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Brian Thomas May

**(1) The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:**

**No relationships to disclose**

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*from your personal or clinic's account*



Like **Minneapolis School Based Clinics** on Facebook and tag **Minneapolis School Based Clinics** in a post about your convention experience.



Follow **@MplsSchlClinics** and tag **@MplsSchlClinics** in a post about your convention experience.

# Using Social Media & Technology to Reach Students and Increase Clinic Visits

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to your phone or tablet



# Today

## **Why social media?**

It's just kids wasting time on the internet... right?

## **How do I use social media to get students in the clinic?**

But I already use email and the Web...

## **How can you move past the fear of social media?**

What if someone posts something bad?!

## **What is a QR code?**

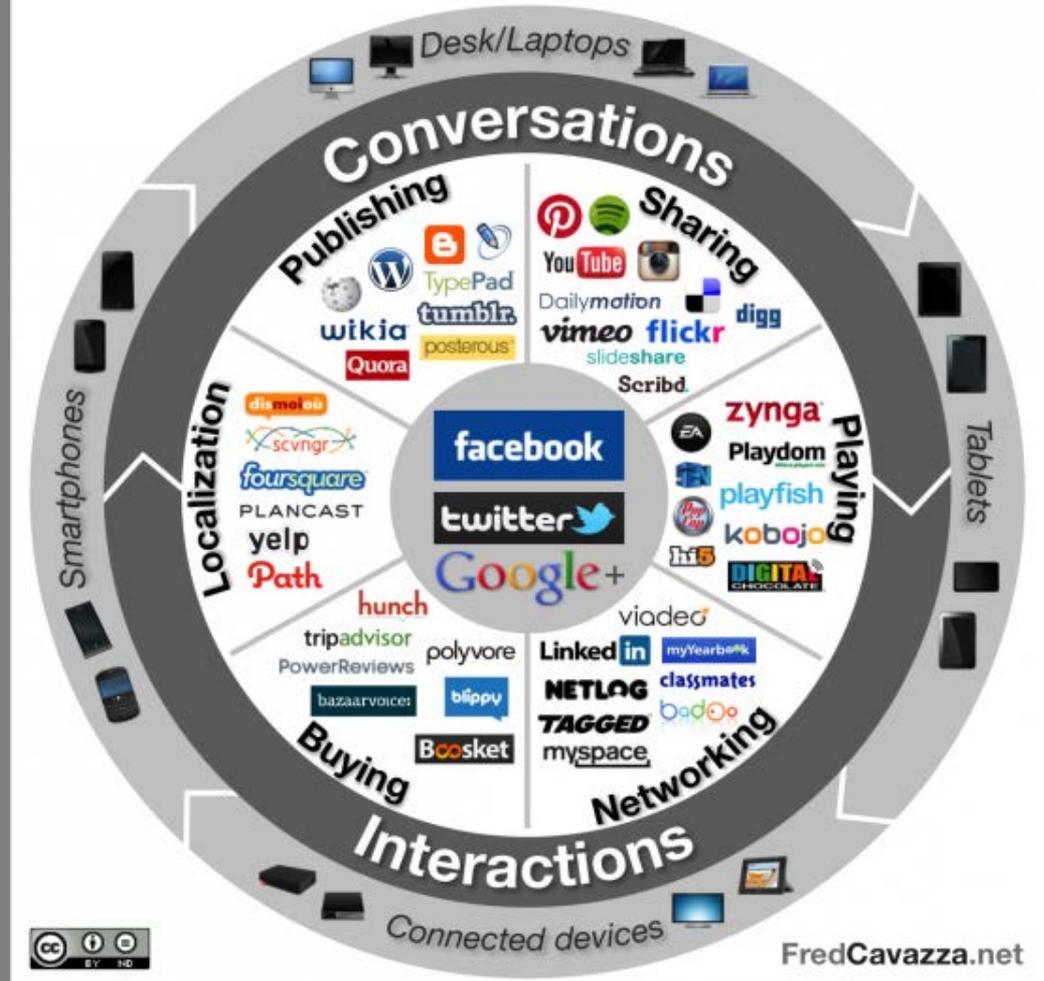
How do they help get patients in the door?

# What is social media?

“...the use of web-based and mobile technologies to turn communication into an interactive dialogue.”

