



# OVN NIDA CTN

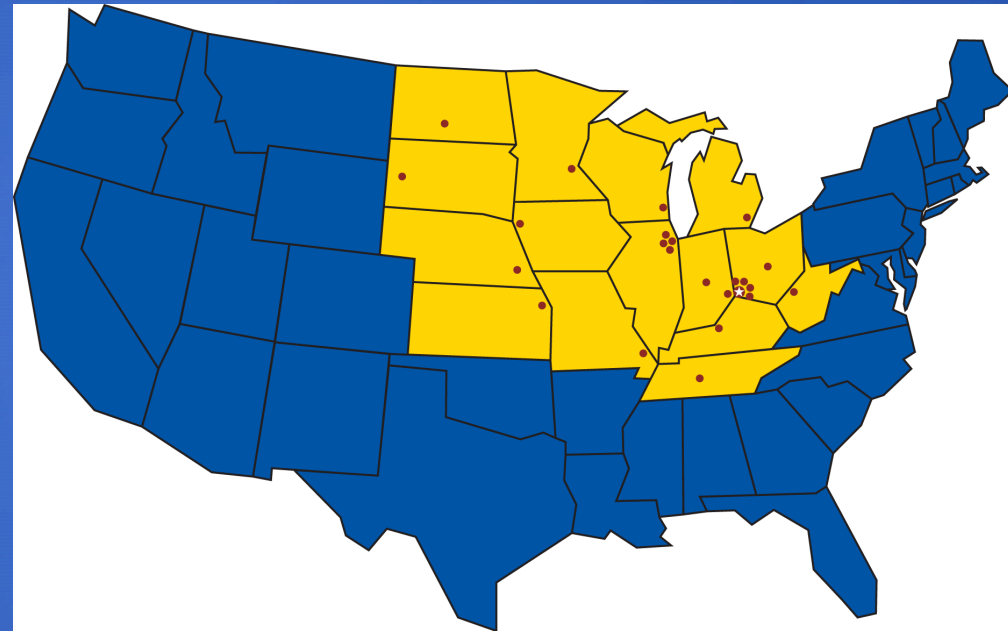
## Ohio Valley Node

NIDA  
CTN

Community  
Treatment  
Programs



15 States  
23 Programs



- States having Ohio Valley Node CTPs (N=15)
- ★ Ohio Valley Node RRTC
- Ohio Valley Node CTP (N=23)

# Ohio Valley Node of the NIDA CTN

- Use social media as a low cost strategy to disseminate science-based information on substance use disorders
  - ✓ Emphasis CTN publications & blending materials
  - ✓ Primary target population is addiction specialty treatment system
- Twitter account (AODtxWorks) set-up on September 15, 2011
- Facebook page (Ohio Valley Node of the NIDA CTN) set-up on September 30, 2013

# Current Practices

- Trial and error to get where we are today
- Use Hootsuite to simultaneously post to Facebook, Twitter and LinkedIn everyday
- We tweet from conferences using a hashtag, for example #cpdd or #ahsr2013
- Use Twitter to connect key stakeholders regarding EBPs
  - ✓ Senator Hal Rogers (KY)
  - ✓ Dr. Frieden, CDC Director

# Example of Twitter

The image shows a screenshot of a Twitter profile page for Erin Winstanley. On the left side, there is a vertical navigation menu with options: Tweets, Following, Followers, Favorites, Lists, Photos and videos, and Trends. The main profile area on the right includes a profile picture, the name Erin Winstanley, the handle @AODtxWorks, a bio stating she is the Dissemination Dir. for the Ohio Valley Node of the NIDA CTN & Asst. Prof. at UC, and her location Cincinnati, OH. Below the bio are statistics for 1,403 tweets, 1,070 following, and 634 followers, along with an 'Edit profile' button. The 'Tweets' section shows two recent tweets from Erin Winstanley, one about a conference in Portland and another about e-cigarette use in the U.S.

