

Writing for Social Media

Pascale Krumm

CDC Health communications specialist

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Bloomberg
Philanthropies



Before you start, ask yourself...

①



What is
my GOAL?

Persuade or
inform?

②



Who is my
AUDIENCE?

Scientists or
public?

③



How can I
convince them?

Mode of
influence?

④



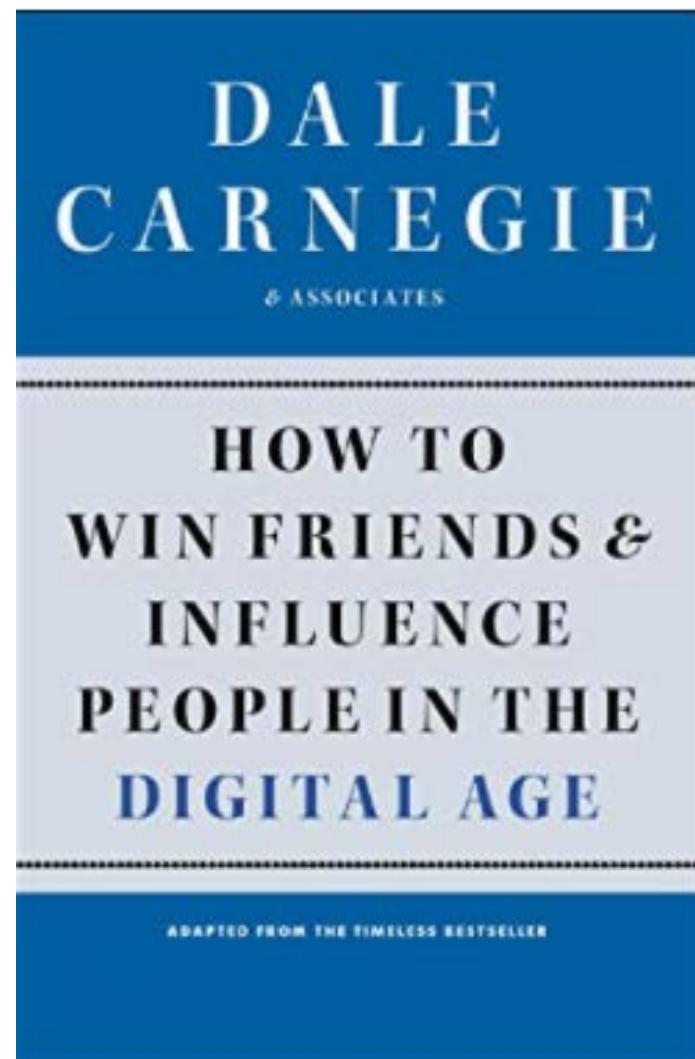
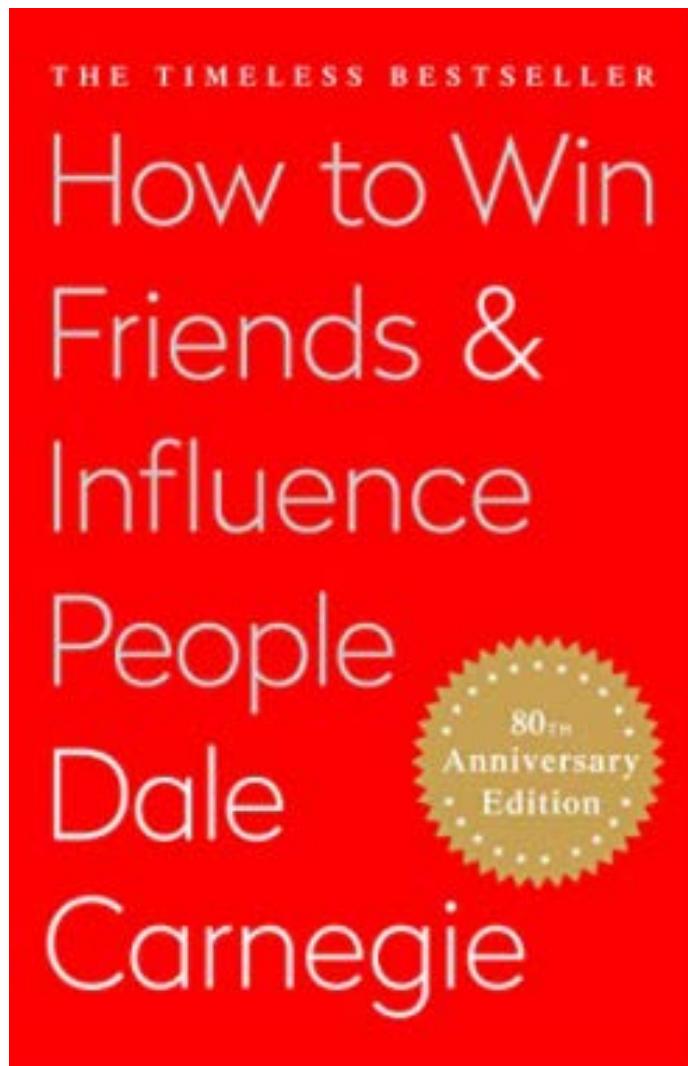
What is my
KEY message?