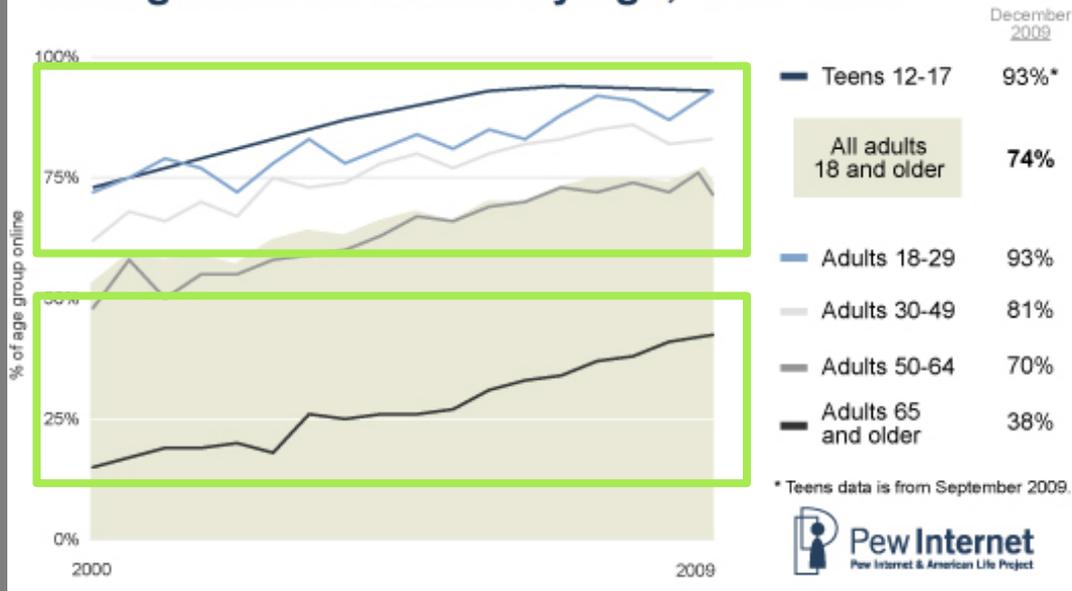
-Wikipedia

## Social Media Landscape 2012



# Who's online?

## Change in internet use by age, 2000-2009



## Demographics of internet users

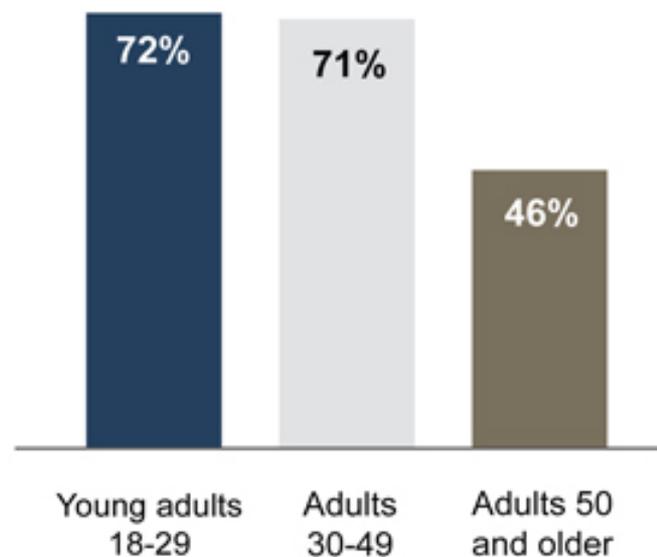
Below is the percentage of each group who use the internet, according to our May 2011 survey. As an example, 78% of adult women use the internet.

	% who use the internet
<b>Total adults</b>	78
Men	78
Women	78
<b>Race/ethnicity</b>	
White, Non-Hispanic	79
Black, Non-Hispanic	67
Hispanic (English- and Spanish-speaking)	78
<b>Age</b>	
18-29	95
30-49	87
50-64	74
65+	42
<b>Household income</b>	
Less than \$30,000/yr	63
\$30,000-\$49,999	85
\$50,000-\$74,999	89
\$75,000+	96
<b>Educational attainment</b>	
Less than High School	42
High School	69
Some College	89
College +	94
<b>Community type</b>	
Urban	79
Suburban	80
Rural	72

**Source:** The Pew Research Center's Internet & American Life Project's Spring Tracking Survey conducted April 26-May 22, 2011. N=2,277 adults age 18 and older. 1,522 interviews were conducted by landline phone, and 755 interviews were conducted by cell phone. Interviews were conducted in both English and Spanish.

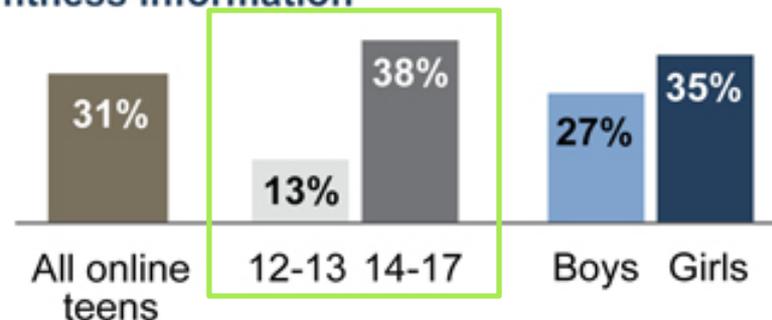
# Finding health info online

## % of all adults who look for health information online

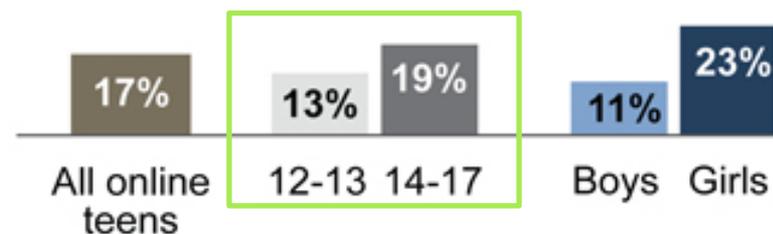


Percentages are for all adults.  
December 2008 data.

## Searching for health, dieting, or physical fitness information



## Searching for sensitive health information



Percentages are for internet users ages 12-17.  
September 2009 data.

# Perception of Minneapolis SBC

It's where you go if you've done something "bad" or you need help.

Many people who had graduated from any of the 6 high schools didn't know we were there.

**How do we change these perceptions and attract a larger population of students?**

# Laying social media groundwork



**9/1/11: Facebook page of 52 likes**

Goal: Get 100 total likes by spring and to provide a source of health education.

Revamped [www.facebook.com/mplsbc](http://www.facebook.com/mplsbc)



**10/4/11: Created check-in locations on Four Square**

Goal: Remind students the clinic is nearby when using Four Square



**11/17/11: Activated Twitter Account - [@MplsSchlClinics](https://twitter.com/MplsSchlClinics)**

Goal: Drive people from Twitter onto Facebook page or health education sites

# Nutrition/Social Media Promotion

**Goal: Get 100 likes on Facebook and followers on Twitter**

The more likes, the larger the audience we could reach.

**Funding: Leverage State of MN's State Health Improvement Plan (SHIP) money**

Required to provide nutrition information.

**Product: Aluminum water bottles**

In program colors with program and SHIP logos.

**Promotion: Students like us on Facebook, follow us on Twitter or check-in on Four Square**

Students had to show us on their smartphones or print the website.



