Using Digital Media Outreach to Foster Cross-Collaboration Among Partners

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Overview

- Key Elements of Digital Collaborations
- Example Platforms for Cross Collaboration
  - Virtual Publisher Briefing
  - #NIVW2013 Twitter Chat
  - #vaxwithme

Protecting pregnant moms and babies this flu season
Key Elements for Digital Collaborations

- Utilize social platforms to congregate partners
  - e.g. Webinars, twitter chats

- Identify similarities or common interests between partners
  - e.g. Target audience, common interest

- Employ digital channels that are popular and familiar with multiple flu vaccination partners
  - e.g. Twitter, Youtube, Facebook

- Engage partners with a loyal social following
  - e.g. Izea, mommy bloggers

Virtual Publisher Briefing: Protecting Pregnant Women and Babies this Flu Season

- First webinar of its kind
  - Panel consisted of 3 organizations and 1 CDC Expert.
  - Each presented different angles--creating more options for content
  - Personal stories engage participants (FFF)

- Led to several cross collaborative activities
  - About.com and Shot of Prevention both posted about “Text4Baby” Program
  - Dr. Dolan (March of Dimes) guest blogged for Healthy Mothers Healthy Babies
  - All panel participants joined CDC Twitter chat with Dr. Frieden in January
  - Webinar remains accessible on CDC flu website
Virtual Publisher Briefing: Protecting Pregnant Women and Babies this Flu Season

#NIVW2013 Twitter Chat

- Brought local, state, and national partners together to promote NIVW and flu vaccination
- Developed tweets for partners to use and personalize for their target audiences
  - Allowed chat participants to see what other partners of similar interest were tweeting, thus sparking potential cross collaboration of messages
- Invited Healthy Mothers Healthy Babies to co-host the event
  - Made the chat more dynamic by including other experts outside of CDC
- Reached an estimated 3.7 million accounts; 785 contributors with 1,417 tweets
One partner, APHA, created a ripple effect by simply including #vaxwithme in their messaging.

Drove many other organizations to use the hashtag in their tweets and posted photos, garnering more than 500k impressions in its first week.

Final metrics: 394 tweets, 7.5M impressions, and participation from 306 Twitter handles this season.
Many Thanks!

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