

The Value of Social Media in Reaching and Engaging Employers in Total Worker Health™

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Total Worker Health™ Symposium

November 29-30, 2012

Coralville, Iowa

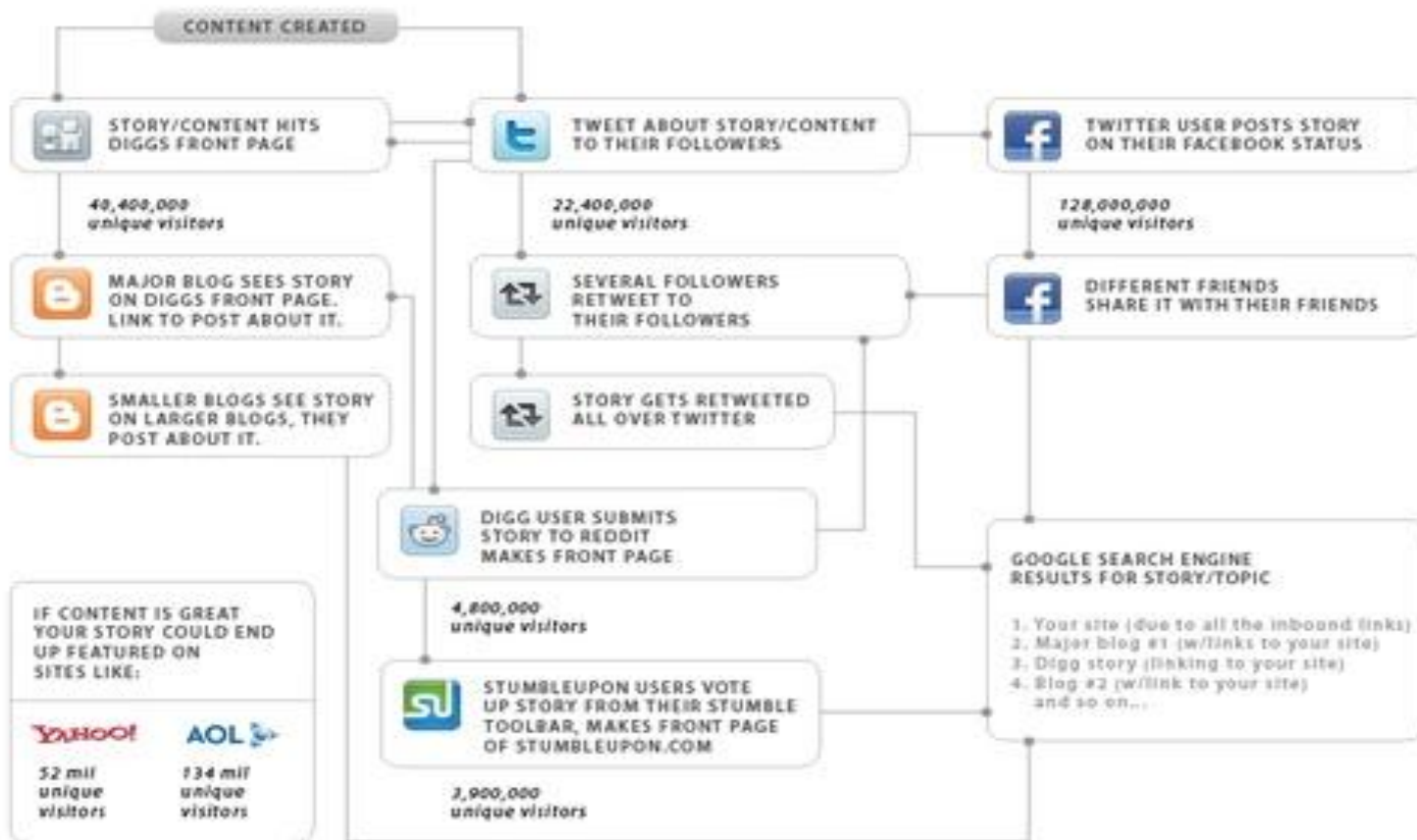
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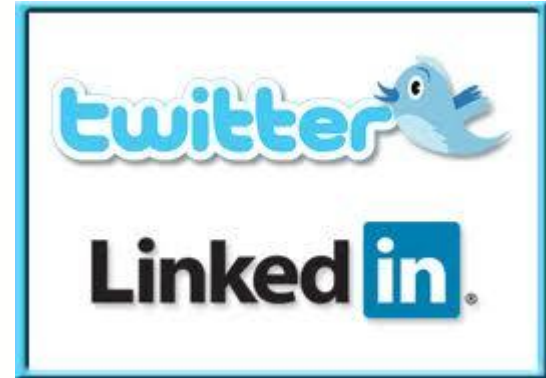
The Power of Social Media: Unique Visitors per Month