# Welcome!

We're glad you're here

## 1 Do it.

- Like us on Facebook
- Follow @MplsSchlClinics
- Check-in on FourSquare at your school's clinic

*you only have to do one*

## 2 Prove it.

- Go to your school based clinic & show us on your phone you liked us or checked-in
- Or print the website off to show you liked or followed us

## 3 Get it.

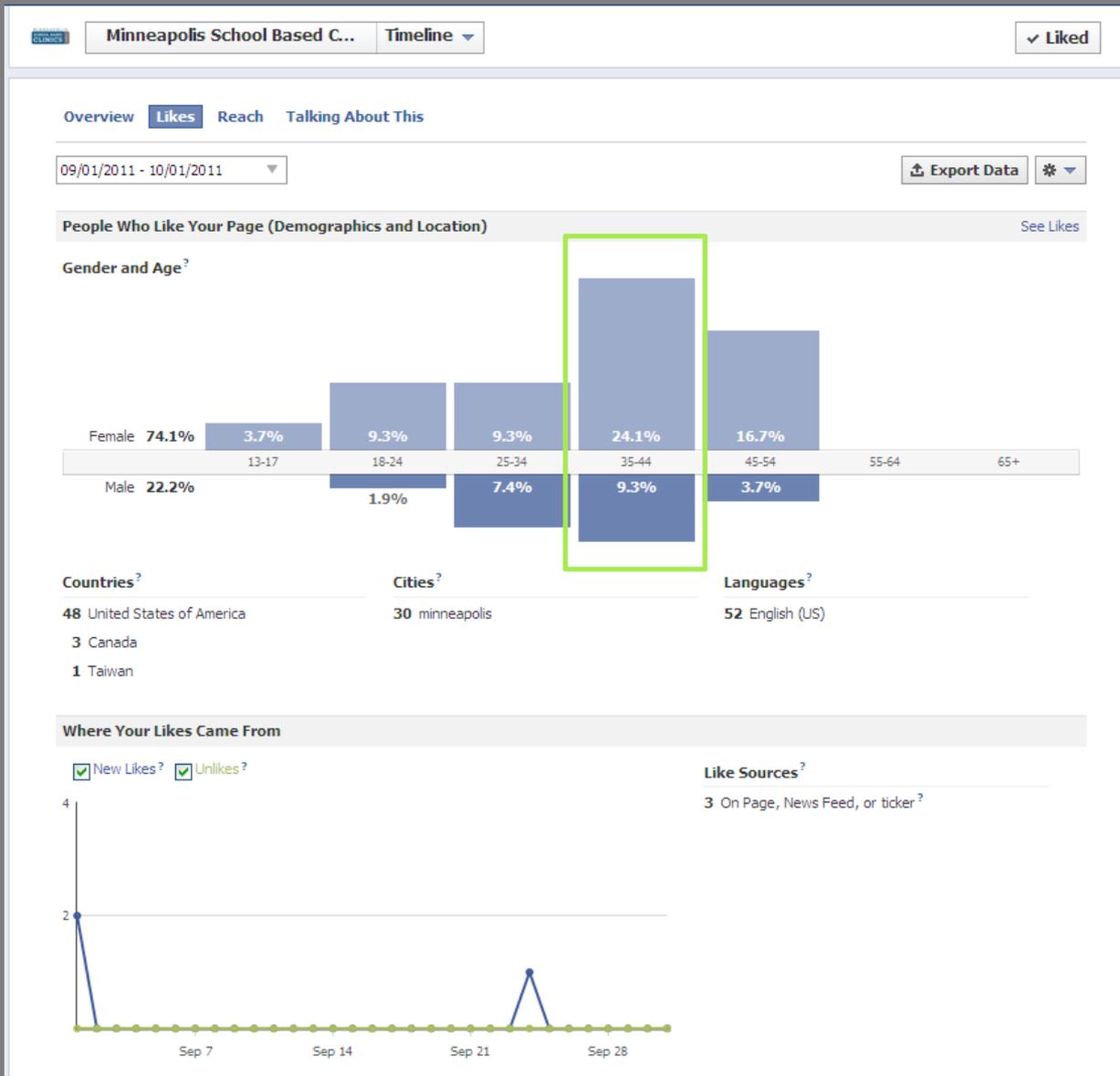
Take the free water bottle!

Fine print: You must be a student at Edison, Henry, Longfellow, Roosevelt, South, Southwest or Washburn Minneapolis High Schools.

One bottle per person. While supplies last.

No appointment necessary.

