

**2012
Web Seminar Series**

Getting Started with Social Media

Presented on February 29, 2012 by:
Erin Winstanley, PhD
Gloria Miele, PhD

Produced by: Liz Buttrey, NIDA CTN CCC Training Office

This training has been funded in whole or in part with Federal funds from the National Institute on Drug Abuse, National Institutes of Health, Department of Health and Human Services, under Contract No. HHSN27120100004C.

Outline:

- Options for setting up a Facebook page and making the best choice for your needs
- How to set up a Twitter account
- Using social media tools to recruit, engage and follow up with research participants
- IRB, regulatory and other logistical issues in using social media

2

Initial Steps in FB



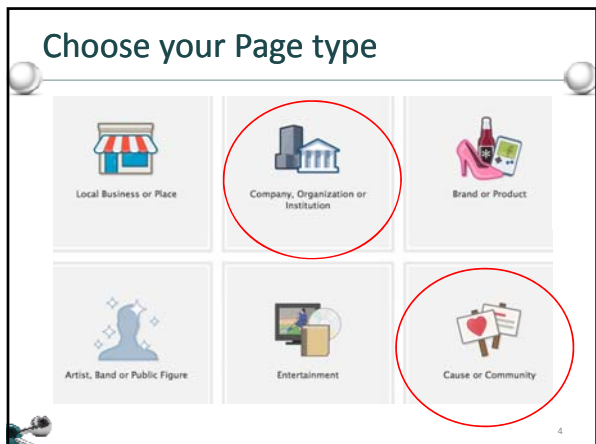
Sign Up www.facebook.com
It's free and always will be.

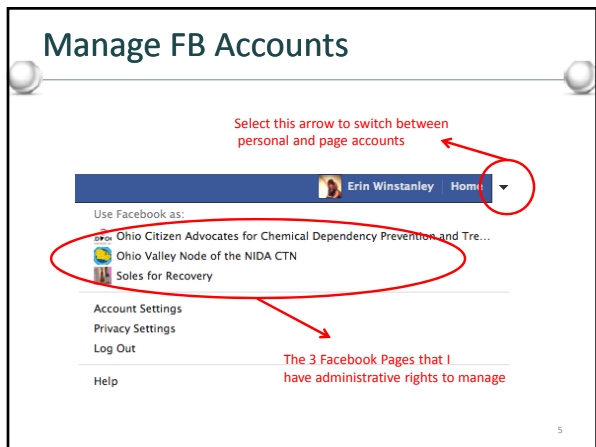
First Name:
Last Name:
Your Email:
Re-enter Email:
New Password:
I am: Select Sex:
Birthday: Month: Day: Year:
Why do I need to provide my birthday?
By clicking Sign Up, you agree to our Terms and that you have read and understand our Data Use Policy.

Create a Page for a celebrity, band or business.

Set-up a personal account

Create a Page







Setting Up a FB Page

Specify keywords that can be searched within FB to find your page

Click button to show map of location

Company Page

Setting Up a FB Page

Community Pages cannot provide as much basic information as a company page

Community Page

Setting Up a FB Page

- Upload a profile picture, use your logo

Company or Community Page

Create a Group in FB

Erin Winstanley

FAVORITES

- News Feed
- Messages 61
- Events 2

GROUPS

- Fix the Scioto Cou... 3
- CPDD (The Colleg... 1
- Wed Night/Sun Morn... 1
- Transformation H... 8
- Create Group...

Create New Group

Create a shared group for you and some of your friends, like your movie night buddies, sports team, siblings or book club.

Group Name: NIDA CTN HSR SIG

Members: 0 people do you want to add to the group?

Select individuals to be in your group

Privacy:

- Open: Anyone can see the group, who's in it, and what members post.
- Closed**: Anyone can see the group and who's in it. Only members see posts.
- Secret: Only members see the group, who's in it, and what members post.

