

Social Media as an Advocacy Tool

Karen Ernst, Voices for Vaccines

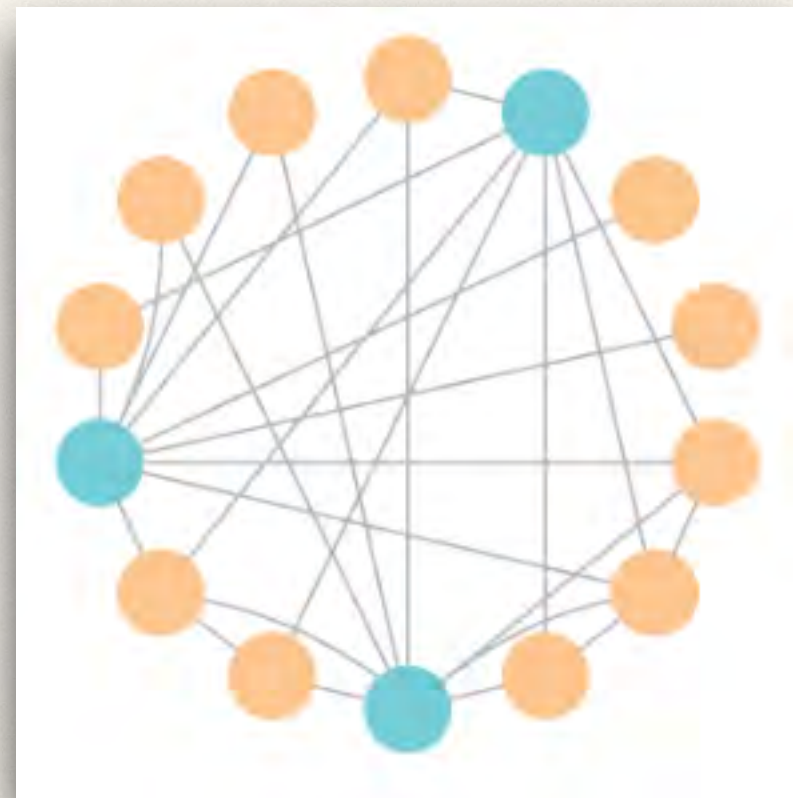
Date

Social media and social norming

- ❖ Social norming works to show that the desirable behaviors in a community are those exhibited by most community members.
- ❖ With vaccine hesitancy, social norming shows that immunizing is a community norm.
- ❖ Social media can be a vehicle of social norming.

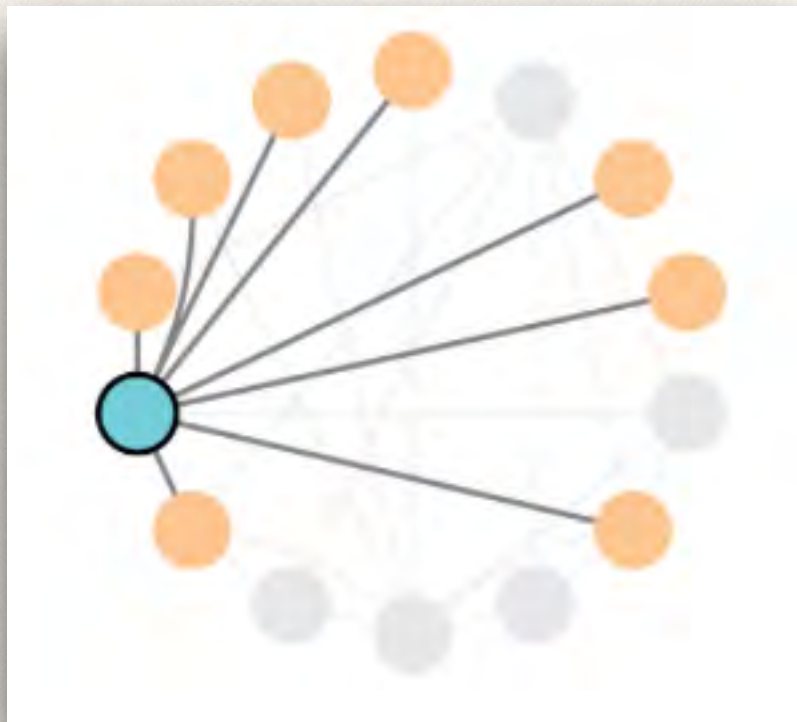
Is vaccinating the norm?

- ❖ In almost all communities, the majority of parents vaccinate their children.
- ❖ Less than 1% of children are completely unvaccinated.



Adapted from Kevin Schaul, "A quick puzzle to tell whether you know what people are thinking." [Washington Post](#).

How the Norm is Misperceived



People networks change what people perceive as a social norm.

People networks influence vaccine choices

- ❖ “[T]he most predictive of parents’ vaccination decision was the percentage of their people network recommending non-conformity” to the CDC recommended schedule.

The Impact of Social Networks on Parents’ Vaccination Decision.