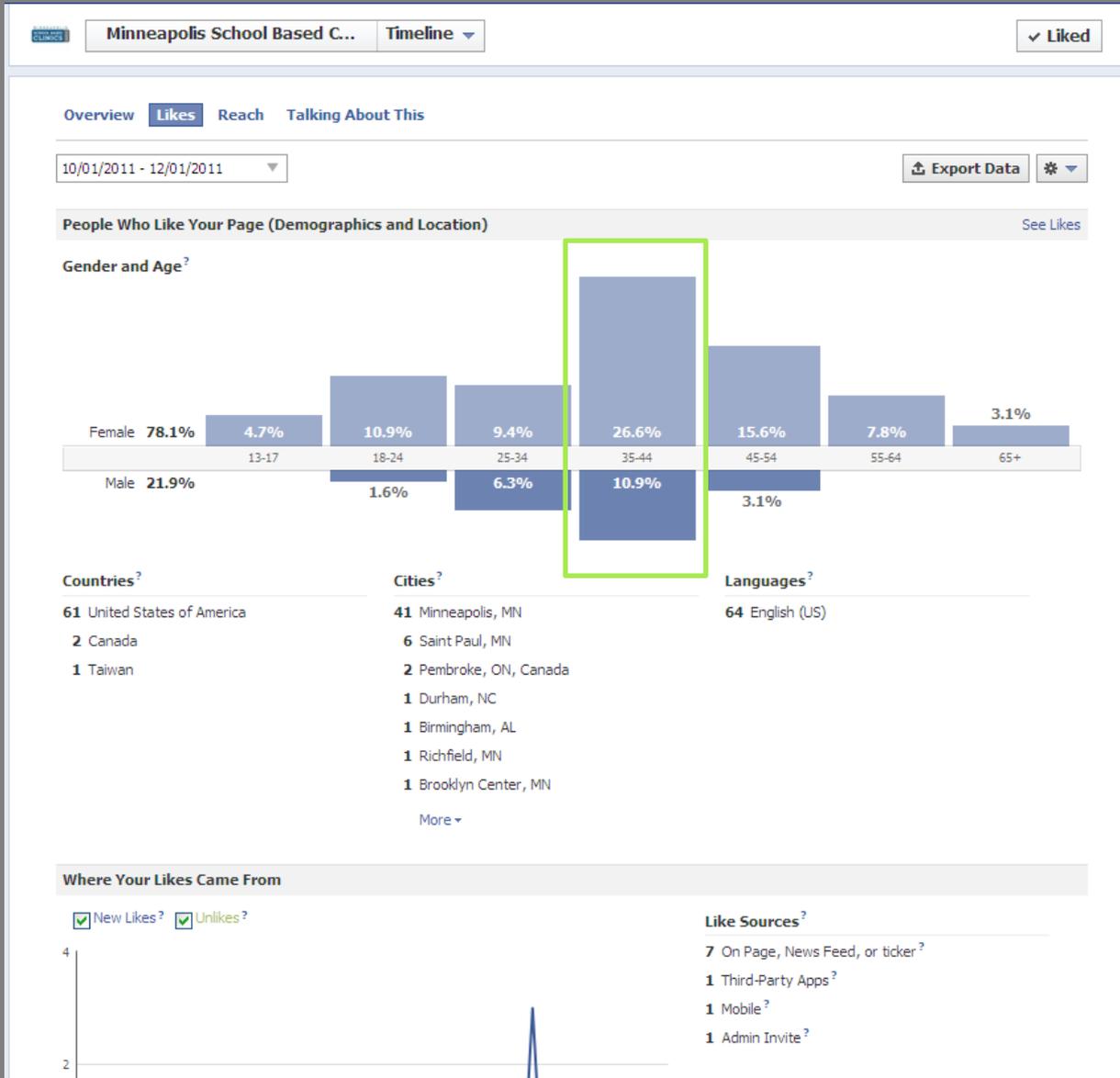
# Insights: Sept. – Oct. 2011



**Likes:**  
52

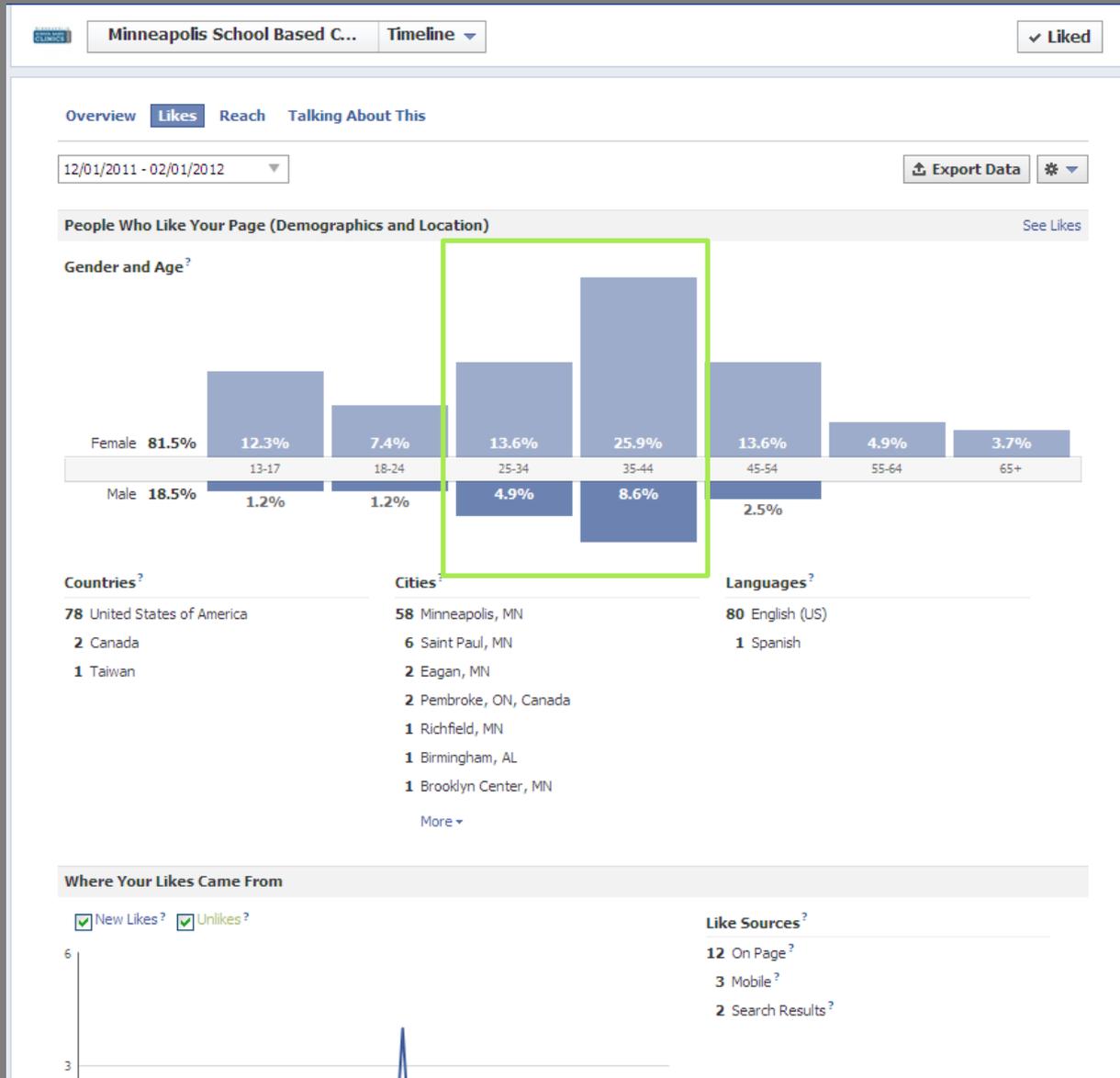
**Largest age group:**  
35-44 year olds