Learn more

Create Cancel

13 Poll!

Only members can see wall posts

FACEBOOK SETTING UP OPTIONS

FB Usernames

www.facebook.com/OVNCTN

Usernames are used to generate web address for your page

Your Settings

- Manage Permissions
- Basic Information
- Profile Picture
- Featured
- Resources
- Manage Admins
- Apps
- Mobile
- Insights
- Help
- Deals

Develop your page

- Best practices guides to make your Page engaging

Connect with people

- Advertise on Facebook
- Select a username**
- Tell your Fans
- Use social plugins
- Link your Page to Twitter

Once you have 25 likes, you can chose a username

15

Manage Privacy Settings Personal Page

There are multiple ways to manage privacy



Privacy Settings

Control Privacy When You Post

You can manage the privacy of your status updates, photos and information using the inline audience selector — when you share or afterwards. Remember: the people you share with can always share your information with others, including apps. Try editing your timeline info to see how it works or learn more.

What's on your mind?

San Francisco

Friends Post

16

Manage Privacy Settings

You can manage the privacy settings for your posts, but not once it's been shared

Wall Ohio Valley Node of the N... · Everyone (Most Recent)

Share: Status Photo Link Video Question

What's on your mind?

Public

Ohio Valley Node of the NIDA CTN
The continuing debate of drug #depen
/zoSY7x

Who should see this post?

Personal or Professional Page

17

Manage Privacy Settings Edit Page

facebook

Page Visibility: Unpublish page (only admins can see this page) What is this?

Country Restrictions: Type a country... What is this?

Age Restrictions: Anyone (13+)

Wall Tab Shows: All Posts Expand comments on stories

Posting Allowed: People can write or post content on the wall People can add photos and videos

Moderation Blocklist: Comma separated list of terms to block...

Profanity Blocklist: Medium

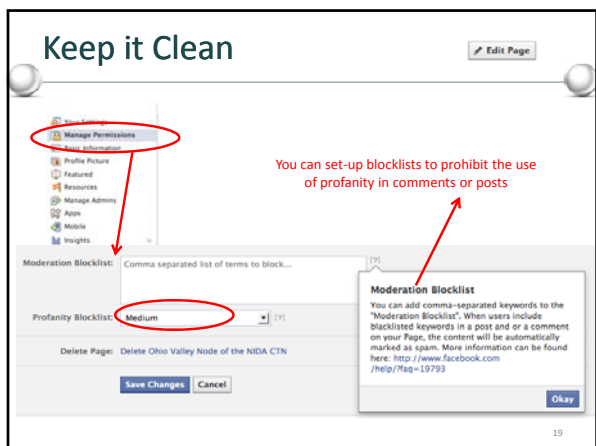
Delete Page: Delete Ohio Valley Node of the NIDA CTN

