

**2012
Web Seminar Series**

Social Media Overview and Strategy Development

Presented on January 25, 2012 by:

Meg Brunner, MLIS

Erin Winstanley, PhD

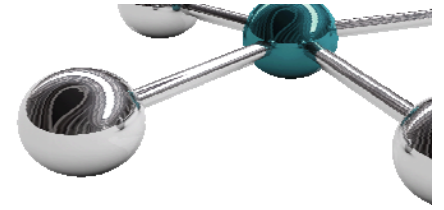
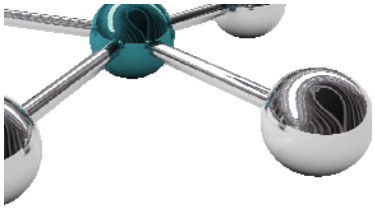
Produced by: Liz Buttrey, NIDA CTN CCC Training Office

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Outline:

1. Overview of social media
2. Provide examples of how social media tools can be used in research
3. Provide a case report of how Facebook is used to engage communities
4. Considerations in developing a social media strategy



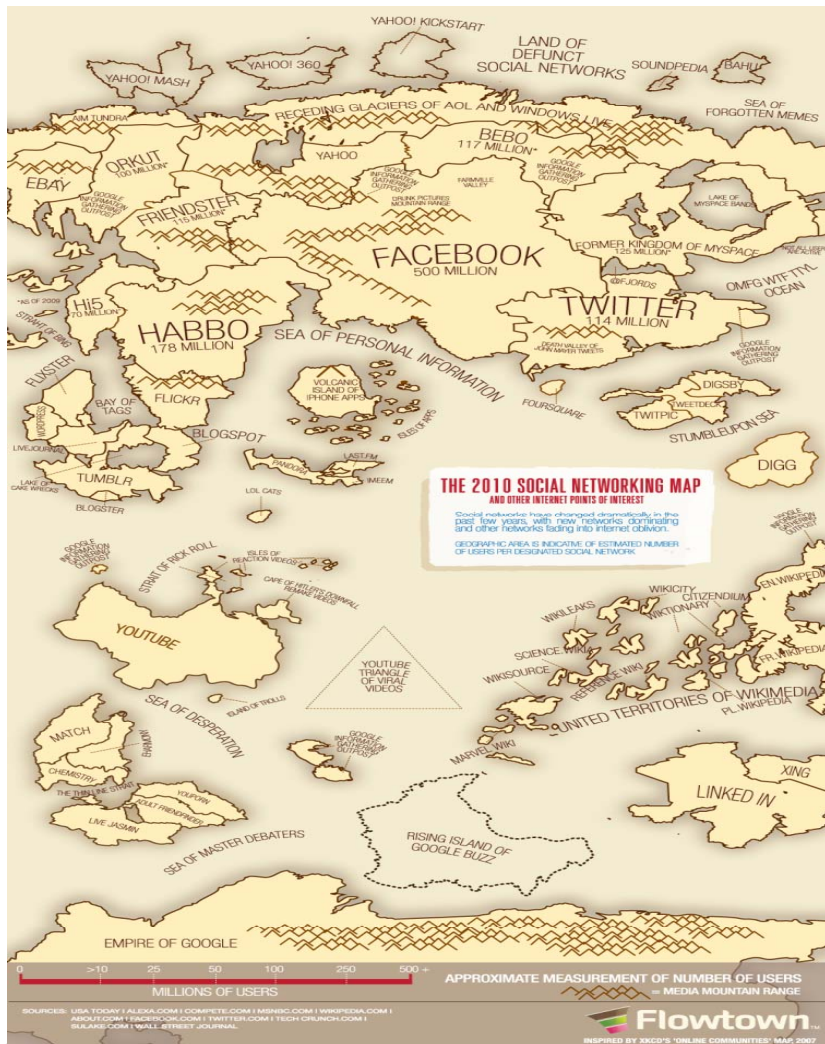


1. SOCIAL MEDIA OVERVIEW



WE ARE NOT ALONE

Social Media Revolution



Use social media to:

- ✓ Maintain & build relationships
- ✓ Disseminate information
- ✓ Post pictures/videos
- ✓ Organize events
- ✓ Educate colleagues/patients
- ✓ Advertise products/services
- ✓ Recruit research participants
- ✓ Increase website traffic
- ✓ Rapidly disseminate urgent information during an emergency or disaster

Facebook

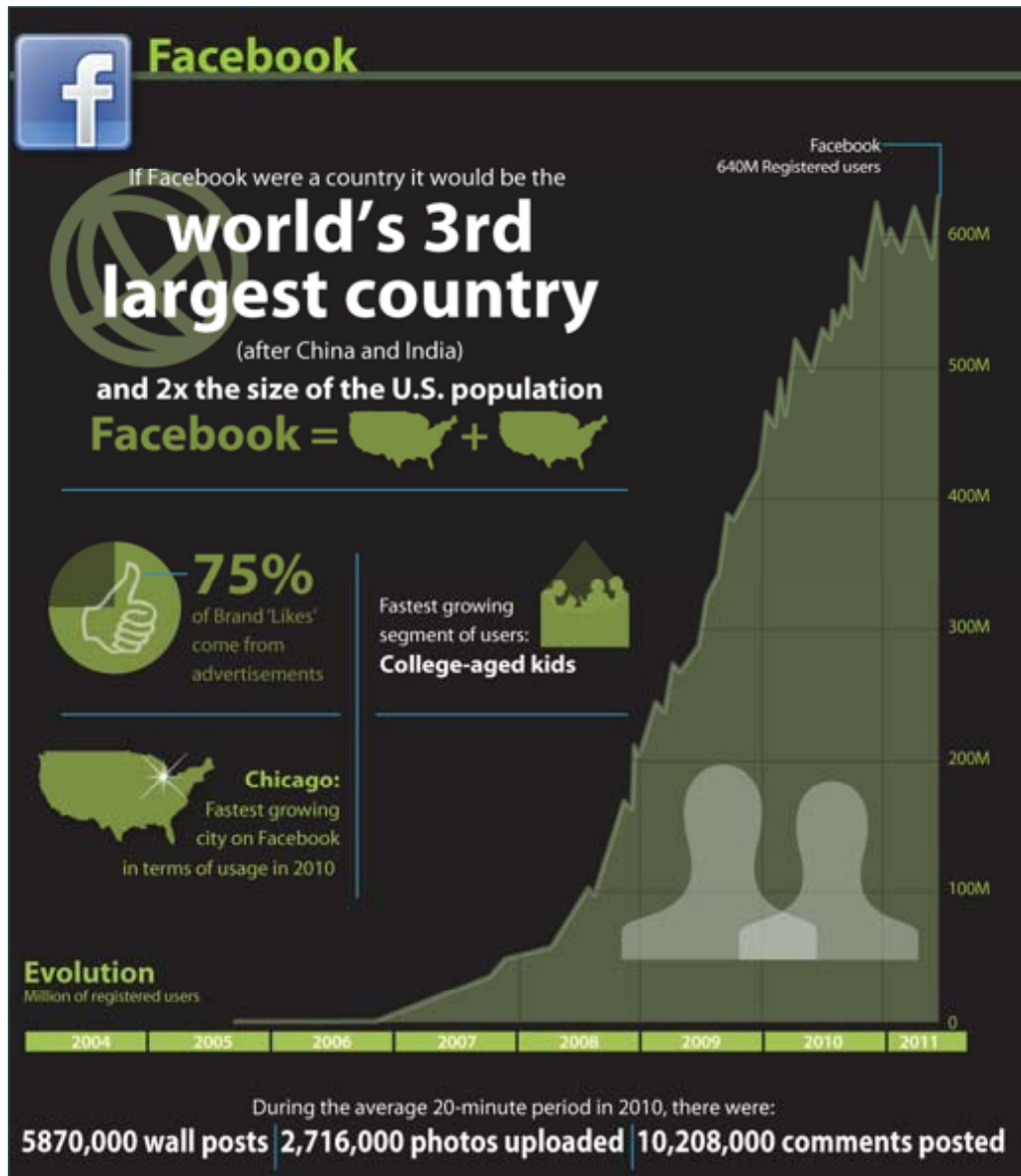
- Most frequently used social media tool
- More than 800 million users worldwide
- 50% of users log-on everyday