#1 Facebook:	750 Million
#2 Twitter:	250 Million
#3 LinkedIn:	110 Million
#5 Google+:	65 Million
#10 Pinterest:	15.5 Million

The Social Media Effect



NIOSH on Social Media



newsletter <http://www.cdc.gov/niosh/news> Disclaimer:
 arily represent the views of CDC.

14,134



Total Worker Health
 @NIOASH_TWH

Total Worker Health™ is a strategy integrating health protection with health promotion to prevent worker injury and illness and to advance health and well-being
<http://www.cdc.gov/niosh/twh>

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213 TWEETS

111 FOLLOWING

246 FOLLOWERS

Tweets

- Following >
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Similar to you >

- AskAboutRisk @AskAboutRisk Follow
- HaztechSafety @HaztechSafety Follow

Tweets

- Total Worker Health** @NIOASH_TWH 21 Nov
 Another reason to avoid holiday weight gain? See how your state rates in obesity, diabetes, and physical activity? 1.usa.gov/UJKYZ9
 Expand
- Total Worker Health** @NIOASH_TWH 20 Nov
 New proposed rules and invitation for comments released today by HHS and DOL in three critical areas 1.usa.gov/XxBgAQ
 Expand
- Total Worker Health** @NIOASH_TWH 30 Oct
 At 2:30, Join @NIOASH Dr. Casey Chosewood for a Panel Discussion on Toward #TotalWorkerHealth #APHA12 bit.ly/Suugj5
 Expand
- Total Worker Health** @NIOASH_TWH 30 Oct
 RT @hammerles. Promote work-family balance to reduce workplace injuries bit.ly/TS7YES @CROETatOHSU #RiskInsurance
 Expand

<http://www.cdc.gov/niosh/TWH/>

The National Institute for Occupational Safety and Health (NIOSH)



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Recommend 21 Tweet Share

TOTAL WORKER HEALTH™

Formerly NIOSH *WorkLife*
Integrating Health Protection and Health Promotion



Spotlights

Learn how a high-performing manufacturing company applies an organizational culture of health to drive success in *Promising Practices for Total Worker Health™* <http://1.usa.gov/WF7SFx>

Three Ways to Incorporate Ergonomics with Workplace Health Promotion in the October 2012 edition of *TWH™ in Action!* eNewsletter <http://1.usa.gov/WH4kE6>

New CDC Worksite Health ScoreCard! A tool to assist employers in identifying gaps in health promotion programs, and to prioritize high-impact strategies for health promotion at worksites on a range of health topics such as organizational supports, stress management, depression, and physical activity. <http://1.usa.gov/SioG3u>

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The 10th International Conference on Occupational Stress and Health

Protecting and Promoting **TOTAL WORKER HEALTH™**
Los Angeles, California

May 16-18 2013

Work, Stress and Health 2013

Get email updates

To sign up to receive the NIOSH Total Worker Health newsletter, enter your email address:

70,000+
Potential
Impressions

Content is King

- Promising Practices in Total Worker Health™
- *TWH™ in Action!* Quarterly eNewsletter
- Medscape Articles and Safety Breakthrough Radio Podcasts

37+
TWH™
Mentions

Building Relationships

- LinkedIn – Since 9/26/12 have 197+ members
- Gov Delivery – Over 46,000 subscribers
- Twitter and Pinterest – Over 200 followers
- Facebook (*in development*)

700+
TWH™
Interactions

Every Interaction Matters

- Web-page Redesign and Topic Page
- Wikipedia Clickthroughs (*in progress*)
- Blog and LinkedIn Discussions

LinkedIn Account Type: Basic | Upgrade 6

Home Profile Contacts Groups Jobs Inbox Companies News More Groups ▾

Your Activity

Choose Your View ▾ **NEW**

Hide RSS with no activity ▾

Latest Discussions



To catch up on recent activities and updates for the NIOSH Total Worker Health Program, read our just released newsletter. Tell us what...