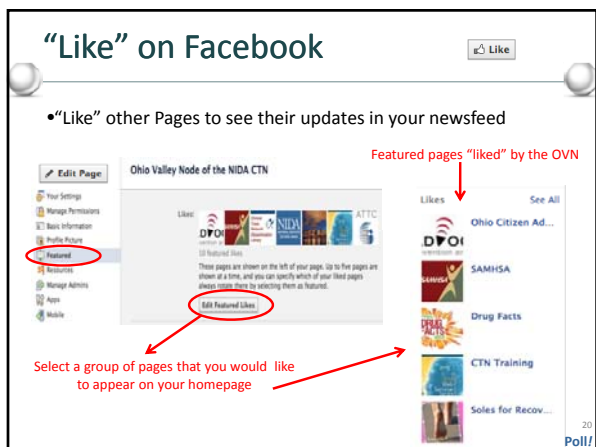
Save Changes Cancel

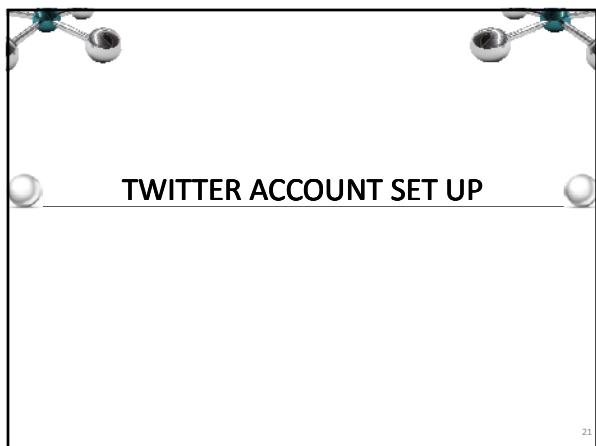
Allow people to post to your wall

Professional Page

18







Setting-up Twitter

Join Twitter today.

Your name OR company name, limited to 19 characters

Erin Winstarley **YOUR NAME** ✓ Name looks great.

winstarley@orc.uc.edu ✗ This email is already registered. Want to login or recover your password?

Password 6 characters or more! Be tricky.

ADD@Outcomes **USERNAME** Username is available.

Suggestions: DtsAo as_dtk - dtkAo DtsErin ErinOr

Keep me logged in on this computer

By clicking the button, you agree to the terms below: [Printable version](#) [Terms of Service](#) [Privacy Policy](#)

These Terms of Service ("Terms") govern your access to and use of the services and Twitter's websites (the "Services"), and any

Create my account

Note: Others will be able to find you by name, username or email. Your email will not be shown publicly. You can change your privacy settings at any time.

22

Twitter Profile

Erin Winstarley [View my profile page](#)

Account Password Mobile Notifications Design Apps

Profile

This information appears on your public profile, search results, and beyond.

Picture **Post a personal picture or company logo**

Name Erin Winstarley Enter your real name, so people you know can recognize you.

Location Cincinnati, OH Where in the world are you?

Website **Post a link to your company so that followers can learn more** <http://www.psychiatry.uc.edu/hsaar>

Bio I'm the Dissemination Dir. for the Ohio Valley Node of the NIDA CTN & Asst. Prof. at UC: miv

23

Will the Real Homer Please Stand Up?

Homer J. Simpson @HomerJSimpson Official Twitter for Homer Simpson

Homer J Simpson @HomerJSimpson I work at a nuclear power plant. Married with two kids and a baby.

Homer Simpson @HomerJSimpsonEs Frases de Homer Simpson en español. Trabajando en Antena 3 desde que Matias Prats era nuevo.

Homer Simpson @HomerTwits I'm the bumbling husband of Marge and father of Bart, Lisa and Maggie Simpson. This is the unofficial Twitter of Homer Simpson.

Homer J. Simpson @IamHomerSimpson Well I... ehrrr... MAAAARGE, come help me out here! Who the hell is that Bio?

24

Is Dr. Volkow on Facebook????

The screenshot shows a Facebook search result for 'Nora Volkow'. The profile picture is a woman with blonde hair. The name 'Nora Volkow' is at the top, followed by 'Public Figure'. A red circle highlights the 'Description' section, which contains text from Wikipedia. A red circle also highlights the 'Source' section at the bottom, which says 'Description above from the Wikipedia article Nora Volkow, licensed under CC BY-SA. Full list of contributors here. Community Pages are not affiliated with, or endorsed by, Wikipedia.' A large red 'NO!!!!' is written over the right side of the page. On the left, it says '244 like this' and '5 talking about this'. At the bottom right of the slide, there is a small 'Poll!' icon.

