Utilizing Social Media as a QI Tool

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Learning Objectives

• How social media is a quality improvement tool
• Enhancing engagement and retention of consumers
• Putting social media into practice
• Analyzing your social media efforts
Utilizing Social Media as a QI Tool

Social media can be used in various ways to provide access to services and improve the quality of those services.
Reasons to Seek Alternatives

In-office HIV prevention, while generally effective, are not preferable for many groups. Some groups disproportionately affected by HIV are more likely to delay or avoid seeking health care services. This is attributed to:

• Perceived provider bias
• Lack of visibility for population services
• Stigma
• Mental Health
• Social Media offers a variety of modalities for engagement, linkage, and retention in care

Kimberly J. How to close the LGBT disparities gap. Cent Am Prog. 2009
Shown to be Effective

- HIV Related Knowledge
- HIV Testing
- HIV Status Disclosure
- Recruitment
- Retention
- Condom Use
- Mental Health
- Prevention of Infection

- HIV Risk Behaviors
- Missed HIV Care Appointments
Shown to be Effective

• We know that social media has a positive impact on retention
• We know it has a positive impact on stopping the spread of the virus
• The communication channel leads to a potential for increased viral suppression and reduce risks for transmission
Social Media Roadmap

Define/survey/involve your audience → Chose platforms → Create content → Implement

Define your goals

Adjust

Measure and Analyze

Monitor
Selecting Your Platform

Dominant platforms tend to reach users based on age group.
- 13-20  Snap Chat
- 20-26   Instagram
- 26+ Facebook
- Everyone YouTube*

Type of content: images, video, text, etc.

Desired features: ie group chat on Facebook via private group page

They can and should  work together
Social Media and HIPPA

- Start by reviewing your existing HIPAA compliance documents
- Develop Social Media Policy; train and retrain frequently
- Do NOT practice medicine on social media, move to a more secure method of communication ASAP.
- Designate safe areas to record video or take images; not in front of patient records or places where a patient could make an unintended cameo
- Add a consent form to your intake forms

Explain these items:
1) what the patient is specifically authorizing
2) the purpose of the authorization
3) the ability to revoke the authorization
4) an expiration date
5) the opportunity to receive a copy, if desired, and
6) who, specifically, the patient is giving authorization to
7) Speak to your institution’s legal representation

Do More With Mobile Testing
Community Partnerships

• Go where people are. (Areas with poor health profiles, parties, concerts, other large social events.)

• Unique engagement avenues

• Partner with organizations/Events to expand your SM reach
Enhance Mobile Outreach

With one van 2 days a week for 3 months Just Been Tested Reported

- 630 people tested
- 309 females, 321 males
- 188 African Americans
- 86 White Americans
- 72 Hispanic
- 10 Haitian
- 18 Asian
- 256 Bi-racial
- 128 tested under 21
- 273 tested between 21-29

- 25% had not been tested for an STI/STD in the last 24 months.
- 55 clients had been injected with a syringe outside of a medical facility
- 30% were uninsured
- 1% had reactive tests
Outreach Case Study

23 year old unstably housed male recently diagnosed with HIV. No contact since diagnosis. Traditional methods of outreach have proven unfruitful. Now what?
Give Yourself More Options

Dedicated Messaging Apps

DM (Direct messaging)

Health Management

Patient Portal Apps
Advantages of Mobile Messaging Apps

• Mobile messaging apps messages for free while connected to Wi-Fi
• Do not use data and are conserved across devices in the cloud.
• Many have a free voice calling function as well.
How to Incorporate Mobile Messaging?

• Add social media as a contact option on intake forms
• Designate personable staff
• Increase care retention, especially in young (18-29) patients
• Expand the culture you create in-office.

Hey this is Janet from Blankity Blank Health
Just sending a quick reminder.
Have a great afternoon 😊
Target Support Systems

Sports

Faith Networks

Parent/Family

Friends
Setup and Join in a Secure Way

- **Private groups**
  (Topic/Community Specific) to enhance support options

- **Tap into community networks**
  (Military, Kiki Ballroom, Parents, Siblings, Health)

- **Enlist a representative with access to the network**
Geosocial Networks (Dating Apps)

- Reach people when they are thinking about sex
- Easily segment your audience
- Use ads
- Create an attractive profile
- Use an “appealing” person wearing a shirt with your organization’s logo as profile image.
Live Streaming Video and Video Chat

- Watched 6x longer
- Any device in real time
- Immediately engages
- Learn and teach

- Instant authenticity
- Inexpensive
- Humanize your project
- Intimate conversation
- The kids are using it

The kids are using it
Watched 6x longer
Any device in real time
Immediately engages
Learn and teach
Keep In Mind

- Confidentiality
- Focus on Meaningful Content
- Plan it out
- Optimal camera angles

- Be personable
- Utilize audience restriction tools
- Analyze results – metrics for live videos
- Make videos available for future viewing
Use Polls

- Post things people have strong opinions about. (Redvines vs. Twizzlers)
- Survey your clients. I love my care team at... T or F.
- Talk about specific topics. All people who use PrEP are promiscuous. Yes/No.
Using Analytics

Analytics allow you to measure, learn, and take action by...

• How people arrived at your site/page (Reach)
• What do they do on your site
• Where to allocate your advertising budget
• What changes you should make to your page or site
• Add question on intake form regarding how clients heard about services

Google Analytics.
https://bit.ly/2qXmA2Z

Facebook Insights
Social Media Guidelines Are Coming

Developing social media guidelines and recommendations for best practices:

- Platform by platform guidance
- Regulatory measures
- Modes of analysis
- Approval process
- Staffing
- Time Allocation
- Developing partnerships
- Budget
Be Easy to Find

- Include your organization’s name in your handle or username
- Be consistent across platforms
- Post frequently and at optimal times for your target group
- Use images and video over text
- Use Hashtags and Key words in your posts (e.g. #swabmybackside #barebacknope)
- Set realistic goals
- Be conversational, ask a provocative question (Monogamy, a risk factor of HIV?)
The YGetIt? Project

New York State Department of Health AIDS Institute
GET! Features

Security Confidentiality

Messaging/Human Connection

Track Medication/Labs Manage Appointments

Health Education information

Inconspicuous Design
"I’LL KICK YOUR ASS WITH HEELS ON!"

YGetIt? Project

IN LIFE WE ALL GET TESTED.

Tested

@YGetIt
More Than A Comic

- Short video interviews
- People with lived experience
- Use everyday language
• 5 Million monthly users world wide
• Largest user group is under 25yo
• 135,000 + views
• Over 2,000 followers
• Increased education and awareness opportunities
• Well received by all stakeholders
Resources

Wall Street Journal Article.
How to use Facebook Live
http://www.socialmediaexaminer.com/facebook-live-what-marketers-need-to-know/
Tips for Facebook live broadcasts
http://www.socialmediaexaminer.com/6-tips-for-better-facebook-live-broadcasts/
How to use Meerkat and Periscope
http://www.socialmediaexaminer.com/meerkat-or-periscope-how-to-broadcast-video-via-mobile/
How to get started with YouTube Live
https://support.google.com/youtube/answer/2474026?hl=en
Make your own memes at the following websites:
https://memegenerator.net/
https://imgflip.com/memegenerator
http://makeameme.org
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