NIOSH believes integrating the protection of worker health and safety with evidence-based health promotion will be a key strategy to ...



TWH™ in Action! cdc.gov

BY: ANITA L. SCHILL, PhD AND L. CASEY CHOSEWOOD, MD In September, Trust for America's Health (TFAH) and the Robert Wood Johnson Foundation (RWJF) released the ninth edition report, F as in Fat: How Obesity Threatens America's...

posted 1 hour ago

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New study on sedentary behavior from UK.



Sitting down for long periods of time increases risk of diabetes,... www2.le.ac.uk

Posted by hct16 at Oct 15, 2012 10:15 AM | Permalink Researchers urge people to take breaks from long periods of sitting to reduce health risks. A new study led by the University of Leicester, in association with colleagues at...

posted 2 days ago

Chia Chang 2 days ago • Coincidentally, there's new research on the intervention effectiveness of sit stand work stations http://www.cdc.gov/pcd/issues/2012/11_0323. ...

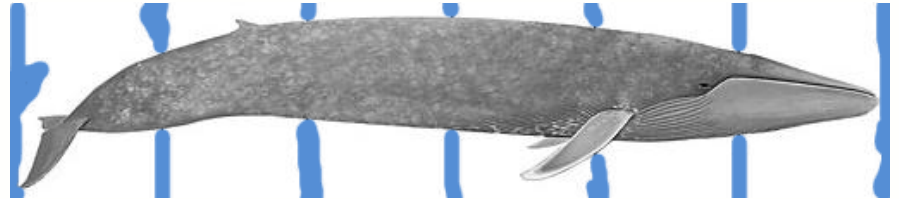
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Future Opportunities

- **Contribute to Wikipedia:** Cite research and employer case studies on topics relevant to TWH™ and add links
- **Use LinkedIn:** Expand Peer Network and Grow Interest

Site reach: a comparison

- **NIOSH website**
 - 150,000 web pages
 - 8 million visits per year
- **Wikipedia**
 - 3.4 million articles
 - 8 million views...per hour



