



Social Media

Building Reliable Source of Information

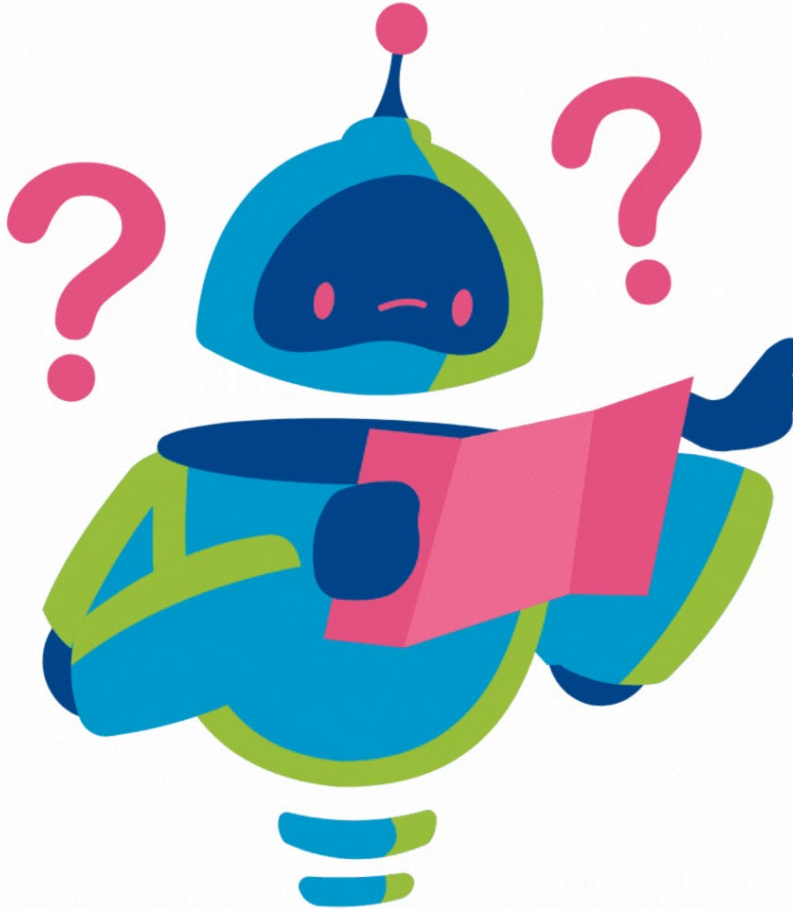
Agenda



1. Why Social Media
2. The Basics of Social Media
3. Who's There?
4. Choosing Your Platform
5. Video Platforms Rule!
6. Digital Trust
7. Working With Influencers
8. Get Better All the Time



Why Do We Have to Do This?



Social Media Can Help



People who use social media more often are more likely to get vaccinated

- Democrats because they learn new health information
- Republicans because they see that people they care about are getting vaccinated too.

Vaccination rates among frequent social media users increasing

- ~11% for COVID-19 and
- ~12% for the flu

DeMora, S. L., Granados Samayoa, J. A., & Albarracín, D. (2024). Social media use and vaccination among Democrats and Republicans: Informational and normative influences. *Social Science & Medicine*, 352, 117031. <https://doi.org/10.1016/j.socscimed.2024.117031>





The Basic Basics

Of basic social media



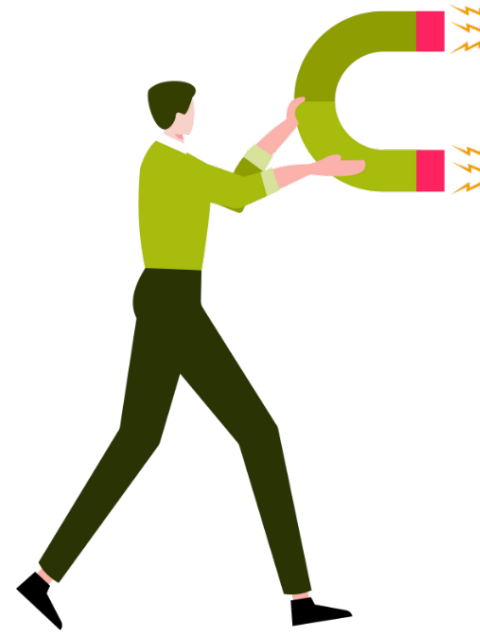
Be Intentional

- How does social media *reach* work?
 - Think of it like a crowded city.
- Be intentional in terms of knowing what you're trying to accomplish.
 - Others are vying for attention.



Know Your Audience

- Identify **who** you are trying to reach
 - Parents, teachers, leaders, etc.
- Target their needs
 - What questions do they have
 - What makes getting vaccinated difficult for them?
- Connect with their values



What's Happening Here?

Understand the social space that you want to be in.

- What is typical of accounts here?
- Which account/posts are highly engaged?



thevaccinemom

Following ▾

Message



456 posts

2,324 followers

1,365 following

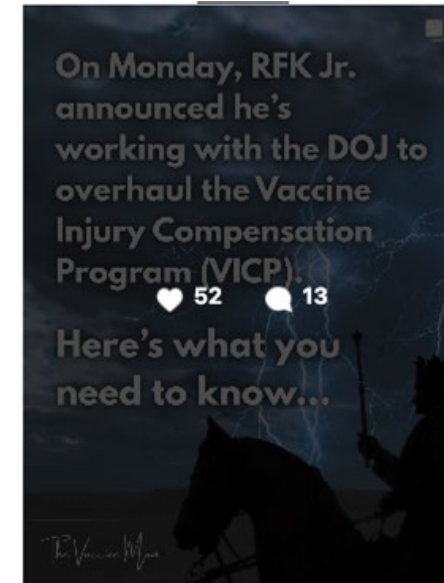
The Vaccine Mom

Education

Vaccine and infectious disease scientist, advocate, and educator. Learn vaccines, infectious disease, and molecular... more

thevaccinemom.com

Followed by immunizeorg, vaccinateyourfamily + 148 more



Don't Start From Scratch

We have already created a ton of content you can borrow from.