FACEBOOK FEATURES	WHAT YOU CAN DO
Posting information, pictures, videos, weblinks, or notes	Post the PAMI video, post links to CTN articles in the library, share links for important conferences
Communicating via mail or instant chat	Communicate with individuals within groups/organizations when you don't have their email address
Schedule events, track RSVPs, & link to directions	Advertise your dissemination/training events, quickly notify participants of any agenda or location changes
Choose your friends & manage dissemination	Disseminate information to only targeted groups



Facebook Stats



Facebook Examples

The screenshot shows a Facebook page for the 'Western States Node - NIDA CTN'. The page header includes the Facebook logo, the user's email 'erinwinstanley@me', and a 'Keep me logged in' checkbox. Below the header is a 'Sign Up' button and the text 'Facebook helps you connect and share with the people in your life.' The main content area features a profile picture of two men, a 'Like' button circled in red, and a 'Wall' tab also circled in red. The wall displays a post from 'Western States Node - NIDA CTN' featuring a book cover for 'The American Journal of Drug and Alcohol Abuse' and a link to 'Informa Healthcare'. The post is dated 'August 24 at 9:53am' and has 'Like' and 'Comment' buttons circled in red. Below the post is another post from 'Western States Node - NIDA CTN via National Institute on Drug Abuse (NIDA)' with a link to 'The Associated Press: Addiction a brain disorder, not just bad behavior'.

facebook

erinwinstanley@me
Keep me logged in

Sign Up Facebook helps you connect and share with the people in your life.

Western States Node - NIDA CTN Like

Community

Wall Western States Node - NIDA... - Everyone (Top Posts)

Western States Node - NIDA CTN
Informa Healthcare
informahealthcare.com

August 24 at 9:53am Like Comment

Western States Node - NIDA CTN via National Institute on Drug Abuse (NIDA)
The Associated Press: Addiction a brain disorder, not just bad behavior
www.google.com
By LAURAN NEERGAARD, AP Medical Writer - 1 day ago

See which organizations the Western States Node follow

31 like this

Likes See All

CTN Dissemination Library

American Society of Addiction Medicine

"Like" Nodes & CTPs in the CTN

The "Wall" is where your posts appear

You can "Like" specific "Wall" posts & write a comment

Facebook Examples

You can add FB apps (e.g., if you click on the Twitter link the NYPL Twitter feed will appear where the wall post is



- Wall
- Info
- Discover NYPL
- Photos
- Get eNews
- Twitter
- Foursquare
- YouTube
- MORE-

39,685 people will see wall posts from the NYPL

39,685
like this

The New York Public Library

Library · New York, New York



Wall The New York Public Library · Everyone (Most Recent)

Share: Post Photo Link Video

Write something...



The New York Public Library

What were you reading during Irene?



Storm Reading: What Were You Reading During Irene? | The New York Public Library
www.nypl.org

What were you reading during Irene? Friday evening Mid-Manhattan patrons were busy until 8:00 p.m. stocking up on books and DVDs to see them through the weekend storm. Some people were looking for fat 19th century novels, cozy mysteries or vampire sagas.

Like · Comment · Share · 18 hours ago

37 people like this.

View all 64 comments

Write a comment...

You can select "Everyone" to view your wall post or limit it to specific groups

You can post weblinks & ask your fans a question

64 People have answered the question to this post

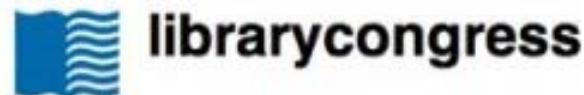
Facebook Examples - Timeline

Israel Anti-Drug Authority



Twitter Stats

- Limits communications to 140 characters
- Over 200 million users
- 250 million Tweets per day worldwide



✓ Following

Lists ⌵ ⚙ ⌵

Library to acquire ENTIRE Twitter archive -- ALL public tweets, ever, since March 2006! Details to follow.

about 1 hour ago via web



Name Library of Congress
Location Washington, DC
Web <http://www.loc.gov>
Bio We are the largest library in the world, with millions of books, recordings, photographs, maps and manuscripts in our collections.

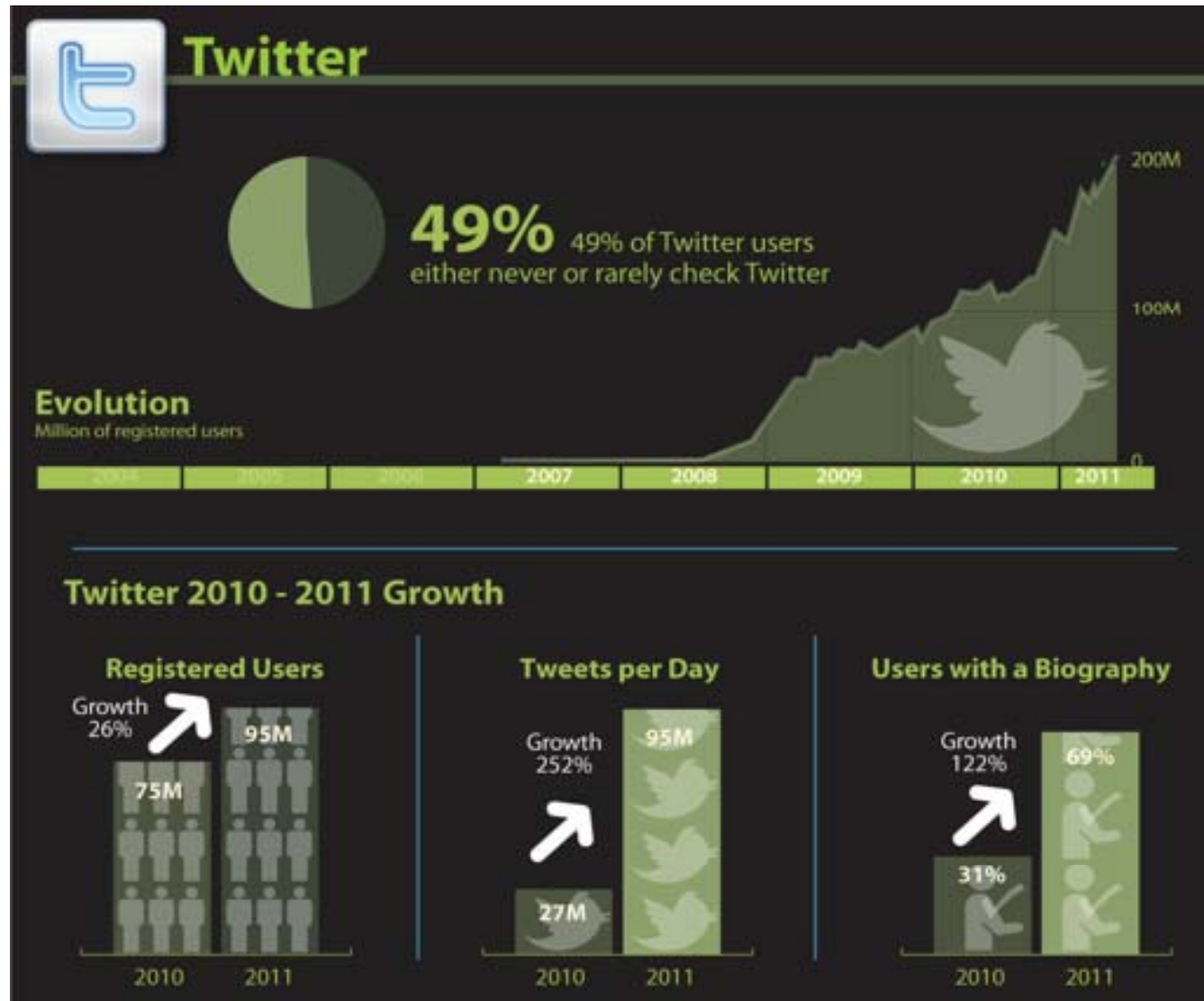
1 following 50,487 followers 2,257 listed

Tweets 683

Favorites

Actions:
[block librarycongress](#)
[report for spam](#)

Twitter Stats



Twitter Example

Twitter names begin with @

The screenshot shows the Twitter profile for The National Council (@nationalcouncil). The profile header includes the name 'The National Council', the handle '@nationalcouncil', and the location 'Washington, DC'. The bio reads: 'Advocating for access to comprehensive behavioral healthcare services for all and keeping you informed and involved along the way.' A link to the website 'http://www.thenationalcouncil.org/' is provided. The 'Following' button is highlighted with a red circle and the text 'Click to "Follow" or "Unfollow"'. Below the bio, there are tabs for 'Tweets', 'Favorites', 'Following', 'Followers', and 'Lists'. The 'Tweets' tab is selected, showing a list of tweets. The first tweet is from @nationalcouncil, dated 57 minutes ago, with the text: 'The National College Health Assessment found the most traumatic situations involve academics, finances & relationships huff.to/otLoaU'. The second tweet is from @nationalcouncil, dated 31 Aug, with the text: '@TRxA Hey Thanks!'. The third tweet is from @nationalcouncil, dated 31 Aug, with the text: 'Opportunities for Behavioral Health Agencies to Take Advantage of Health Reform http://ow.ly/6hAjr'. The fourth tweet is from @nationalcouncil, dated 30 Aug, with the text: 'Affordable Care Act Prevention Grants Will Support SBIRT, Tobacco Cessation http://ow.ly/6gzLU'. A red circle highlights the 'Lists' tab with the text 'Lists allow you to see only select Twitter accounts that you follow (e.g., only tobacco cessation programs)'. A red circle highlights the website link in the bio with the text 'Include a weblink to your homepage so that followers can learn more about you'. A red circle highlights the '@nationalcouncil' handle with the text 'Twitter names begin with @'. At the bottom of the profile, there is a section titled 'About @nationalcouncil' with the following statistics: 2,618 Tweets, 2,086 Following, 2,601 Followers, and 192 Listed.