# Insights: Oct. – Dec. 2011



- Likes:**  
64
- Largest age group:**  
35-44 year olds
- Activity:**
  - Signs posted in clinics
  - Web address added to forms and brochures
  - 11/17/11: Activated Twitter account

# Insights: Dec 2011 – Feb. 2012



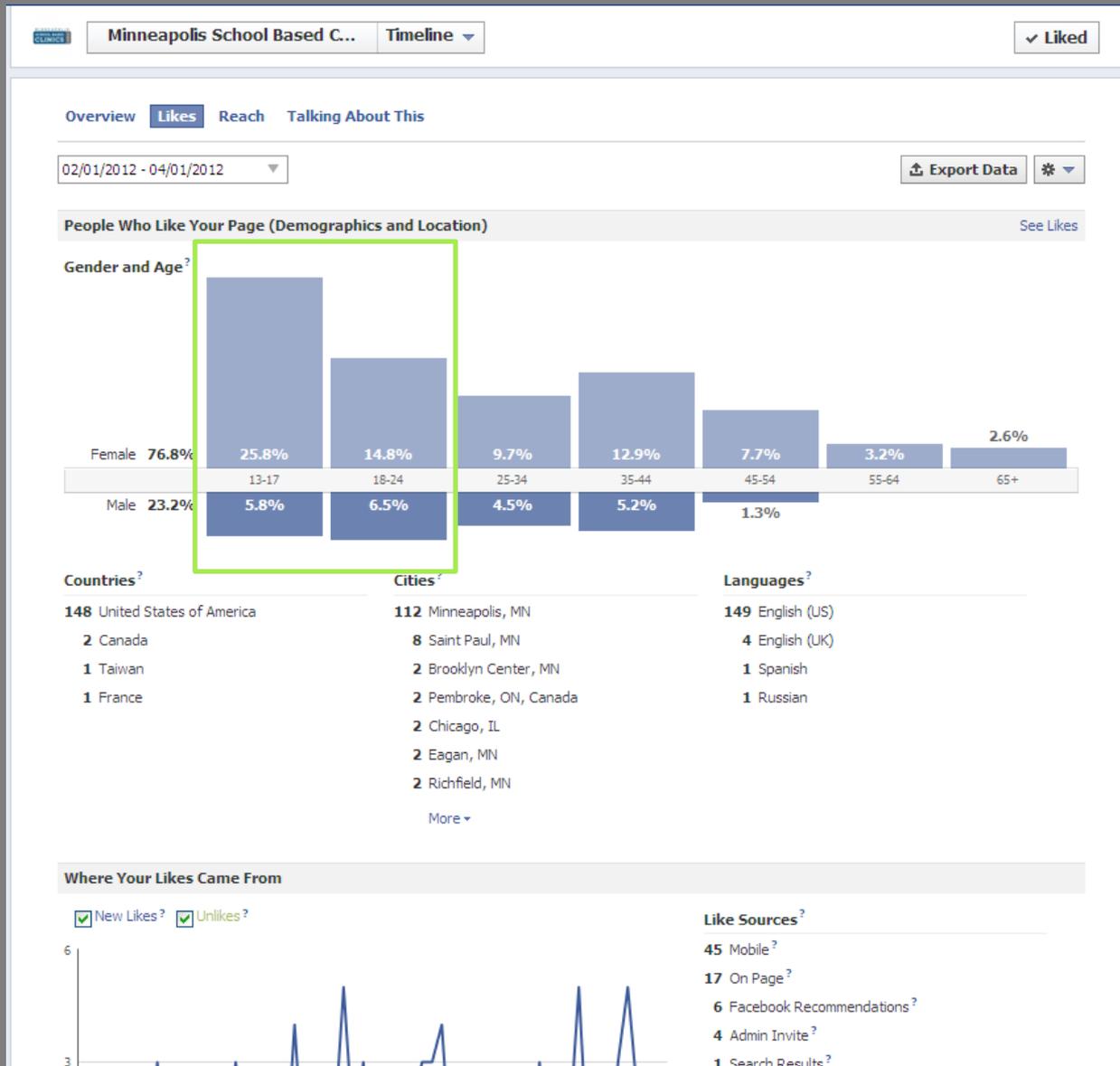
**Likes:**  
81

**Largest age group:**  
35-44 year olds

**Activity:**

- 1/18/12:  
Water bottle  
promo begins
- 1/22/12: Begin  
using HootSuite  
to schedule posts

