

Social Media and Vaccines: Best Practices

2019 MAIC Immunization Symposium

October 25, 2019



LOVE WILL.



SOCIAL MEDIA CHANNELS



Facebook:
The Scrapbook
Best for: Comments



LinkedIn:
Peer-to-Peer Network
Best for: Reputation



Twitter:
The News Ticker
Best for: Real-time



Instagram:
The Photo Album
Best for: Visuals



YouTube:
All Things Video
Best for: Searchable



Pinterest:
“Look what I found”
Best for: Re-sharing

What are they doing about it?

The New York Times

Pinterest Restricts Vaccine Search Results to Curb Spread of Misinformation

Instagram Blocks Anti-Vaccine Hashtags To Combat Misinformation

Modern
Healthcare

AMA urges Amazon, Facebook, Google and Twitter to do more to limit false anti-vaccine claims

THE VERGE

Twitter fights vaccine misinformation with new search tool



vaccines



Looking for Vaccine Info?

When it comes to health, everyone wants reliable, up-to-date information. The Centers for Disease Control (CDC) has information that can help answer questions you may have about vaccines.

[Go to CDC.gov](http://www.cdc.gov)



World Health Organization (WHO) ✓

Nonprofit Organization
Geneva, Switzerland

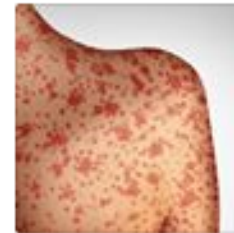
Like



CDC ✓

893K like this · Atlanta, Georgia · Government Organization

Apr 29 · ... CDC MMWR article. On-time vaccination with two doses of MMR vaccine is the most effective way to limit the spread of measles virus. Read the recent report: <http://bit.ly/2PErydF>



1.8K

2.3K Comments 2.4K Shares

wing



Rachel



Information.
ations.



Surveillance of side-effects of the HPV vaccine

by WHO Regional Office for Europe

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Misinformation & Disinformation

- Misinformation
 - inadvertently drawing conclusions based on wrong or incomplete facts
- Disinformation
 - the deliberate spread of falsehoods to promote an agenda

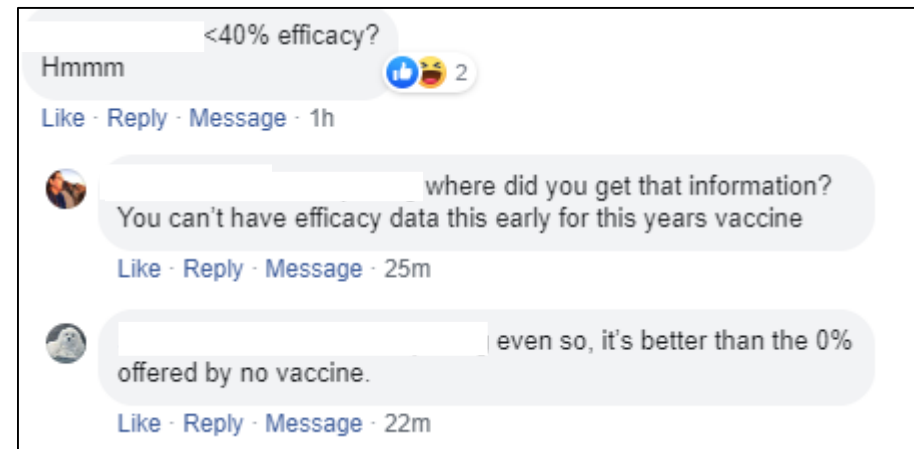
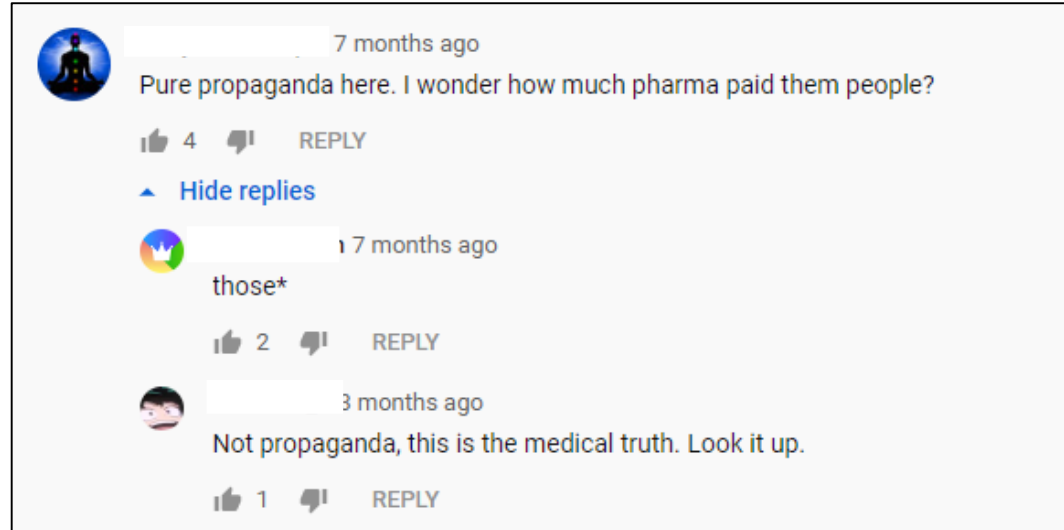
Children's Mercy Strategy