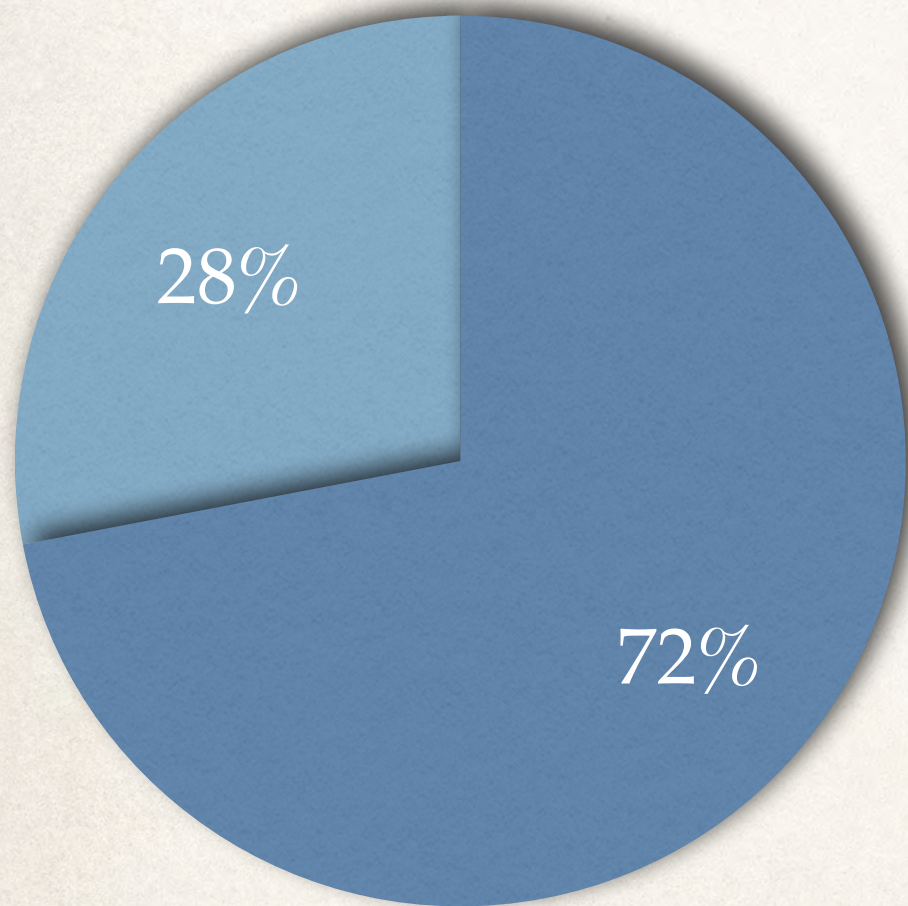
Emily K. Brunson

Pediatrics peds.2012-2452; published ahead of print April 15, 2013,

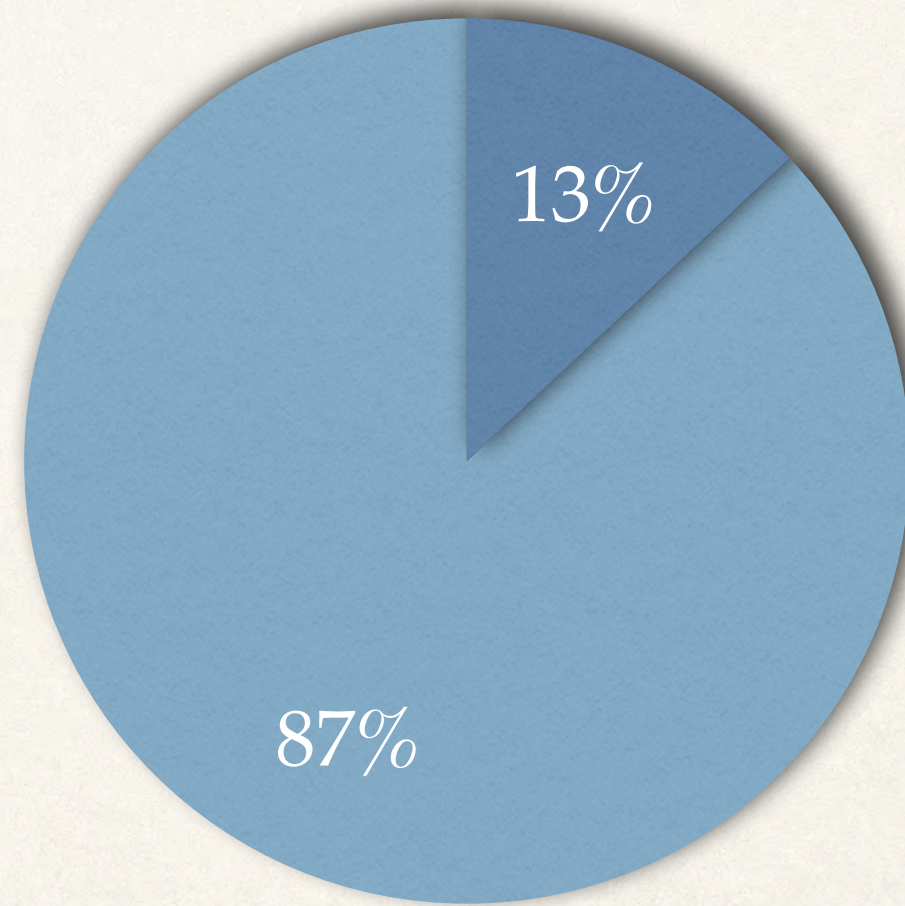
doi:10.1542/peds.2012-2452

How influential are social networks?

- Recommending non-conformity
- Recommending conformity



Parents not conforming
to CDC schedule



Parents vaccinating
on-schedule

Who are non-confirming parents?

Parents of purposely unvaccinated children are
wealthy, white, and educated

Under Vaccinated Children	Un-Vaccinated Children
Family income under \$30,000	Family income over \$75,000
Live with one parent	Lives with two parents
Has a mother with limited education	Has a college educated mother
Black	White
No consistent medical home	Parents do not trust that vaccines are safe

Jennifer Reich,
“Neoliberal Mothering and Vaccine Refusal.”
Gender and Society.