# Insights: Feb. – April 2012



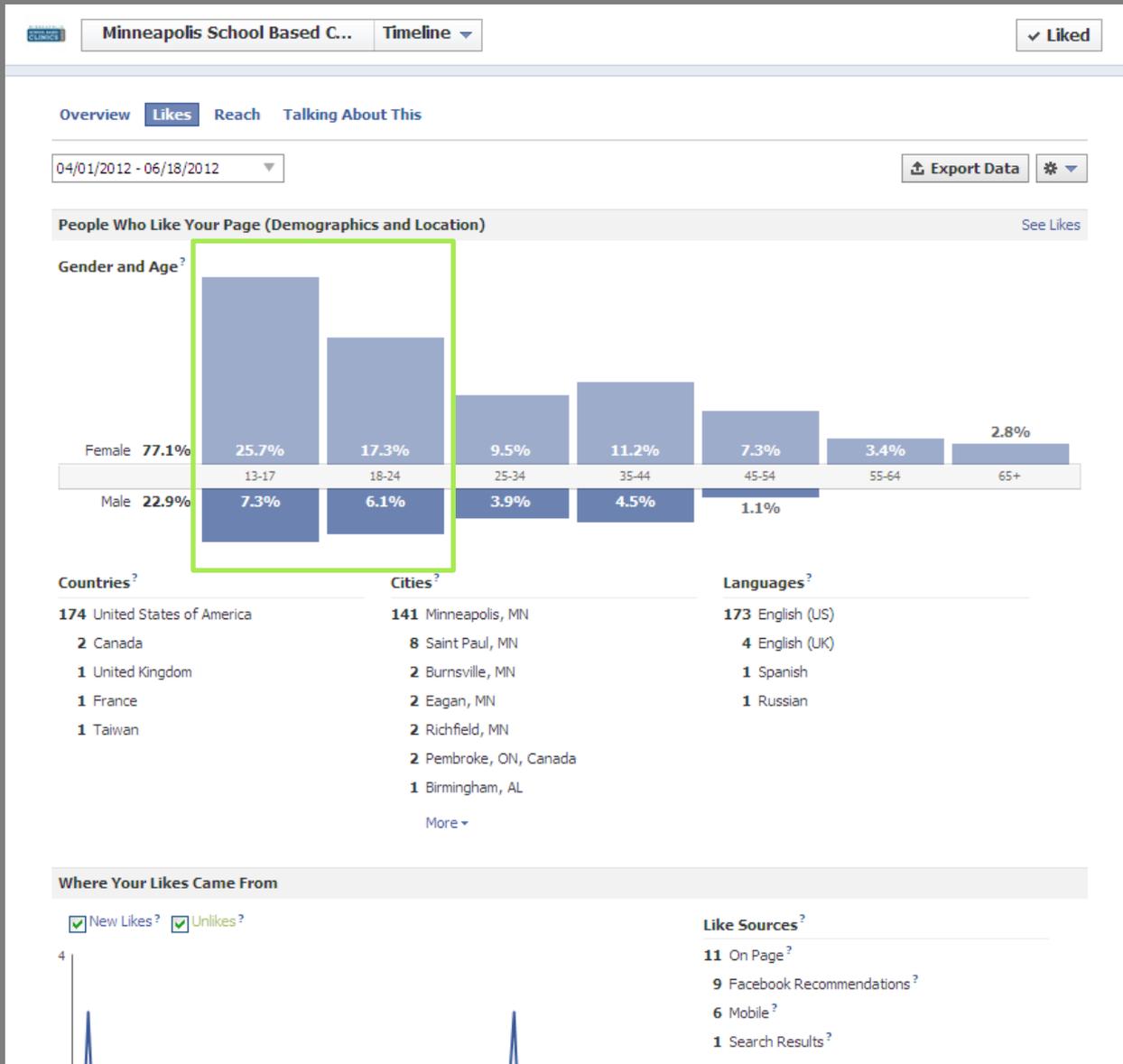
**Likes:**  
152

**Largest age group:**  
13-17 year olds

**Activity:**

- 2/21/12: Surpass goal of 100 likes
- Added 100 likes since Sept.
- Additional water bottles ordered

# Insights: April – June 2012



**Likes:**  
180

**Largest age group:**  
13-17 year olds

**Activity:**

- NASBHC Video Contest
- School ended 6/4/12

# How to start with Facebook

facebook Search for people, places and things

Admin Panel Edit Page Build Audience Help

Use Facebook as:  
Brian Thomas May Events  
Erin Takes Back 2011  
Minneapolis School Based...  
Twin Cities Healthy Start

My Ads  
Create an Ad  
Manage Ads

Account Settings

**MINNEAPOLIS SCHOOL BASED CLINICS**

**Minneapolis School Based Clinics**  
Community Page about Public Health

www.minneapolismn.gov/sbc The Minneapolis School Based Clinics are located in Minneapolis Public High Schools. The clinics provide free, confidential & non-judgmental health care.

180

We're Hiring!  
Minneapolis School B Clinics is hiring one M Assistant and one N

About Photos Likes Notes 6 Welcome

Status Photo / Video Event, Milestone +

Write something...

12 Friends  
Like Minneapolis School Based Clinics

**Build a network**

Use Facebook as your clinic's page

Like pages of your partners or trusted health information sites

# How to start with Facebook

**facebook** Search for people, places and things Minneapolis School Based Cli... Home

**Minneapolis School Based Clinics**

Update Status Add Photo / Video Ask Question

What's on your mind?

**FAVORITES**  
News Feed  
Insights  
Events

**APPS**  
Messages  
Photos  
Notes  
Links  
Facebook Camera  
Facebook Messenger for iP...  
Facebook Messenger for An...

**Family Tree Clinic**  
"Health is like money, we never have a true idea of its value until we lose it."  
-Josh Billings  
Like · Comment · Share · 3 · Monday at 10:56am ·

**Insights Summary** See All  
3 New Likes  
4 Talking About This  
75 Weekly Total Reach  
Insights are visible to page admins only.

**Mayo Clinic**  
A molecule widely believed to fight many forms of cancer actually helps deadly thyroid tumors grow... <http://bit.ly/NUeK07>  
Like · Comment · Share · 31 · 3 · 14 · about an hour ago ·

**CDC Emergency Preparedness and Response**  
Tune in for Local Information  
When a hurricane watch is issued, take steps to be ready for the hurricane. Tune in to the radio or television for hurricane information about your area. Follow the advice of state & local authorities.  
Like · Comment · Share · 17 · 2 · 1 · Monday at 7:35am ·

**CDC**  
Happy First Day of summer. What city are you enjoying today?  
Like · Comment · Share · 67 · 84 · 4 · 9 hours ago ·

**Mayo Clinic**  
Talking Men's Health on this morning's Medical edge Weekend!  
Myth or Matter of Fact:  
If your Prostate Specific Antigen (PSA) is low, you don't need a DRE (digital rectal exam)

## Use your network

Don't recreate the wheel.  
Your newsfeed becomes  
an automatic health  
education resource.

See a post you like?  
Repost it for your  
likes/followers.

# How to start with Facebook or Twitter

facebook Search for people, places and things Minneapolis School Based Clinics

Minneapolis School Based Clinics Timeline 2011 Highlights

Like · Comment · Share · Tag Friends 9 1

Minneapolis School Based Clinics October 21, 2011

Minneapolis Department of Health & Family Support staff wearing purple for Spirit Day!

Minneapolis School Based Clinics October 11, 2011

FLU SHOT CLINIC TONIGHT @ SOUTHWEST HIGH SCHOOL

INEAPO MINNEAPOLIS SCHOOL BASED CLINICS

Flu Vaccine Clinic at Southwest High School TONIGHT, Tuesday, October 11 3:30 - 6:00 p.m. in the Cafeteria Vaccination clinic for students, their families, and school staff! Everyone 6 months and older should get a flu vaccine every year. Vaccine is provided at no cost. If your family has health insurance, please bring insurance cards! Continue Reading ...