**Tweets**

- Following
- Followers
- Favorites
- Lists

**Photos and videos**

Cracking down on pill mills is only the beginning of the solution

**Trends · Change**

- #DressLikeFlo Promoted
- iPad Air
- #foreword
- #AskCollinsKey

**Erin Winstanley**  
@AODtxWorks

I'm the Dissemination Dir. for the Ohio Valley Node of the NIDA CTN & Asst. Prof. at UC; Disclaimer: These views are my own & may not represent my employer.  
Cincinnati, OH · psychiatry.uc.edu/research/Clini...

1,403 TWEETS   1,070 FOLLOWING   634 FOLLOWERS

4   [Edit profile](#)

**Tweets**

**Erin Winstanley** @AODtxWorks 8h  
We're on our way to to Portland for the Addiction Health Service Conf! Follow @AHSR2013 & #nidactn ow.ly/pNm6z  
[Expand](#)

**Erin Winstanley** @AODtxWorks 21 Oct  
E-cigarette use in the U.S. has doubled & there are no restrictions on sales to minors ow.ly/pNyhH

# Example from Facebook (FB)

## The Value of the NIDA CTN



"Improves quality of care for people we serve"

"It helps change people's lives"

"It makes me a better nurse"

"It uncovers great ideas"

"It helps my staff have the best information available to provide effective drug & alcohol treatment"



A community-based treatment providers perspective .....

### Ohio Valley Node of the NIDA CTN

102 likes · 2 talking about this · 5 were here

Update Page Info 1



- Research Service · College & University · Addiction F
- 3210 Jefferson Ave., Suite #6, Cincinnati, Ohio 4...
- (513) 487-7800
- [Add Your Hours](#)

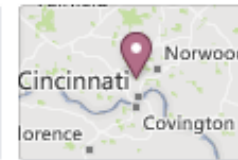
About



Photos

102

Likes



Map



Contact

6

# Example from Facebook (FB)

The CTN "What's New Blog" is a great way to keep-up on new research related to addiction treatment #nidactn  
<http://ow.ly/nSSWY>



**CTN Dissemination Library - What's New**  
ow.ly

This blog is an adjunct to the CTN Dissemination Library website. We'll update you when new publications are added to the library's digital...

Like · Comment · Share

23 people saw this post

Boost Post ▼



Ohio Valley Node of the NIDA CTN shared a link.  
August 18

#NIDACTN study suggests that patients with rx opioid dependence have low HIV risk, except if also dependent on other drugs  
<http://ow.ly/nSSIH>



**Polydrug Prescription Opioid Misusers At Elevated Risk for HIV Infection**  
ow.ly

# Is Social Media an Effective Dissemination Tool?

- Anecdotally, we've used social media to stay in touch with community treatment providers across a broad geographic area & connect with individuals after dissemination events
- Developed a quantitative database of information from Twitter and Facebook from January 1, 2012 to December 31, 2012
- Download Facebook insights & extracted data from Twitter
  - ✓ Verified followers & developed categories to describe type of followers, as well as whether related to AOD

# FB Summary

- **95 likes and 496 posts**
  - ✓ **52.6% (n=50) individuals & 47.4% (n=45) were pages**
  - ✓ **Approx. 81.4% behavioral health related**
- **Posted on 73% of days (n=269)**
- **3.2 mean number of posts per day (range 0-11)**
- **78.6% of posts included a web link**
- **68.6% (n=59) of likes were categorized as interested in mental health or substance abuse**



# FB Insights by Post

<b>Metric</b>	<b>N</b>	<b>Mean (SD)</b>	<b>Range</b>
Total Reach	493	32.1 (11.0)	3-85
Organic Reach	489	31.5 (9.6)	3-70
Viral Reach	104	3.1 (6.7)	0-32
Total Impressions	489	118.2 (39.2)	5-293
Organic Impressions	489	117.1 (37.4)	5-246
Viral Impressions	104	5.6 (13.3)	0-78
Engaged Users	489	2.2 (2.4)	0-27
Talking About This	184	1.3 (2.1)	0-18
Post Stories	184	1.5 (2.7)	0-23
Post Consumer	283	2.0 (2.0)	0-18
Post Consumptions	283	3.2 (5.0)	0-50
Negative Feedback Users	75	0.1 (0.3)	0-1
Negative From Users	75	0.1 (0.5)	0-3
Impressions by Those Liked	320	94.5 (37.6)	3-226
Reach by Liked	320	25.8 (10.4)	2-64
Liked Engaged Post	212	1.6 (1.6)	0-9
Post Storied Liked	120	0.8 (1.3)	0-8
Talking About Liked	120	0.7 (1.2)	0-6

# FB Posts with the Greatest Reach

What post work?