Call
to action?

Modes of influence: how to convince people

“The two highest levels of influence are achieved when (1) people follow you because of **what you've done for them** and (2) people follow you because of **who you are**. In other words, the highest levels of influence are reached when **generosity** and **trustworthiness** surround your behavior”

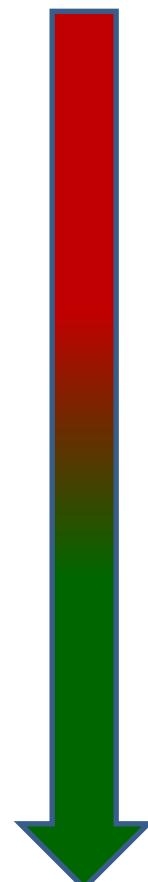
Dale Carnegie



Types of modes of influence

- **Coercion:** Forcing people to do something
 - It's the law
 - Consequence for non-compliance
- **Manipulation:** Psychological games
 - Based on fear
 - Not honest
- **Persuasion:** Using rhetorical skills to get people to do something
 - Based on trust, credibility, emotion, and logic
 - Best, most effective mode of influence
- **Collaboration:** Both parties work together
 - Based on mutual shared interest

Least effective



Most effective

Examples of persuasive modes of influence

- Use a **trusted** source
 - A trusted organization (WHO) or scientist (in the US: Dr. Anthony Fauci)
 - Someone prominent at the MOH
 - A celebrity
- Use **positive** emotions
 - Show the **benefits** to the audience (e.g., getting vaccinated keeps you and your family safe, it's quick, easy, free)
- Talk to the audience **directly**
 - E.g., get vaccinated to protect yourself, get your child vaccinated
- Show **positive** images
 - Photos of the good outcome of the intervention (a happy child that was vaccinated)
 - No photos of needles, gruesome diseases, sick people
 - If you must, use a drawing instead

Goal, audience, call to action

①

Did you know? CDC's online COVID-19 Viral Testing Tool can help you understand your COVID-19 testing options.

Get started: <https://bit.ly/covid-testing-tool>.

NOT SURE IF YOU NEED TO BE TESTED FOR COVID-19?

CDC's New COVID-19 Viral Testing Tool can help you.

②

Healthcare professionals: When discussing COVID-19 vaccines with your patients, it's important to be culturally sensitive to your audience. Embrace an attitude of empathy and collaboration and ask permission to discuss vaccines with your patients.

More tips on talking to patients: <https://bit.ly/engaging-patients>.

Goal, audience, call to action

③

A big cheer for National Protect Your Hearing Month — remember to bring earplugs so nothing can stop you from cheering for your team at the big game! Learn more at <https://bit.ly/3EYoUJf>.

④

NEW SALMONELLA OUTBREAK: Do not eat Citterio brand Premium Italian-Style Salame Sticks with any best-by date. They were mainly sold at Trader Joe's grocery stores. If you have any in your refrigerator, throw them away.

20 people are sick in 8 states, and most are children.

Latest outbreak info: <https://bit.ly/3GfG9pJ>

Overview of best practices

- Define your objectives **clearly**:
 - Highlight content, spark action, or encourage awareness of an issue?
- Know your target audience(s) so you can develop and communicate messages that
 - Resonate with your audience
 - Prompt them to take action
- Determine who writes and manages tweets
 - Have a point of contact for Twitter activities
 - Set a posting schedule to ensure that content is posted regularly
- Keep content short and simple:
 - Stay at 280 characters (including URL, punctuation and spaces)
 - Makes it easy to retweet
 - If appropriate, use abbreviations to save characters

What makes a good post?