- Our Just the Facts Newsletter
- Our Vaccine Quest course

Other sources have great postable stuff, too:

- VYF Daily Clips
- Google Alerts



Set Boundaries

Social media is your porch or your lobby

- Prepare for bad behavior
 - Remember that you are representing yourself.
 - And that unexpected things can happen.
 - Make sure people cannot leave reviews on your social media pages.





Who's There?

Who uses which platforms?

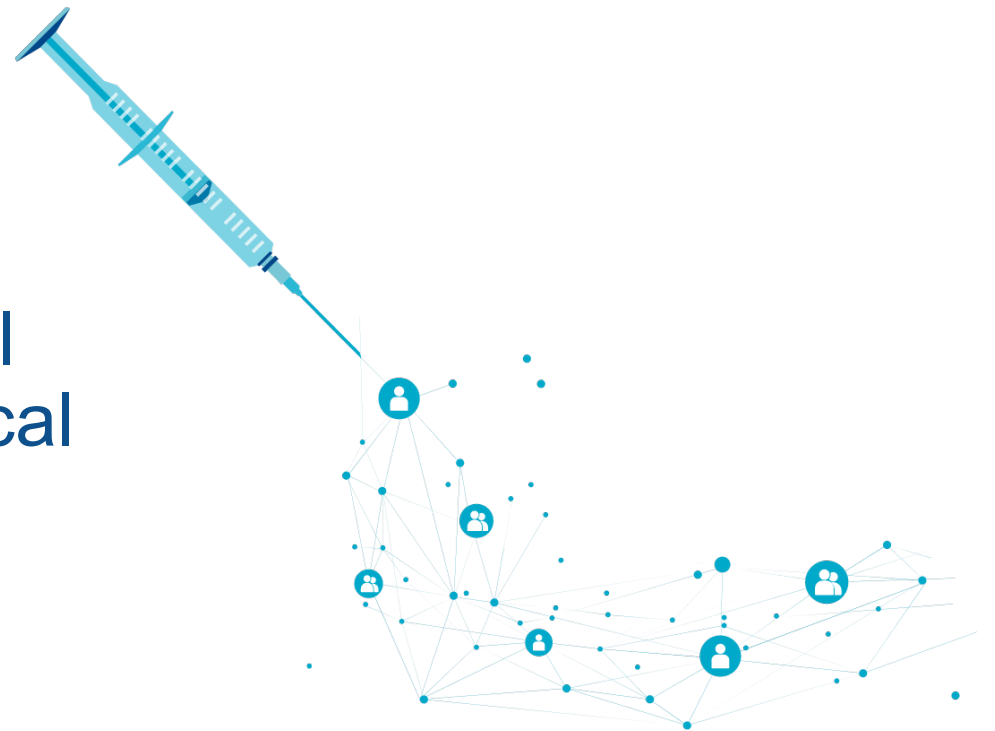


Social Media and Vaccine Info



Social media has reach in the U.S.

- More than 302 million Americans use social media
- Out of the total population, over 91% are active
- Use of social media is found in all America groups: age, race, political affiliation, income, etc.

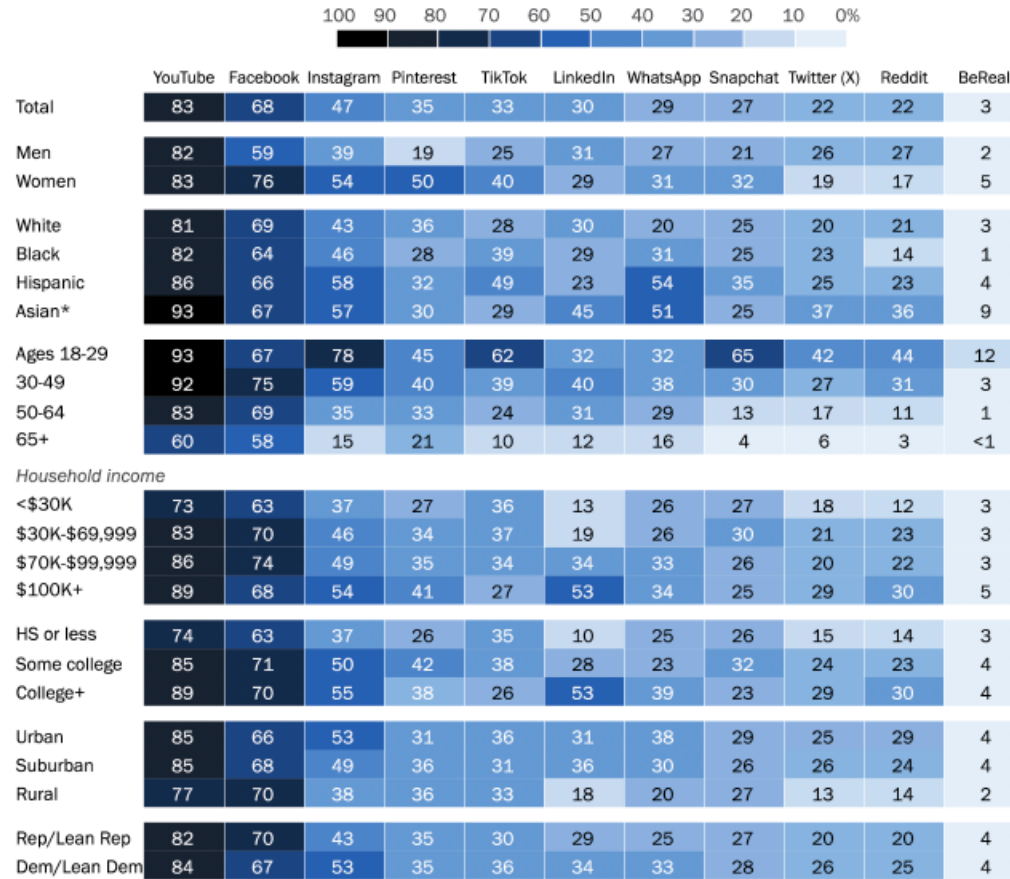


Who's on Social Media?



