Secrets to Successful Influencer Engagement for Dynamic Twitter Chats

Valerie Daniel, MPH, CHES (@valeriemdaniel)
Health Communication Specialist, Northrop Grumman Corporation
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Learning Objectives

- Learn key elements to successful influencer outreach
- Explain the value of influencer outreach to improve Twitter chats
- Gain an understanding of common metrics to evaluate influencer outreach efforts
What is an Influencer?

- **Influencer**: Someone who actively shares their opinions, passions and expertise through their personal and professional networks (bloggers, federal partners and health organizations) and has earned authority on a topic or have built a community or series of communities around their body of ideas or work.

- **Advocate**: Champions (and/or enthusiastic customers) who align with or embody the beliefs or mission of a brand or a cause. Advocates may or may not carry influence individually, but united with other advocates they can wield influence.

Data on Influencers in General

- What influences the influencers content:
  - 18% other blogs
  - 11% colleagues
  - 10% Twitter

- 88% have an account on Twitter and 71% post more than once per week

- Many influencers follow brands on Facebook (47%) and Twitter (38%) because they want to keep up with brand activities and learn about products and services

- Reasons influencers work with brands:
  - 61% brand gives them access to an audience they want to reach
  - 68% have an affinity to the brand
  - 61% the campaign type
  - 60% the category of the product being pitched

Why Engage Influencers?

- Amplify the reach of health messages
- Increase engagement opportunities
- Gain new fans and followers
- Provide new channels for exchanging important health information
Free Tools for Influencer Outreach

- Google search
- Twitter (use Twitter search, lists, search followers of other bloggers)
- Symplur Healthcare Hashtags project (http://www.symplur.com/healthcare-hashtags/)
## Build your list of influencers

<table>
<thead>
<tr>
<th>Influencer</th>
<th>Contact and URL</th>
<th>About</th>
<th>Twitter Profile &amp; No. of Followers</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Influencers’ from Twitter</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Government Organizations</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| National Institute on Drug Abuse                 | information@nida.nih.gov  
http://www.drugabuse.gov/nidamed-medical-health-professionals | NIDA's mission is to lead the Nation in bringing the power of science to bear on drug abuse and addiction. Comment policy:  
http://1.usa.gov/GFdwOz   | @NIDAnews 13,317                                                        |                                                                        |
| Substance Abuse and Mental Health Services       | niaaaweb-r@exchange.nih.gov  
http://www.niaaa.nih.gov/   | SAMHSA provides leadership and devotes its resources - programs, policies, information and data, contracts and grants- toward helping the Nation act on the knowledge that:  
Behavioral Health is essential for health;  
Prevention works;  
Treatment is effective; and  
People recover from mental and substance use disorders | @samhsagov 22,837                                                                 |                                                                        |
| The National Institute on Alcohol Abuse and Alcoholism | mailto:niaaaweb-r@exchange.nih.gov  
http://www.niaaa.nih.gov/ | The National Institute on Alcohol Abuse and Alcoholism is the nation's lead agency for research on the health effects of alcohol. Privacy policy:  
go.usa.gov/Ext               | @NIAAAnews 3,753                                                                 |                                                                        |
| Womens Health.gov                                | http://www.womenshealth.gov/                                                        | The Office on Women's Health is part of the U.S. Dept. of Health and Human Services. (Note: following/being followed neither implies nor equals endorsement.)                                                     | @womenshealth 524,796            | Doesn't provide an email address may need to @ message them on Twitter |
Include Time, Date, Subject and Hashtag if applicable in Subject of Email

Subject: You're Invited to Join CDC’s #CDCCancerChat on Cervical Cancer Prevention 1/17/13

[Insert 2-3 sentences personalized to their blog content and why we are reaching out to them.]

We know that you are a cervical cancer survivor and would love for you to share your experiences with others.

Join CDC for a Twitter chat about cervical cancer on Thursday, January 17, 2013 from 11 am to noon EST. Participants will talk about the best ways to help prevent cervical cancer, symptoms, risk factors, and survivorship.

The chat will be led by Meg Watson, an epidemiologist in CDC’s Division of Cancer Prevention and Control.