Like · Comment · Share

Minneapolis School Based Clinics shared a link. October 11, 2011

Happy Coming Out Day! No matter what your orientation may be or who you are - BE PROUD of who you are! You're unique and have something to offer!

National Coming Out Day | Resources www.hrc.org Your default description here

Unlike · Comment · Share 1

# Discover Search

MplsSchoolClinics Edit your profile 95 TWEETS 38 FOLLOWING 32 FOLLOWERS

Minneapolis School Based Clinics Program provides medical, mental health, social work, nutrition, health education and lab services Minneapolis, MN - http://www.minneapolisismn.gov/sbc

Tweets

MplsSchoolClinics @MplsSchlClinics 31 May ATHLETES: Book your 2012-13 Sports Physical Now! MPS requires one every 3 years. Don't wait until August! Get the form here.... Expand

MplsSchoolClinics @MplsSchlClinics 9 May We're hiring 1 MA and 1 NP/PA. For more info, visit minneapolisismn.gov/sbc Expand

MplsSchoolClinics @MplsSchlClinics 23 Apr On birth control & don't use a condom? Everyone who has sex is at risk for STDs & only condoms can protect you. FREE condoms at... Expand

MplsSchoolClinics @MplsSchlClinics 22 Apr Your need to talk to your partner about STDs. It sucks but here are

## Use your clinic

Don't take for granted what you do everyday.

- Time for sports physicals or flu shots?
- Having a table at parent/teacher conferences or an open house?
- Is your Peer Ed group meeting?

**POST IT!!**

# The power of posting

## You post

Your “likes/followers” see it instantly in their newsfeed.



## They post

Your likes/followers read your post. If they like it, they repost and give you credit!



## They “like/follow” you

Now you’ve added another like/follower and their entire network to reach.



## Their friends read the post

If they like it, they check out your page.

**Networking is Power**

**It’s not just about posting status updates and pictures from your weekend anymore!**

# Posting made easy

This post will go to Facebook and Twitter when I tell it to do so! @MplsSchClinics  
<http://ow.ly/b1ITl>

Shrink

June 2012

Su	Mo	Tu	We	Th	Fr	Sa
						1 2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

2012-06-20

7 : 05 AM PM

Email me when message is sent

Want to save time? Try the bulk message uploader

Attaching url <http://ow.ly/b1ITl>

318

Send Now

5:19pm via SocialOomph  
Curb the growing # of prison inmates, many coping with drug abuse, while reducing the \$50B cost of incarcerating them. [bit.ly/NoRV4n](http://bit.ly/NoRV4n)

**MichelleObama**  
5:18pm via Web  
Thank you to @OFA\_NV and @OFA\_CO for a great couple days. Volunteers like you are how the West will be won! – mo  
66 retweets

**foursquare**  
4:42pm via Twitter for Mac  
[eng blog post!] Mongo stability in the midst of chaos, by @Hoffrocket [bit.ly/MhFtOF](http://bit.ly/MhFtOF)  
6 retweets

**TransEquality**  
4:39pm via Web  
8 #Trans Health rights at risk in front of #SCOTUS

**MplsSchClinics**  
Apr 14, 9:20pm via HootSuite  
Been to the Dr. lately? You may not have been tested for STDs. Talk with a @MplsSchClinics provider about your risk and get tested...

**MplsSchClinics**  
Apr 13, 3:40pm via HootSuite  
Most violent crimes are committed under the influence of alcohol, including rape. Learn the facts about alcohol @MplsSchClinics...  
1 retweets

**MplsSchClinics**  
Apr 12, 11:00am via HootSuite  
1 out of 2 people will get a STD by the age of 25. Get the facts, get protection & get tested. Stop by your @MplsSchClinics for more...  
1 retweets

## Use a third-party program

Many free services will post to Twitter and Facebook in one shot.

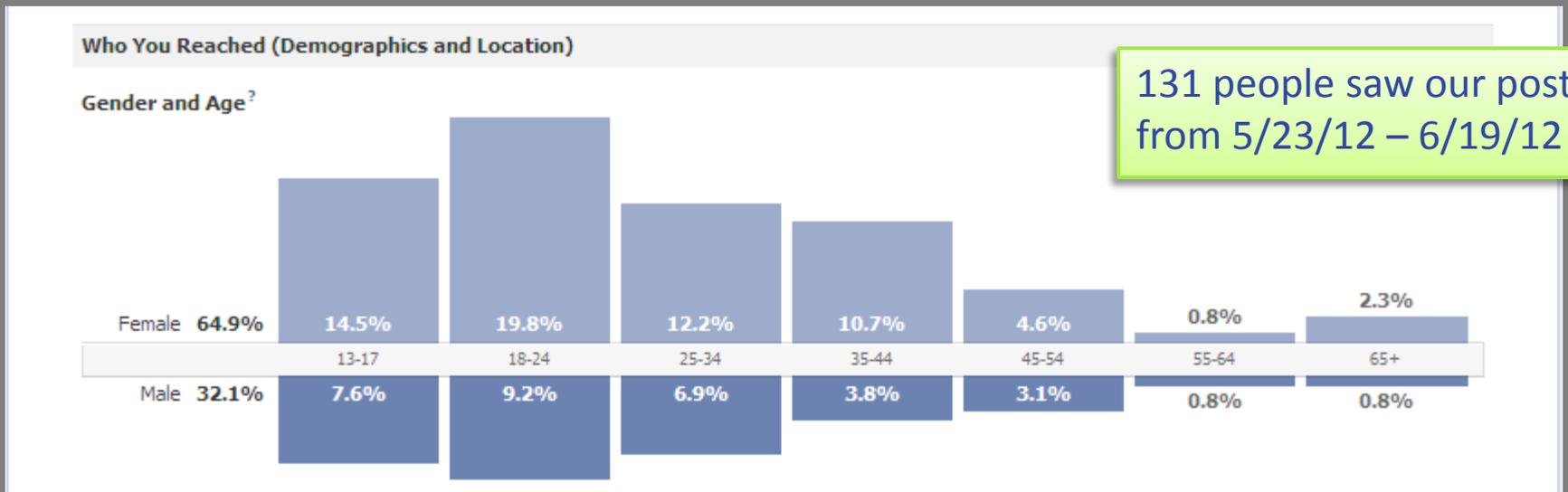
You can schedule your posts out for weeks at a time.