How use of online platforms – such as Facebook, Instagram or TikTok – differs among some U.S. demographic groups

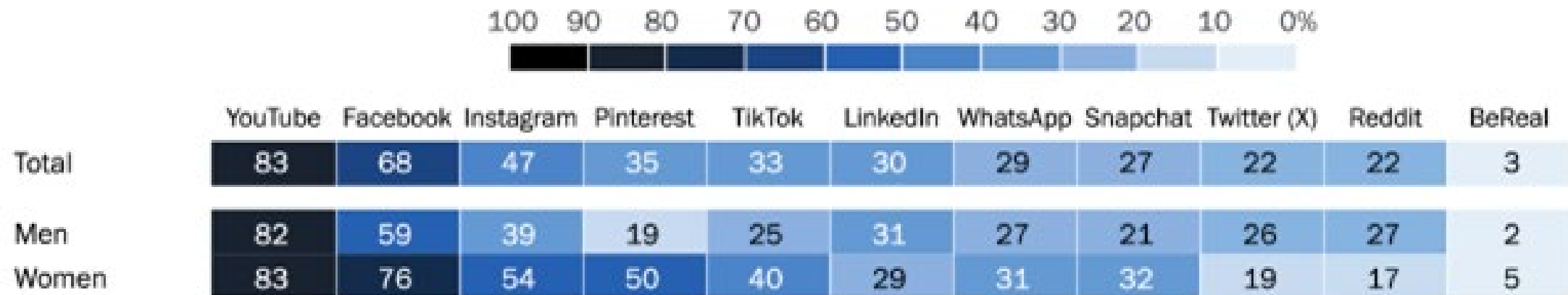
% of U.S. adults who say they **ever** use ...