NIOSH on Wikipedia

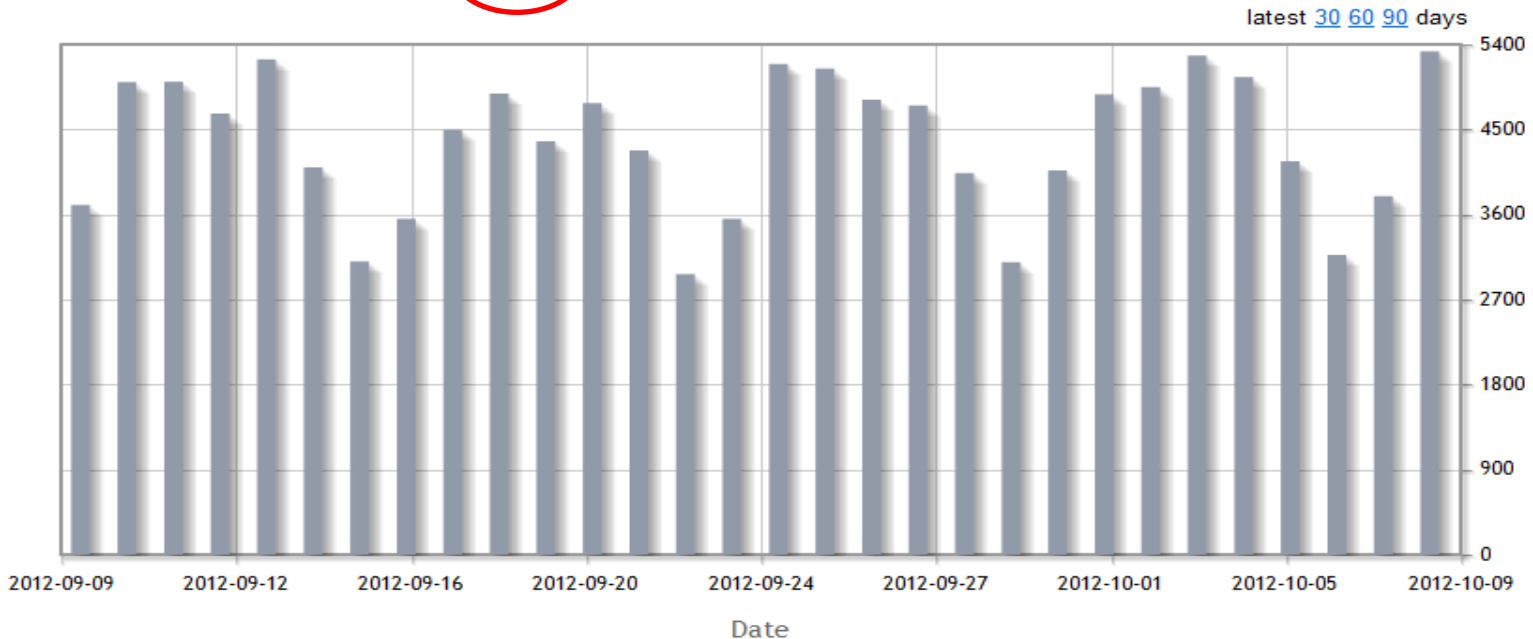


- 894 links to NIOSH material in 518 articles
- Creates incoming traffic to the NIOSH site
- 250,000+ clickthroughs

Wikipedia Provides Major Reach

Wikipedia article traffic statistics

[Nanotechnology](#) has been viewed **131463** times in the last 30 days. This article ranked 2944 in traffic on en.wikipedia.org.



English 201210 Nanotechnology

[toggle labels](#)

[This page in json format.](#) (took 0.298766851425 sec)
















[About these stats.](#) The raw data is available [here](#). This is very much a beta service and may disappear or change at any time.



HWCE on Pinterest

- Share evidence-based resources and TWH™ strategies to employers and researchers
- Engage with employers and employees
 - Promote participation
 - Encourage comments
 - Support dialog
- Follow us @ Iowa Total Worker Health

Iowa Total Worker Health

<p>NIOSH TWH Centers 4 pins</p>  <p>Edit</p>	<p>Upcoming Events 4 pins</p>  <p>Edit</p>	<p>Affiliations 17 pins</p>  <p>Edit</p>	<p>TWH Research 1 pin</p>  <p>Edit</p>	<p>Resources for Employers 8 pins</p>  <p>Edit</p>
<p>Evaluation Tools 2 pins</p>  <p>Edit</p>	<p>Tools for Smaller Employ... 2 pins</p>  <p>Edit</p>	<p>Promoting Physical Fitness 3 pins</p>  <p>Edit</p>	<p>Resources for Employees 4 pins</p>  <p>Edit</p>	<p>Promoting Healthy Eating 2 pins</p>  <p>Edit</p>
<p>Return on Investment (R... 1 pin</p>  <p>Edit</p>	<p>Safety and Health Protecti... 2 pins</p>  <p>Edit</p>	<p>Promoting Cardiovascular... 1 pin</p>  <p>Edit</p>	<p>Managing Stress 0 pins</p>  <p>Edit</p>	<p>Smoking Cessation 0 pins</p>  <p>Edit</p>

[pinterest.com/iowatwh/](https://www.pinterest.com/iowatwh/)

Why Pinterest?

- Virtual Bulletin Board: Place to organize, save and share inspiration boards
- Promotes healthy behaviors
- Supports a culture of TWH™
- Creates virtual space for knowledge sharing
- Engages employers and employees

Employers Using Pinterest

- Low-cost way to engage employees in TWH™
 - Examples: Chester County Hospital, American Heart Association
 - Share online health self-assessments
 - As part of healthy eating campaign, encourage recipe sharing
 - Share upcoming races and events, encourage teams

Chester County Hospital & Health System

Stop Smoking Now!
16 pins · 🍷



Follow

Packed Lunch Makeover f...
13 pins · 🍷



Follow

Healthy Heart Recipes
7 pins · 🍷



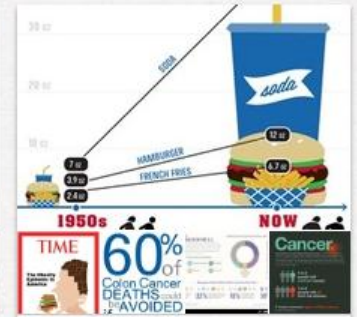
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Healthy Community
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<https://pinterest.com/cchosp/stop-smoking-now/>