FOR COMMUNITY BEHAVIORAL HEALTHCARE

National Council
for Community Behavioral Healthcare
www.TheNationalCouncil.org

The National Council
@nationalcouncil Washington, DC
Advocating for access to comprehensive behavioral healthcare services for all and keeping you informed and involved along the way.
<http://www.thenationalcouncil.org/>

Following

Tweet to @nationalcouncil

Tweets Favorites Following Followers Lists

nationalcouncil The National Council
The National College Health Assessment found the most traumatic situations involve academics, finances & relationships
huff.to/otLoaU
57 minutes ago

nationalcouncil The National Council
@TRxA Hey Thanks!
31 Aug

nationalcouncil The National Council
Opportunities for Behavioral Health Agencies to Take Advantage of Health Reform <http://ow.ly/6hAjr>
31 Aug

nationalcouncil The National Council
Affordable Care Act Prevention Grants Will Support SBIRT, Tobacco Cessation <http://ow.ly/6gzLU>
30 Aug

About @nationalcouncil

2,618	2,086	2,601	192
Tweets	Following	Followers	Listed

What Should I Post?



Betty Ford Center

@bettyfordcenter Rancho Mirage, CA

We provide effective alcohol and other drug dependency treatment services, to help women, men and families begin the process of recovery.

<http://www.bettyfordcenter.org>

✓ Following



APAHelpCenter APAHelpCenter Retweeted by bettyfordcenter

How do you define recovery from a mental illness or substance use disorder? @SAMHSAgov wants your feedback. <http://ow.ly/6cZhc> #mhsm

25 Aug

A ReTweet, asking followers to provide SAMHSA with feedback on defining recovery



bettyfordcenter Betty Ford Center

Good information from an organization to stop the abuse of prescription abuse stampexpress.org

25 Aug

Health prevention information



Soulseedzforall Soulseedz Retweeted by bettyfordcenter

The AAA approach to change-- Awareness, Acceptance and Action. tinyurl.com/3sxh2d4

25 Aug

Information on how to change



What Should I Post?

bettyfordcenter Betty Ford Center
"If I know I'm right, and I know you're wrong, why am I upset?"
25 Aug

MusesMusings M Broughton Boone by bettyfordcenter
NPR - Addiction: A Disorder of Knowing npr.org/blogs/13.7/201...
24 Aug

bettyfordcenter Betty Ford Center
@DrugAbuseRehab Would like to RT some articles but ads on pages won't close. Can you fix?
24 Aug

bettyfordcenter Betty Ford Center
"Rehab is the ambulance that gets some folks to Alcoholics Anonymous."
24 Aug

bettyfordcenter Betty Ford Center
New Treatment Phase for Young Adults Now Available
fb.me/UsLUdDPJ
23 Aug ☆ Favorite ↻ Retweet ↩ Reply

Inspiration or thoughtful quotes

News article that discusses the complexity of addiction

Marketing new treatment modalities/programs



Google Plus (Google+)

History:

- Limited launch, July.
- Full launch, Sept.
- “Pages” added Nov.
- **By Jan: 90 million users**

Personal User Page →

- Less clutter than Fb.
- Post updates, photos, videos, links, etc.

The screenshot displays a Google+ user interface. At the top, the Google+ logo is on the left, and navigation icons (home, photos, people, stream, settings) are in the center. A search bar is on the right. The main content area is divided into three columns. The left column shows the user's profile (Meg) and a list of social circles: Friends, Family, Acquaintances, Following, Library/Librarians, and Notifications. The middle column is the 'Stream', showing a post from WHO/Europe about polio eradication and a post from Sheldon Schwartz about SOPA protests. The right column contains 'In your circles' (a grid of profile pictures), 'Suggestions' (Erin Aiken, Lisa Reilly, Jenn L.), 'Hangouts' (Start a hangout button), and 'Send invitations' (Invite friends button). At the bottom right, there is a 'Create a Google+ page' button.

Google+ "Circles" – Its Best Feature

↓ Drag people to your circles to follow and share

Organize followers quickly by dragging their pictures/logos (not seen here) into relevant "circles."



The screenshot shows a Google+ profile page for the "CTN Dissemination Library". The page includes a navigation menu on the left with options like "Following", "Treatment Agencies", "Research Orgs", "CTN Members", and "Non-CTN Members". The main content area shows a post with a public sharing dropdown menu open, listing the same circle options. A red circle highlights the "CTN Members" option in the dropdown. A red box highlights the post text, and another red box highlights the "CTN Members" option in the dropdown. A red arrow points from the "CTN Members" option in the dropdown to the "CTN Members" circle icon in the navigation menu.

Then use circles to target specific people for content

Only show this post to CTN Members, e.g.

Searching Google+ – Its Worst Feature

(Oh, the irony. . .)

Can't search EITHER
People or Organizations
– only BOTH.

“Pages” (for orgs) are
marked with symbol,
but mixed in with
other, less relevant
results.

Try external tools:
Gplussearch.com or
FindPeopleonPlus.com

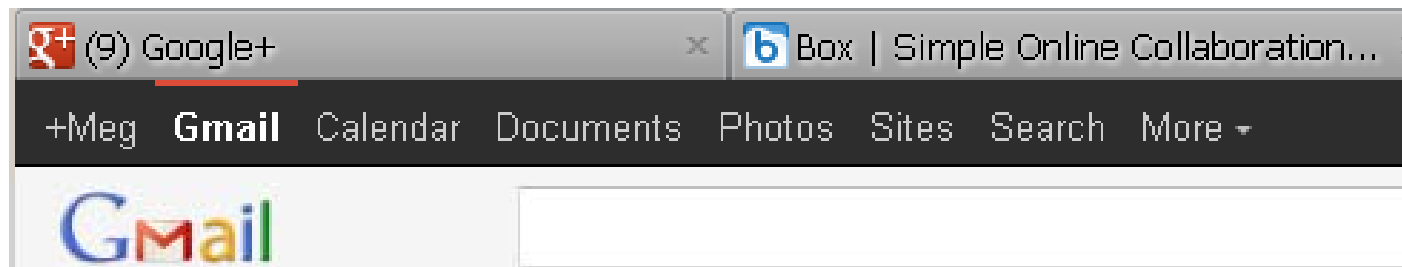
The screenshot shows a Google+ search interface with the search term "addiction treatment". The results list a mix of individual profiles and organization pages. A red circle highlights the "Promises Treatment Centers" entry, which is an organization page marked with a grid icon. A red arrow points from the text on the left to this entry. Other entries include individual profiles like "Mohammad Taher" and "Robert Mittiga", and other organization pages like "Tarzana Treatment Centers".