Managing Your Twitter Account

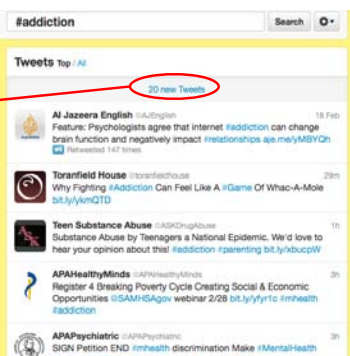
The screenshot shows the Twitter mobile app interface for user 'Erin Winstanley'. A search bar is at the top. Below it, the user's profile picture and name are shown. The main menu includes 'Direct messages', 'Lists', 'Help', 'Keyboard shortcuts', 'Settings', and 'Sign out'. Red circles and arrows point to specific elements: one circle around the profile picture with the text 'Select this button to manage your account', one circle around 'Lists' with the text 'Create "lists" to organize the twitter accounts that you follow', and one circle around 'Settings' with the text 'Select to change your account settings'.

Twitter Background

The screenshot shows the 'Design' settings page in the Twitter app. On the left, a list of settings includes 'Account', 'Password', 'Mobile', 'Notifications', 'Profile', 'Design', and 'Apps'. The 'Design' option is circled in red. On the right, under the heading 'Design', there is a grid of various background themes. Below the grid, it says 'Pick a premade theme'. At the bottom of the slide, there is a red text box that says 'You can upload your company logo or pictures as your profile background'.

Getting 411 on Addiction

Lots of tweets on addiction, 20 new tweets before I could take the screen shot



Twitter Terminology



- @ = use immediately before a username to generate a link to the user's profile
- # = use to create keywords or topics (e.g., #nidactn)
- DM = "direct message" between Tweeters
- FF = "Following Fridays," use #FF to recommend Tweeters
- RT = "Retweet," post/share another user's tweet

29 Poll!

TIPS, TRICKS & HELPFUL HINTS

30

Pinterest

- Pinterest is an online pinboard

I have a bulletin board called "drug abuse"

My presentation

Drug Abuse

Infographics on drug use

The screenshot shows a Pinterest board with several pins. One pin is circled in red and labeled 'My presentation'. Another pin is circled in red and labeled 'Drug Abuse'. A red arrow points from the text 'I have a bulletin board called "drug abuse"' to the board's title. Another red arrow points from 'Infographics on drug use' to a pin featuring a colorful infographic titled 'YOUR BODY'.

Tweetdeck

Select which account to post the information to

Click "Send" to post

Type your post here

Simultaneously view the newsfeeds across multiple accounts

The screenshot shows the Tweetdeck interface with a dark theme. A red circle highlights the account selection dropdown menu at the top left, with an arrow pointing to the text 'Select which account to post the information to'. Another red circle highlights the 'Send' button at the top right, with an arrow pointing to the text 'Click "Send" to post'. A red line indicates the text input area, labeled 'Type your post here'. A red bracket at the bottom spans the width of the newsfeed columns, labeled 'Simultaneously view the newsfeeds across multiple accounts'.

Hootsuite

Select which account to post the information to

Type your post here

Simultaneously read your Twitter "Lists"

The screenshot shows the Hootsuite interface. A red circle highlights the account selection dropdown menu at the top left, with an arrow pointing to the text 'Select which account to post the information to'. A red line indicates the text input area, labeled 'Type your post here'. A red bracket at the bottom spans the width of the list columns, labeled 'Simultaneously read your Twitter "Lists"'. The interface shows multiple columns of tweets from different accounts.