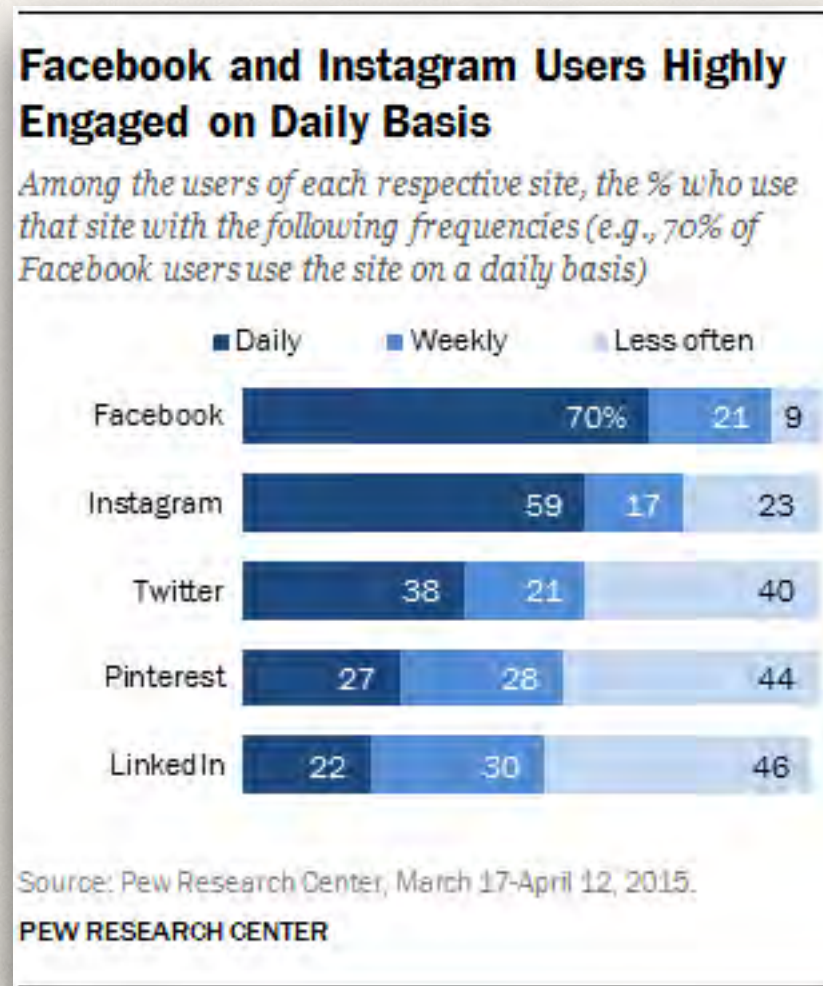
Your target audience is on social media



General social media rules for you

- ❖ Be human and personal
- ❖ Set boundaries for yourself
- ❖ Respect patient privacy
- ❖ Maintain professional decorum

Choosing a social media platform



Social media platforms with highest engagement

Demographics of platforms

Facebook Demographics

Among internet users, the % who use Facebook

	Internet users
Total	72%
Men	66
Women	77
White, Non-Hispanic	70
Black, Non-Hispanic (n=85)	67
Hispanic	75
18-29	82
30-49	79
50-64	64
65+	48
High school grad or less	71
Some college	72
College+	72
Less than \$30,000/yr	73
\$30,000-\$49,999	72
\$50,000-\$74,999	66
\$75,000+	78
Urban	74
Suburban	72
Rural	67

Twitter Demographics

Among internet users, the % who use Twitter

	Internet users
Total	23%
Men	25
Women	21
White, Non-Hispanic	20
Black, Non-Hispanic (n=85)	28
Hispanic	28
18-29	32
30-49	29
50-64	13
65+	6
High school grad or less	19
Some college	23
College+	27
Less than \$30,000/yr	21
\$30,000-\$49,999	19
\$50,000-\$74,999	25
\$75,000+	26
Urban	30
Suburban	21
Rural	15

Instagram Demographics

Among internet users, the % who use Instagram

	Internet users
Total	28%
Men	24
Women	31
White, Non-Hispanic	21
Black, Non-Hispanic (n=85)	47
Hispanic	38
18-29	55
30-49	28
50-64	11
65+	4
High school grad or less	25
Some college	32
College+	26
Less than \$30,000/yr	26
\$30,000-\$49,999	27
\$50,000-\$74,999	30
\$75,000+	26
Urban	32
Suburban	28
Rural	18

Source: Pew Research Center, March 17-April 12, 2015.

PEW RESEARCH CENTER

Facebook structure

- ❖ Personal profiles
- ❖ Public pages
- ❖ Groups (open, closed, secret)

Glossy graphics on Facebook

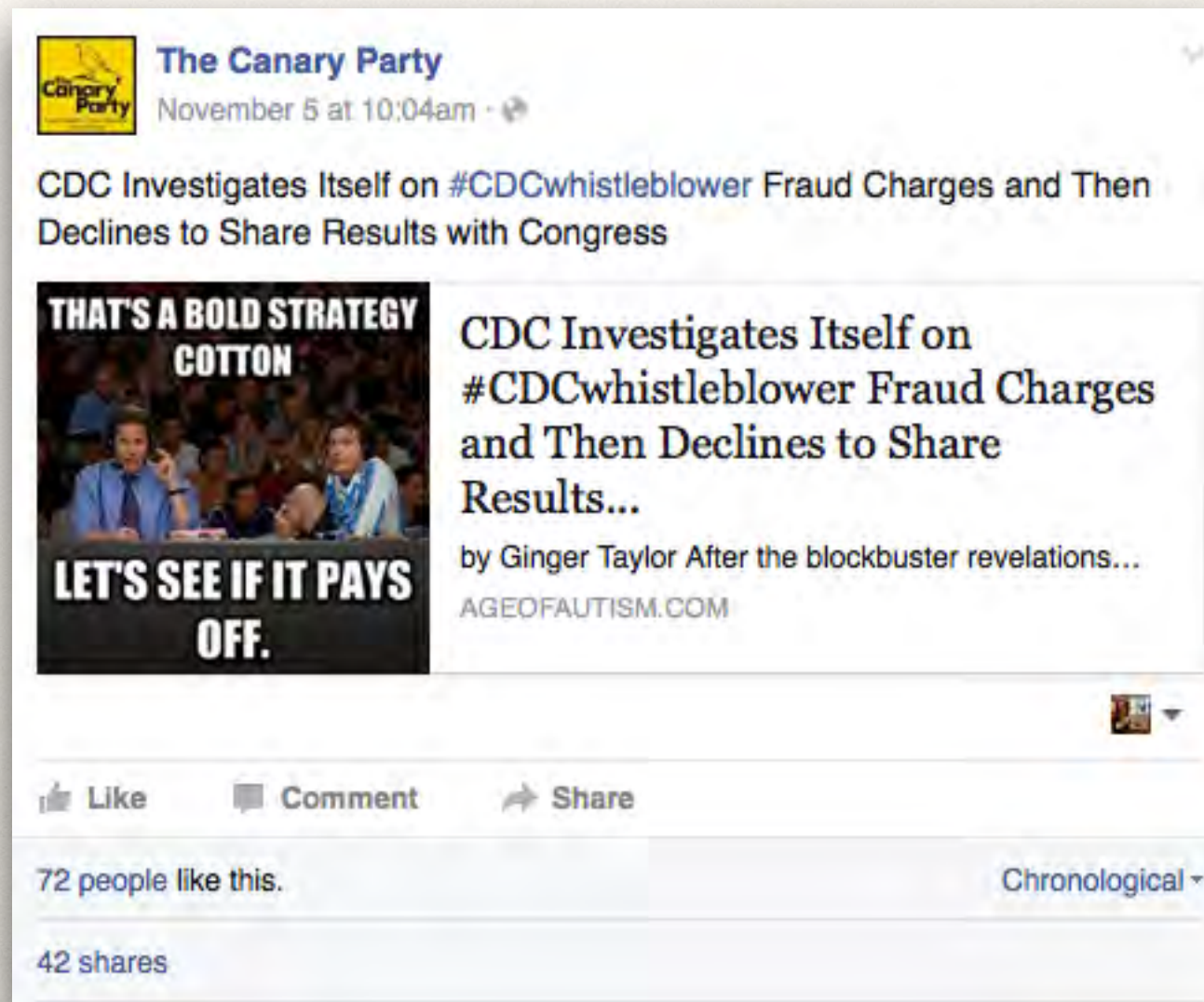


Vaccine myths are contagious



The CDC is hiding data!