# Total Reach Top 10: #1 (n=85)



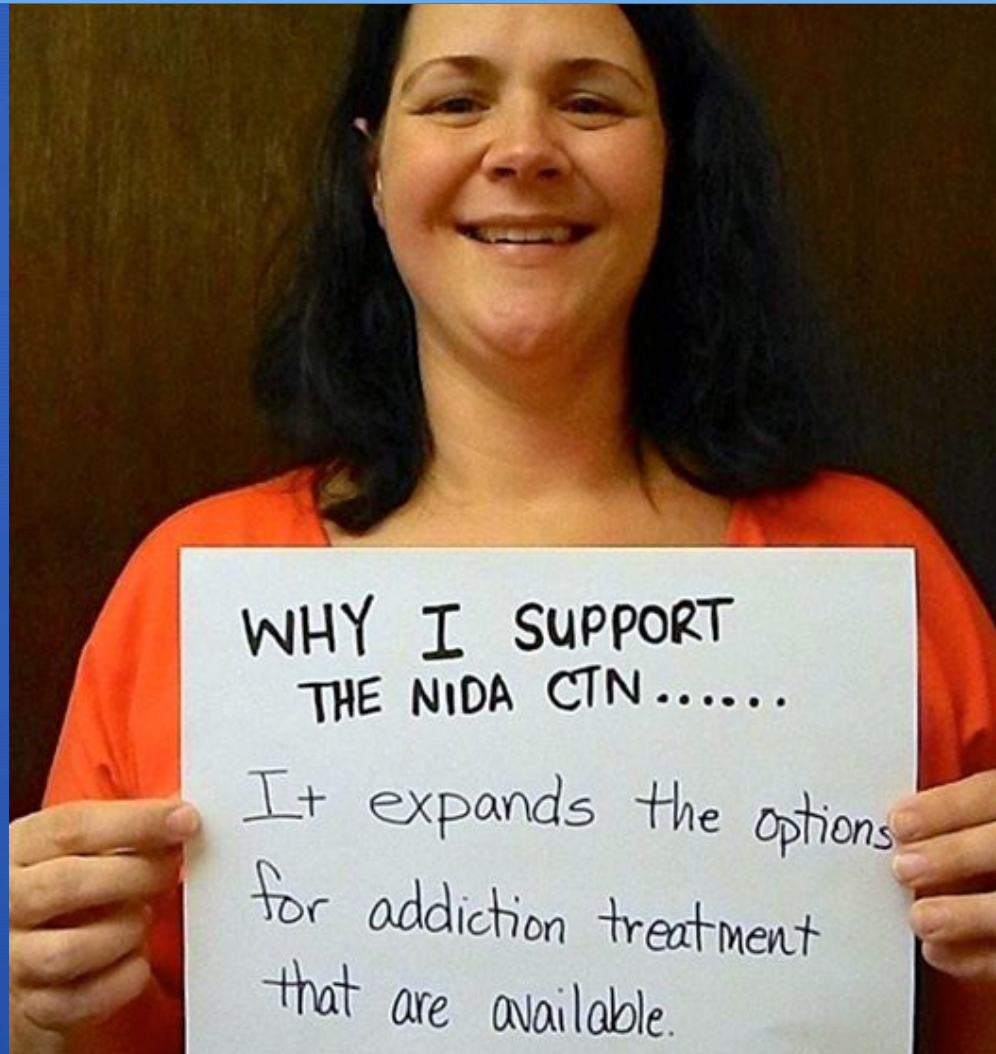
# Total Reach Top 10: #2 (n=83)