Profile Type	Name	Role/Description	Action Buttons
Organization	Promises Treatment Centers	Promises Treatment Centers is a CARF-accredited, dual...	Add to circles, Treatment ...
Individual	Mohammad Taher	Psychologist at Addiction treatment center	Add to circles
Individual	Robert Mittiga	Addiction Treatment Director at GATS Counselling & Treatment Services	Add to circles
Organization	Tarzana Treatment Centers	Since 1972, Tarzana Treatment Centers has provided high ...	Add to circles, Treatment ...
Individual	Addictions Unplugged	McMaster University As founder and spokesperson for Addictions Unplugged, she'...	Add to circles
Individual	Nishan Foundation	Addiction Treatment at Nishan Foundation Dr. Tallat H. AbidAddiction Treatment SpecialistM.BBS, BA (...)	Add to circles
Individual	Mohamed Hamza	addiction treatment at psychopolis	Add to circles
Individual	James Cook	medicine, addiction treatment, sport medicine, emergency at clinic i was born in russia. for the last 10 years i lived in ...	Add to circles
Organization	WILLY wAdE	Everything at The Watershed Addiction Treatment Center	Add to circles



Other Google+ Features

- **Hangouts:** Video chat – Will be adding a document share feature soon. Rival to Skype? Integrated with Gmail, iGoogle, Orkut, and YouTube.
- **+1 Button:** Similar to “Like” in Facebook, but connected to Google Search, providing feedback to search engine on relevance.
- **Google bar:** Google+ integrated with all other Google apps. Black toolbar at top of all Google pages lets you quickly move between accounts on G+, Gmail, Reader, Documents, Sites, and more.



Blogs

- Blogs are a social media platform
- Interactive & can combine text, video, photos, audio & links
- Readers can leave comments
- Free blog platforms Wordpress.com or Blogger.com

National Drug Abuse Treatment
Clinical Trials Network • Dissemination Library

 **What's New?**
Updates from the CTN Dissemination Library

Welcome to the CTN Library's "What's New" blog!
December 30, 2010 by adaiblogs

 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 collection, and also let you know about events and trainings, useful resources not included in the library, and more. On the blog, readers can **comment on posts** — we want to hear from you!

To receive notifications of new posts, subscribe to our **RSS feed**:
<http://ctndisseminationlibrary.wordpress.com/feed/>.

Posted in [Announcements](#) | [Edit](#) | [Leave a Comment](#) »

About this Blog
"What's New" is a feature of the CTN Dissemination Library, a digital library for NIDA's National Drug Abuse Treatment Clinical Trials Network.
Email: info@ctnlibrary.org

 **Get New Posts by Email**
Enter your email address:

Join 4 other followers

 **Pacific Northwest Node Blog**
Washington & Alaska
National Drug Abuse Treatment Clinical Trials Network

Combined Group and Individual 12-Step Intervention (STAGE-12)

August 31, 2011 by adaiblogs



This paper, newly published in the *Journal of Groups in Addiction and Recovery* (written by **Dennis Daley, Stuart Baker, Dennis Donovan, and colleagues**), provides an introduction to protocol CTN-0031, a multi-site clinical trial of a behavioral intervention for outpatients with stimulant use disorders. The **Pacific Northwest Node is the Lead Node** for this protocol, with **CTPs Evergreen Manor and Recovery Centers of King County** serving as clinical sites.

The article describes the study's adaptation of a **combined individual and group intervention** aiming to facilitate patients' involvement in 12-step mutual support programs, along with a review of the questions that came up during the protocol's development, outcomes of the intervention, and why 12-step counseling approaches should be considered for a multi-site trial.

PN Node Members

Have something to contribute to this blog? Email us at adaib@u.washington.edu.

Get New Posts by Email



Related Links

- » [ADA! News](#)
- » [Alcohol & Drug Abuse Institute](#)
- » [CTN Dissemination Library](#)
- » [Pacific NW Node Web Site](#)

Categories

- » [Events](#)
- » [News](#)
- » [Protocols](#)
- » [Publications](#)
- » [Uncategorized](#)

Blog Comments = Two-Way Dissemination

INTERVENE
A community of parents concerned about their teens' alcohol and drug use.



THE PARTNERSHIP
AT DRUGFREE.ORG

[« return to blog home](#)

Addiction, Confronting Teens, Dealing With An Addicted Child, Finding Treatment, Scare Tactics, Substance Abuse, Getting Help, Parenting:

3 Ways to Address Teenage Motivation to Drink that Don't Involve Scare Tactics

Wednesday, November 9th, 2011



When someone – including a teenager – gets treatment for alcohol and substance abuse, it is standard practice to identify some of the reasons why they

started using and the benefits they feel they get from these substances. This helps them reduce shame and best identify their triggers and areas to focus on. Among the research, most reasons for using alcohol fall into a few broad categories such as mood or personality enhancement, social reasons, and coping reasons. Reviewing personal motivations for using alcohol is often an "ah-ha" experience for the person seeking help but it needs to be handled with care as there is the potential in such a discussion to make alcohol use seem more appealing.



Nowhere is this concern greater than when attempting to [prevent alcohol use in teens](#) as many parents have a justified fear that such a discussion will promote alcohol use in kids who may not have otherwise been aware of the potential short-term "benefits" of alcohol. This fear



Share This Blog

About This Blog

Welcome to Intervene. We are a community of experts, parents and caring adults concerned about our teens' alcohol and drug use and have come together to share our insights, inspiration, guidance and help.



Visit **TIME TO ACT!** for step-by-step advice for parents who suspect or know their child is using or has a problem with alcohol or drugs.

Take Action & Get Help



[Two New e-books for Parents >>](#)

Comments on this post at a DrugFree.org blog included:

- **feedback** on how valuable this information was to blog's readership
- **shared personal experiences**
- **links to related resources** readers thought others might be interested in.

Readers learn from you, you learn from readers! Two-way information dissemination!



LinkedIn

- Over 135 million professionals
- Connect with professionals & seek employment
- Forum for job-related questions
- Very easy to use, very professional

LinkedIn Groups:

- ATTC Network
- Friends of SAMHSA
- Emerging Drugs of Abuse



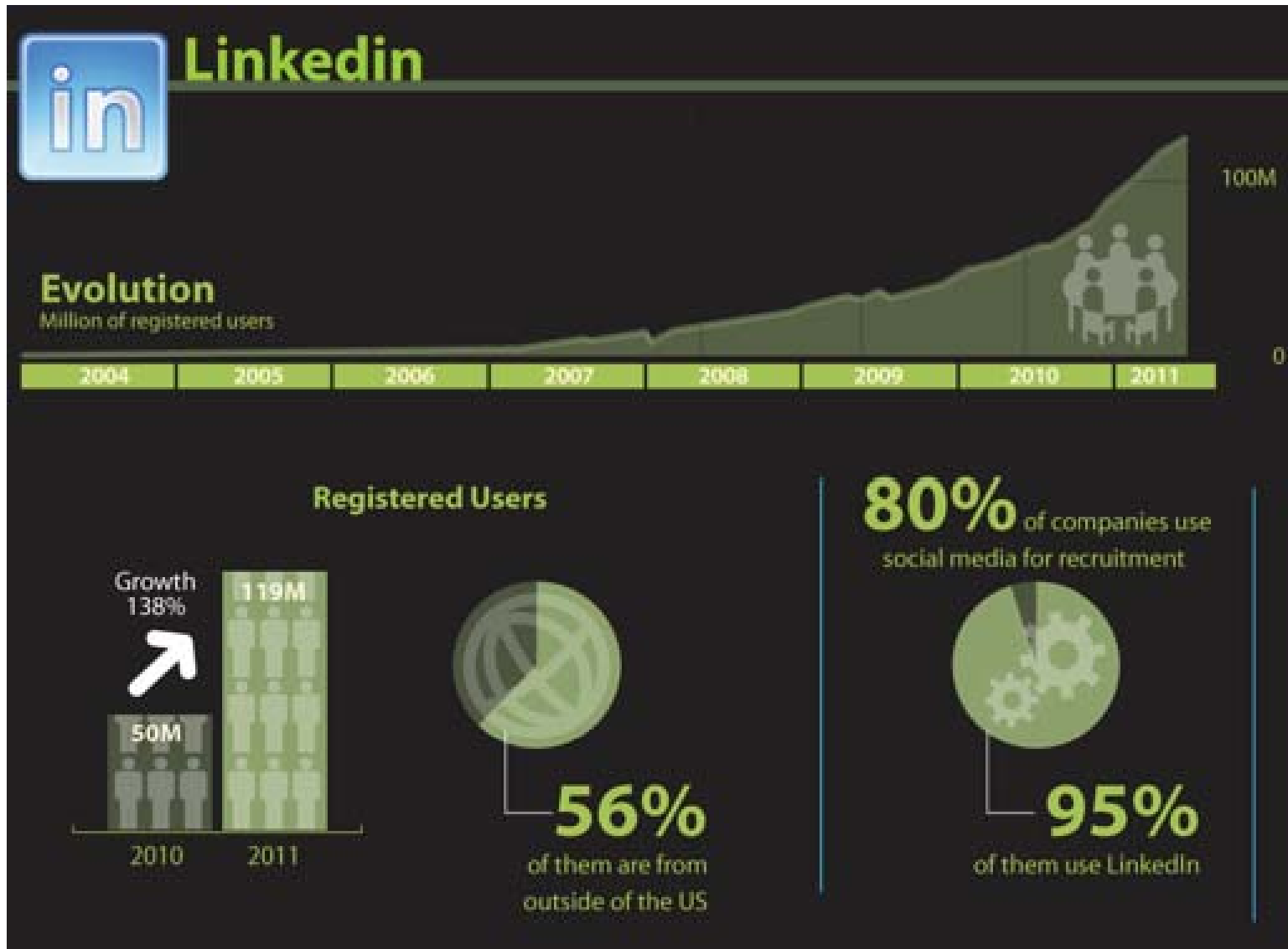
LinkedIn

Cool Apps:

- *Box* to post documents
- *SlideShare* to share presentations
- *TriplT* to connect with your network when you travel



LinkedIn Stats



LinkedIn Example

Erin Winstanley

Dissemination Director at NIDA CTN Ohio Valley Node

erinwinstanley@me.com



Summary

My expertise is in behavioral (substance use disorders and mental illness) health services research and I'm interested in dissemination, co-occurring mental health and substance use disorders, health technology, access to care, treatment engagement/adherence and psychiatric epidemiology.

Specialties

behavioral health services research, dissemination & implementation science, access to treatment, psychiatric epidemiology, longitudinal data analysis, behavioral health policy

Experience

Dissemination Director at NIDA CTN Ohio Valley Node

September 2010 - Present (1 year)

Assistant Professor at University of Cincinnati

September 2008 - Present (3 years)



LinkedIn Example

My Travel

Erin is in Cincinnati, OH [Full view](#)



Upcoming Trips

Rockville, MD (2 days)
Sep 26 - Sep 27, 2011
Attending the NIDA CTN Steering Committee Meeting

+ ADD A TRIP

Stats

Erin has traveled 3,302 mi to 4 locations

Erin's colleagues will know that she is attending the fall NIDA CTN Steering Committee Meeting

Erin Winstanley's Files

LinkedIn Prof...>Ohio Valley N...

Menu | ▾

Documents available for download through Erin's LinkedIn account

	ATTC_Slides_ModelTransfer.pdf	05/12/11	6 MB
	Brigham_Presentation_F...011.pdf	02/23/11	647 KB
	ELW_OVN_Overview_Slides.pdf	01/03/11	11 MB
	OVN_newsletterAug2011.pdf	08/30/11	2 MB
	OVN_newsletterFeb2011.pdf	02/11/11	1 MB




Erin (owner)

powered by

LinkedIn Connections

Your Network of Trusted Professionals

You are at the center of your network. Your connections can introduce you to 2,302,100+ professionals — here's how your network breaks down:

1  Your Connections Your trusted friends and colleagues	247
2  Two degrees away Friends of friends; each connected to one of your connections	28,600+
3  Three degrees away Reach these users through a friend and one of their friends	2,273,200+
Total users you can contact through an Introduction	2,302,100+

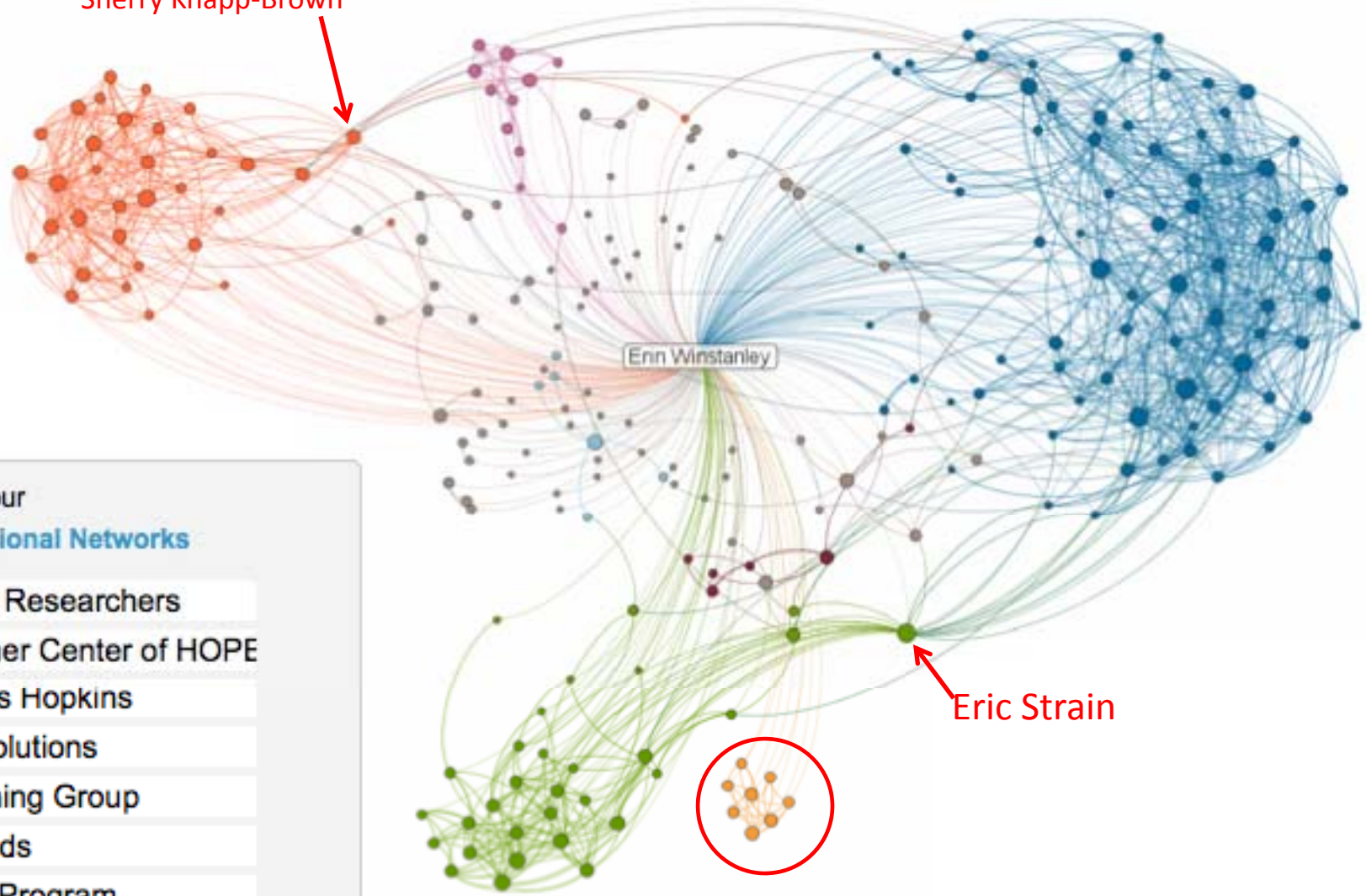
6,820 new people in your network since January 17