A Facebook tale



Frightening stories get shared

 **National Vaccine Information Center** 16 hrs · 🌐 Like Page

Six-month-old dies after clinic injects baby with 13 vaccines at once without mother's informed consent
<http://ow.ly/Ujabr>



Six-month-old dies after clinic injects baby with 13 vaccines at once...
Alisa Neathery, a young dusky beauty, fragile in her composure, walked to the...
EDGYTRUTH.COM | BY EDGYTRUTH.COM

Share

465 people like this. Chronological ▾

621 shares

Mommy bloggers become infectious disease experts

**Modern Alternative Mama**
Yesterday at 2:01am · 🌐

With all the media reports out there about measles...are you worried?
A lot of parents are. It sounds scary. But...is measles really so scary? Is it something you should be losing sleep over?
Find out the truth!
<http://bit.ly/1RBocIV>



Is Measles REALLY So Scary?

2014 has seen an increase in measles outbreaks. But is measles really so scary, or is it a normal childhood disease? Get the real facts.

WWW.MODERNALTERNATIVEMAMA.COM | BY KATE...

 Like  Comment  Share

4 people like this. [Top Comments ▾](#)






I am 43 years old. I _had_ measles (also chickenpox and mumps). So had all my classmates and peers. No one died. I hardly remember anything about what it was like when I had these childhood illnesses, except for the discomfort when swallowing (with mumps).

Like · Reply · 14 hrs

Anti-vaccine and staking moral high ground

**Living Whole**
September 14 · 🌐

Like Page

A year ago, I wrote a viral post about the biblical support for not vaccinating where I listed details on the aborted fetal ingredients in vaccines. With both Planned Parenthood's sale of aborted baby specimens and the crackdown on parents who don't vaccinate, I was asked to do a follow-up.

Here's the short version of a long story that will help you make an informed decision on vaccines. Whether you vaccinate or not, you have the right to know what you're injecting and what industry you're supporting if you do.



What You Didn't Know About the Aborted Baby Parts in Your Vaccines - Living Whole

You've probably heard that there are no aborted baby ingredients in vaccines,...

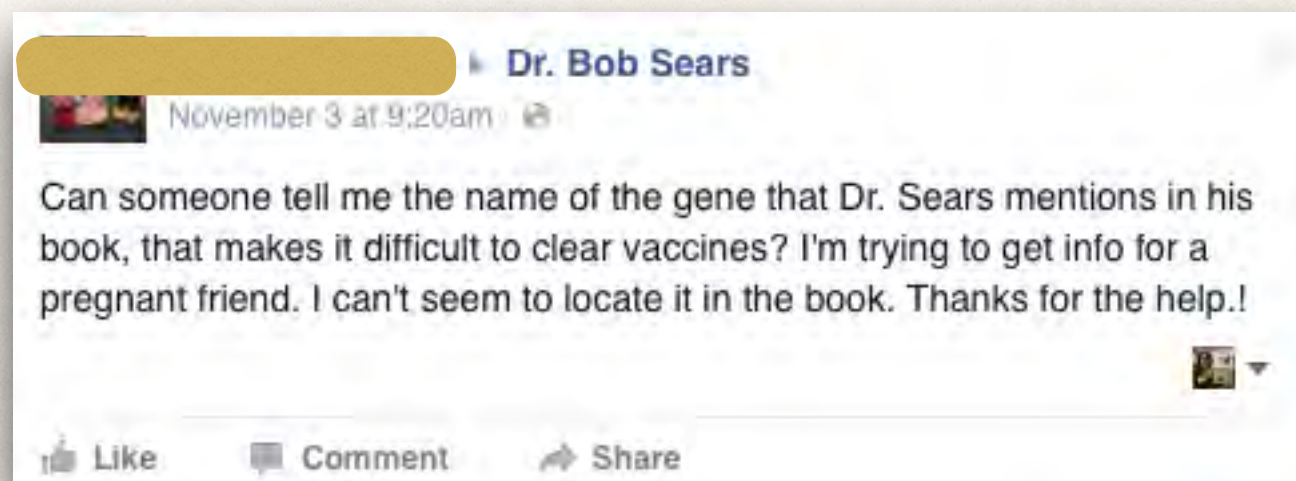
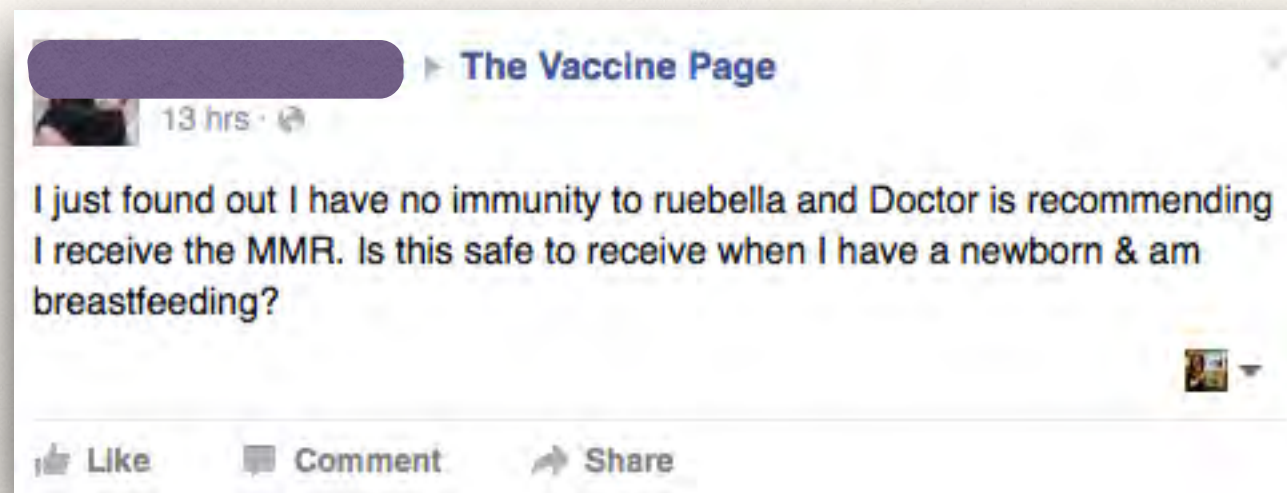
LIVINGWHOLE.ORG | BY LIVING WHOLE

 Like  Comment  Share

713 people like this. Top Comments ·

682 shares

Parents visit public pages for answers about vaccines



Providers can have vaccine conversations online

 Since the flu shot is IM, is it absorbed differently than ingesting? This is a big argument, injection vs ingestion. I would be interested in your input! I haven't finished nursing school yet so some antivax try to shut me down, bc i dont know what im talking about (both bc i dont have a degree, and i am a sheep to big pharma i guess!)