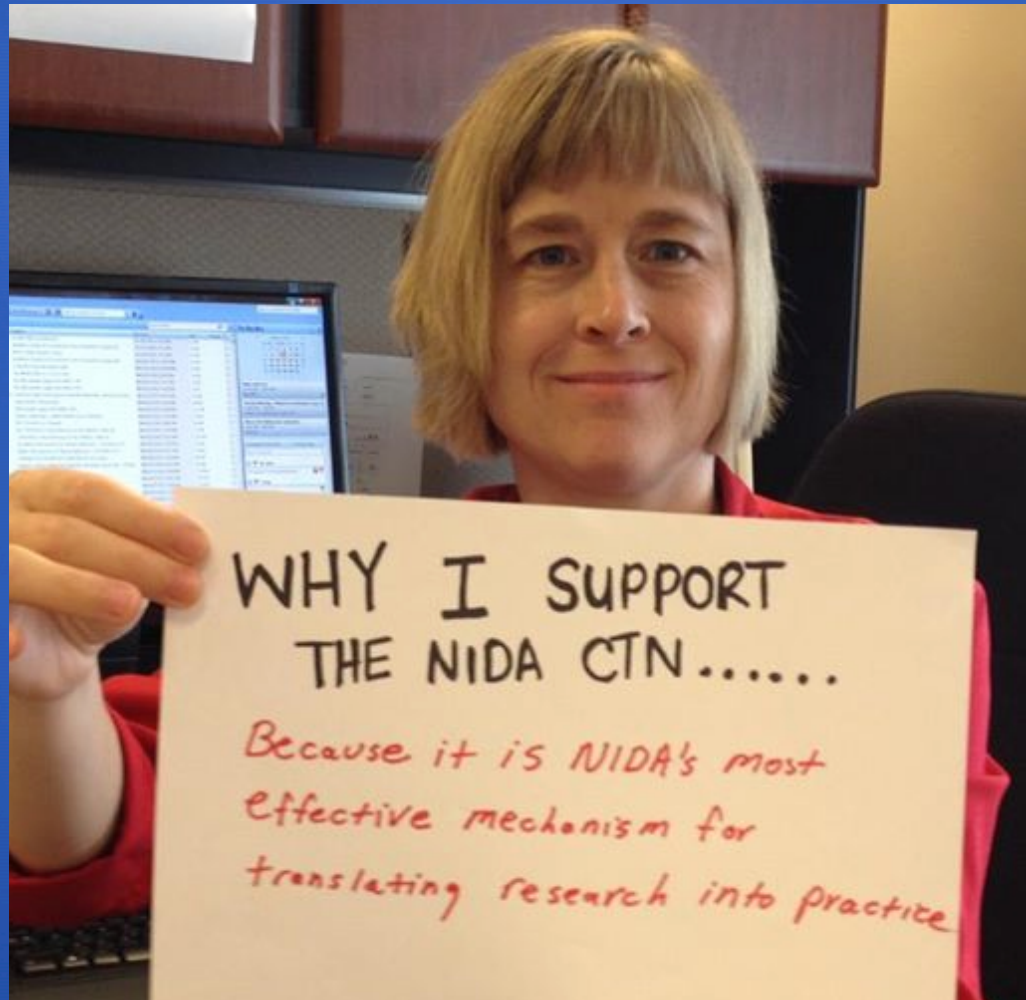
# Total Reach Top 10: #3 (n=82)