A good quality visual
Photo, infographic



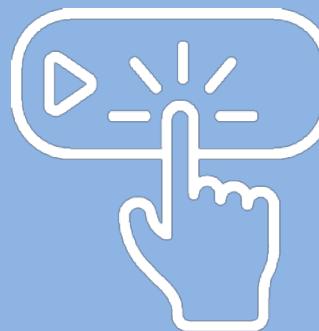
Short, simple, jargon-free
1-2 sentences, short story



Science-based facts



Public health call to action
(get vaccinated, get tested)



Don't write a long story like this one

 MMWR
December 24, 2018 · 

An analysis of 14 sub-Saharan African countries, supported by the U.S. President's Emergency Plan for AIDS Relief (PEPFAR), reveals steady improvement in access to safe and adequate blood supplies in seven countries from 2014 to 2016. To continue to improve blood safety programs, study authors recommend that countries sustain investments to improve quality, support accreditation, link donors to testing and treatment services, and establish reliable data systems. Learn more: <http://ow.ly/aOcz30n2MLN>



 3 3 Shares

Have something meaningful to say

- Meaning rules the effectiveness of every medium
- Only post if you have a meaningful reason to do so
- Examples of good reasons to post include:

New health guidance (e.g., protocol for breast cancer screening has changed)

Celebrate a health observance (see next slide)

A health campaign (e.g., vaccination campaign in your country)

Upcoming conference

MOH initiative

Health observances calendar



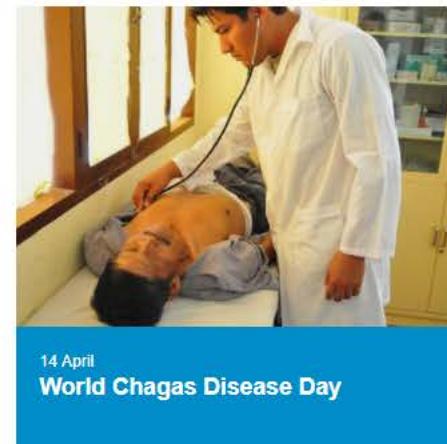
1 January - 31 December
**Year of Health and Care Workers
2021**



