What on Earth??

- How does a program in support of children’s vaccines relate to the promotion of vaccines to adults?

  - It’s all about finding the magic tipping point that can catapult our messages throughout the social media world

  - Imagine your favorite Iz. campaign
    - Consider all the work that went into development
    - How much time and money went into the dissemination?
    - Is that campaign still circulating?
Vaccinate Your Baby Campaign
Launch and Results

- Kick off press conference resulted in 14 million media hits – mentions continue each week, including:
  - Good Morning America Interviews Amanda Peet (4.48 million viewers, online potential viewers 9.4 million)
  - XM Radio interview, National Public Radio
  - August/September 2009 Fit Pregnancy award to Amanda Peet
  - Over 125 million viewers of campaign via articles/media
  - Over 500,000 have viewed PSAs

ECBT’s Vaccinate Your Baby Website
Vaccines Win Again
A special court dismisses the vaccine-autism link.

Few medical scare campaigns have done as much harm as the one claiming to link autism to vaccines for children. So parents and doctors alike should welcome the latest judicial ruling by a special Washington court dismissing such allegations.

On Friday, special masters in the U.S. Court of Federal Claims ruled against the claims of parents of autistic children.
80% of US internet users look for health information online

79% of moms with kids under 18 yrs old use social networking sites

More than 50% of teens use social networks daily (mind you, these are the parents of the future)

22% of people log in more than 10 times daily
Parent’s Vaccination Choices Driven By Friends, Family

- Pediatrics published study 4/15/13
- 196 first-time parents in Washington State (one of highest vax exemption states)
- 176 followed ACIP schedule, 70 did not
- “Non-conformers” (vax hesitant) had slightly larger people networks whom they consulted about vaccines
- 72% of non-conformers networks recommended against following schedule, vs. only 13% in conformers social networks

Every Child By Two’s Integrated Online Presence
CALL TO ACTION: GET INVOLVED

Social Media Widgets Drive Traffic to VYB Facebook Page, Shot of Prevention Blog & Twitter Accounts

Vaccinate Your Baby Facebook Page

- Most active pro-vaccine page in existence
- 73,750+ “likes” & growing
- Over 500,000 impressions per week
- Roughly 443,000 monthly post views
- Average of 15,314 monthly active users
- Generating approximately 3,505 monthly comments
REFERS READERS TO OUR SHOT OF PREVENTION TWITTER FEED & FACEBOOK PAGE

Steady Growth of Shot of Prevention Blog

- **2010**: 33,176 Views
- **2011**: 67,440 Views
- **2012**: 182,783 Views
- **Through April 2013**: 77,000 Views
5 Daily Habits of Effective Social Media Marketing

1. Check Your Social Profiles’ Pulse EVERY DAY!

Our National Reach Has Local Impact
5 Daily Habits of Successful Social Media

2. Respond to Direct Interactions from followers - VYB’s loyal followers are eyes/ears of FB page!
3. Post stimulating content to encourage conversation
4. Seek out new followers – i.e. twitter: seek out & follow authority figures, then follow people who follow them
5. Search for your company’s branded terms - engage in discussions on vaccines on social media/internet/articles and act as a source of expertise – providing links to your own site

Drill Down Into Your Blog Stats....
Sample Status Update

Posted
Feb 19, 2013

Non original content/
Based on CDC data.

2,329 people liked this post

Received latest comment on
Just last week

114,448 people saw this post

5,396 people shared this image on their personal or group page

Received 1,121 comments on this status update

Engage Your Followers:
Social Media “Summer Sightings” Contest

Have you seen this ad? Brenda W. spotted it in FL and Carolyn P. spotted it in NC. Email shots@prevention.com telling us exactly where you've seen it and earn a chance to win a $25 Amazon gift card in our Summer Sightings Sweepstakes.

Not Vaccinated? No Kisses!
Get the adult whooping cough vaccine. www.VaccinateYourFamily.org
Make It Easy to Share Facts on Vax

What Will Be the Next Tipping Point? And Who Will Be The Toppler?

- “The Tipping Point: How Little Things Can Make a Big Difference” – Malcolm Gladwell

- Social Epidemics – Becoming next “Word of Mouth”

- Three kinds of people in the world
  - Connectors
  - Mavens (those who accumulate knowledge)
  - Salespeople

- We have an enormous role to play in acting as purveyor of facts about vaccines ....and then let social media do it’s thing!
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