Now That We Have 1 Million Followers, What Do We Do With Them?

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The findings and conclusions in this presentation are those of the author and do not necessarily represent the views of the U.S. Department of Health and Human Services’ Office on Women’s Health.
Health Communications for Women
Flagship Websites
Women Dominate Social Media and Health

- Women are more likely to use social media.
- Women spend more time on social media.
- Women are more likely to say social media is important in their lives.
- Women make 80% of the health care decisions.
Women As Health Information Brokers
OWH Twitter Followers Over Time

- @womenshealth
- @girlshealth
#MovinMay! Twitter Chat on Adolescent Physical Fitness and Sports

Please join us for a Twitter chat on physical fitness and sports during adolescence! Other than the first year of life, there is no other developmental period during which individuals grow more than during adolescence. It is important to maintain a healthy weight, maintain a healthy mood, and strengthen the body. A healthy teenager spends at least three hours a day on professional and other physical activity and sports.

This Twitter chat, hosted by a doctor who works with and cares for adolescents, will be focused on physical fitness and sports. It will be a great resource for health and wellness, and it will provide helpful resources.

Date and Time: Tuesday, May 12

Fitness and Sports Month

Co-Hosts: The President on Women’s Health (@GovWomenHealth) and Health Promotion (@GovNHPromHealth) will be our co-hosts.

Hashtag: #MovinMay

Read the #MovinMay chat here:

National Women and Girls HIV/AIDS Awareness Day

March 10

National Women and Girls HIV/AIDS Awareness Day

May 12, 2012

Women’s Health Week

May 12-18, 2013

Women’s Health Week

2013 Partners

National and local organizations are the heart of National Women’s Health Week. They play a vital role in helping to increase awareness of the health benefits and importance of promoting women’s health and ensure aging women to take steps for longer, healthier, happier lives.

Federal Partners

National Women’s Health Week

State Partners

Federal Partners

National Partners

Local Partners

Promoters

About National Women’s Health Week

Schedule an event

Find events near you

Activity planning resources

Ambassadors

Mental Health Champions

Women’s Health Week proclamations

Learn more

Stay in touch

Health Insurance

About National Women’s Health Week

Schedule an event

Find events near you

Activity planning resources

Ambassadors

Mental Health Champions

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Stay in touch
OWH Social Media

600,000+

10,578 TWEETS
1,200 FOLLOWING
618,650 FOLLOWERS

400,000

5,731 TWEETS
320 FOLLOWING
389,235 FOLLOWERS

20,000

Of the website users who come from social media...

**womenshealth.gov Users**
- Twitter: 27%
- Facebook: 65%
- Pinterest: 5%
- YouTube: 1%
- Other: 2%

**girlshealth.gov Users**
- Twitter: 69%
- Facebook: 24%
- Pinterest: 2%
- YouTube: 3%
- Other: 2%
OWH Is Going Mobile...
Are you a worrier? Generalized #anxiety disorder affects about 2x as many women as men. Learn more: go.usa.gov/jW45
OWH Twitter Messages

It’s World Breastfeeding Week — RT to join a worldwide village! #WBW #ItsOnlyNatural
pic.twitter.com/d5OIQqde3w

Happy World Breastfeeding Week! RT to show support for breastfeeding moms!
#WBW #ItsOnlyNatural
pic.twitter.com/oKzckY1Zim
OWH Twitter Messages

Your partner whispers, “Trust me... I don’t have any diseases.” What do you say?
go.usa.gov/b7sW

“Rewarding.” “Challenging.” “Unity.” Can you describe #breastfeeding in one word?
go.usa.gov/b8sW #ItsOnlyNatural

How are you feeling? Good mental health is an important part of a woman's overall health. go.usa.gov/bs8J
@womenshealth Followers

Interests
Most unique interests
73% Health news and general info
33% Alternative care
32% Weight loss
26% Moms
12% Pharmacy

Top interests
73% Health news and general info
51% Business and news
50% Health, mind and body
46% Pop
45% Comedy (Movies and television)
38% Romance (Movies and television)
35% Politics and current events
34% Foodie news and general info
34% Reality TV
33% Alternative care

Location
Top countries and states
USA
CA
IL
TX
KS
NY
NC
FL
CA
IN
UK
AUS
PHL
EC
Top cities
5% New York City, NY, US
4% Los Angeles, CA, US
3% Washington, D.C., DC, US
2% Philadelphia, PA, US
1% Boston, MA, US

Gender
27% M
73% F

Your followers also follow
29% girlshealth Profile
25% NBCNewsHealth Profile
21% HHSgov Profile
19% WSJhealth Profile
19% PublicHealth Profile
19% latimeshealth Profile
18% JohnsHopkinsSPH Profile
17% AIDSGov Profile
16% healthfinder Profile
13% ACSNews Profile
What is your storyline?

Mobile

Social

Websites
“Everyone is necessarily the hero of his own life story.”

John Barth

US novelist & short story author (1930 - )