# Total Reach Top 10: #4 (n=79)



# Total Reach Top 10: #5 (n=72)



# Total Reach Top 10: #6 (n=69)



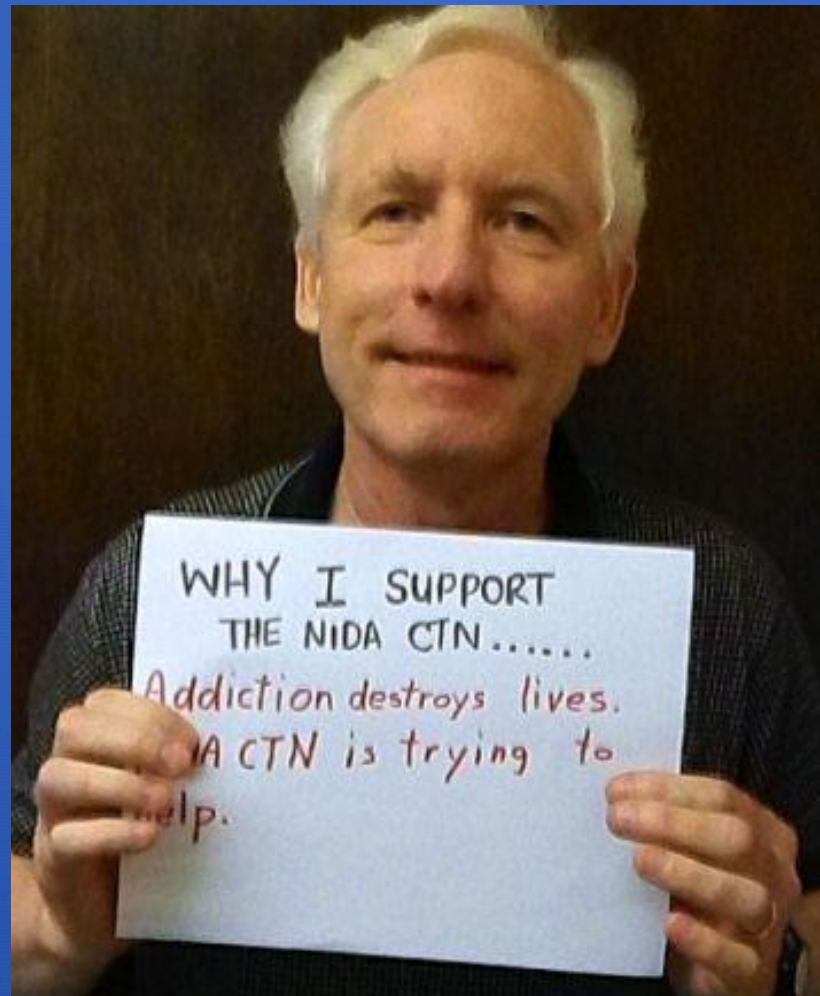
**Ohio Valley Node of the NIDA CTN**

Dr. McCarty, of the NIDA CTN, practicing how to speak to the media about scientific findings at CPDD