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Nutrition Tips
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Weight Matters
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Diabetes-Friendly Recipes
5 pins · 🍷



pinterest.com/cchosp/

American Heart Association

Heart Healthy Living Like 1



American Heart Association

Follow

1,123 followers, 9 pins



Blood pressure cuff links to mobile devices to track data

6 likes 12 repins

psfk.com

Recommended Screenings	Risk Factors
<ul style="list-style-type: none"> Cholesterol: Every 4-6 years for adults aged 20 and older. Blood pressure: Every 4-6 years for adults aged 18 and older. Blood sugar: Every 3-5 years for adults aged 45 and older. Heart disease: Every 5 years for adults aged 55 and older. 	<ul style="list-style-type: none"> High cholesterol High blood pressure High blood sugar Heart disease Diabetes Obesity Smoking Stress Family history Age Sex Race

Learn the risk factors for heart disease and the recommended heart health screenings from the American Heart Association.

4 likes 12 repins

heart.org



Stop #smoking . There are approximately 600 ingredients in cigarettes. When burned, they create more than 4,000 chemicals. At least 50 of these chemicals are known to cause #cancer . Please, stop smoking today.

1 like 11 repins

twitpic.com



Student designed cover of Time magazine via Jay Parkinson. We can change this and make a difference.

1 like 8 repins

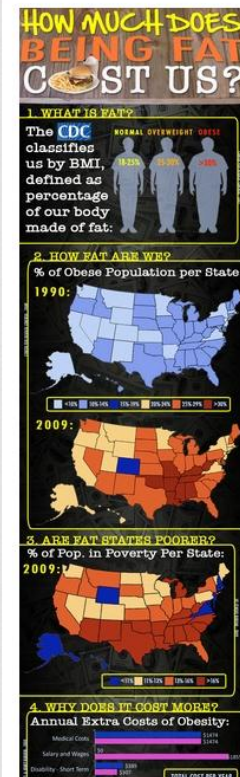
blog.jayparkinsonmd.com



The costliest 1% of #patients in the #US . Caring for them accounts for more than 20% of what the nation spends on all of its health care. They are #older patients with #cancer , #diabetes , #heart #disease and other serious #chronic conditions. Many have multiple #health problems, and their relatives might not be helping with their care. Most have private #insurance , are white and #female . #healthcare #healthreform #elderly #seniors #aging

1 like 3 repins

ams 3889 000

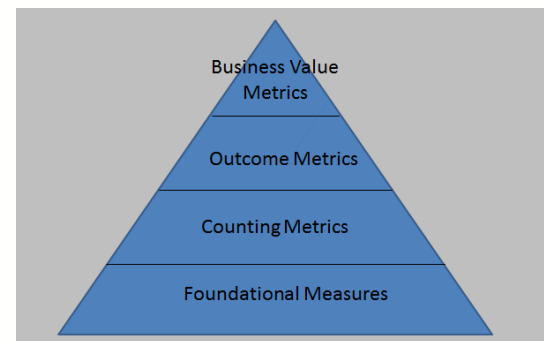


pinterest.com/americanheart/



Evaluation

- Social analytics: method for assessing and explaining social media initiatives
- Guides organizations with data that facilitates action
- Good evaluations have established key performance indicators (KPIs) and use multiple layers of meaningful metrics



KPIs & Key Metrics

- Reach: Size of audience, number of people who have contact with application or related content (number participating in discussion, followers/subscribers, demographics of followers/subscribers, growth rate)
- Exposure: Times content is viewed (e.g. visits, comments, ratings, views)
- Insights: Feedback (number and types of suggestions and recommendations)
- Dialogue: Referral sources, relevant links, active users, trending key words
- Interaction: Time spent, pages viewed, comments submitted, messages sent

Engagement

- Determines if you have the attention of your audience and degree to which participants are invested
 - Passive (visitors, views, repeat visits, time spent)
 - Active (comments, unique contributors, downloads, shares)