Like · Reply · October 14 at 10:11am

 think the difference is the rate it enters the blood stream and that's it. Everyone acknowledges that drinking alcohol raises your BAC. And the amount of aluminum used is so small that even with it hitting the blood stream faster through inter muscular injection, it isn't a problem for the body.

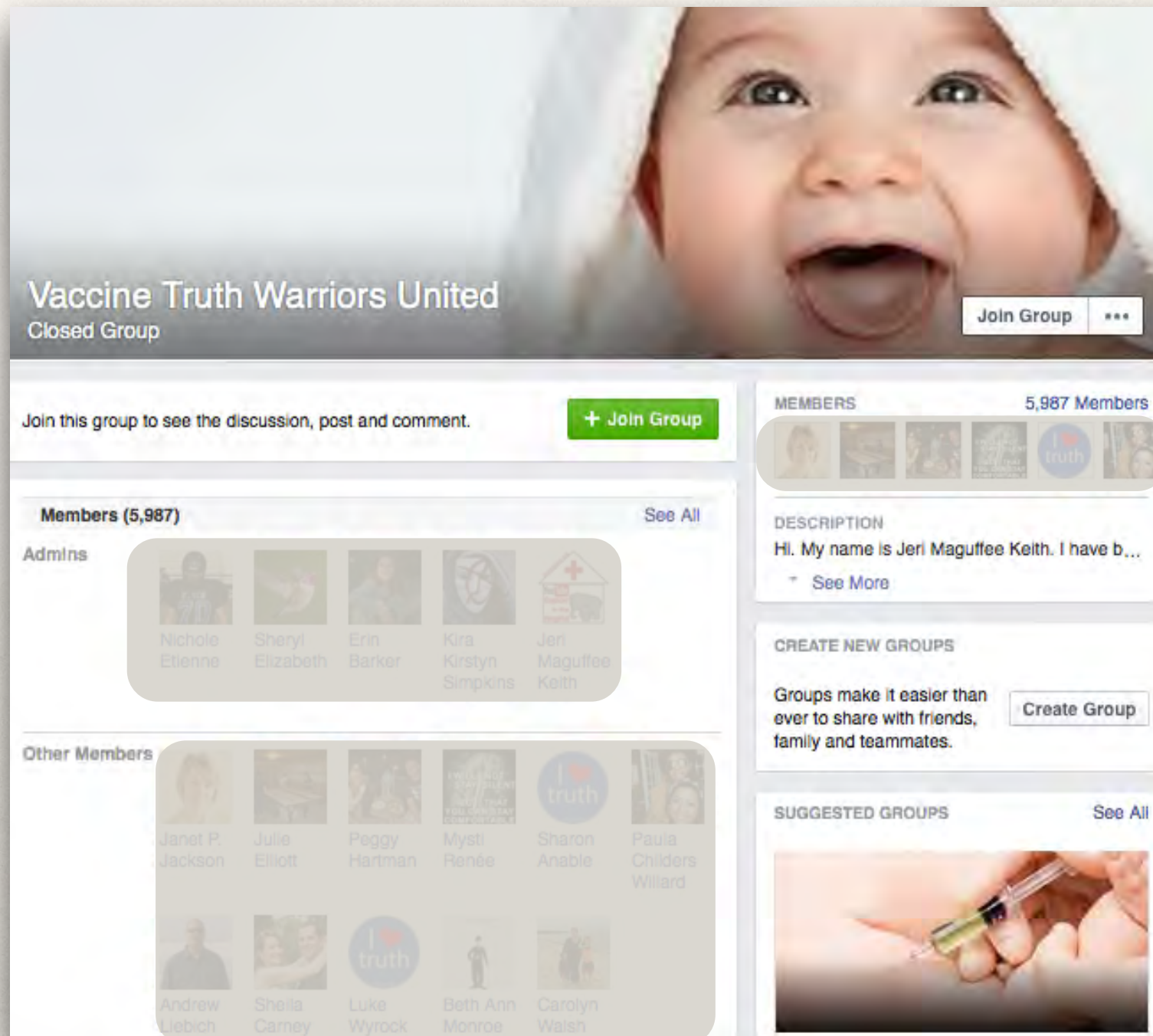
Like · Reply · 2 · October 14 at 10:20am

 **Kid Nurse** First of all, some of the smartest people I know don't have a degree! But congrats on your journey to becoming a nurse. I think it's the most rewarding career! Ingestion vs injection is a great question. This is one of the most thorough and understandable explanations I have read:
<https://vaxplanations.wordpress.com/2015/02/25/239/>. I definitely recommend you read it for further info!

 **Injection vs Ingestion. Myths and Facts.**
VAXPLANATIONS.WORDPRESS.COM

Like · Reply · 5 · October 14 at 11:04am

Sometimes the conversations happen in gated groups



Parents seek advice in groups

My sister, my poor poor sister, recently gave birth to a stillborn at 24 weeks. Just 7 days after receiving the flu vaccine. Does anyone have any information linking the two? I read something about it somewhere and can't find it. She's going to try again next year and I am URGING her not to take the shot this time.

1 Like Share

43 people like this.



Like · 8 · 13 hrs

<http://www.sott.net/.../250722-Study-Shows-Influenza...>



Study Shows Influenza Vaccines Cause Spontaneous Abortions and Stillbirths --...

SOTT.NET

Your public Facebook page



Nathan Boonstra, M.D.

November 6 at 9:55am · 🌐

I'm very hopeful about this vaccine. To be able to eliminate #RSV, a severe respiratory illness that hits babies the hardest, would be a huge boon for children's health and a game changer for pediatric practices during the winter.

<http://www.cidrap.umn.edu/.../new-approach-attenuated-rsv-vac...>



New approach for attenuated RSV vaccine shows early promise

The candidate vaccine, given as nose drops, showed a strong immune response.