24 March
World TB Day



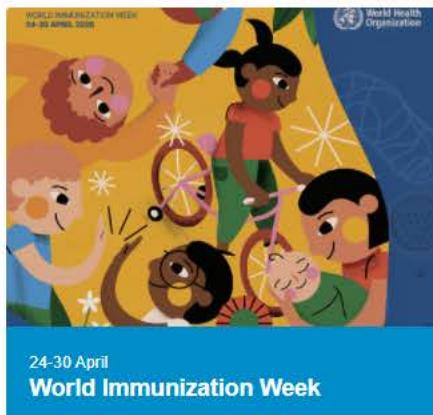
7 April
World Health Day



14 April
World Chagas Disease Day



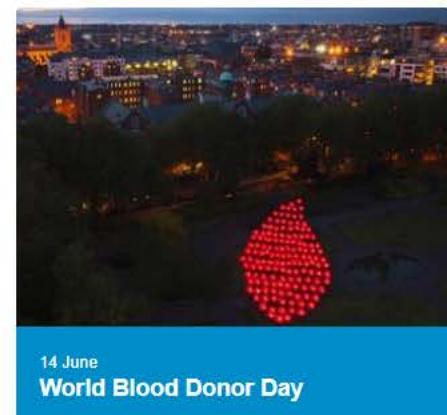
25 April
World Malaria Day



24-30 April
World Immunization Week



31 May
World No Tobacco Day



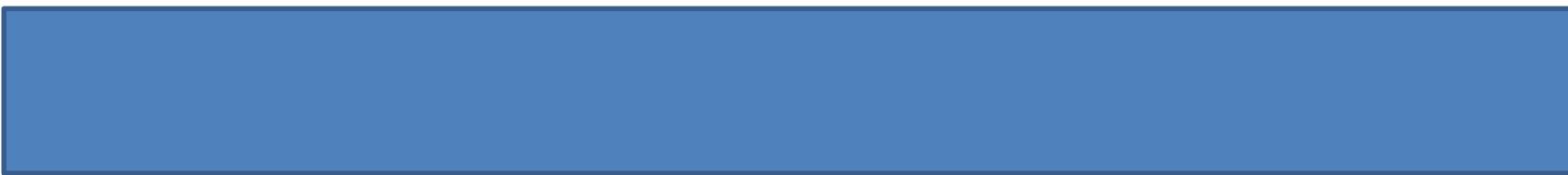
14 June
World Blood Donor Day

www.who.int/campaigns

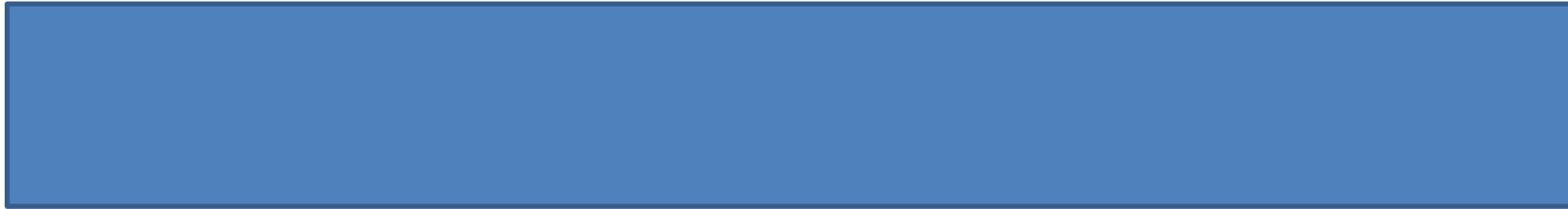
Highlight the positive, mostly

Tell them what they should do rather than what they should not do

- **NO:** Don't forget to get your yearly mammogram



- **NO:** Not enough people are vaccinated



Answer the question “What’s in it for me?”

Tell your audience how your message will **benefit** them and talk to them directly

- **NO:** Getting children vaccinated has lots of benefits



Focus on these two issues

What your audience wants
to know and cares about



WHAT'S IN IT FOR ME
(WIIFM)?

What your answer
should stress



BENEFITS

Example

“You can help stop the pandemic by getting a COVID- 19 vaccine. Getting vaccinated against COVID-19 will be one of the best ways to protect yourself and everyone around you. The more people who get vaccinated against COVID-19, the better it is for everyone.

“Getting vaccinated lets you do more of the things you love. Once you are fully vaccinated, you can resume most activities without wearing a mask.”

Respect your audience

- Don't talk down, blame, preach to, or scare them
- **NO:** If you don't vaccinate your children, they may catch the measles and get very sick

- **NO:** It's your responsibility to get vaccinated

Address audience directly (me, you) and mention benefit

CORONAVIRUS DISEASE 2019 (COVID-19)

Getting a COVID-19 vaccine
will help keep you
from getting
COVID-19.



[cdc.gov/coronavirus](https://www.cdc.gov/coronavirus)

CS321269-C 3/23/2020

Invoke emotions: babies, children

 CDC ✅ @CDCgov · Oct 26

Kids can get and spread #COVID19, too.

You can help prevent spreading COVID-19 to children too young to get vaccinated by getting yourself vaccinated.

Learn more about protecting unvaccinated children: bit.ly/3hRABrD.



Help protect younger family members from getting sick with COVID-19. Get a COVID-19 vaccine today.

 cdc.gov/coronavirus

NORD 21/10/22-106

147

147

273

↑

Show positive photos

CDC ✅ @CDCgov · Oct 22

New study: Almost 1/3 of 2200+ children hospitalized with #COVID19 needed intensive care unit admission or mechanical ventilation. Children with underlying medical conditions were more likely to have severe disease. Get vaccinated. More: bit.ly/3pvsaGy. @AmerAcadPeds

The image shows a tweet from the CDC (@CDCgov) on October 22. The tweet discusses a new study showing that almost 1/3 of over 2200 children hospitalized with COVID-19 required intensive care or mechanical ventilation. It notes that children with underlying medical conditions were more likely to have severe disease and encourages vaccination. A link to the study is provided: bit.ly/3pvsaGy. The tweet includes the handle @AmerAcadPeds. Below the tweet is a graphic titled "HOSPITALIZATIONS | COVID-19 |". It features a young girl with a mask on her face, resting her head on a hospital bed rail. She is holding a small stuffed animal (a shark) which also has a mask on. The CDC logo is in the bottom left corner of the graphic, and the website cdc.gov/coronavirus is in the bottom right corner. A small text at the bottom right of the graphic reads "NORD 21/10/23-LO7".

