>
<td>28</td>
<td>28</td>
<td>30</td>
</tr>
<tr>
<td>Any other health issue not listed above</td>
<td>26</td>
<td>27</td>
<td>31</td>
</tr>
<tr>
<td>Experimental treatments or medicines</td>
<td>19</td>
<td>22</td>
<td>23</td>
</tr>
<tr>
<td>How to stay healthy on a trip overseas</td>
<td>13</td>
<td>10</td>
<td>12</td>
</tr>
</tbody>
</table>

* indicates a significant difference between those without chronic conditions and those with chronic conditions.

Message Impact

Of the e-patients living with chronic disease who say their most recent query had an impact, either major or minor:

- Two-thirds say the information found online affected a decision about how to treat an illness or condition.
- Half say it changed the way they cope with a chronic condition or manage pain.
- Half say it changed their overall approach to maintaining their health or the health of someone they help take care of.
- Half say it lead them to ask a doctor new questions, or to get a second opinion from another doctor.
- Half say it changed the way they think about diet, exercise, or stress management.
- One-third say it affected a decision about whether to see a doctor.

Chronic Disease and the Internet, Mar 24, 2010

Overall

• Start with a Web site
• Use Facebook
• Post a video to YouTube
• Use Twitter
• Start a Blog
• Do Audience Research
• Construct the Message
• Look for Impact
Questions

Gloria Boone

gboone@suffolk.edu

http://infoacrs.com/health.html