CIDRAP.UMN.EDU



👍 Like

💬 Comment

➦ Share

Facebook pages get organic reach

**Minnesota Childhood Immunization Coalition**
Published by Karen Ernst [?] · September 14 · 🌐

Did you go to the State Fair and fill out the House survey, telling our state legislators that you think parents should have to visit a doctor before opting out of vaccines? Turns out, you are among a super majority of Minnesota parents!

<http://www.tinyurl.com/81percent>

81% of Minnesotans answered YES

2. Minnesota requires all students enrolled in kindergarten through 12th grade to receive immunizations or have an exemption. Should parents or guardians be required to talk to a physician before opting their child out of being vaccinated?

☒ Yes

☐ No

☐ Undecided/no opinion

<http://tinyurl.com/81percent>

Tell your legislators that you support SF380/HF393
vaxmnkids.org/take-action

 MnCIC

895 people reached

Boost Post

Tailor your reach

The screenshot shows the Facebook Boost Post interface for the page "Voices for Vaccines". The "Edit Audience" dialog is open, allowing for detailed targeting. The background shows the "Boost Post" settings, including audience selection, location, interests, and budget.

Boost Post

AUDIENCE

- People who like your Page (1?)
- People who like your Page and their friends
- People you choose through targeting (1?)

Mothers ▼

Location: United States
Interests: Today (U.S. TV program)
Age: 22 - 50
Gender: Female
[Edit Audience](#) - [Create New Audience](#)

BUDGET AND DURATION

Total budget **\$20.00**

Edit Audience

Make sure to save your edits once you're done.

Name Mothers

Location Countries ▼
United States ✕

Age 22 ⇅ - 50 ⇅

Gender All Men **Women**

Interests

- Today (U.S. TV program) ✕ Immunization ✕
- Family Circle ✕ March of Dimes ✕
- Parenting (magazine) ✕ vaccinate your baby ✕
- + Radiology + Obstetrics and gynaecology
- + Ophthalmology + Emergency medicine + Redbook

Delete Cancel **Save**

Mobile News Feed

Like Page

Community to the VFV members who us by November 20.

to visit

find us?" box with YOUR NAME

Cancel **Boost**

We live by rules

Comments made on the Voices For Vaccines page do not necessarily reflect the thoughts or opinions of Voices For Vaccines or anyone associated with our organization. Because we encourage discussion on our page, we will accept comments that fall within our social networking guidelines.

Therefore, the following types of comments will be deleted:

- Speech that is hateful towards groups of people based on their ethnicity, gender, religion, sexual orientation, disability, disease, etc.
- Profanity, obscenity or vulgarity
- Profiles deemed inappropriate
- Defamation of a person or people
- Name calling and/or personal attacks
- Spam, phishing, or comments that exist only to sell a product
- Comments that infringe on copyrights
- Comments made repeatedly across threads
- Disruption of discussion by deleting one's own comments
- Anything else Voices For Vaccines deems inappropriate

Links posted as comments may be deleted if they are off-topic, if the same person posts multiple links without commentary on the same thread, or if they are otherwise in violation of our comment policy.

Repeated violations of our comment policy may cause a profile to be banned from the Voices For Vaccines Facebook page. New profiles made by banned profiles will be banned immediately.

PINNED POST



Karen Ernst

January 20, 2014 · Edited

Welcome to Voices for Vaccines' Discussion Forum. The purpose of this group is to discuss vaccine news and opportunities related to Voices for Vaccines. While this group is closed, please keep in mind that we do not vet new members and that you should act as you would in a public forum, taking measures to safeguard your privacy and reputation.

Community Guidelines:

Members will be removed if they violate these guidelines:

1. No spam.
2. No anti-vaccine propaganda.
3. No seeking or giving medical advice.
4. No impolite, rude, abusive, profane, or obscene language or behavior.
5. Discussions unrelated to vaccines or to VFV.

Please be sure you are a member of Voices for Vaccines:

<http://www.voicesforvaccines.org/join-us>

And get to know our PAB: <http://www.voicesforvaccines.org/introducing-the-parent-ad.../>

26 Likes · 1 Comment

👍 Like

💬 Comment

Your Facebook group

- ❖ Consider giving parents a more private space to get information.
- ❖ Collaborate with other agencies / providers to moderate a group.



Twitter: blasting out quick info

Home Notifications Moments Messages Search Twitter Tweet

Voices for Vaccines
@Voices4Vaccines
Parents speaking up for immunization
voicesforvaccines.org
Joined October 2012
118 Photos and videos

TWEETS 7,467 FOLLOWING 1,224 FOLLOWERS 3,136 LIKES 1,747 LISTS 1 Edit profile

Tweets Tweets & replies Photos & videos

Voices for Vaccines Retweeted
Ethan @IAmTheHerd · 21h
Boo the #flu prize pack headed to contest winner #vaccineswork @NFIDvaccines @Voices4Vaccines

El Libro de las Vacunas
The Shot Book
A Little Brother's Superhero Tale
by Ethan Posner

Voices for Vaccines @Voices4Vaccines · Nov 9
Anti-#vaccine websites are full of misleading information
christiantoday.com/article/anti.v... #vaxfax #vaccineswork #iamtheherd #vaccines

Voices for Vaccines @Voices4Vaccines · Nov 9
The truth about #vaccines is the best medicine at districtchronicles.
districtchronicles.com/news/view.php/... #fightflu #vaxfax #iamtheherd

Who to follow · Refresh · View all

CAPC @CAPCpalliative Follow
Pallimed @Pallimed Follow
deathoverdinner.org @deat... Follow

Find friends

Trends · Change

#WinTheHolidays
Black Friday starts early with huge deals available now.
Promoted by Best Buy