- Provide evidence-based, scientifically valid information to our channels
- Use a conversational, friendly tone to transmit information
- Share stories about why it matters
- [Vaccine Myths Video](#)



Children's Mercy Strategy

- Negative comments
 - Let your own community defend you
 - Be careful moderating comments
 - Do not block / delete comments unless they're vulgar or threatening



Hashtags

Related searches

#flufighter

#vaccinessavelives

flu jab

hvp vaccine



National Ambulance Service ✓ @AmbulanceNAS · Oct 8
Have you got your [#FluVaccine](#) yet? Don't let the [#flu](#) get you. @HSELive @NasDirector



1

13

38



- [#Vaccines](#)
- [#FluVaccine](#)

Hashtags

- #WhyIVaccinate
- #VaccinesWork
- #VaccinesSavesLives



Social Media Strategy

- Combat the spread of misinformation with scientifically valid, evidence-based information
- If your audience is patients / families, use conversational tone
- Do not engage in online back and forth with anti-vax commenters
- Flood your timeline with positive messaging!



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Johnson County Health & Environment Social Media Examples

 **Johnson County Department of Health and Environment** Published by Jennifer Dunlay [?] · July 18 ·

Heads up parents and caregivers of school-age children! Kansas has two new vaccine requirements for school entry this year. Visit our walk-in clinics in Olathe or Mission if your children need these vaccines:
<https://www.jocogov.org/.../hea.../health/immunizations/children>