Pew Research, January 2024



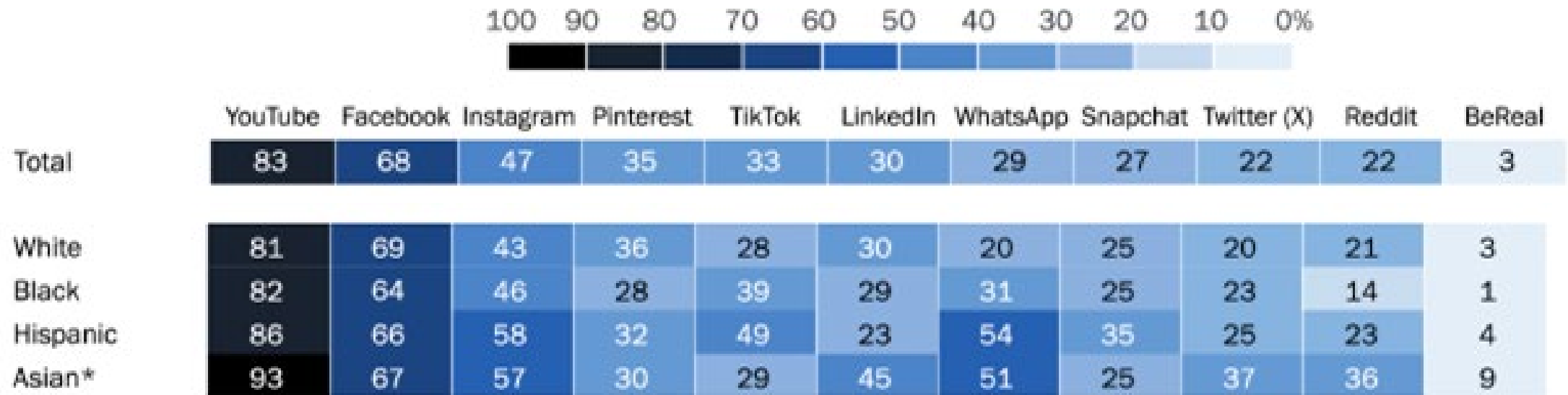
Men vs. Women



Pew Research, January 2024



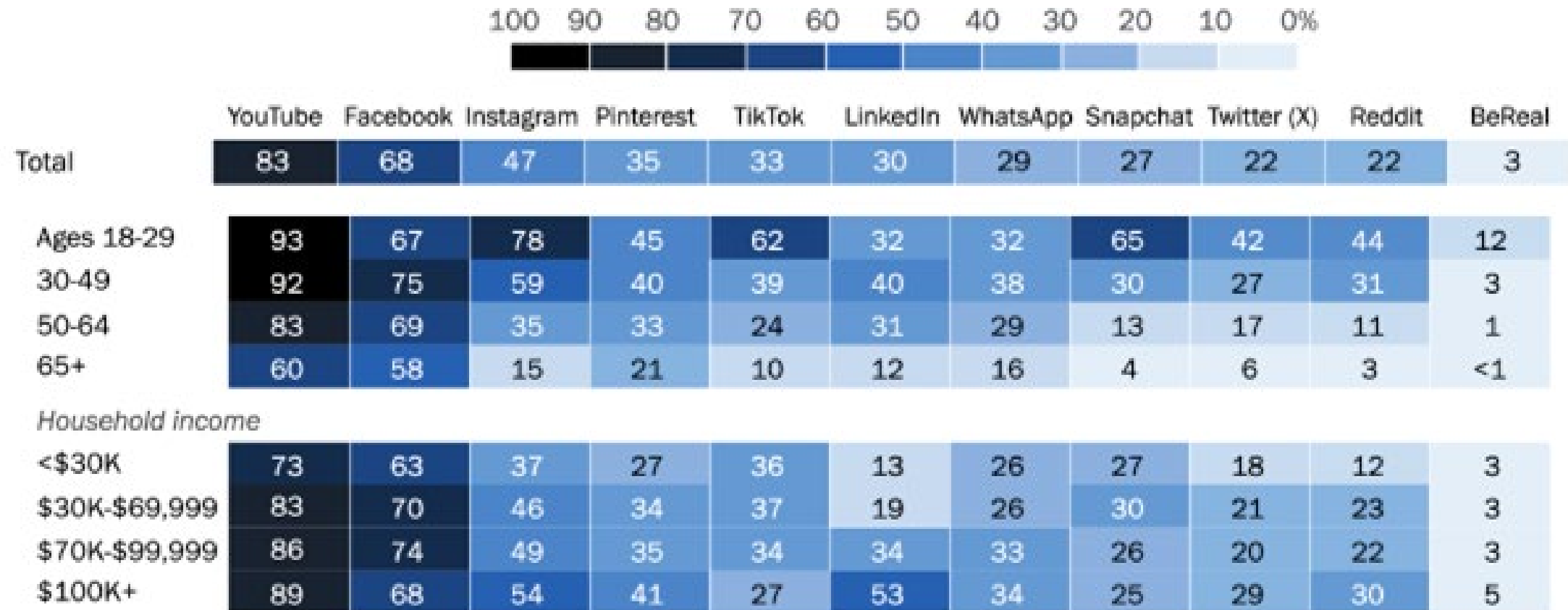
By Race



Pew Research, January 2024



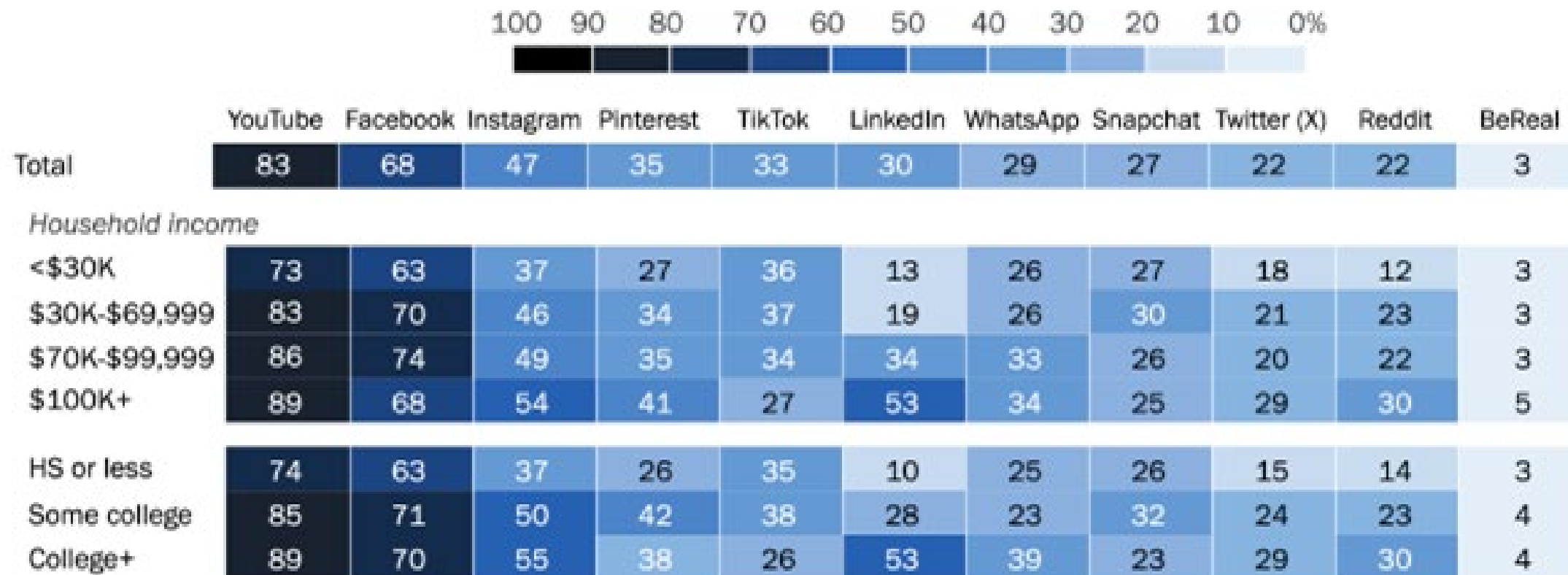
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Pew Research, January 2024