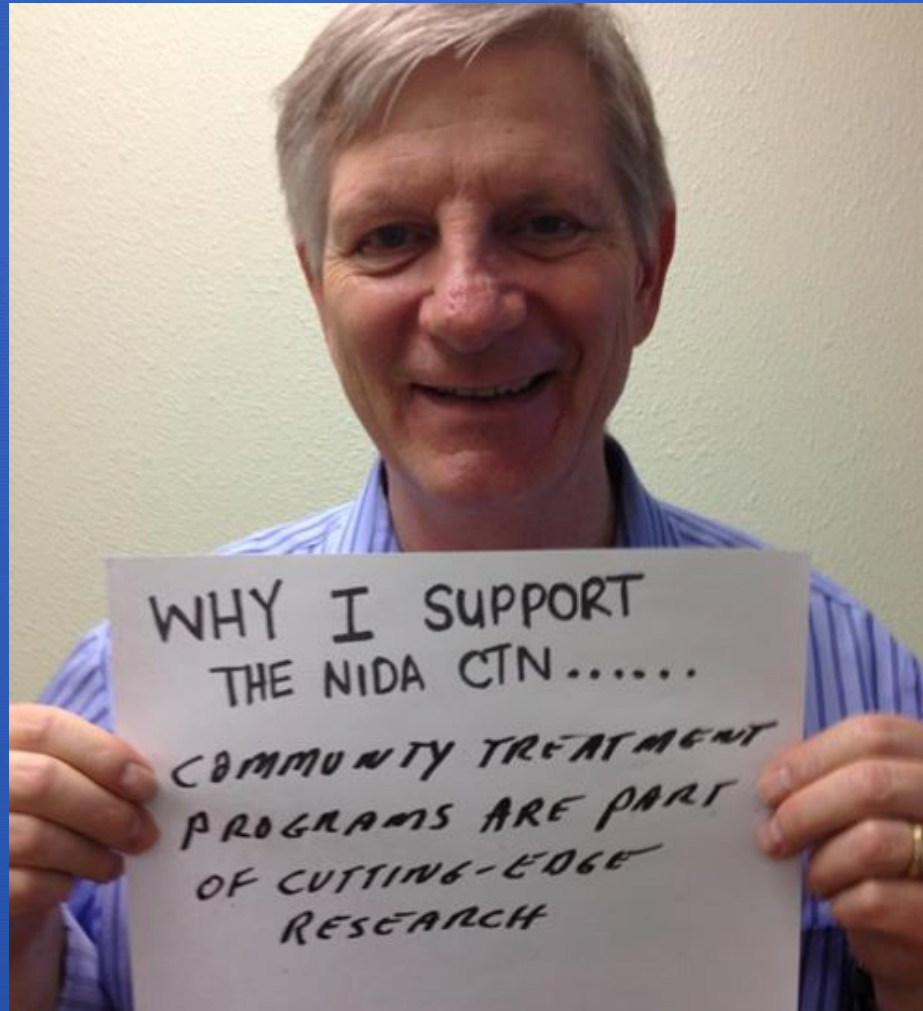
Album: Timeline Photos

Shared with:  Public

# Total Reach Top 10: #7 (n=69)



# Total Reach Top 10: #8 (n=68)



WHY I SUPPORT  
THE NIDA CTN.....

COMMUNITY TREATMENT  
PROGRAMS ARE PART  
OF CUTTING-EDGE  
RESEARCH

# Total Reach Top 10: #9 (n=67)



Ohio Valley Node of the NIDA CTN · 102 like this

July 30, 2012 at 10:37am · 🌐



Word on the street regarding suboxone outcomes: "people don't need drugs no more, people don't overdose no more, they're just mellow ...if you take it you won't be stealing, you won't be robbing and you won't be prostituting. There it is." -- Mystery Man