Lovett, 2011

Levels of Engagement

Low

Medium

High



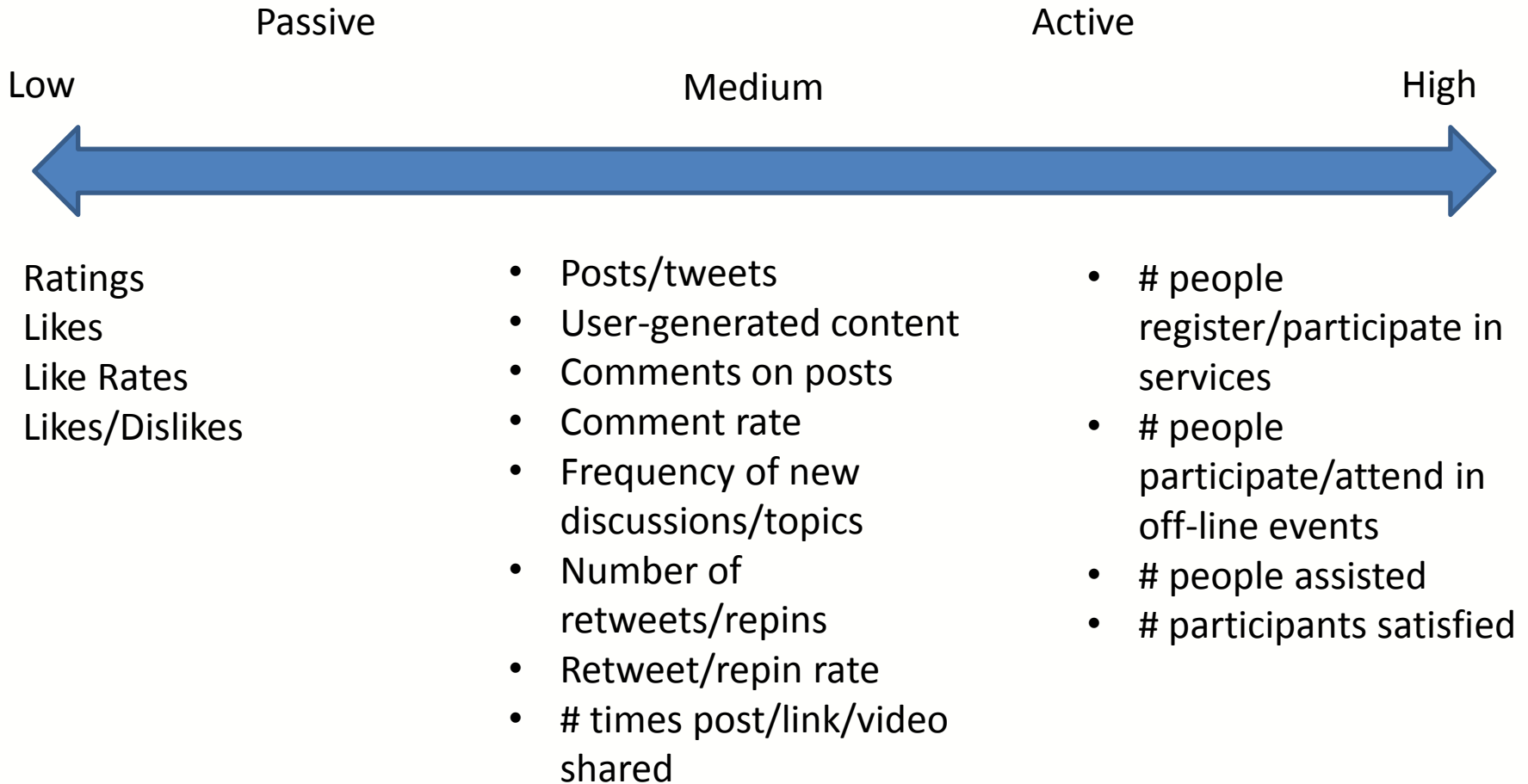
Number people
acknowledge
agreement with or
preference for
content

Number people who
participate in
creating, sharing and
using content and
the degree to which
they influence
others

Number people who
engage in offline
events (may be in
addition to online
activity) as program
partner, advocate,
sponsor

Neiger et al. Health Promotion Practice. March, 2012.

Engagement Metrics



Neiger et al. Health Promotion Practice. March, 2012.

Future Activities & Opportunities

- Share your successes and challenges with us
- Influence future research, newsletter and website content
- Join us on Pinterest at Iowa Total Worker Health
- Share your take away messages on Twitter
 - @UIHWCE, #twhsym

References

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