Finding Dory
101K Tweets about this trend

#LoveYouGoodbye
323K Tweets about this trend

#FightFor15
39.5K Tweets about this trend

Ontario
17.6K Tweets about this trend

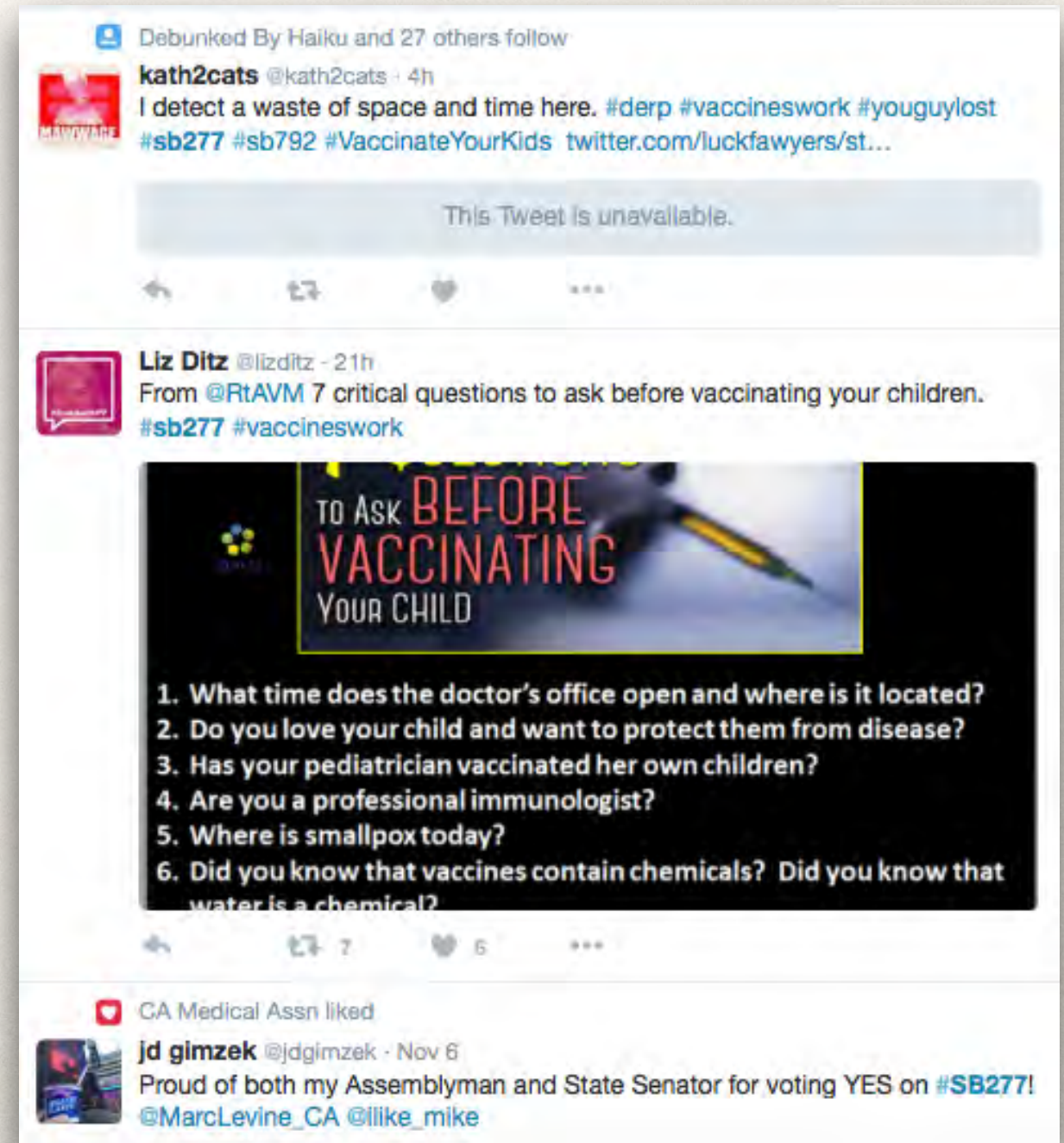
#IAmWithModi
29.2K Tweets about this trend

Allen Toussaint
38.7K Tweets about this trend

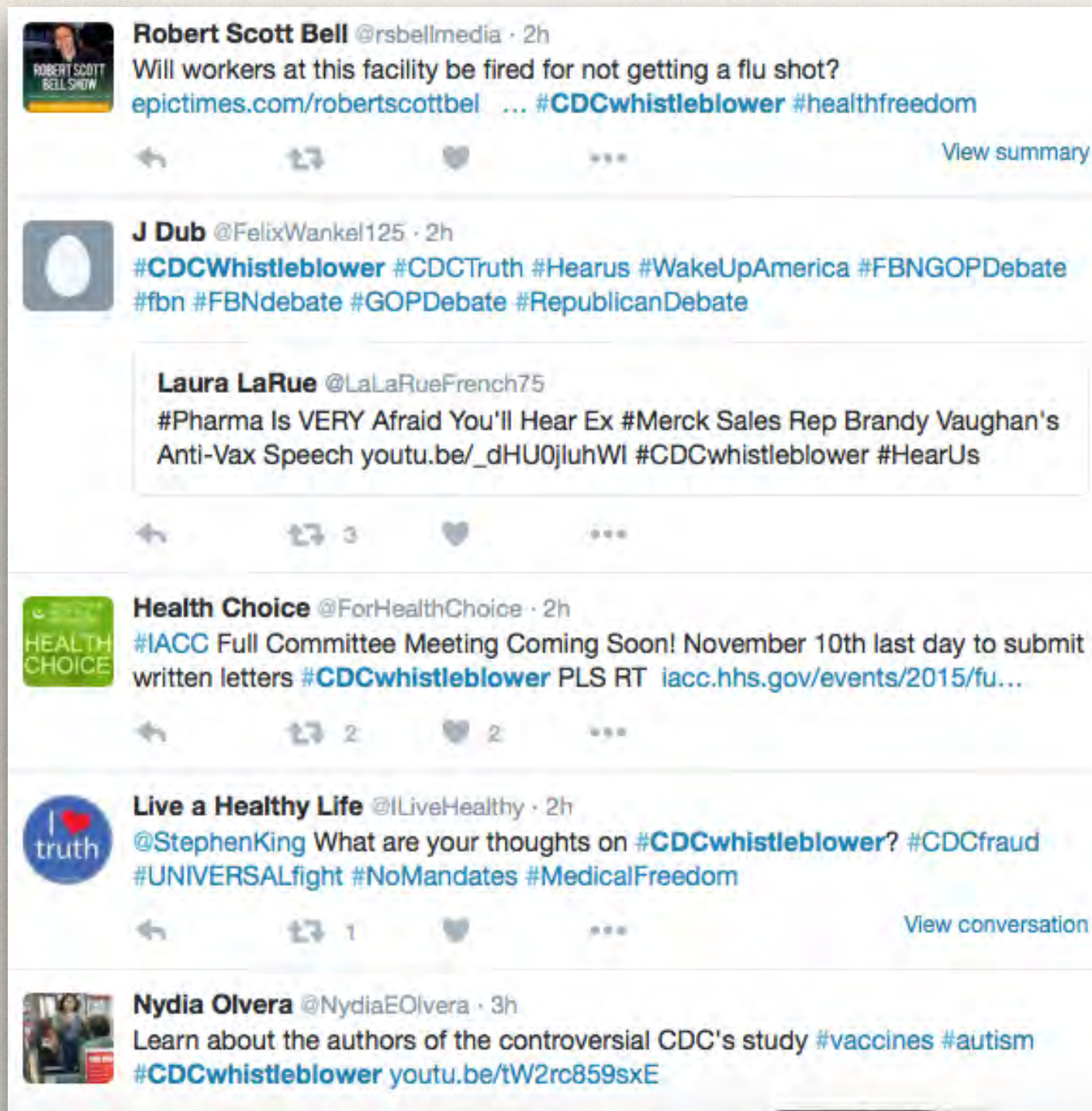
#NHSP15
2,176 Tweets about this trend

Hashtags are your friends

- ❖ Create a local hashtag so you can collaborate on immunization information in your area.