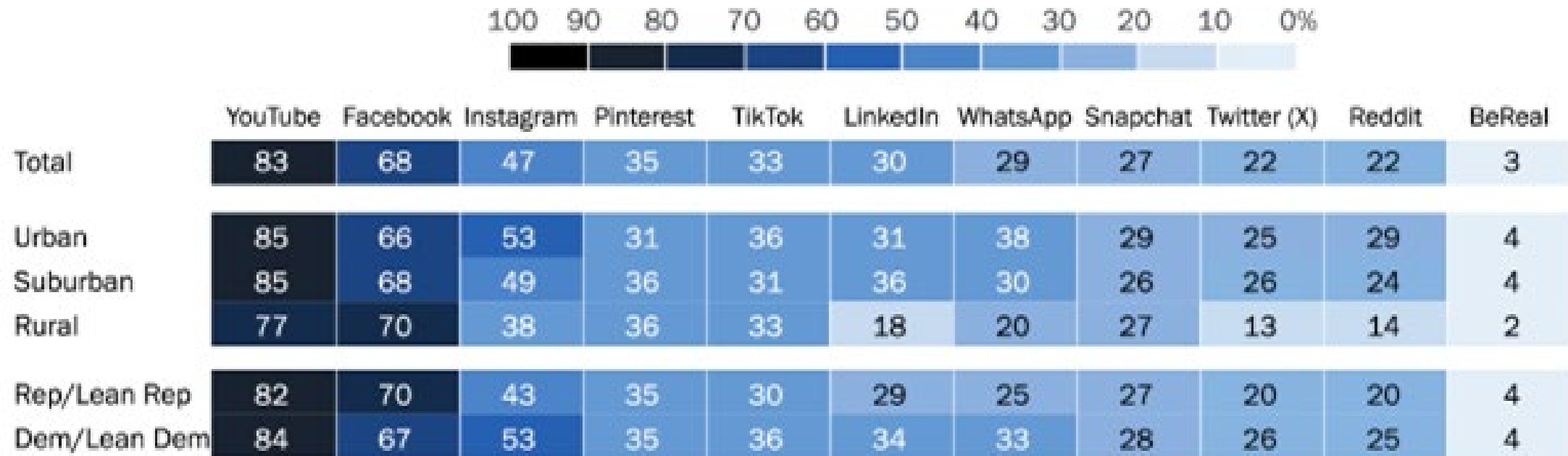
Income and Education



Pew Research, January 2024



Urbanity and Political Leaning



Pew Research, January 2024





Choosing the Right Platform

Which groups use which platforms?



Find Diverse Groups



Instagram

- Higher usage among Hispanic (58%) and Asian (57%) adults compared to Black (46%) and White (43%) adults.
- More popular among women than men.
- Users often have some college education or a college degree, higher than those with a high school degree or less.

WhatsApp

- Widely used by Hispanic (54%) and Asian (51%) adults, more so than by Black (31%) and White (20%) adults.



Find Women



Pinterest

- Significantly more popular among women (50%) than men (19%)

TikTok

- More women (40%) use TikTok compared to men (25%)
- Preferred by Hispanic adults (49%), followed by Black adults (39%), with Asian (29%) and White (28%) adults using it less



Find High Education Groups



LinkedIn

- Predominantly used by Americans with higher education levels, with 53% of those having at least a bachelor's degree, compared to lower usage among those with some college (28%) or a high school degree or less (10%).

Twitter (renamed “X”)

- More common among adults with higher household incomes, with 29% of those earning at least \$100,000 using it, compared to lower income brackets.



Who Uses Facebook?



68% of U.S. adults report using Facebook, a figure that has been stable since 2016. **Who are they?**

- 76% of women use Facebook, compared to 59% of men.
- 70% of those with a bachelor's degree or higher use Facebook, versus 63% with a high school diploma or less.

30% of Americans regularly get news from Facebook

- 62% are women, and 37% are men.
- 22% are under 30
- Almost evenly split, with 47% being Republicans or leanings and 46% Democrats or leanings.





Building Digital Trust

Strategies for transparency and responsiveness



Happy to Show Our Work

What do people expect from us on social media?

1. Clear Communication
2. Open Dialogue
3. Accessible Information



Communicate Clearly



Share information that is:

- Accurate
 - Be honest about the benefits and risks, the history, etc.
- Straightforward
 - Avoid jargon and confusing language
 - Avoid being too clever

Know the risks!
CHICKENPOX

If everyone in New York City got chickenpox, there would be about **20,000** hospitalizations and **300** deaths.

voices
for vaccines



Open a Dialogue

Encourage and participate in open discussions about vaccines.

- Acknowledge concerns and questions
- Provide scientifically backed answers.



Make Information Accessible

Demystify science!

- Make answers to questions easy to find
- Share studies, data, evidence openly
- Explain **HOW** science works and **HOW** we know vaccines are safe and effective



Respond to Your Followers

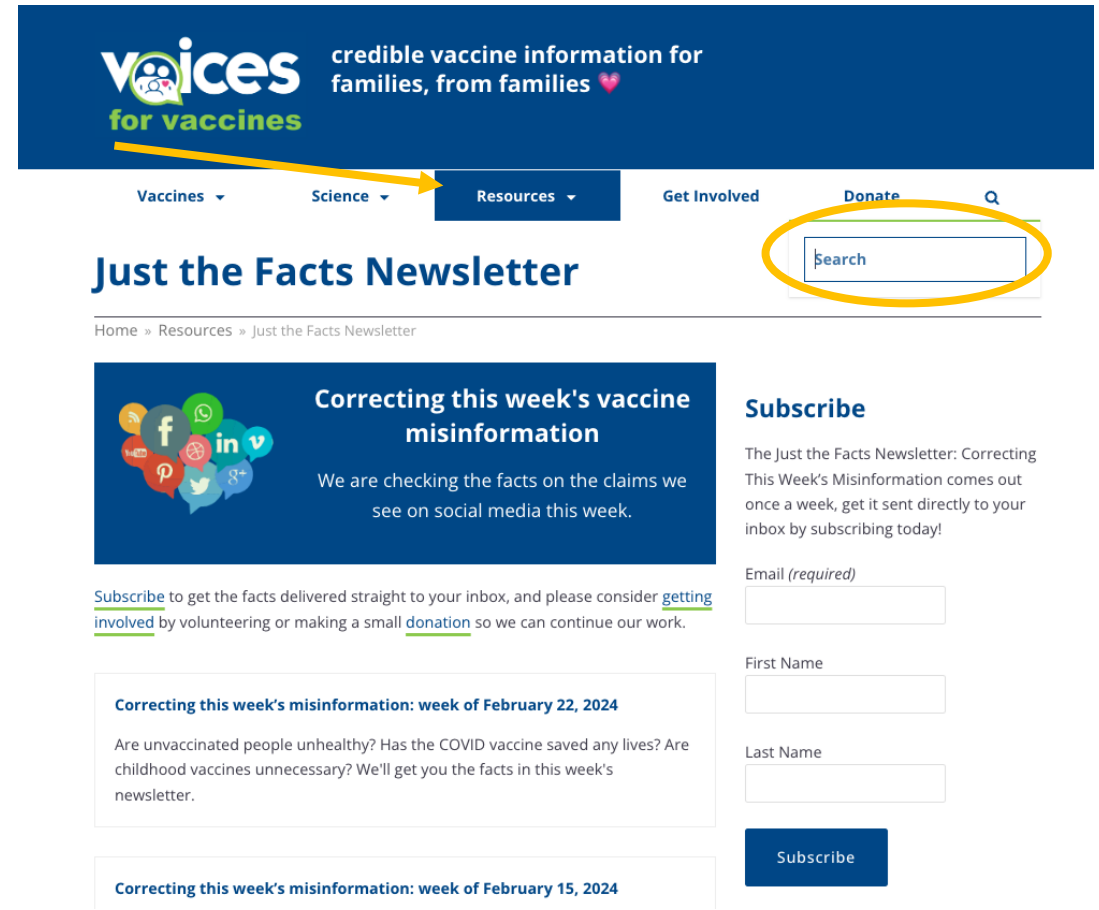
1. Listen
2. Give Timely Replies
3. Provide Engagement with Feedback



