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Reaching young people with sexual health promotion on social media

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Introduction

- Approximately 95% of young Australians own a smartphone, and almost 90% access the internet daily

- Young people are also a key population for sexual health

What does the research say?

- Systematic review using social media for sexual health by Gabarron and Wynn: *Global Health Action 2016*
  - 51 studies (incl. 4 RCTs)
  - Most targeted STI testing
  - 14 (27%) reported an effect on behaviour
  - 86% used Facebook

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What does the research say?

Klassen et al *Int J Behav Nutr Phys Act 2018*
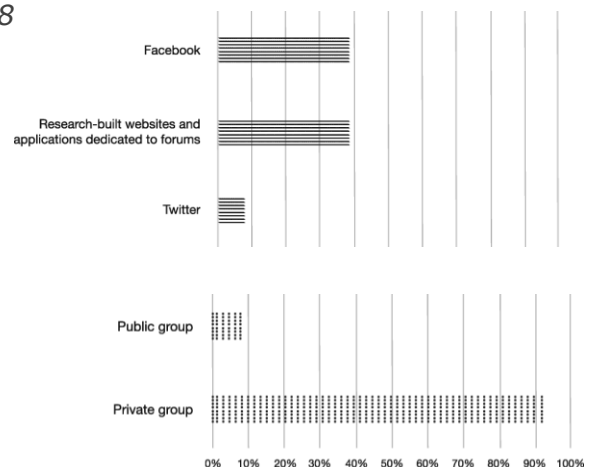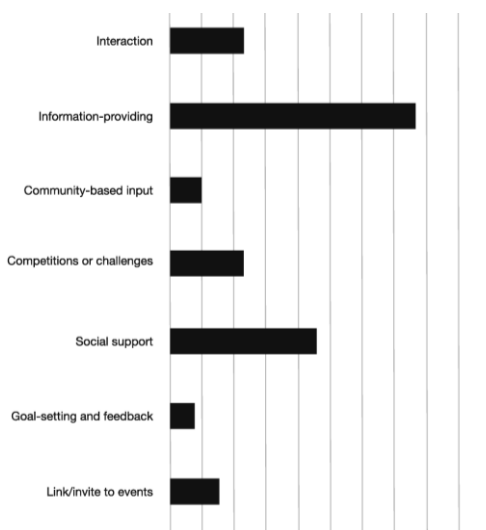
What does the research say?

- But will young people actually use these interventions?
  - No

  (see Lim et al *Health Promo J Aust 2016,* Lim et al *JMIR 2014,* Wright et al *Health Promo J Aust 2016,* Gold et al *BMC Public Health 2011,* Klassen et al *Int J Behav Nutr Phys Act 2018*)

Klassen et al *Int J Behav Nutr Phys Act 2018*
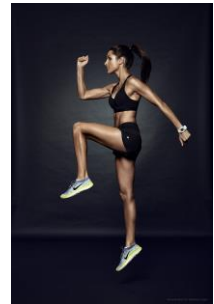
- Between 3-69% of participants engaged with the social media intervention
- Interactions declined steeply over time

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Aim

- Work out what young people actually want and how to get them into sexual health on social media

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Methodologies

- Online interviews (HipChat)
- Online forums
- Online surveys
- Participatory workshops
- Content analysis

- Young people 15/16 – 24/29 years
- Related to sexual health, pornography, nutrition, alcohol, body image

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Hot or Not?

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What they don't want….

Government websites or 'youth oriented' programs sometimes seem kind of **condescending**. *They deliberately tone down the language... it came across really insincere.... It's a bit* **cringe-worthy** *sometimes when an organisation is trying to be too much 'with the kids'… Like 'Yo! Be smart about sex cool dudes.'… I think teenagers don't care at all about being 'pandered' to. If anything they just want to be treated like adults too.*

HOW DO YOU DO, FELLOW KIDS?

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What they don't want….

Websites covered in cartoons/rainbows... They're pretty bad. Pictures and video are always great, as long as they are relevant. Stock imagery can just be boring and a waste of Internet downloads!


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What they do want…

- Non judgemental
  - Particularly for 'politicised' topics like pornography
- Personal and welcoming tone
- Not NSFW
  - Landing page needs to be neutral/subtle
- Limit text
- Acknowledge complexity
  - "the story was good because it wasn't just black and white, like it's a hard decision to make and it's not that easy just logging off"

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What they do want…

STORIES FROM YOUNG PEOPLE

Olivia's story
"NEVER let yourself question who you are because of people who resort to bullying"

Peta's story
"I was taken to the police and to the psychologist and I found out that this was child pornography and he was in trouble"

Mia's story
"I put myself in a potentially dangerous position"