Parents chance upon vaccine misinformation less via Twitter



❖ But hashtags are used to forward agendas.

Get information out: Twitter Chat

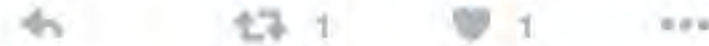
- ❖ Set a date / time (usually an hour)
- ❖ Invite experts, media, bloggers, parents
- ❖ Choose a hashtag
- ❖ Choose Topics
- ❖ Go!

Twitter Chat



Dr. Richard Besser @abcDrBchat · Nov 3

Later we will post highlights and a link to the chat transcript. [#abcDrBchat](#) [#abcdrbchat](#)



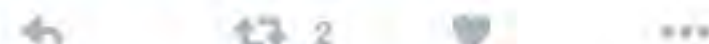
Dr. Richard Besser @abcDrBchat · Nov 3

Here's how it works. I introduce discussion topics, T1, T2, etc. Put topic T in front of your posting. Helps us stay together [#abcdrbchat](#)



Dr. Richard Besser @abcDrBchat · Nov 3

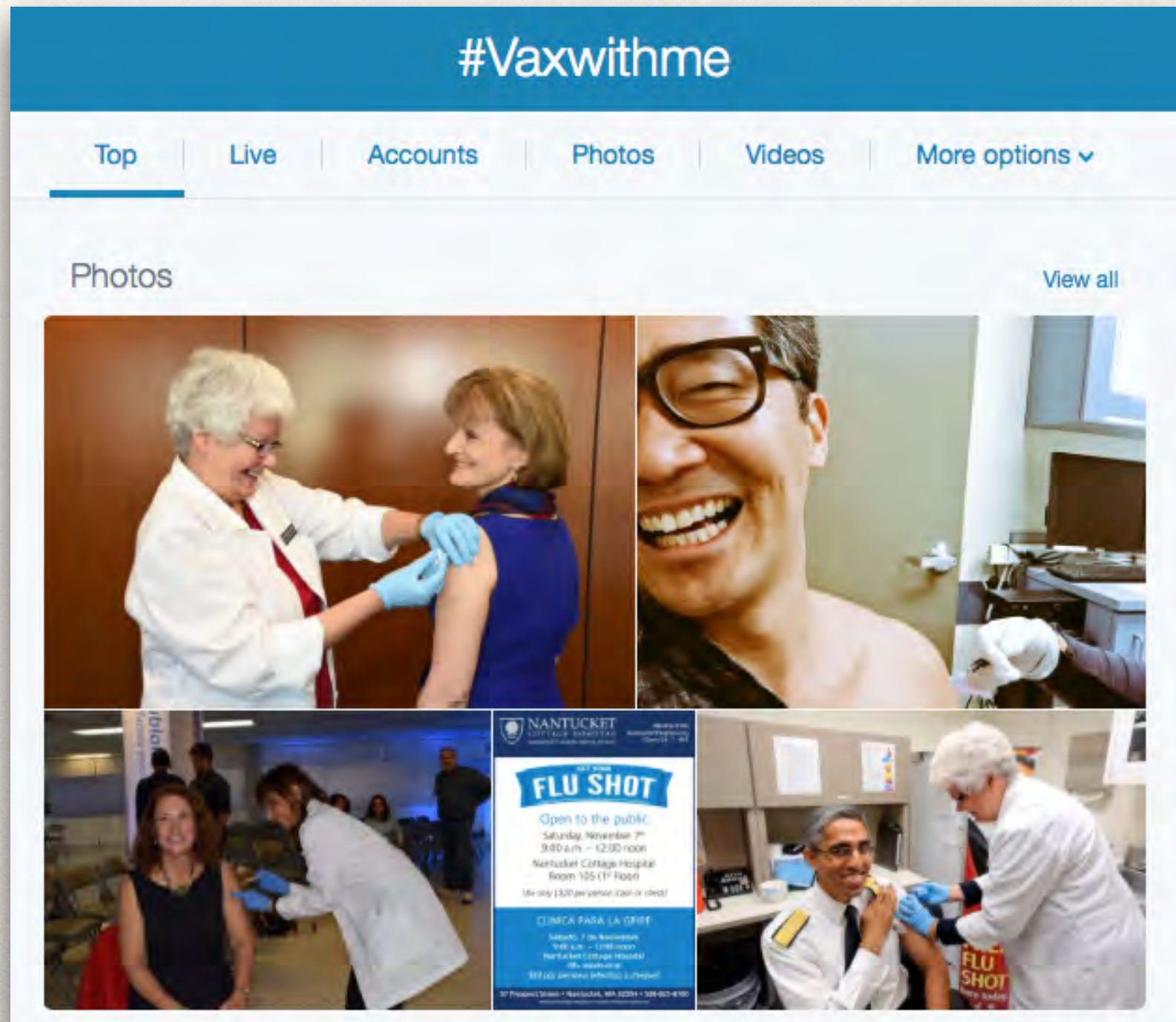
Here's how it works. I introduce discussion topics, T1, T2, etc. Put topic T in front of your posting. Helps us stay together. [#abcDrBchat](#)



Use social media to create social norming

- ❖ Encourage good information
- ❖ Emphasize that vaccinating your child is the community norm and a local value. (Most parents vaccinate on time!)
- ❖ Create shareable content that allows parents to start their own conversations.

This is social norming



Remember

- ❖ Your social media presence should have a personality. People will trust you when they feel like they know you.

Follow VFV!

- ❖ facebook.com / VoicesForVaccines
- ❖ twitter: @Voices4Vaccines
- ❖ Email me with questions: info@voicesforvaccines.org