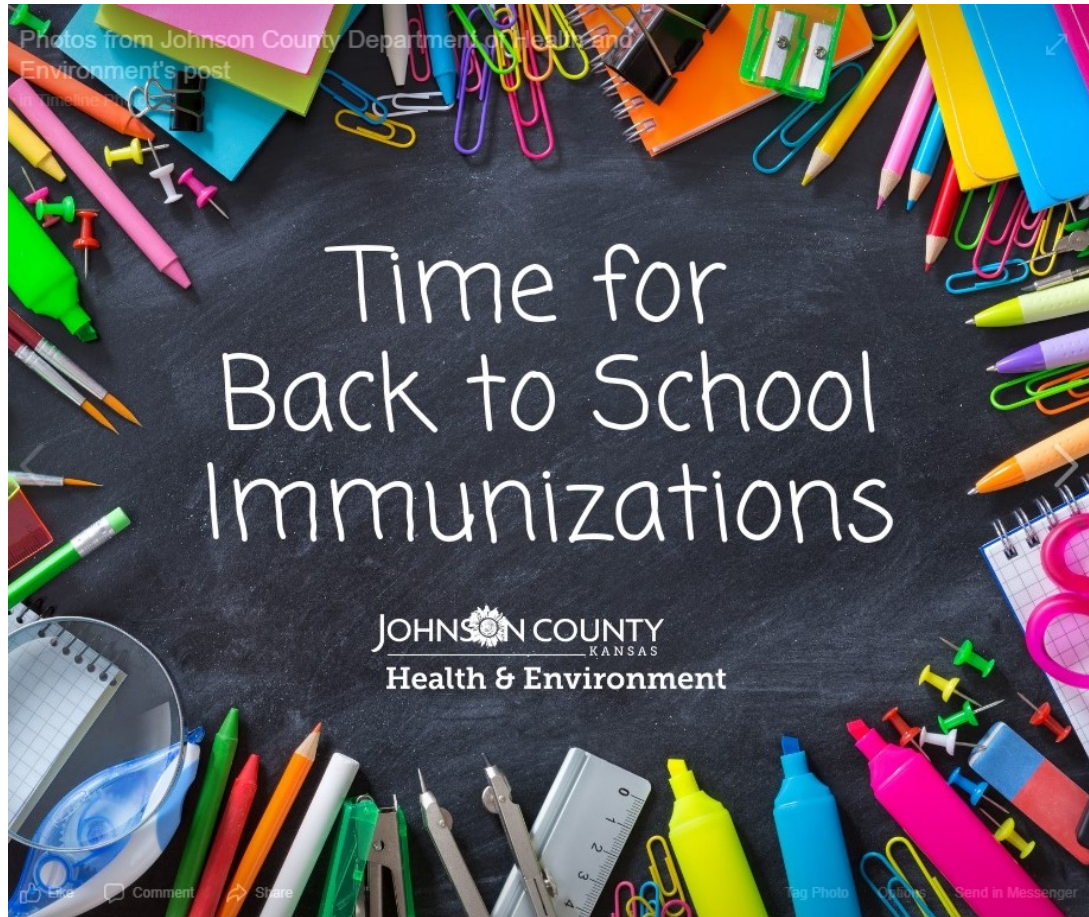
7,028 Views

Kansas Department of Health and Environment
July 18 ·

New vaccines added for school-age children. Press Release:
<https://knap2.kdhe.state.ks.us/.../7-18-19%20vaccine%20requir...>

630 People Reached **113** Engagements Boost Unavailable

   13 1 Comment 12 Shares



 Johnson County Department of Health and Environment

Published by Jennifer Dunlay [?]
· July 29 ·


We make getting back-to-school immunizations easy!

1. We offer walk-in hours at our Olathe (Mon-Fri) and Mission (Tue/Thur) clinics. No appointment needed. <https://www.jocogov.org/dept/health-and-environment/health/immunizations/children>
2. Our Mission clinic is steps away from a RideKC bus stop. Our Olathe clinic is 5 minutes from the I-35/119th St exit.
3. No health insurance? We are a provider of the Vaccines for Children program which offers vaccines at no cost to eligible children. Ask us if your child qualifies.






Johnson County, KS Government

 Tag Photo  Add Location  Edit

470 People Reached 17 Engagements [Boost Post](#)

 6  1 Share

 Like  Comment  Share 

 Write a comment...    



Johnson County Department of Health and Environment



Published by Jennifer Dunlay [?] · August 1 · 🌐

August is National Immunization Awareness Month. Ask us about the new Kansas requirements for Kindergarten/1st grade, 7th, and 11th grade. Visit our clinics in Olathe and Mission today from 8 a.m. to 4 p.m. and Olathe tomorrow from 8 a.m. to 2 p.m. <https://www.jocogov.org/.../hea.../health/immunizations/children> #vax2protect



FOX4KC.COM

Johnson County health clinics see surge of children seeking immunizations

254
People Reached

32
Engagements

[Boost Post](#)

14

3 Shares

LOVE WILL.