# Don't loose hope

## Social media for school based health care is often a one-sided conversation

Students probably won't comment or "like" your posts often, but it doesn't mean they aren't reading your posts.

**Reach** is "the number of unique people who have seen any content associated with your Page" -*Facebook*



# Managing Comments:

## Don't be afraid!

### Negative Comments aren't always bad

Don't feel like you have to delete negative comments. Take the opportunity to educate and clarify, but don't get into a debate.

Follow-up with a direct message to the person.

Treat it as a negative comment card or survey response.

### Difference between negative and offensive

If something is offensive, you will probably want to take it down.

Follow-up with a direct message to the person offering a constructive way to voice their views.

Issue a warning if necessary, but don't escalate the situation.

If need be, you can block and report the user.

# What's the point?

## Meet the students where they're at

They're on their phones & the internet. Social media is a great resource.



## Foster a relationship

Provide a trusted source of health education & promote your clinic via posts.



## Clinic begins to see more visits

Ask students how they found you and track it.



## Students feel comfortable with your clinic

They are more likely to make an appointment if they have a feeling that they "know you."

**What is your clinic doing with social media?**

# QR Codes

## How they work

Download a free QR reader app to your smartphone or tablet.

The app takes a picture of the code and “scans” it.

The app then automatically takes the user to a web site or gives you the info embedded in the QR code.

User doesn't need to remember or write down information – it's automatically in the mobile device.



# QR Code uses

## Websites

Direct people to your web site, Facebook or Twitter pages.

## Calendar Appointment/Invites

Creates an appointment or invite to an event that is automatically downloaded to your mobile device's calendar.

## Contact Card

Creates a contact with your information that is automatically downloaded to your mobile device's contacts.

# Making a code

Free sites will build your QR code for you

Code is saved as a .bmp image file.

Example: <http://www.qrstuff.com/>



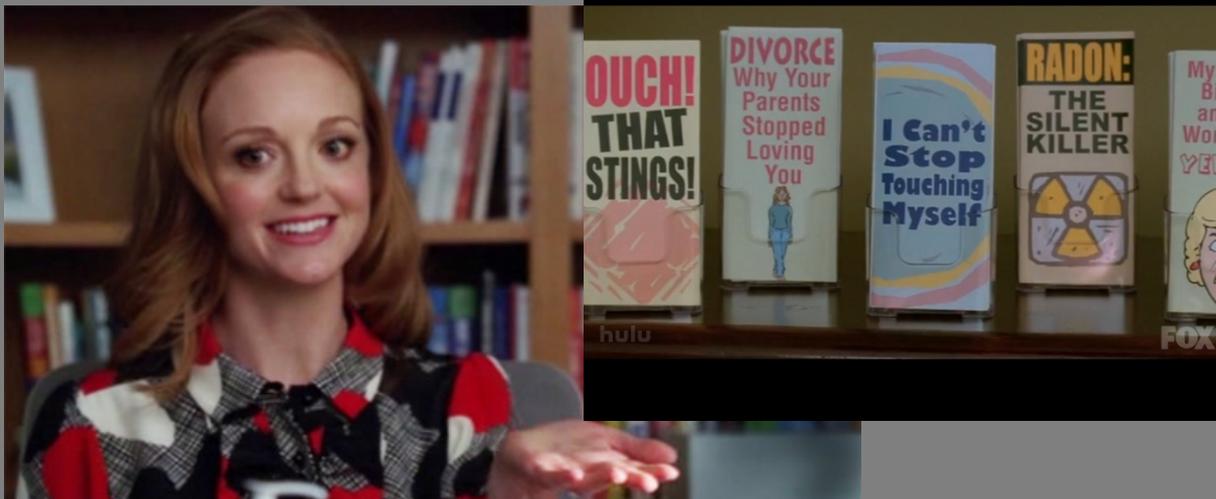
# QR Codes in the clinic setting

## Issue:

Patients weren't taking health/drug education brochures with them after their appointments.

They didn't want their friends or parents seeing the brochure.

Clinic staff were going over the brochure in the appointment hoping the patient would retain information.



# QR Codes in clinic setting

## Brochure-based QR Codes

1. Uploaded the .pdf of the brochure to our website.
2. Created a QR code with the website address for the brochure.
3. Added the code to the brochure.
  - Patients can scan the QR code - the brochure is downloaded to their mobile device.
  - Patients can choose when and where to read it – provides increased patient privacy and education
  - Patients can share brochure with their friends, thus encouraging them to make an appointment for themselves.



Depo Provera  
*Medroxyprogesterone Acetate*

[www.facebook.com/mplssbc](https://www.facebook.com/mplssbc)  
[www.minneapolismn.gov/sbc](http://www.minneapolismn.gov/sbc)



# Other uses of technology

## **Text Messaging appointment reminders**

Text students before their appointments.

More effective than reminder cards.

## **Skype Appointments**

Reach students who can't get out of class or another building.

## **Tablets for registration forms & video**

Cuts down on paper forms. Some EHR vendors offer software.

Access YouTube and other health education videos.

## **How does your clinic use technology?**

# Next Steps

Activate or beef-up your Facebook and/or Twitter accounts.

Like and follow your partner organizations and trusted health education sources.

Post health education and promote your clinic activities at least once a day.

Create QR Codes for your web site and sensitive health education materials

## **Advanced Users**

Use more photos and video to draw students

Add your provider profiles to your site

# Using Social Media & Technology to Reach Students and Increase Clinic Visits

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[www.minneapolismn.gov/sbc](http://www.minneapolismn.gov/sbc)

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