Social Media: What can Public Health Learn from the Corporate Sector

Presented by
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Maslow's Hierarchy of Needs

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The Big Read   **Donald Trump**   ☐ + Add to myFT

Donald Trump: Without Twitter, I would not be here – FT interview

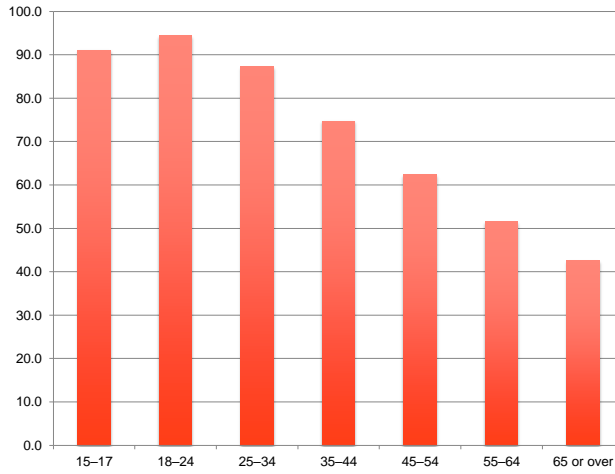Governing is harder than he thought, but the US president is defiant about his style and agenda

November 02, 2010 | By Do

Fired Over Facebook: 13 Posts That Got People CANNED

Huffington Post | Catharine Smith and Craig Kanalley First Posted: 07-26-10 10:40 AM | Updated: 09-25-10 05:12 AM
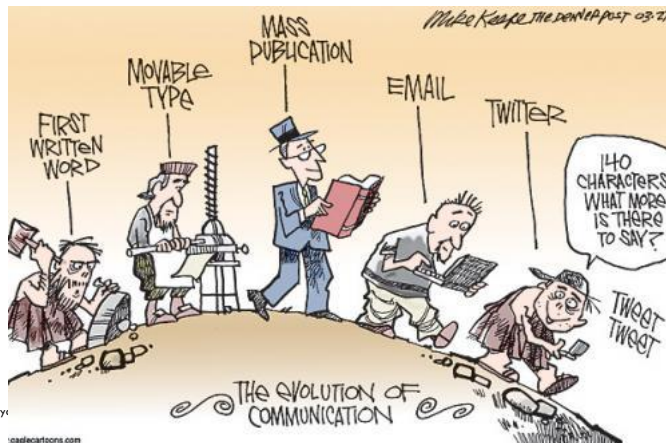
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Social networking

Source: ABS Household Use of Information Technology, Australia, 2014-15

Planning: Consider the role of social marketing channels as part of your broader campaign preparation

Use of social media tools: Use simple and familiar tools to encourage participation and collect data

Community: Build online communities by tapping into existing networks

Content: Develop engaging content with a clear call to action

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Promotion: Actively drive traffic through continuous promotion

- Dual-screening is now considered normal among online Australians – three in four (74%) now multi-task with two sets of content.
- **A new movement, however, in the form of triple-screening, has begun to infiltrate consumers' media behaviour, with more than a quarter (26%) now participating in triple-screening**

Source: http://www.nielsen.com/au/en/insights/news/2014/triple-screening-a-new-phenomenon.html

Cost: Social media can be low cost but time and human resource intensive

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Crucial Lesson: Remember why people use social media

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American Journal of Public Health 2014
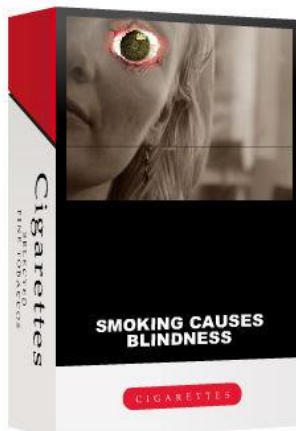
Digital Junk: Food and Beverage Marketing on Facebook

| Becky Freeman, PhD, Bridget Kelly, PhD, Louise Baur, PhD, Kathy Chapman, MNutrDiet, Simon Chapman, PhD, Tim Gill, PhD, and Lesley King, MPsych

Obesity is a common, serious, and costly health issue.[1] In the United States alone, the medical costs of obesity are estimated to be $147 billion.[2] Although the prevalence of overweight and obesity among children and adolescents in countries such as the United States and Australia appears to have plateaued in recent years, rates remain high.[3] Obesity rates generally increase with age among adults[4]; however, of urgent concern is the growing prevalence of overweight and obesity among young Australian adults, particularly women. Research has suggested that later generations have higher rates of excess body weight than generations before them. Current obesity-promoting environments likely mean people are now put at greater risk for weight gain in young adulthood.[4]

One of the powerful environmental factors

Objectives. We assessed the amount, reach, and nature of energy-dense, nutrient-poor (EDNP) food and beverage marketing on Facebook.

Methods. We conducted a content analysis of the marketing techniques used by the 27 most popular food and beverage brand Facebook pages in Australia. We coded content across 19 marketing categories; data were collected from the day each page launched (mean = 3.65 years of activity per page).

Results. We analyzed 13 international pages and 14 Australian-based brand pages; 4 brands (Subway, Coca-Cola, Slurpee, Maltesers) had both national and international pages. Pages widely used marketing features unique to social media that increase consumer interaction and engagement. Common techniques were competitions based on user-generated content, interactive games, and apps. Four pages included apps that allowed followers to place an order directly through Facebook. Adolescent and young adult Facebook users appeared most receptive to engaging with this content.

Conclusions. By using the interactive and social aspects of Facebook to market products, EDNP food brands capitalize on users' social networks and magnify the reach and personal relevance of their marketing messages. (*Am J Public Health.* Published online ahead of print October 16, 2014: e1–e9. doi:10.2105/AJPH.2014.302167)

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Feelings, not facts

Imagery

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Giving back to members

Be useful