We Make Responding Easy

Do a **SEARCH** on our website or subscribe to our Thursday newsletter

VoicesForVaccines.org



The screenshot shows the website's navigation bar with the logo "voices for vaccines" and the tagline "credible vaccine information for families, from families". A yellow arrow points to the "Resources" dropdown menu. A search bar is highlighted with a yellow circle. Below the navigation bar, the page title "Just the Facts Newsletter" is displayed. A breadcrumb trail reads "Home » Resources » Just the Facts Newsletter". The main content area features a blue banner titled "Correcting this week's vaccine misinformation" with social media icons and the text "We are checking the facts on the claims we see on social media this week." Below this banner, there is a "Subscribe" section with a form for email, first name, and last name, and a "Subscribe" button. The text in the subscribe section reads: "The Just the Facts Newsletter: Correcting This Week's Misinformation comes out once a week, get it sent directly to your inbox by subscribing today!"



Listen to Followers

Monitor social media platforms for conversations about vaccines

- What concerns are you seeing?
- Which questions seem important?

Showing that you care about these concerns is crucial



Wan Shazrul 🐼 @shazrul_wan · Feb 26

...

Sure? Coz last I checked most of whom you are following blocked me.

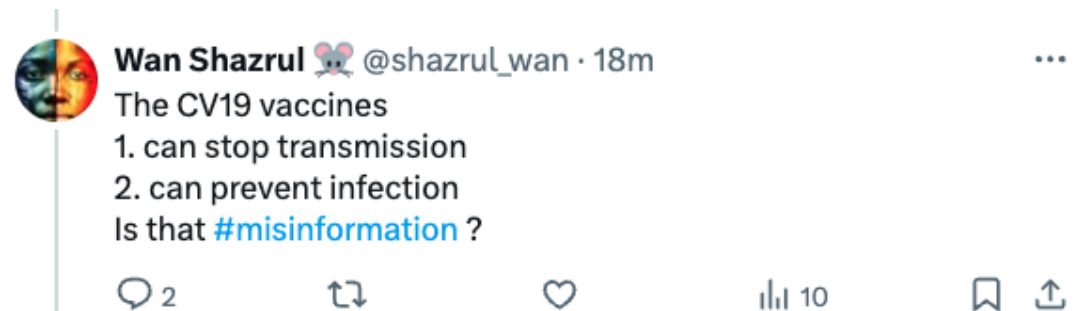
So, Great ! Let's start with the "safe" narrative of Covid vaccines. How was it that everyone from your side is claiming safe when the makers stated long term adverse events are unknown?



Provide Timely Replies

Respond to questions, comments, and even criticisms in a timely manner

- You value the community's input
- You see the community as capable of understanding
- You are committed to informing them



Interactive Content

Use engaging and interactive content such as

- Live Q&A sessions
- Webinars
- Polls to educate and interact with the audience

Interactive content can make learning about vaccines more engaging



Turn Feedback into Content

Use the feedback and questions received to inform future content and discussions.

- You're not just pushing your message
- A fruitful way to engage in a two-way conversation.



"Preventing disease is worth a shot (or two)!"

#WhyIVax #VoicesforVaccines





Credible Social Media

Spotting it & building it



Is It Credible?



Credible

- Transparent sources (WHO, peer-reviewed)
- Appropriate expertise cited
- Not politically charged
- No emotional manipulation

Incredible

- Alarmist language ("shocking truth")
- Fake experts or no attribution
- Screenshots instead of links
- Overuse of anecdotal stories



Red Flags for Bad Information



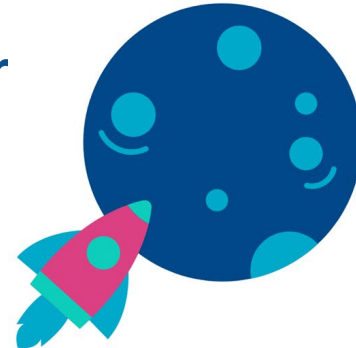
Develop your spidey senses

- “Too good/too scary to be true” headlines
- Cherry-picked data or conspiracy framing
- Repetition of disproven claims (“VAERS proves X”)
- Calls to distrust all institutions
- Use of urgent/shocking emojis and formatting



Continued Influence Effect

- Misinformation or false claims, once heard, can continue to influence people's prediction abilities long after correction
- For Example:
 - The Great Wall of China can be seen from the moon
 - A woman over 40 is more likely to be in a terrorist attack than get married



Illusory Truth Effect



Familiarity makes something seem true when it is not

- Feelings of familiarity and truth are often linked
- Example: People often stock up on vitamin C gummies and orange juice because they have heard it can help prevent sickness.



