Mobile Social Media: Connecting Online and Offline Engagement for Impact

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Researcher, Valente, proposes four general types of social network intervention strategies:

- Identify and use champions or opinions leaders as agents of change;
- Use segmentation to identify groups of people to change at the same time;
- Stimulating peer-to-peer, or word-of-mouth, cascades of information and change; or
- Deliberately altering the structure of the network itself.
The Innovation of Social Networks

Evidence of social influence:

- 24% of U.S. adults got information or support from others who have the same health condition.
- Caregivers and those living with chronic conditions are more likely than other adults to seek peer advice and support.

"Peer-to-peer healthcare is a slow idea that will change the world."

- @SusannahFox

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Facebook uncovers social insights and builds social experiences through **social design**—the convergence of **community, conversations** and **identity**. Strategies include:

- Help people tell their story.
- Help people grow and maintain relationships.
- Help people help one another.
- Show people things they have in common with others.
An Intersection of Inspiration

Understanding Social Media

* Understanding Social Networks

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The Mobile Opportunity

- 84% of Latinos ages 18-49 are mobile internet users.
- Among Latino gay and bisexual men ages 18-34, 69% carry their cell phones wherever they go. They are also 127% more likely to watch videos on their cell phones.
- 52% of Latino men are social media users. In addition, 67% of young people ages 18-29 use social media on their phone, with Latinos engaging more.
- Outpacing the general market, 19% of Latinos use Twitter while 18% use Instagram, both mobile-first platforms.
Digital Strategy Mantras

To connect online and offline engagement, we recognized:

- We want to engage with, not just broadcast to, our community.
- We know not all engagements are created equal.
- We recognize increasing HIV testing is the ultimate goal, but understand there are a number of steps and points of influence that impact that decision and corresponding behavior.
Leveraging Online Advocacy

Online advocacy supports behavior change when we:

- Provide multiple touch points for support expression.
- Motivate story sharing.
- Reinforce a sense of community.
- Empower supporters.
- Foster an emotional connection.

Exhibit: Sample Ladder of Engagement
Creating Social Health Experiences

MOBILE
Social Media

- 22 Reasons 22 Days Virtual Event
- Conversation Starters & Online Pledge
- Digital Photobooth & Travelling Truck
- Local Facebook, Twitter & Google Buys
- Mobile HIV Testing Units
- Ambassador Street Teams & Partner Network
Putting Mobile Social Media to Work
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Prepare, Engage, Share

Reasons to Promote HIV Testing

A Social Media Toolkit
Lessons Learned: Mobile Social Media

Initial activities remind us to:

- Look at the customer journey—not just the destination.
- Lead with empathy.
- Equip to empower.
- Test, modify and adjust.
- Keep vision casting.

But most of all, we’ve only started to scratch the surface of tapping into the mobile opportunity to create shared, social health experiences that blur offline and online engagements for impact.
Moving Beyond the Tip of the Iceberg

Our HONEST Experiment

It's a hot July day and there is a cooler full of ice-cold Honest Tea and you think no one is watching... What do you do?

Be HONEST and leave a buck for a bottle? Or dishHONESTLY grab a bottle and run? Tell us and there will be something in it for you. So, how HONEST are you?
Nice to tweet you!

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"67% of young people ages 18-29 uses social media on their phone, with Latinos engaging more."

- @PewResearch

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References

References (cont’d)