- Trustworthy and credible
  - Organisation logo
  - "Real people"
  - Balanced narrative
  - Referenced statistics
  - Links to other research or resources
  - Same information on other websites
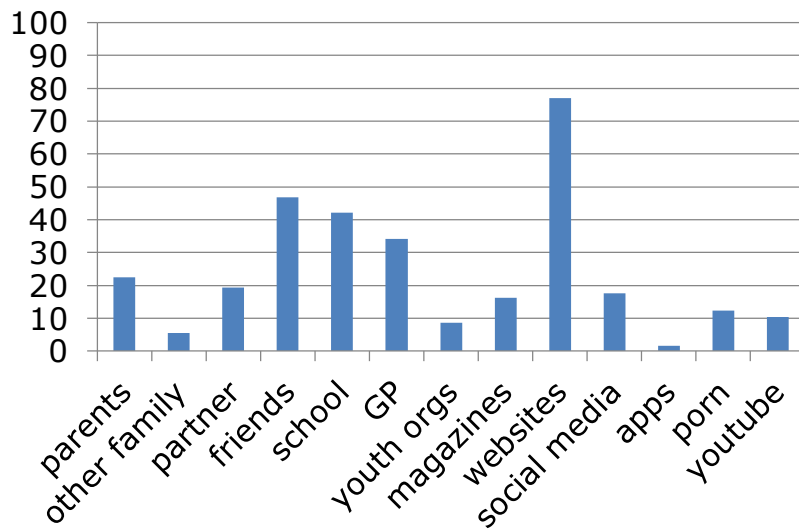
- Something real / authentic

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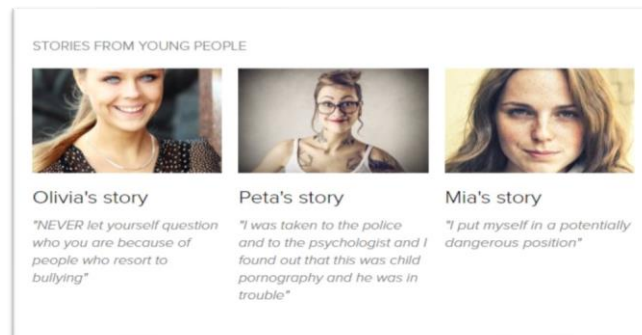
Social media or just a website?

- *I don't see much point 'liking'* [on Facebook] *something that isn't my friends*

- *If this popped up, I think people would laugh at me[1]*

- *I'd probably unlike it if [it] felt spammy*

- Social media is not the right place for these resources
  - Reputation management
  - Stigma of sexual health

1 – Dennison et al JMIR 2013

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Percentage finding different sources useful for sexual health information (n=1029)

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Active vs Passive Health Information Seekers

- Active health information
  - Use Dr Google and websites
  - Follow health-related social media pages
- Passive health information
  - Might happen to see ads or friends posts on social media

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Which social media platforms?

Media Channel	% used in general	% used to talk about health
Facebook	99%	52%
Youtube	86%	42%
Snapchat	79%	11%
Instagram	77%	33%
Pinterest	32%	16%
Twitter	31%	8%
Tumblr	19%	5%

N=775

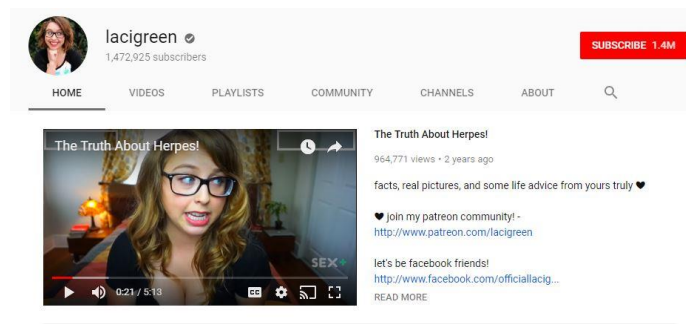**Burnet Institute**
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How do they use Facebook for health?

- Boredom killer

  "I only use it when I'm bored/to message friends, so about two hours of usage a day"

- A lot of time spent scrolling through newsfeeds

  "I tend not to seek out information about having a healthy lifestyle, but I do occasionally click on articles on my facebook feed about health. I think the reason why I don't interact more with these topics is because I don't feel like it's super relevant to me right now, as usually things like university take priority."

- Specific interest groups

- Influence from friends and social support

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How do they use Youtube for health?

"Youtube is my go to source because i prefer to watch than read. I can watch it on the go or when i'm just chilling at home. It's convenient and quick whenever i need information."

- Instruction kit for life

- 'Real' individual stories

- Tutorials and demonstrations

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How do they use Instagram for health?

- Inspiration
  - Models
  - 'Real people'
- Aesthetic/image important

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Other platforms

- Pinterest
  - Inspiration, new ideas and tips
- Snapchat, Twitter, Tumblr
  - Not used for health purposes
- Apps
  - Functional tools for a specific purpose

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Conclusions

- Young people need to be meaningfully included in design, development and maintenance of interventions
  - They are looking for something authentic and 'real'
- Websites are still the key, but social media could play an important role
- Both efficacy and reach are required
- Need to move beyond Facebook

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Actually did this work:

Angela Davis, Cassandra Wright,
Michelle Raggatt, Caitlin Douglass

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