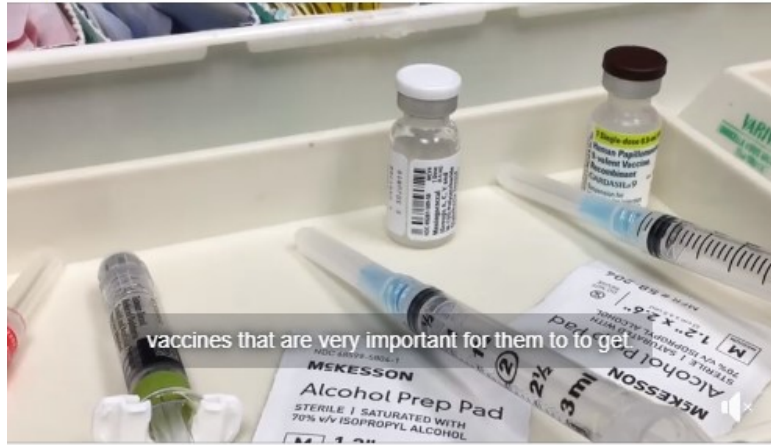


Johnson County Department of Health and Environment



Published by Jennifer Dunlay [?] · July 24 · 🌐

From newborns to college, you can help protect your children from 16 serious diseases by getting them vaccinated. Visit our walk-in immunization clinics in Olathe and Mission before the back-to-school rush:
<https://www.jocogov.org/.../health/immunizations/adolescents>



492
People Reached

24
Engagements

Boost Post

👍👎 8

2 Shares

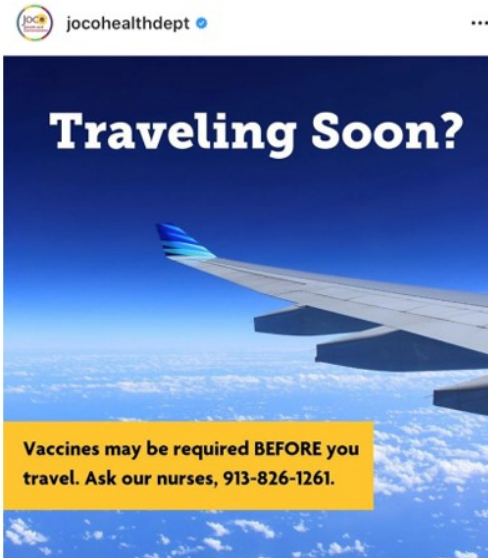
👍 Like

💬 Comment

➦ Share



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artbyericonorwood Seriously? Which airports support mandatory vaccination??

27w Reply

— Hide replies

jocohealthdept @artbyericonorwood Please visit the @cdcgov website for a list of recommended vaccines for a destination. You can also click the link in our bio to see the @cdcgov Travel Notices on Measles.

27w Reply

artbyericonorwood @jocohealthdept oh, so they're not mandatory to board the plane? That's what I thought this post was saying

27w Reply

jocohealthdept @artbyericonorwood You should be up to date on routine vaccinations while traveling to any destination. Some vaccines may also be required for travel. Ask your doctor what vaccines and medicines you need based on where you are going, how long you are staying, what you will be doing, and if you are traveling from a country other than the US.

27w Reply

artbyericonorwood @jocohealthdept Your post implied that vaccines were now required for traveling by plane. That was my question. My family and I are unable to be vaccinated as we are allergic to foreign human and animal dna and aluminum. But have a great day!

27w Reply

Traveling Soon?

**Vaccines may be needed BEFORE
international travel. Ask us, 913-826-1261.**

FOLLOW US ON SOCIAL MEDIA



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@KCMOHealthDept
@jocohealthdept



@Children's-Mercy-Hospital
@City-of-Kansas-City-MO
@Johnson-County



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