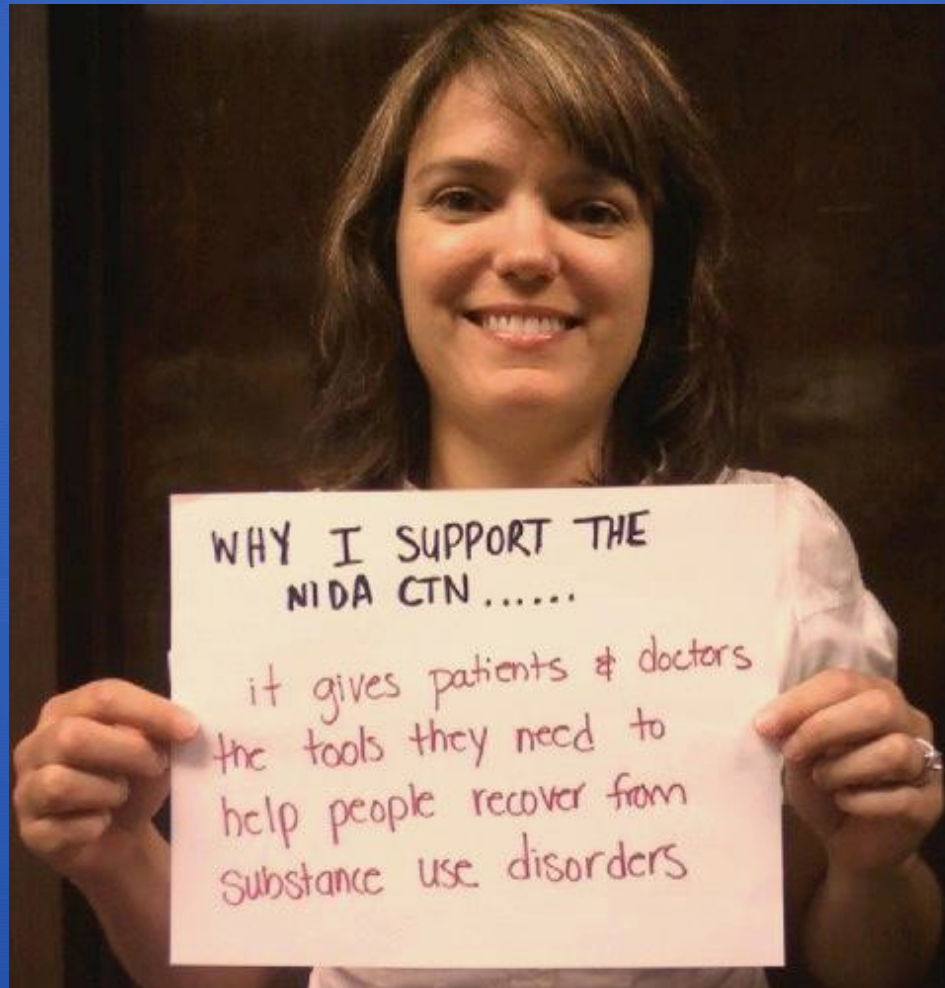


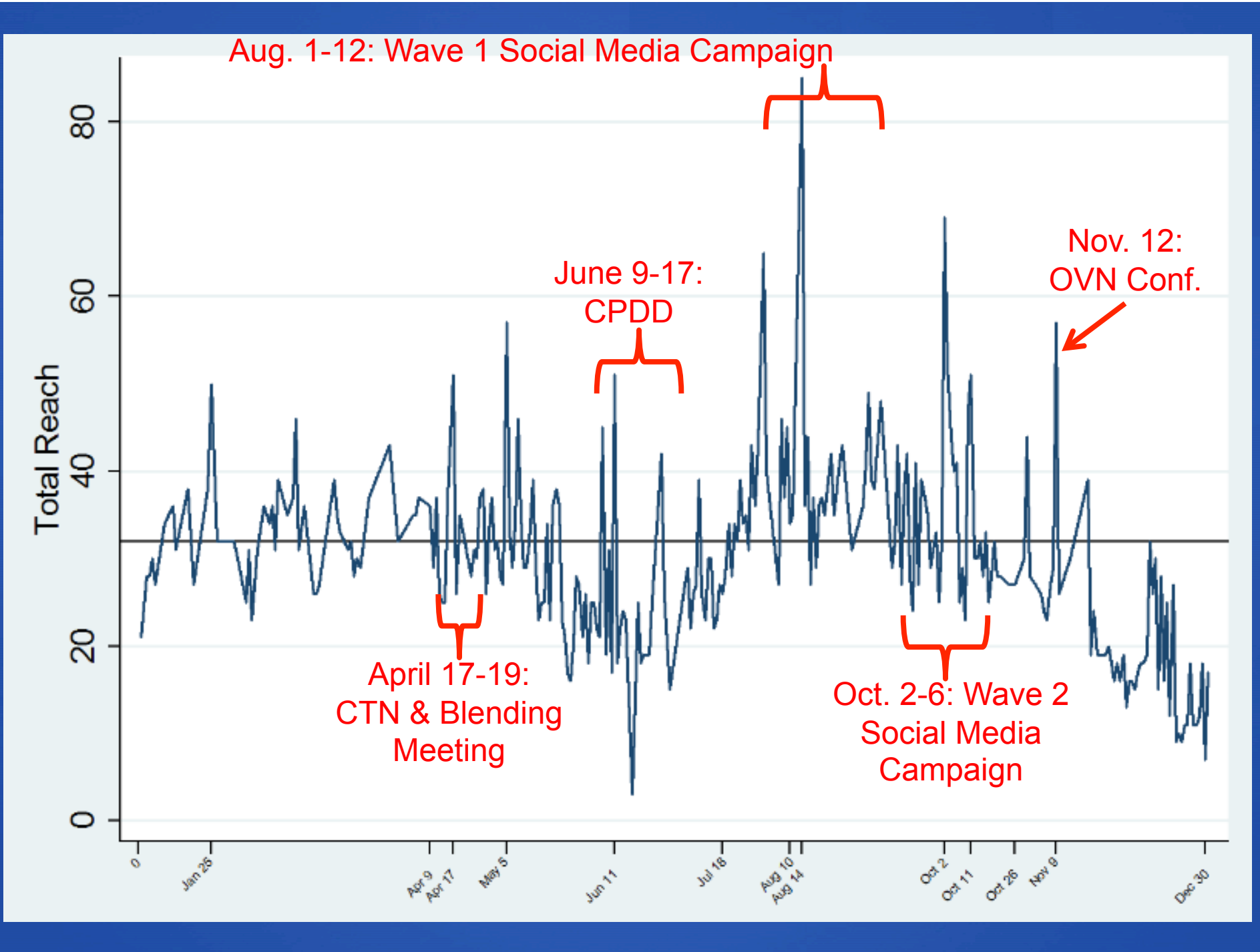
## Meet The Drug Dealer Who Helps Addicts Quit : NPR