FB Insights

Click on this tab to see who "likes" your page

Click on this tab for aggregate data about people who "like" your page

34

FB Insights

Click on this tab to see micro-level data on who "likes" your FB page

35

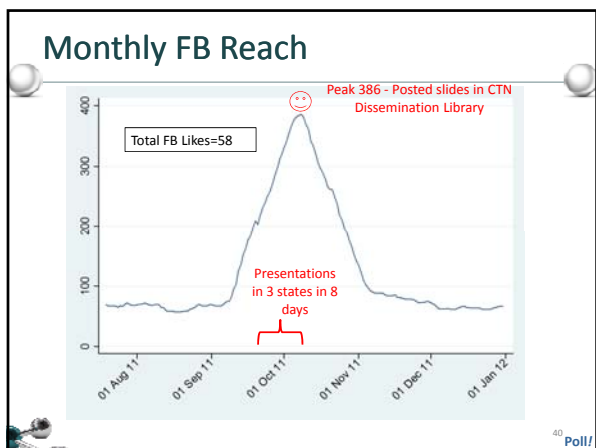
Managing Your Newsfeeds

Click on this arrow for a particular person

Filter the quantity of posts that appear in your newsfeed

Personal Page

36



Visualize Your Social Network in LinkedIn

LinkedIn Maps

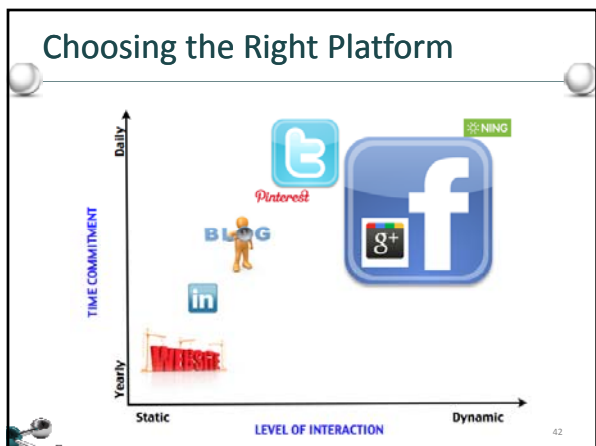
Your professional world. Visualized.

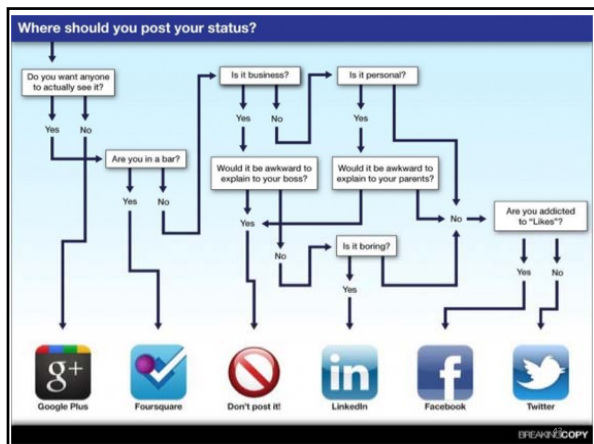
Go to inmaps.linkedininlabs.com

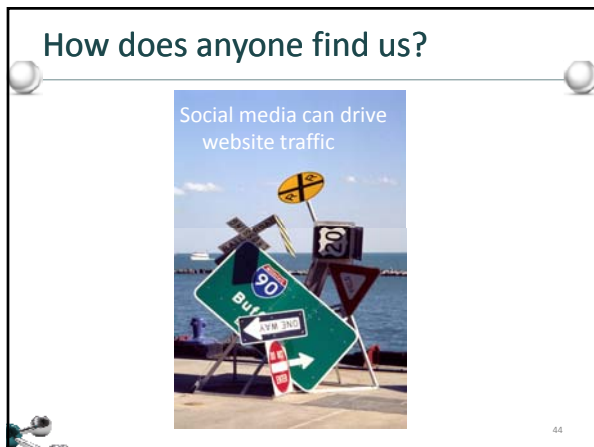
In order for this app to work:

- LI profile must be 75% complete
- At least 50 connections

41










Recruitment

- Who can you reach with social media?