LinkedIn Connections



Sherry Knapp-Brown



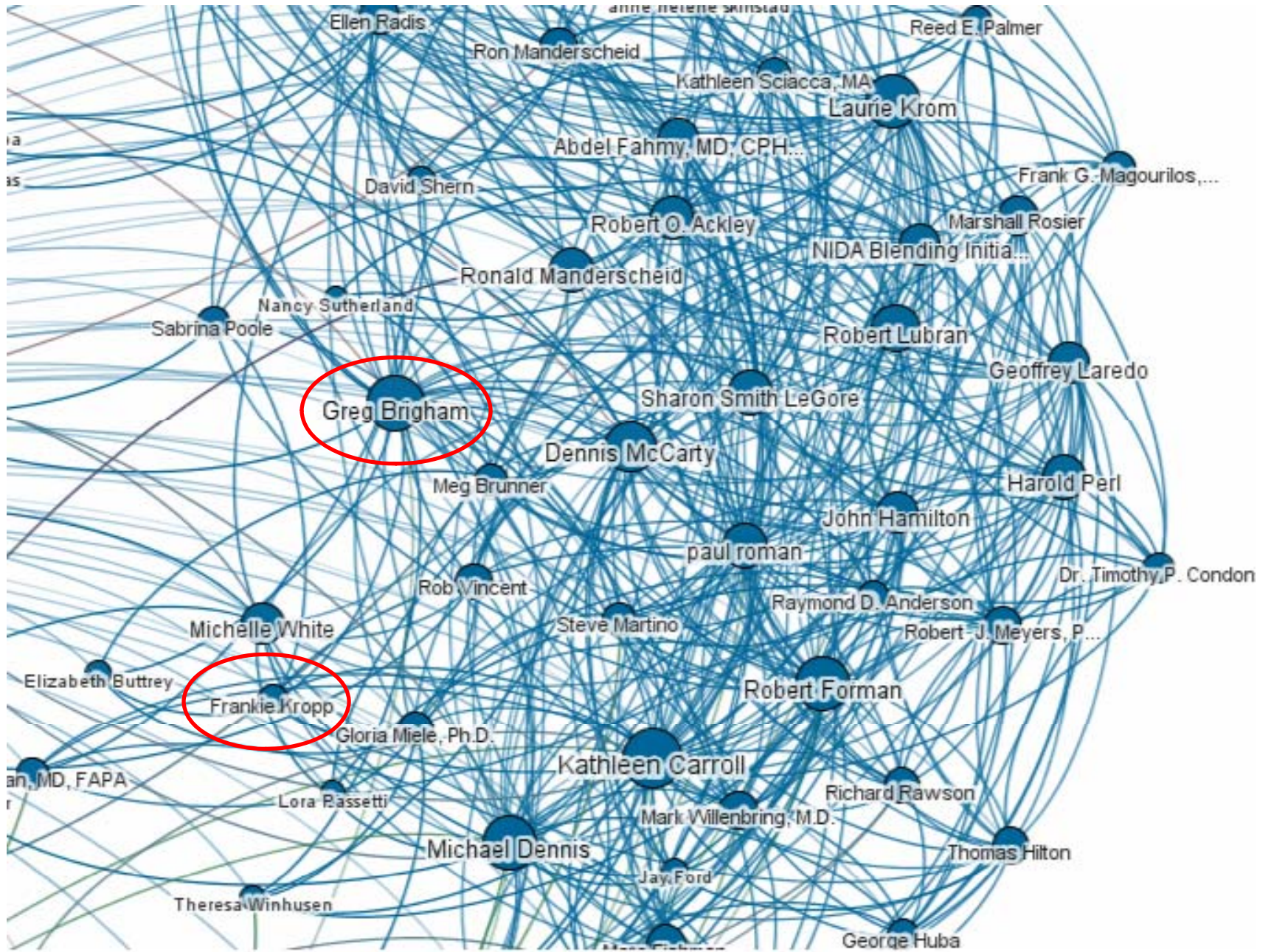
Label your

Professional Networks

- AOD Researchers
- Lindner Center of HOPE
- Johns Hopkins
- IQ Solutions
- Running Group
- Friends
- PhD Program
- Misc

Eric Strain

ERIN



PROXIMAL



DISTAL

Comparison Chart

	Facebook	LinkedIn	Twitter	Google+
Maintain & Build relationships	Personal & professional	Professional	Personal & professional	Personal & professional
Disseminate information	Yes	Yes	Yes	Yes
Post pictures/videos	Yes	No	Yes, but limit use	Yes
Organize events	Yes	Yes	No	?
Educate colleagues/patients	Public	Professionals	Public	Public
Advertise products/services	Yes	Limited	Yes	Yes
Recruit research participants	Yes	Yes	Yes	Yes
Increase website traffic	Yes	Limited	Yes	Yes
Rapid disseminate during an emergency	Yes, strong reach	No	Yes, strong reach	Yes



Comparison Chart

Results from the pre-webinar survey

	Percent (n)
Maintain & build relationships	94% (50)
Post pictures/videos	74% (39)
Disseminate information	45% (24)
Organize events	32% (17)
Educate friends/patients	21% (11)
Advertise products/services	8% (4)
Recruit research participants	2% (1)

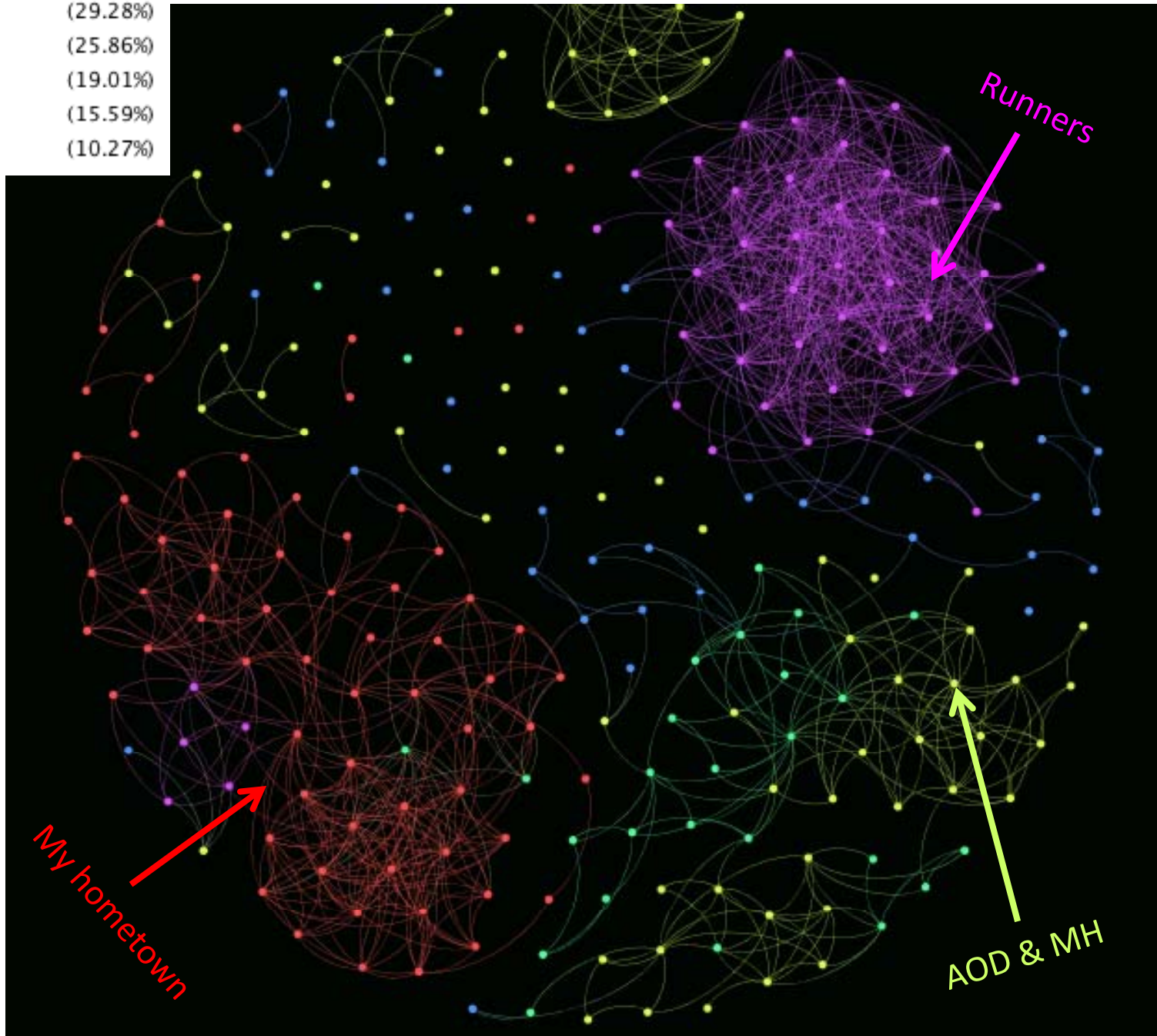
What else could we do within the NIDA CTN?

