

But there's no Facebook on the fax!

New ways of engaging with women in Queensland to facilitate healthy decision making

Presented by Kathy Faulkner

Manager, Women's Health Queensland Wide Inc

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Overview

- Previous use of IT
- Social media literature review
 - Health promotion
 - Gendered (and age applicable)
- Definitions
- Current use of social media
 - Social Media Policy and Social Media Strategy
 - YouTube
 - Facebook
 - Twitter
 - Website
- What have we learnt

Women's Health and IT

A not for profit health promotion, information and education service for women and health professionals throughout Queensland.

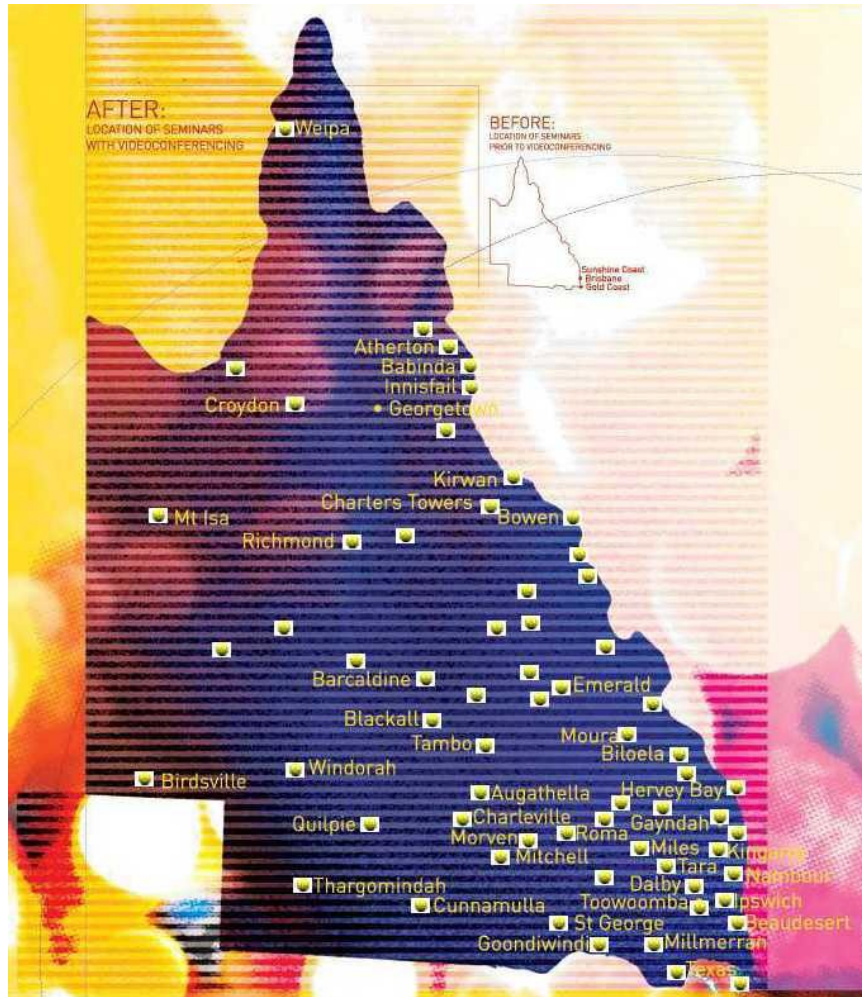
Our mission:

To make quality, evidence based health information and education accessible to Queensland women so that they have the confidence to make informed decisions about their health and enjoy healthy living at every stage of life.

Our services include:

- Health Information Line
- Website www.womhealth.org.au
- Health education
- Health information resources
- Library service

Videoconferencing



Literature review – health promotion

- Positive influence on:
 - Decision making
 - Message effectiveness
 - Skills, participation & engagement
 - Reach & access
 - Behaviour change
 - Connections

Literature review - age

- 92% of 18 to 29 year olds use internet → 71% for health information
- 96% young people own mobile phone → 28% for health information
- 15% of young people use mobile phone apps to track or manage health
- 15% of ALL mobile phone users, use phone apps for health information and 9% for health tracking and management

(source: Fox S. 2011)

Literature review – women & social media

- 16.3% of internet time spent on social networking
(source: Abraham et al., 2010)
- Use it more than men
- Mainly for relationship building but...
 - 33% use to **share** opinions and **gather** information
 - 20% use to **seek** and **provide** advice (Nation 2012)

Definitions

- Social media is online media (text, photos, video etc.) that is ***social*** in nature i.e. it starts conversations, encourages interaction and travels on its own. (idealware.org)
- IT is the application of computers and telecommunications equipment to store, retrieve, transmit and manipulate data.
(Wikipedia)