46

Facebook Ads

- Pinpoint your reach
 - Location, Language, Education, Work
 - Age, Gender, Marital Status
 - Zip code
 - Interests
- Pay per click or per impression (how many people see it)
 - Set a budget for a campaign
 - Per campaign/day Caps settings are available

47

Facebook Ads

✓ For more information check out the tutorial information on facebook

Like Facebook marketing solutions


✓ Go to resources, getting started guide ads



http://ads.ak.facebook.com/ads/FacebookAds/Getting_Started_Guide.pdf


48

Facebook Ads



Campaign	Status	Budget	Impressions	Reach %	Clicks	CTR (%)	Avg. CPC	Spent
College pizza	On	\$26.00 Daily	0	0.0%	0	0.000%	\$0.00	\$0.00
Family pizza	On	\$26.00 Daily	225,543	0.3%	93	0.417%	\$0.28	\$26.00
Bargain diners pizza	On	\$26.00 Daily	226,543	0.3%	100	0.441%	\$0.26	\$26.00
Totals			452,086	0.3%	193	0.429%	\$0.31	\$52.00

Tip
To make sure you analyze your campaign performance regularly, schedule reports that you want to receive on a daily or weekly basis. You can choose to receive alerts when the reports are available through the Account Settings link.



Check performance **daily** at the start

There's a check at least **once a week**

49

Facebook Ads



Top Tips for Ongoing Ads Management

Keep this list close by and refer to it regularly.

Body text:

- Ask questions to engage your audience
- Include a call to action - tell users what you want them to do
- Highlight discounts or free offers
- Keep the language simple, short and concise

Image:

- Use an image that speaks to your audience
- Avoid logos unless your business is a very well-known brand

Destination URL:

- Send users to a relevant landing page

Targeting:

- Choose a location where your customers live
- Use the profiles of your current customers to understand what demographics you should filter your audience by
- Target users based on their interests and likes, not what they might search for

Keep testing and improving
The most successful advertisers on Facebook refresh their ad creatives every 3-7 days. Test multiple ads and use the reporting in your Ads Manager to see which has the biggest impact.



50

Examples of Facebook advertisements

It's all about you



Are you 16-25 years and live in Victoria? We want to know what you think about health. Fill in a survey and go in a draw to win prizes

Tell us what you think



Tell us what health issues are important to you, fill in a survey and help improve the health and wellbeing of young Victorian women

Web-Based Recruiting for Health Research Using a Social Networking Site: An Exploratory Study
<http://www.imir.org/2012/1/e20/>

51

What Happens When You Click?

Ultrasound Techs Wanted
online.ultrasound-colleges.com

Get your Ultrasound Tech degree online. Save time and money. Get free info here.

Ad

Landing Page

BECOME AN ULTRASOUND TECH IN AS LITTLE AS 18 MONTHS

START ROCK'N' WITH ONLINE ULTRASOUND CLASSES

- No Prior Coursework/Prerequisites
- No Prior Health Care Experience
- No Prior Lab Experience
- No Prior Lab Experience
- No Prior Lab Experience
- No Prior Lab Experience

www.researchstudies.drugabuse.gov

Teen Smokers
Smokers
Drug Users
Comparison Groups

Drug Users: Find a research study

NIDA research studies will help find out how certain drugs affect the body and brain.

If you use ecstasy, cocaine, marijuana, heroin, or other drugs, you might be able to join one of our research studies, including our treatment programs. It's free to join, and you will be paid for your time and travel.

Studies in the following categories are active and currently enrolling participants. If you're interested, please take a moment to check it out and learn more about studies that are going on now.

- Heroin
- Cocaine
- Marijuana

NIDA
National Institute on Drug Abuse (NIDA)

Our research studies help us to understand how drug abuse affects the body and brain. We're looking for users of cocaine, heroin, marijuana, ecstasy, and other drugs for our studies and treatment programs. <http://bit.ly/hz2kq8>

Research at NIDA: Drug Users: Find a research study
www.researchstudies.drugabuse.gov

If you use ecstasy, cocaine, marijuana, heroin, or other drugs, you might be able to join one of our research studies, including our treatment programs. It's free to join, and you will be paid for your time and travel.