[www.npr.org](http://www.npr.org)

A prescription drug called Suboxone helps wean people off of heroin and pain pills, but addicts have a hard time getting prescriptions. So they're turning to the black market.

# Total Reach Top 10: #10 (n=65)





# Twitter Summary


- Tweeted on 75% of days (n=267), 457 tweets & 2.9 (SD=2.5) mean number of tweets per day
- 20 retweets & 5 tweets that were replies
- 504 Followers by December 31, 2012
  - ✓ 41.4% (n=207) individuals & 38.4% (n=192) organizations
  - ✓ 12.5% (n=62) were treatment centers
- Total viral score 8,151,626

# Twitter Followers

- Among the 488 followers that could be categorized, 62% were identified as interested in drug abuse or mental health
- Geographic areas represented:
  - ✓ 16.9% (n=65) California, 8.6% (n=33) United Kingdom, 8.3% (n=32) national, 5.2% (n=20) Texas, 5.2% (n=20) New York and 4.7% (n=18) Ohio
  - ✓ A total of 38 states were represented
- Followers:
  - ✓ 41.1% (n=200) were active in the past 24 hours
  - ✓ 20.5% (n=100) were active in the past 7 days
  - ✓ 15.6% (n=76) were active in the past 30 days
- 22% (n=111) of followers were not regular Twitter users


# Virality


Erin Winstanley,  
Your Tweet got retweeted!

 **Erin Winstanley**  
@AODtxWorks


Looking for some free NAADAC CEUs?  
Check out the online trainings in the  
[#nidactn](#) library [ow.ly/njHn1](http://ow.ly/njHn1)

11:43 AM - 16 Sep 13

 Retweeted by


 **IRETA** @IRETApgh  
To 485 followers.


Erin Winstanley,  
Your Tweet got retweeted!

 **Erin Winstanley**  
@AODtxWorks

Looking for some free NAADAC CEUs?  
Check out the online trainings in the  
[#nidactn](#) library [ow.ly/LLpE](http://ow.ly/LLpE)

10:05 AM - 01 Jul 13

 Retweeted by

 **NAADAC** @NAADACorg  
To 1345 followers.

Retweeted to 2,442  
individuals


Erin Winstanley,  
Your Tweet got retweeted!

 **Erin Winstanley**  
@AODtxWorks

Looking for some free NAADAC CEUs?  
Check out the online trainings in the  
[#nidactn](#) library [ow.ly/LLpE](http://ow.ly/LLpE)

10:05 AM - 01 Jul 13

 Retweeted by

 **Addiction Medicine** @ASAMorg  
To 612 followers.

# Conclusions

- Individuals and organizations are seeing the information
  - ✓ Facebook (n=105) + Twitter (n=634) + LinkedIn (n=429)=1,168 potential daily reach
- Information is pushed with minimal push-pull (dialogue)
- Target population is being reached
- Impact of information disseminated is unknown
- Visual material on Facebook has greatest reach