Types of social media – “platforms”

Twitter – I’m eating a #donut

Facebook – I like donuts

YouTube - Here I am eating a donut

Foursquare – This is where I eat donuts

Instagram – Here’s a vintage photo of my donut

Linked In – My skills include donut eating

Pinterest - Here's a donut recipe

Last FM – Now listening to donuts

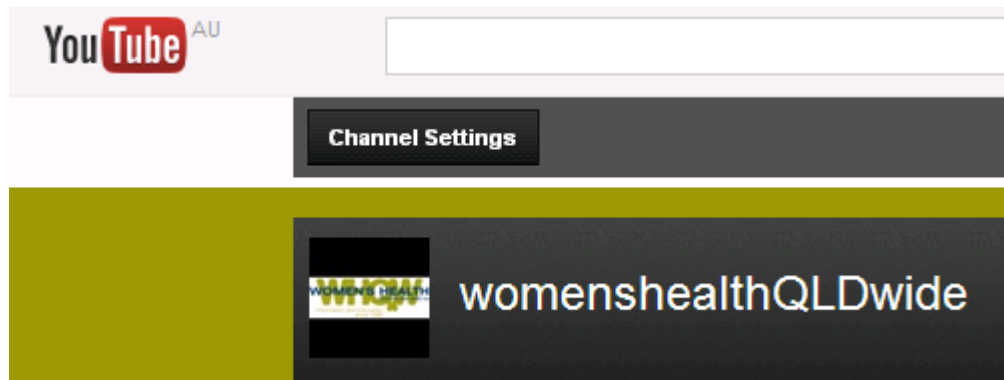
G+ - I’m a Google employee who eats donuts

(Hildegarde health and culture)

Policy and Strategy

- Must be in place and part of organisational plan
- Purpose – fit with mission/ vision
- Aims/ goals/ objectives
- Audience
- Key messages
- Organisational resources, expertise, risk and capacity
- For each platform:
 - Why
 - Audience
 - Outputs
 - Success measures

YouTube



www.youtube.com/user/WomensHealthQLDWide

Facebook

- www.facebook.com/WomensHealthQldWide
- 154 likes
- Body image survey
- Recruitment for health education programs
- Research and health alerts
- Photos and comments from attending our programs

Twitter

- We're still listening, not "tweeting" yet!

Website

The screenshot shows the homepage of the Women's Health Queensland website. At the top, there is a navigation menu with links for Home, Resources, Members, News & events, Contact us, and About us. Below the menu, there are three main categories: Conditions & Treatments, Pregnancy & Parenting, and Healthy Lifestyle. A prominent phone number, 1800 017 676, is displayed with the text 'Toll free outside Brisbane metro'. The main content area features several sections: 'Upcoming event' with a 'READ MORE' button, 'Book a Health Talk' with a 'BOOK A HEALTH TALK' button, 'Read Health Journey' with a 'READ HEALTH JOURNALS' button, 'Receive Health Journey' with a search bar and a 'SUBSCRIBE' button, and 'Browse Our Library' with a 'BROWSE OUR BOOK TITLES' button. A 'Follow Women's Health' section at the bottom includes social media icons for Facebook, YouTube, Twitter, and a plus sign for more options. The 'Featured News & Events' section highlights 'Health Journey 2012 Issue 4 - Out Now' and provides a 'Read more' link.

The screenshot shows the Facebook page for Women's Health Queensland. The page header features a large image of a smiling woman wearing a pink swim cap and goggles. Below the image, the page name 'Women's Health Queensland Wide' is displayed, along with '128 likes · 11 talking about this'. The page is categorized as a 'Non-Profit Organization' with the description 'Quality health information for Queensland women.' The navigation bar includes 'About', 'Photos', 'Likes' (with a count of 128), 'Poll', and 'Events'. The 'About' section is currently selected, showing the organization's name and description.

Lessons learnt

- Risk management
- Staff approach
- Assess organisational capacity
- Everyone's responsibility
- Family fun!!

Useful sites and organisations

- connectingup.org –Donortec program
- nten.org –Their *Change* Journal is a good read (and it's free).
- semrush.com and spyfu.com
- techatalas.org
- thirdsectormagazine.com.au
- socialbrite.org –Highly recommended.
- idealware.org –great resources for organisations needing to make decisions about which technology to use for what purpose. We've used their social media decision making guide, social media policy workbook and their open source CMS comparison report.
- creativecommons.org
- Flickr.com/creativecommons

Questions and thank you

Contact:

Kathy Faulkner

Ph: (07) 3839 9962

Email: kathyf@womhealth.org.au