If you use visuals

- Show positive visuals
- Don't show images of people suffering
- If vaccine-related, don't show needles
 - You can use drawings instead



Finding high-quality free photos online

- CDC's Public Health Image Library: <https://phil.cdc.gov>
- Science Photo Library. 600,000+ science images:
www.sciencephoto.com/
- U.S. government photos and images:
<https://search.usa.gov/search/images?affiliate=usagov&query>
- Wellcome Library. 170,000+ digital images (medical, healthcare, biomedical science) for personal, non-commercial use: <http://wellcomelibrary.org/>

Use data

CDC Retweeted

CDC Global Health @CDCGlobal · Oct 24

9 in every 200 children infected with poliovirus will suffer serious complications. The best protection against infection and spread of poliovirus is to be fully vaccinated. #WorldPolioDay #EndPolio

...

POLIO INFECTION KILLS AND INJURES KIDS

Out of 200 kids infected:

The infographic features a stylized map of Africa in blue shades. A callout bubble from the top left states 'Out of 200 kids infected:'.

- 1** Will be paralyzed
Up to 5% of those paralyzed will die because polio affects the muscles that help them breathe
- 8** Will suffer from viral meningitis
- 191** May have minor or no symptoms BUT are contagious and spread the virus to kids who are at risk

#EndPolio
CDC.gov/polio

POLIO GLOBAL ERADICATION INITIATIVE

CDC

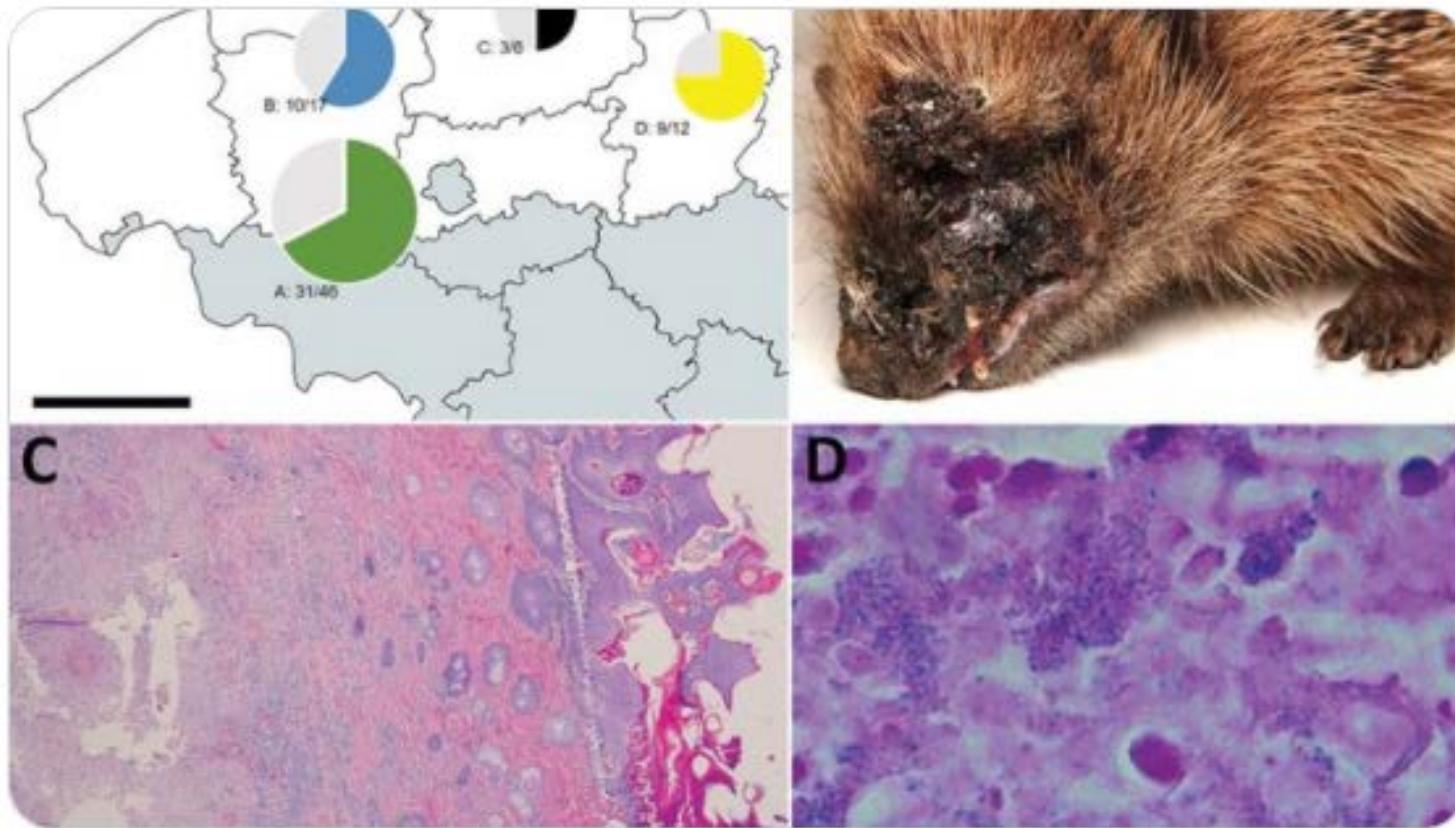
Your turn: Evaluate this post



CDC_EIDjournal @CDC_EIDjournal · Oct 1

...

Widespread disease in hedgehogs (*Erinaceus europaeus*) caused by
toxigenic #*Corynebacterium Ulcerans*, EID journal, go.usa.gov/xMN8R