- Engage more treatment providers
- Develop an internal CTN social network site
- Create SIG-like groups on social media
- Create a CTN page for all of our studies
- Disseminate findings outside of the specialized audience, to the public
- Connect with the next generation of clinicians

Comparison Chart

	Pros	Cons
Facebook	<ul style="list-style-type: none">• Greatest public research• Greatest diversity of communication modes (e.g., pictures, videos, text)• Push & pull	<ul style="list-style-type: none">• Difficult to separately manage personal & professional profiles (e.g., people want to “friend” individuals more than “like” pages)• Limitations of privacy settings
LinkedIn	<ul style="list-style-type: none">• Modern day rolodex• No personal posts	<ul style="list-style-type: none">• Mostly push, limited dialogue
Twitter	<ul style="list-style-type: none">• Rapid dissemination of urgent information• Archived by Library of Congress• Short & sweet	<ul style="list-style-type: none">• Mostly push, limited dialogue & hard to follow dialogue• Character limit
Google+	<ul style="list-style-type: none">• Enhanced ability to communicate with friends & colleagues separately	<ul style="list-style-type: none">• Limited membership, so far

■	AOD	(29.28%)
■	CT	(25.86%)
■	RUN	(19.01%)
■	MISC	(15.59%)
■	JHU	(10.27%)





PROFESSIONAL

PERSONAL

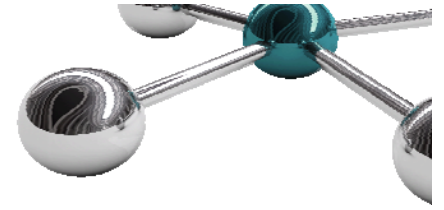
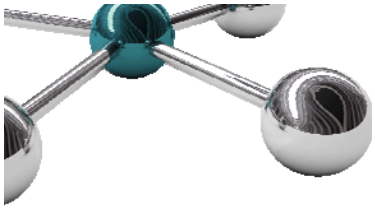
STRECH BREAK



- (SHOW VIDEO – as example of creative ways to communicate health information)

<http://www.youtube.com/watch?v=eTpTrY8zBfI>





2. USING SOCIAL MEDIA TOOLS IN RESEARCH



Research Tool

- Social media tools are being used as a tool to recruit study participants & follow-up with study participants
- CTN 0044 is using social media to contact and locate study participants for follow-up
- Some IRBs have concerns regarding confidentiality
- Need standard guidelines for using social media in clinical research

Sponsored [Create an Ad](#)

PAID STUDY FOR WOMEN
adai.washington.edu

projectWIN

18-30 yr old women wanted for UW study on social interactions btwn men & women. Paid up to \$350 in gift cards. See our website for info

[Study Advertisements on FB](#)

Gout Study



GOUT STUDY
Taking allopurinol?

We're looking for people suffering Gout Attacks. To take part in a research study which is enrolling now.

[Like](#) · [Les Postel](#) likes this.

Research Tool

Next webinar:

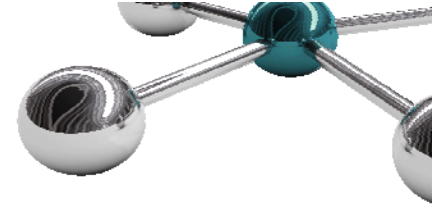
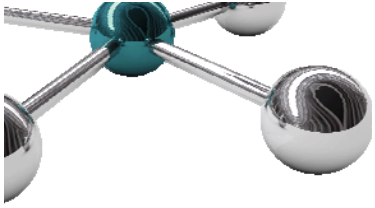
“Getting Started with Social Media”

Wednesday, February 29th

1:00-2:30PM (ET)

- ✓ How to set-up a Twitter account
- ✓ How to set-up a page on Facebook
- ✓ Recruit, engage & follow up with research participants
- ✓ Social media & IRBs





3. CASE REPORT

USING FACEBOOK TO ADDRESS OHIO'S PRESCRIPTION DRUG EPIDEMIC



Example of Using Social Media to Fight Prescription Drug Abuse in Ohio

1. Fix the Scioto County Problem of Drug Abuse, Misuse, and Overdose

- 3,487 Members on Facebook (group), public forum to discuss prescription drug abuse & what is being done in the community to respond to the problem



2. Portsmouth Ohio Rx Drug Task Force

- Meets monthly, representatives from various State & local agencies attend

3. SOLACE

- Support group for people who have lost someone due to drug addiction or drug-related crimes
- Facebook group with approx. 1,272 followers



Grassroots Community Organizing via Social Media

- Pill mill protests
- Share information, photos, & videos
- T-shirts
- “Be The Wall”
- National Day of Prayer
- Seven Marches in Seven Days
- Local pain clinic ordinances
- Tax levy to fund prevention efforts



The Facebook group allowed them to rapidly disseminate information on 1) events, 2) progress towards reaching goals, & 3) immediately share successes





Ohio County Losing Its Young to Painkillers' Grip (April 14, 2011)



Drug Czar Warns About Prescription Painkillers

Americans take 80 percent of all prescription painkillers taken in the world



Gov. Kasich vows to drive the devil out of Scioto County

Ohio's Opiate Epidemic: A Summit on Policy, Prevention & Treatment

The New York Times
ON THE WEB



Connecting Virtual & Real Networks

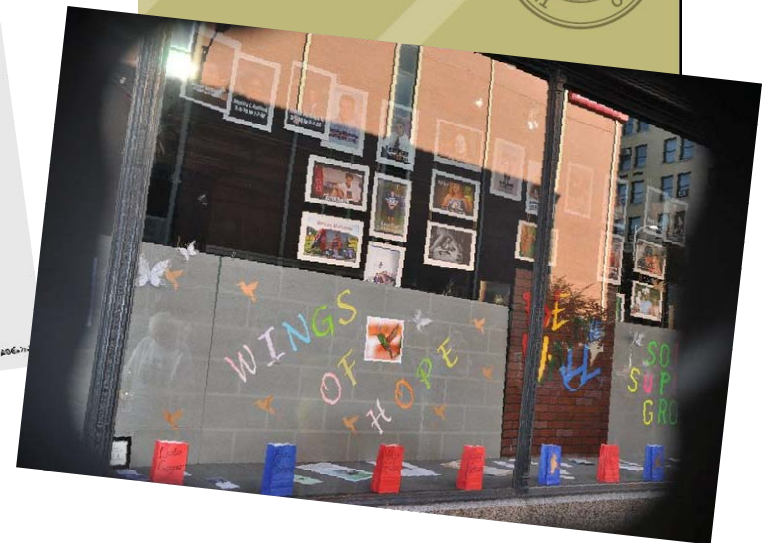
Social media can be a mechanism to:

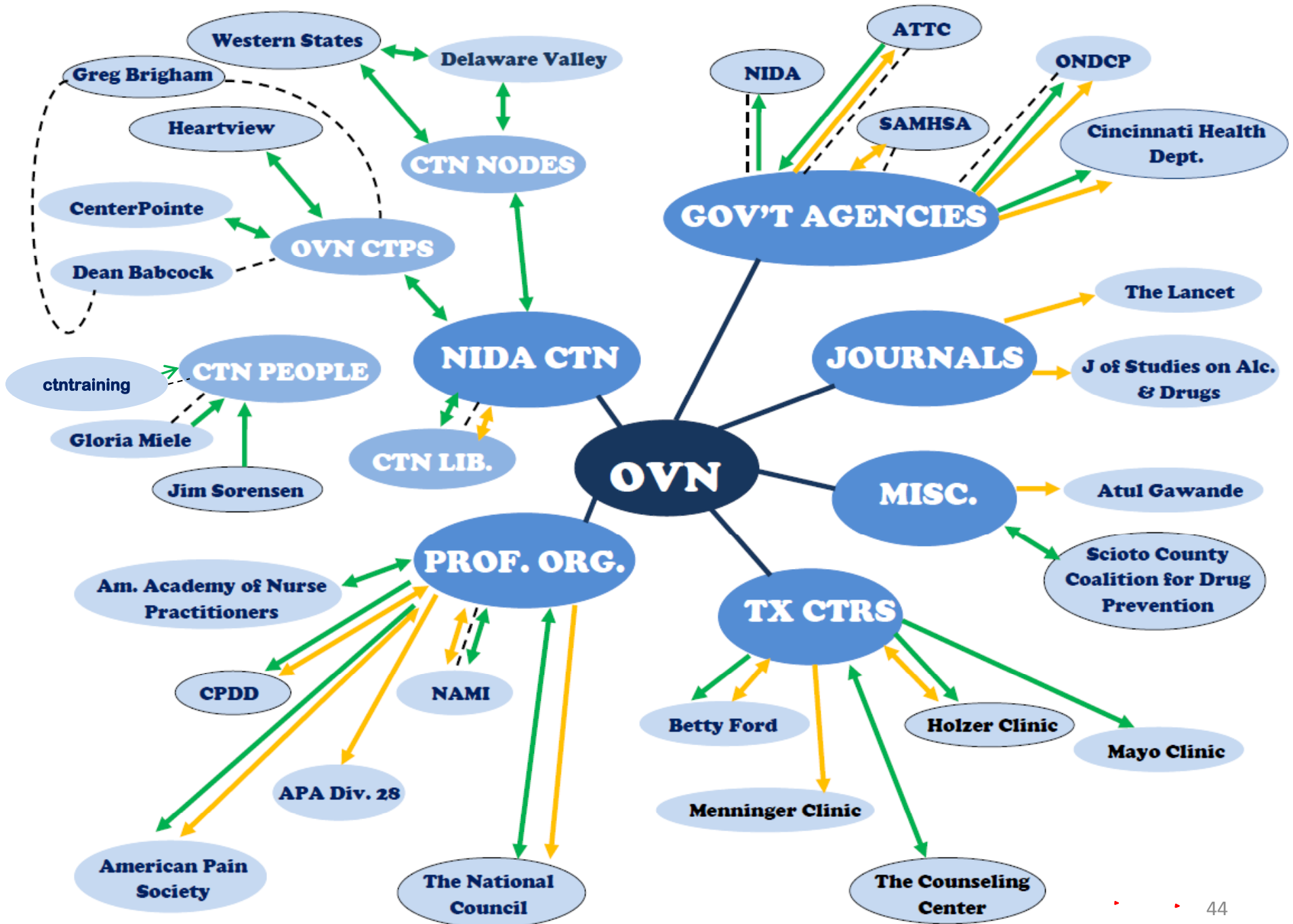
- Connect with community-based organizations
- Maintain relationships across geographic space