Like · Comment · Share · 1 · Yesterday at 11:27am · 53

Tweet Your Way to More Participants

- **Connect** with other providers/agencies in your area
- Tweet about your study
- Include contact info, link to web site with study information
- Use hashtags (e.g., #research #addiction #women)

Click Through Rate

Category	Click Through Rate
Off Facebook	~25%
On Facebook	~100%

Off Facebook On Facebook

“... To date, Facebook has been our best performing ad campaign online. It's hard to beat the low cost of participation and uniquely engaged audience.”

—Doreen E. Harris, PR & Marketing

View Higher Always Page

54

Other Approaches

- Post on discussion boards
- Link on web sites
- Group page for “snowball sampling”



55

Engagement

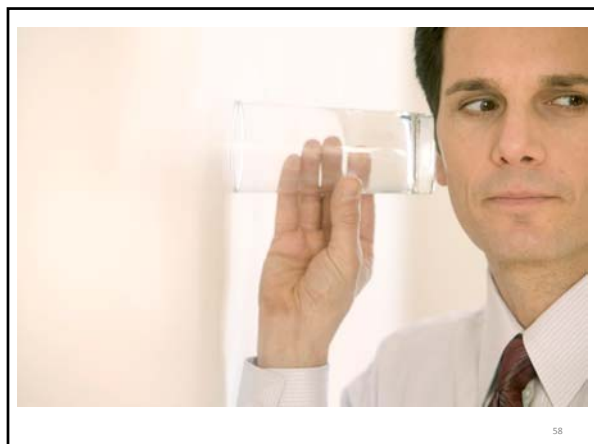
- Study page with updates (set up as a “like” or group page)
- Send scheduled messages to participants
- Text to remind participants of appointments

56

IRB, REGULATORY AND OTHER LOGISTICAL ISSUES IN USING SOCIAL MEDIA




57




Uncharted Territory

- Social Media is here to stay
- Still no guidelines from FDA or OHRP
- Look to standards
 - E.g., “Guidance for IRBs and Clinical Investigators” (e.g., DHHS 45 CFR 46)
 - All written for print ads, but applicable to any ads




Review of Advertisements

- Not unduly coercive
- Do not imply favorable outcome or other benefits
- Do not communicate safety or effectiveness information
- Avoid the therapeutic misconception



Review of Advertisements

- Any direct advertisements or explicit info about a trial
 - FB page, tweets, text messages, blogs, etc.
- Sites that collect PHI
 - Need to address how that info is gathered, what happens to it after it's collected, etc.



61

Review of Ongoing Participant Communications

- Mainly privacy and confidentiality concerns
- Reminders through email, Facebook messages, text messages – could be about appointments or reminders about adherence
 - These may not typically be reviewed, but new methods of communication may be subject to IRB review

62


What Does Not Require Review?

- Communications between health professionals or other researchers
- News stories
- Publicity intended for other audiences
 - If not directed at potential research participants, that it does not need review
- Anything a participant shares directly
- Web sites that contain general info on a study (e.g., clinicaltrials.gov)

63

IRB Best Practices


- Communicate with IRB – present your situation and ask for guidance
- Include social media plan in protocol
- Include potential risks in consent form
 - “There may be costs associated with text messaging”
 - “There may be increased risk to privacy”
 - Include explicit description of how page is set up and how social media will be used to communicate



64

Best Practices in Creating a Study FB Page


- Use strictest FB privacy settings
- All privacy settings set to “friends only.”
- Do not add “friends” to study page and nor allow requests to be added
- Allow only basic study contact information to be visible to others.
- Allow FB users only to send personal messages to the study page (cannot post to page)