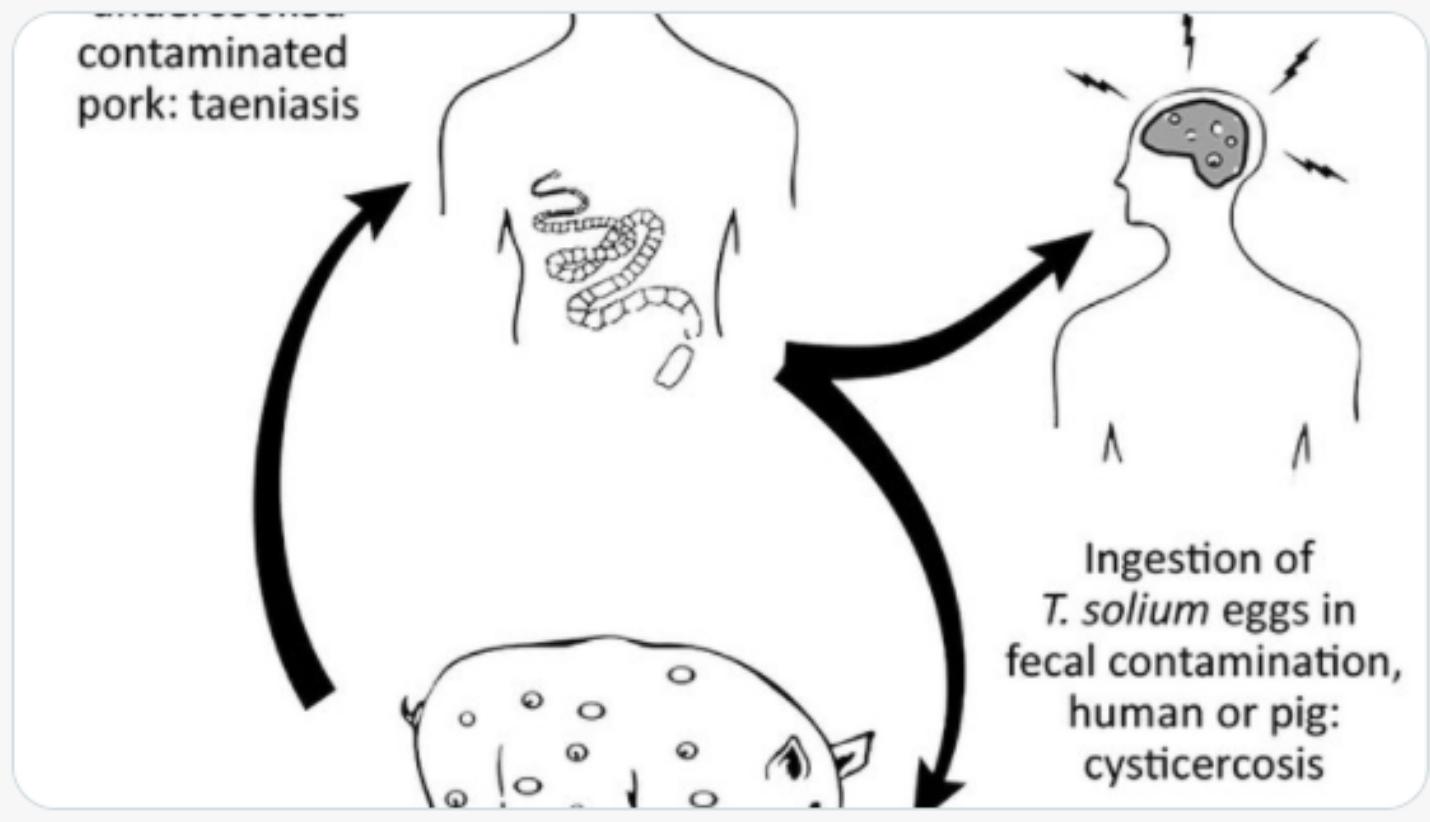
Your turn: Evaluate this post



CDC_EIDjournal @CDC_EIDjournal · Aug 26

...

Geographically targeted interventions versus mass drug administration to control *Taenia solium* #cysticercosis, Peru, EID journal, go.usa.gov/xF727



Your turn: Evaluate this post



WHO African Region @WHOAFRO · Oct 24

...

Tangomo is one of thousands of health workers who have vaccinated millions of children against **#polio** in some of the most remote areas of the **#DRC**.

Learn more about their incredible journeys here. **#EndPolio #WorldPolioDay**



africakicksoutwildpolio.com

DRC: The great lengths that polio vaccinators go to reach every last c...

DRC: The great lengths that polio vaccinators go to reach every last child By foot, boat and bicycle, thousands of volunteer vaccinators in ...

Your turn: Evaluate this post



WHO African Region @WHOAFRO · 2h

...

Three African countries, Seychelles , Mauritius and Morocco , have already met the goal of fully vaccinating 40% of their people from **#COVID19** by the end of 2021.

At the current pace just two more countries, Tunisia and Cabo Verde , will also hit the target.