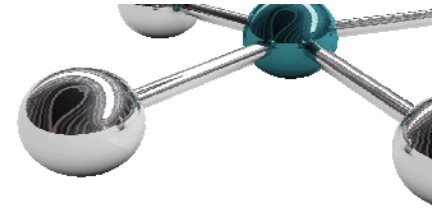
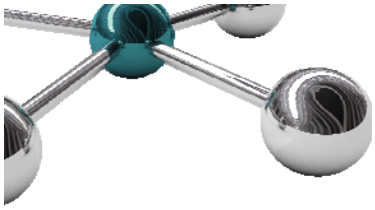


Engaging Communities

- Community members own it
- Debate grew membership
- Get creative
- Confidential tip line
- Have contests
- Expand network of volunteers
- Connect community members & police & health officials





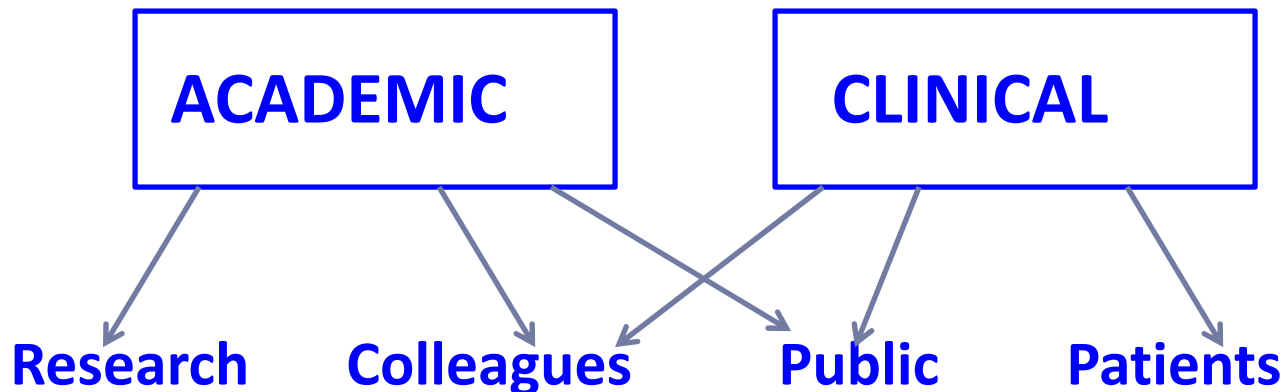


4. SOCIAL MEDIA STRATEGY DEVELOPMENT



Social Media Policies

- Where do you work?
- What are your objectives?
 - Define your audience
 - Know your competition
 - How much resources (time & \$) will you invest



Survey Poll Results

Does your employer have a workplace policy regarding social media?

43.1% (n=28) Yes

13.8% (n=9) No

43.1% (n=28) Don't know

Does your employer prohibit use of social media at the workplace?

36.9% (n=24) Yes

46.2% (n=30) No

16.9% (n=11) Don't know



Policy Content

- Determine who is responsible for social media activities
- Define scope of content
- Establish privacy expectations
- Define comment policy
- Federal laws & regulations
- Protection of patient confidentiality
- Monitor content & evaluate performance
- Address defamation, slander & libel



Social Media Policies

Educate employees:

- Limitations of privacy settings
- Third party access or storage
- Permanency of a digital footprint
- Consequences of policy violations
- Laws applicable to digital communications

OSMA Best Practices:

1. Accountability & accuracy
2. Honesty & transparency
3. Respect
4. Lawfulness
5. Management
6. Monitor internet
7. Be collaborative
8. Add value



Legal Considerations

- Consider having your workplace policy on social media reviewed by a lawyer
- Office of the National Labor Relations' report on social media cases in August 2011
 - Facebook posts may or may not be grounds for termination
 - Example case of employee discussing work at mental institution to FB "Friends" only and was rightfully terminated

"It was spooky being alone overnight in a mental institution ... one client was cracking her up, & that employee did not know whether the client was laughing at her, with her or at the client's own voices"



6 degrees of separation between you & Kevin Bacon

Pros & Cons of Social Media

Advantages:

- Rapid dissemination
- Connect with people & organizations that are geographically remote
- Reinforce existing relationships
- Expand social networks

Disadvantages:

- Limited reach to older persons & disadvantaged
- Fast pace
- Changing technologies
- Confidentiality & anonymity

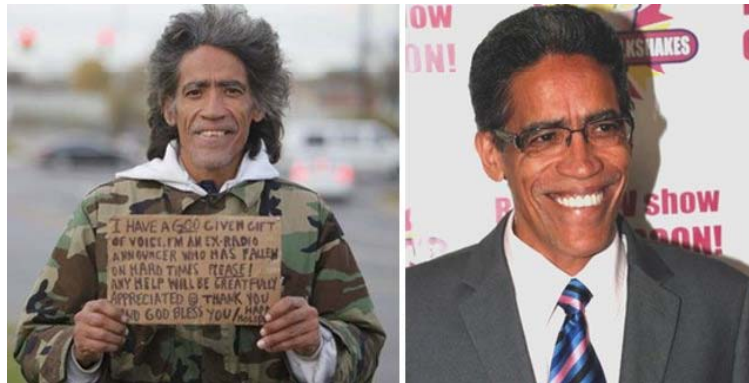
NEED MORE DATA!!





Final Remarks

- Social media tools are about relationships
- Dissemination is far reaching & immediate
- Bridge geographic distances
- Enhanced value when combined with other dissemination strategies
- Be mindful of that which you cannot see



Ted Williams

Final Remarks

- Develop a strategic plan & policies that reflect your social media objectives
- Want to learn more?
 - ✓ Check out the Social Media Resource Guide in the Dissemination Library
 - ✓ Tell us what you'd like to know more about in the post-webinar survey



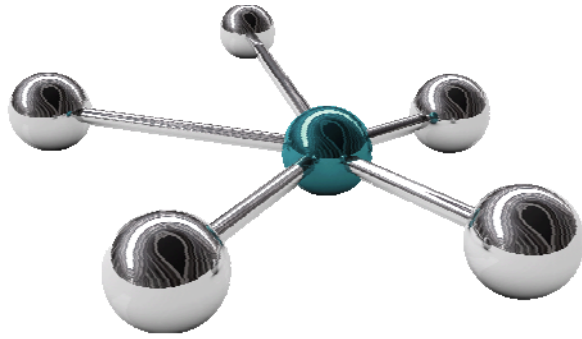
Acknowledgements

- RUC Social Media Workgroup Members
- Social media listserv members
- Clinical Coordinating Center



Other Web-based Resources





Upcoming Webinars



DATE	WEBINARS
FEB 8	Site Selection Strategies
FEB 29	Getting Started with Social Media
MAY 9	Managing Emotions in Recovery
JUN 13	Biological Measures & Specimen Handling
JUL 18	Co-occurring Disorders: Integrated Treatment of Addiction and Mood and Anxiety Disorders
AUG 15	Personality Disorders and Addiction
SEPT 19	Build Your Team for Research Success
OCT 24	Managing Safety & Crisis Situations
NOV 14	Practical Statistical Reasoning in Clinical Trials for Non-Statisticians
DEC 19	Helping Patients with Substance Use Disorders and Pain