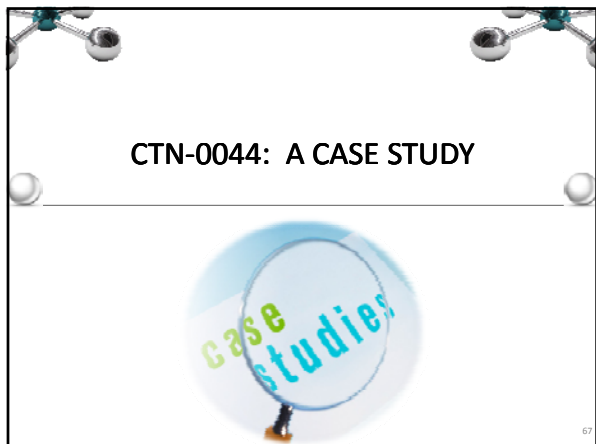
65

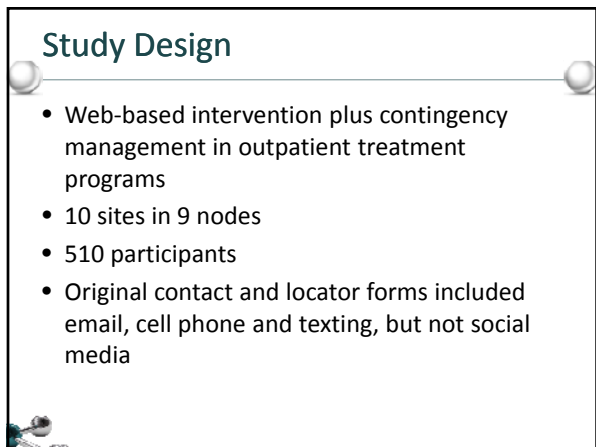
FB Contact Procedures

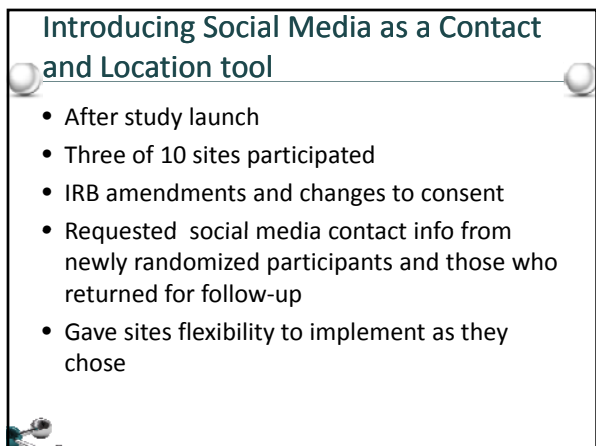
- Cross-reference profile search results with other locator information in order to confirm participant’s identity.
- Do not message people whose identity can not be confirmed due to insufficient information or commonality of name
- Content of messaging may need to be approved by IRB
- Consider cut off to discontinue FB contact attempts (e.g., 3 times).
- Consider, note and subscribe to participant’s preferred method of communication



66







Results: Email and Text

(data collection ongoing)

	Email	Text
	n (%)	n (%)
Contact Info collected	280 (55)	261 (51)
Contact attempted	111 (40)	103 (39)
Successful contacts of those attempted	55 (50)	74 (72)

70

Results (data collection ongoing)


Table 1: Social media contact by site and overall for contacting, locating and following up with research participants.

	Site A n (%)	Site B n (%)	Site C n (%)	Total n (%)
Eligible participants	45	30	43	118
Agreed to be contacted using social media	24 (53)	10 (33)	28 (65)	62 (48)
Reason not agreed				
No SM/computer access	16 (36)	15 (50)	15 (35)	46 (39)
Refused	1 (2)	7 (23)	0	8 (6)
Staff unable to obtain info	4 (9)	0 (0)	0	13 (11)
Partial points attempted (of those agreed)	12 (50)	10 (100)	0 (0)	22 (35)
Successful contacts (of those attempted)	5 (42)	0 (0)	0 (0)	10 (45)

71

Lessons Learned

- FB is a good tool for searching for and locating participants
- Need staff and site buy-in and systematic guidelines
- Variable use for follow-up
 - Used as a “last resort”
 - Used like email
- Set up profile to maintain confidentiality



72