World Health Organization (WHO) and 7 others

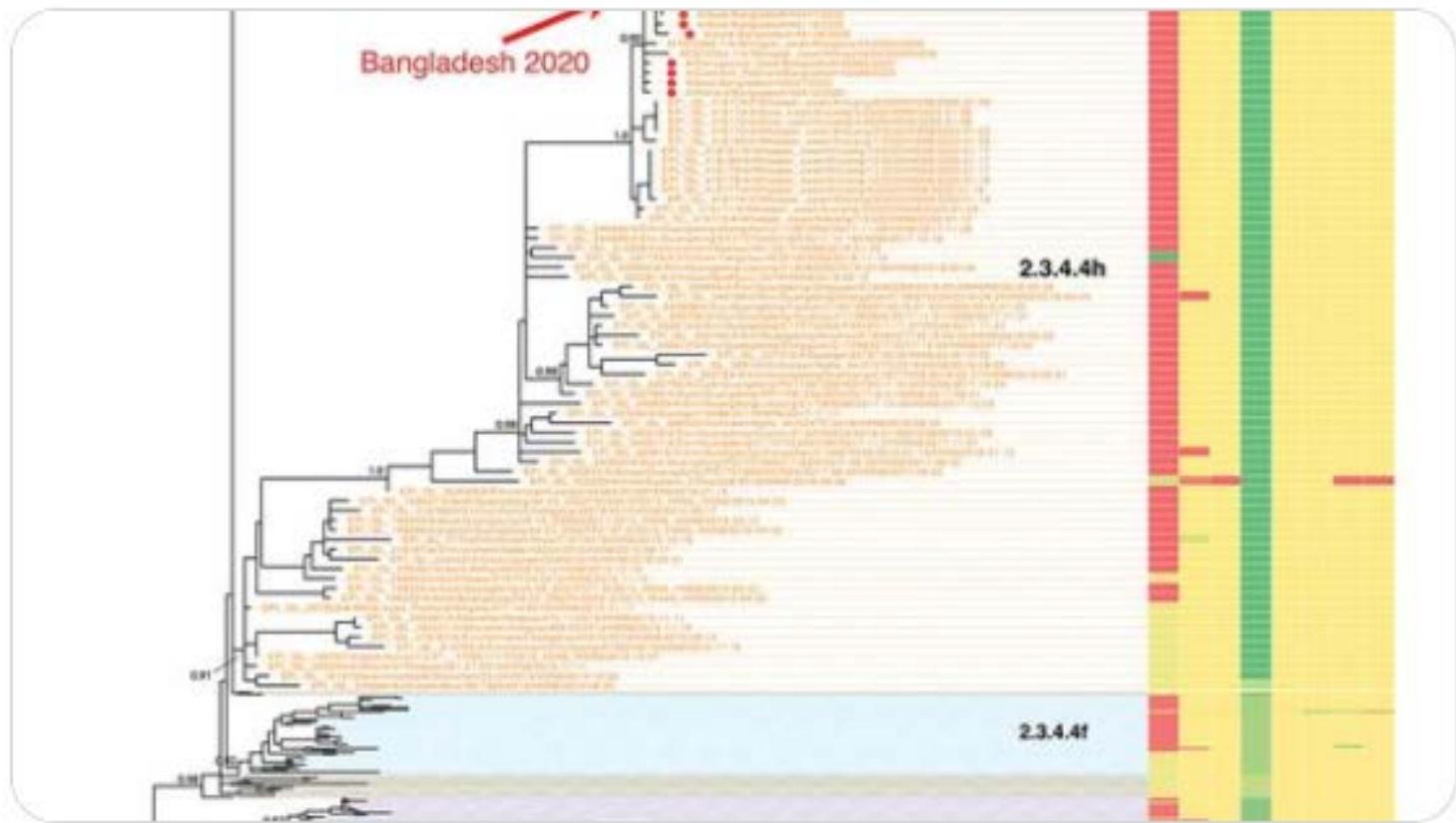
Your turn: Evaluate this post



CDC_EIDjournal @CDC_EIDjournal · Sep 9

...

Highly pathogenic avian #influenza A(H5N6) virus clade 2.3.4.4h in wild birds and live poultry markets, Bangladesh, EID journal, go.usa.gov/xMqJ9



Your turn: Evaluate this post



Laurie Garrett  @Laurie_Garrett · May 23

Absolutely heartbreaking repercussions from the enormous #flu season right now in Australia. And yes, it is a likely harbinger of what's coming in 6 months to North America.



'When I picked her up I knew': 11-month-old Lucy died hours after co...

Lucy Betts was weeks away from her first birthday when she developed a temperature one afternoon.

smh.com.au

Your turn: Evaluate this post



HIV.gov Retweeted

NASTAD  @NASTAD · May 20

Dr. Laura Cheever, Dr. Judith Steinberg, and Dr. Eugene McCray join NASTAD Acting Executive Director Terrance Moore in the opening plenary - Discussion with Federal Partners **#NASTAD2019**





Current post

The current and past editions of the Quarterly Epidemiological Bulletin of the Ministry of Health is accessible from:

<https://uniph.go.ug/about-uqeb/background-of-uqeb/>

The aim of the bulletin is to inform the district, national, and global stakeholders on disease outbreak investigations, public health surveillance, and interventions undertaken in detecting, preventing, and responding to public health events in Uganda.

