

NAIS Patient Education Working Group

2015 Summit Update

May 13, 2015

Co-leads:

Erica DeWald, APCO

Jeff Goad, Chapman University

Erin Kennedy, CDC

Lisa Randall, Minnesota Department of Health



Agenda: Patient Education Working Group

- Activities and accomplishments over the past year
- Preview of our breakout
- Future activities and plans



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Thank You!

Aldridge, Chris	Hagar, Beverly A.	Parker, Heidi
Alexander, Alison	Hagemann, Tracy	Partlow, Courtney
Allen, Sandy	Hardesty, Richard	Patterson, Sarah
Aplan, Debra	Heyer, Kate	Peterson, Diane C.
Awe, Jacqueline	Jones, Shary	Quirk, Mary
Basket, Michelle	Joseph, Denise	Ramakrishnan, Aparna
Bloom, Erica	Kagan, Stephen	Randall, Lisa
Bozof, Lynn	Kennedy, Erin D.	Richoux, Summer
Bridges, Carolyn B.	Knighton, Troy	Rubin, Jason
Bridgewater, Ray	Lathrop, Virginia	Seib, Katy
Brne, Timothy	Lato, Kristi	Shevach, Alexandria
Cox, Manon M.J.	Londo, Courtney	Szumer, Michael
Dalton, Marla	Lutz, Elizabeth	Tan, Litjen (LJ)
Davis, Melinda	Macpherson, Catherine	Tate, Tiffany A.
Dolen, Virginia	Manganello, Susan	Tomecki, Margaret H.
Eisenberg, Andrew C.	Manquin, Brendan	Velazquez, Carlos
Farrall, Susan	McLaughlin, Nichole	Wolicki, Barbara K.
Fernandez, Columba	Miracle, Julie	Wood, Laurel
Goad, Jeff	Nemeth, Marcus	Woods, LaDora
Green, Patricia	Novielli, Alex	
Guerin, Jack	Olivas, Lorenzo	

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Social Media Engagement

- Overview of engaging on social media
 - Purpose of social media
 - How to engage with both positive and negative participants
- Specifics on Facebook, Twitter and Blogs, with examples
 - Demographics
 - Setting up your accounts
 - Frequency and type of posts, conversations

Mastering Your Social Channel(s)

Mastering social media means heightening the level of interaction that you have with your audience and heightening the level of interaction and engagement that your audience has with you or your brand. Mastering social media takes time, but will assist you in gaining lifelong supporters. When engaging with your audience on any given platform, it's helpful to think of it as 60/40. What does this mean for you? Imagine that 60/40 applies to the amount of time that you share content and the amount of time that you engage.

For example:

- Post
- Like
- "ac"

Profile Details

Other details that are necessary to include is a short description about you, your organization or brand, etc. in the "About Us" section and website URL, if relevant. The description and website URL will vary on a case-by-case basis.



Twitter

Twitter is a social networking platform that allows users to send short messages in 140 characters or less. These short-form messages or bits of random information are called "tweets." Twitter allows you to send and share articles, your own personal thoughts, facts, videos and images with other users.

Twitter users	2007	2008	2009
Active users	100,000	1,000,000	10,000,000
Active users (per month)	100,000	1,000,000	10,000,000
Active users (per day)	100,000	1,000,000	10,000,000
Active users (per hour)	100,000	1,000,000	10,000,000
Active users (per minute)	100,000	1,000,000	10,000,000
Active users (per second)	100,000	1,000,000	10,000,000
Active users (per tweet)	100,000	1,000,000	10,000,000
Active users (per retweet)	100,000	1,000,000	10,000,000
Active users (per reply)	100,000	1,000,000	10,000,000
Active users (per follow)	100,000	1,000,000	10,000,000
Active users (per unfollow)	100,000	1,000,000	10,000,000
Active users (per block)	100,000	1,000,000	10,000,000
Active users (per unblock)	100,000	1,000,000	10,000,000
Active users (per mute)	100,000	1,000,000	10,000,000
Active users (per unmute)	100,000	1,000,000	10,000,000
Active users (per retweet)	100,000	1,000,000	10,000,000
Active users (per reply)	100,000	1,000,000	10,000,000
Active users (per follow)	100,000	1,000,000	10,000,000
Active users (per unfollow)	100,000	1,000,000	10,000,000
Active users (per block)	100,000	1,000,000	10,000,000
Active users (per unblock)	100,000	1,000,000	10,000,000
Active users (per mute)	100,000	1,000,000	10,000,000
Active users (per unmute)	100,000	1,000,000	10,000,000

Twitter has more than 288 million monthly users across the globe and supports 33 different languages. Approximately 500 million tweets are sent daily with 2.1% of those tweets representing the female population and 2.6% representing the male population.

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National
Adult and
Influenza
Immunization
Summit

Bringing the Tdap Recommendations to Life



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Partners! Partners! Partners!

- Prioritize “game-changing” partners, including both the usual suspects and new, “non-traditional” groups
 - AARP
 - American Dental Association
 - Professional, collegiate and recreational sport associations
 - American Academy of Ophthalmology
 - Theme parks
- Tailor messages and materials to increase likelihood of involvement
- Regularly communicate new data, events and recommendations to create a steady stream of information to adult audiences



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