How to Promote Credible Info

- Don't engage with trolls or amplify a bad post.
- Share accurate information in your own feed or comments.
- Use empathy (“I understand why this seems scary...”)



Addressing misinformation



On social media

- Avoid repeating the misinformation
 - “Some people have concerns about this vaccine, but science has shown us that it is safe and effective” with specific details if possible.
- Use a truth sandwich
 - A fact
 - Explain how the statement was incorrect
 - End with a fact



Addressing disinformation



Sometimes, disinformation requires specific interventions:

- Report it online
- Expose what disinformers gain
- Support expertise whenever possible
 - Explain what makes someone an expert
 - Elevate the voices of trusted experts from within the community





Engaging Influencers

Giving vaccines a new audience



How to Win Influencers

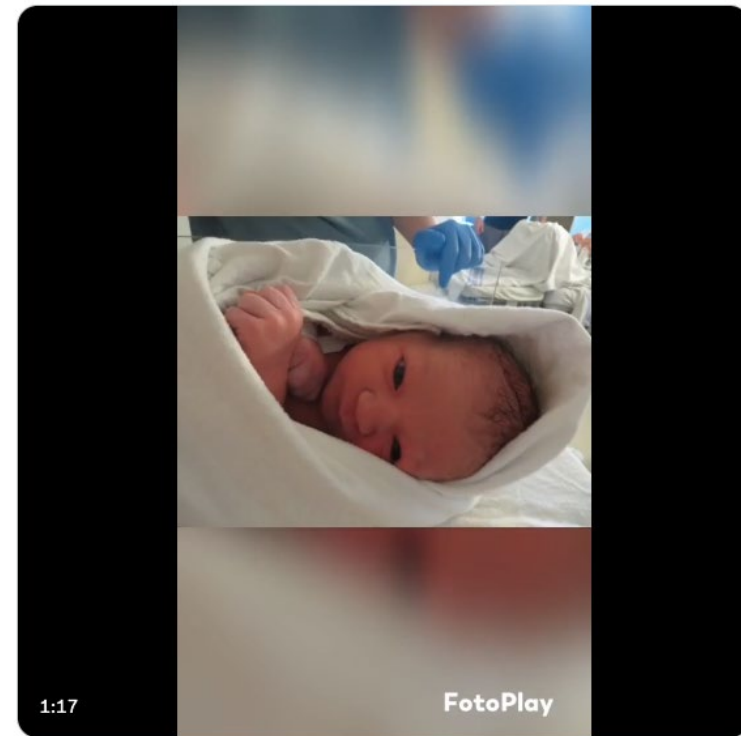
1. Collaborate with Trusted Voices
2. Empower Them with Facts
3. Build a Supportive Community



Lydia Greene, Crunchy Apostate.
@FormerAntivax



My son's [#Autism](#) story. Part 1. [#vaccinesdontcauseautism](#)



11:12 AM · Jun 29, 2023 · 4,436 Views



Collaborate with Influencers



Identify Influential Voices:

- strong presence on social media
- respected within their communities
 - religious leaders
 - local politicians
 - educators

Understand Their Interests:

Research their interests, values, and past initiatives to ensure alignment with your goals



Start a Dialogue

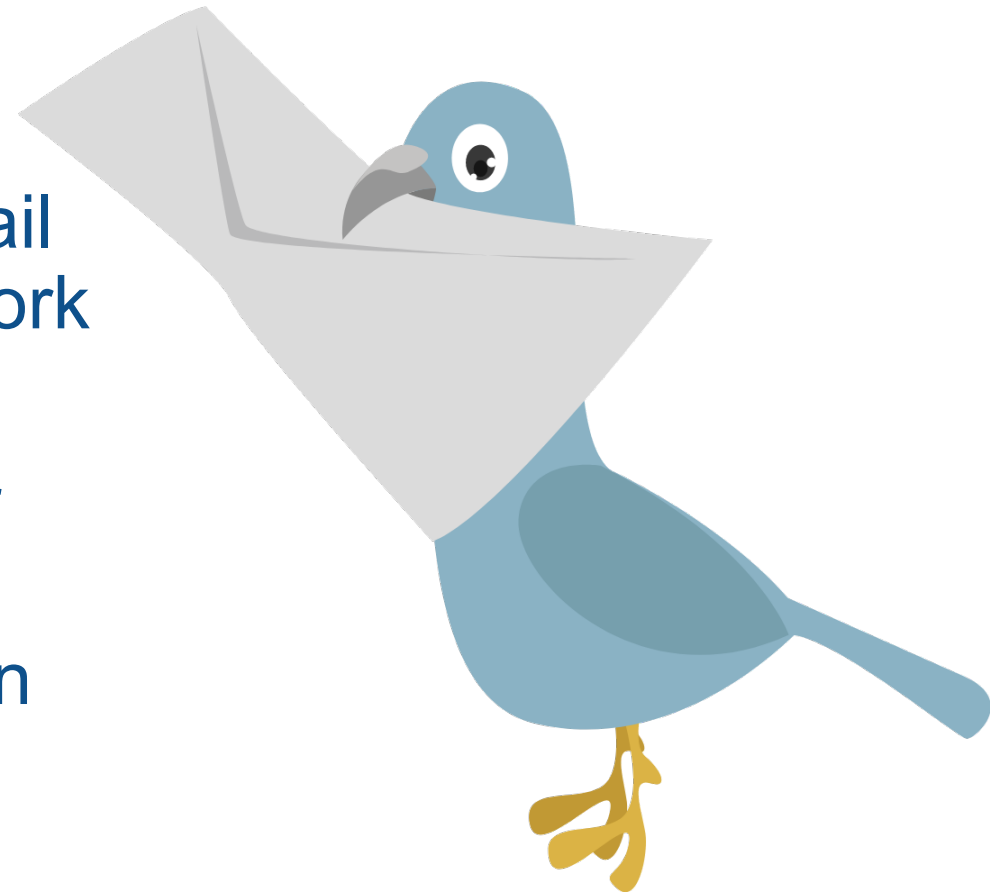


Reach Out Personally:

- Send a personal message or email
- Expressing admiration for their work

Schedule a Meeting:

- Propose a face-to-face meeting if possible
- Discuss the potential collaboration in more depth.



Pitch Vaccines



Share Success Stories:

- Present how vaccination has improved community
- Emphasize the role of community leaders in successes

Highlight the Needs of the Community:

- Be specific about needs related to vaccination in the community
- Show how their advocacy could make a difference.



Make it easy

Offer easy-to-share content

- Suggest simple ways to incorporate advocacy into their existing social media strategy
- Be mindful not to overwhelm their schedule.

Decide in advance how you will recognize their efforts



Maintain the Relationship



Keep influencers inside the inner circle

- Thank them for considering your request
- Regularly provide new information
- Keep the door open for future collaboration

Build a community of influencers who support vaccination efforts

And I saw a few people relay a similar message.

Jan 28, 2024, 11:31 AM

That's amazing. I shared it on my facebook page and a few places on twitter last week for cervical cancer awareness week. It's got lots of people I know being a lot more open about HPV too. Thank you for letting me know 😊



Jan 28, 2024, 11:50 AM



Helping Influencers Build Trust

Ensure that the information shared is **consistent** across different platforms and influencers

- Consistency in messaging reinforces credibility.

Share personal stories and testimonials to **humanize** the message

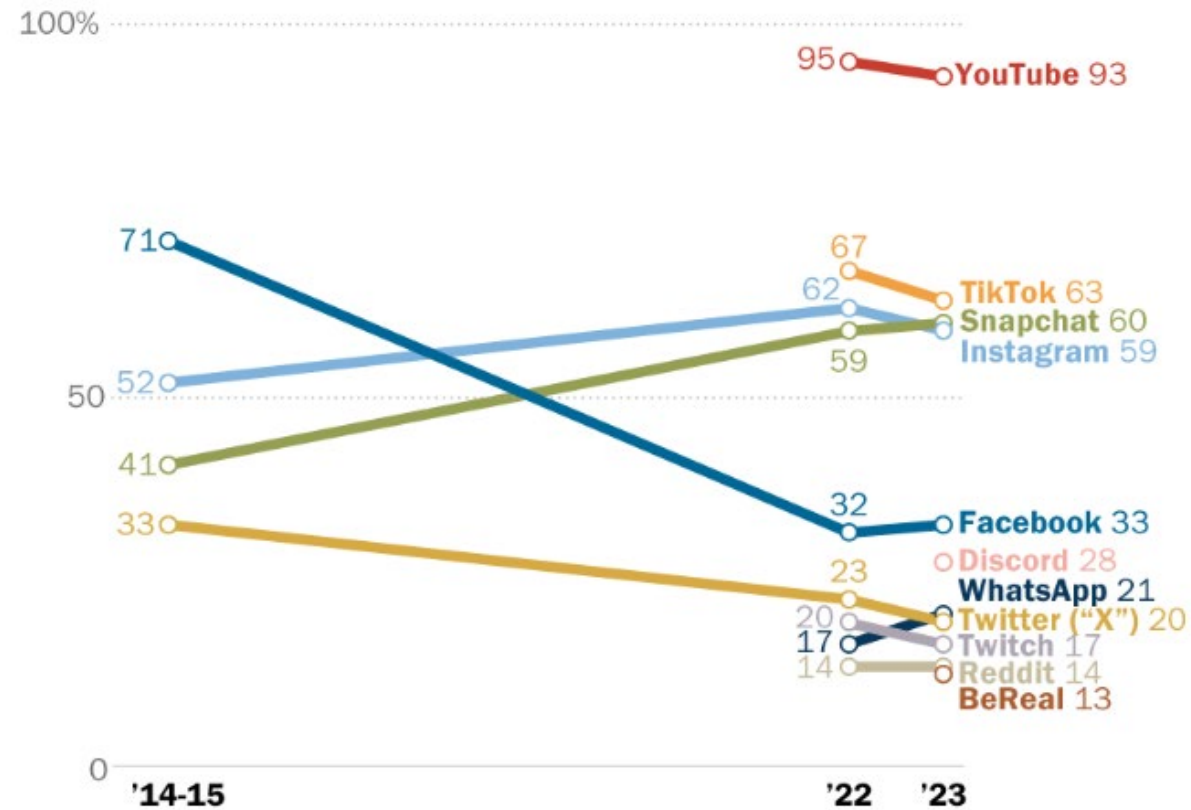
- Real-life experiences can be more relatable and persuasive.



Where Are the Teens?



% of U.S. teens ages 13 to 17 who say they ever use the following apps or sites





Revisit, Review, Revise

Develop a growth mindset



Getting Better

Regularly assess the effectiveness of your strategies in reaching and engaging diverse communities

- Develop measurable goals and measure them
- Meet with your influencers and community leaders and seek feedback
- Create an ongoing way to incorporate community feedback into your social media plans



Keep in Touch



Email: kernst@voicesforvaccines.org

Website: VoicesForVaccines.org

Newsletter: VoicesForVaccines.org/Resources/just-the-facts-newsletter/