Please visit the site and subscribe from the same page.

Goal, audience, mode of influence, call to action



Current post: some edits

Children are at the highest risk of getting malaria in November. Make sure your children sleep under mosquito nets every night. Read about it in the new ~~current and past~~ edition of the Quarterly Epidemiological Bulletin of the Ministry of Health ~~to is accessible from:~~

<https://uniph.go.ug/about-uqeb/background-of-uqeb/>

~~The aim of the bulletin is to inform the district, national, and global stakeholders on disease outbreak investigations, public health surveillance, and interventions undertaken in detecting, preventing, and responding to public health events in Uganda.~~

~~Please visit the site and subscribe from the same page.~~



Current post revised

- Parents and child care givers: did you know that malaria cases peak every November in Uganda ? Sleep under a treated mosquito net to avoid malaria, and protect young children and pregnant women who are most vulnerable.
- Above: A mother and baby under a mosquito net (photo adopted from <https://iycf.advancingnutrition.org/content/malaria-mother-sleeping-infant-under-mosquito-net-02-unknown>).
- For more details on malaria infection rates and prevention, please read the latest publication in the Quarterly Epidemiological Bulletin of the Ministry of Health at: <https://uniph.go.ug/trends-and-distribution-of-malaria-deaths-among-the-general-population-uganda-2015-2019/>