What advice do you wish someone had shared with you? Join the chat and share your advice with others.

Follow the chat using the hashtag #CDCCancerChat

Can't participate but have questions or want to share your experiences? E-mail Valerie Daniel at VDaniel@cdc.gov we will do our best to address them during the chat.

Thank you,
The CDC Social Media Team

1. Not personalizing the email with the influencer’s name
2. Sending a private message to the influencer without an established relationship
3. Asking them to participate in something that has nothing to do with their interests
4. Bombarding your pitch with information
5. Giving the influencers no lead time or notice
Invited 16 total influencers to the chat:

- 13 breast cancer survivor bloggers
- 2 health organizations (Health Central, Breast Investigators)
- 1 health partner (BlackDoctor.org)

5 influencers attended the chat

- Three bloggers
- One health organization (@BreastInvest)
- One health partner (@Black1Doctor)

Began conducting influencer outreach 7 days ahead of actual Twitter chat
#VSChat engagement

But black women are 40% more likely to die of BreastCancer than white women. #VSChat
Thu Nov 15 11:05:25 PST 2012

@CDC_Cancer #VSChat But yet have higher death rates? Black women?
Thu Nov 15 11:06:13 PST 2012

Black women may not get the same quality of treatment for BreastCancer as white women. #VSChat
Thu Nov 15 11:09:02 PST 2012

@CDC_Cancer #VSChat That may be true but I have to say that my treatment was handled in a way I could not have imagined.
Thu Nov 15 11:10:52 PST 2012

#VSChat Sure. March 2011 I looked at my left breast and saw a teeny dimple. It wasn't there the day before.
Thu Nov 15 11:13:34 PST 2012

#VSChat I panicked and called my internist who assured me it was nothing; she couldn't see it and couldn't feel a lump. I had never been
Thu Nov 15 11:14:27 PST 2012

#VSChat Doctors said I was stage 1 but when they looked deeper I had node involvement. bumped me up to a stage 2.
Thu Nov 15 11:16:34 PST 2012

#VSChat All I could think of were my kids being motherless so I quickly opted for a bilateral and couldn't see the future. That was May 2, 11
Thu Nov 15 11:17:50 PST 2012

#vschat Same for me. Thought it was stage 2 but was larger than they thought & in 14 of 24 lymph nodes.
Thu Nov 15 11:18:28 PST 2012

#VSChat 6 rounds of chemo was the worse and the surgery while it had to be done, it had its own ramifications.
Thu Nov 15 11:19:32 PST 2012

#vschat I have a friend who is black and they thought she had stage 0. She opted for a MS & it was in her lymph nodes.
Thu Nov 15 11:19:34 PST 2012

#VSChat my advice is to be vigilant with your care. No one finds anything. Listen to your body for signs and symptoms
Thu Nov 15 11:23:34 PST 2012

#VSChat for a mammo and I was 43 yrs old.
Thu Nov 15 11:14:47 PST 2012
#VSChat on Breast Cancer Metrics

<table>
<thead>
<tr>
<th>INFLUENCER</th>
<th>USERNAME</th>
<th>NO. OF TWEETS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Breast Cancer Survivor</td>
<td></td>
<td>42</td>
</tr>
<tr>
<td>2. Mom, Broadcast Journalist and Breast Cancer Survivor</td>
<td></td>
<td>32</td>
</tr>
<tr>
<td>3. Wellness/Cancer Coach</td>
<td></td>
<td>20</td>
</tr>
<tr>
<td>4. BLACK DOCTOR.ORG</td>
<td>BLACK1DOCTOR</td>
<td>16</td>
</tr>
<tr>
<td>5. BLACK WOMENS HEALTH</td>
<td>BLKWOMENSHEALTH</td>
<td>15</td>
</tr>
</tbody>
</table>
Invited 15 total influencers to the chat:
- 10 cervical cancer survivor bloggers
- 4 health organizations (Cervical Cancer Free America, Blog for a Cure, Prevent Cancer, Facing Cancer Together)
- 1 federal partner (HHS Department of Women’s Health)

8 influencers attended the chat:
- Five bloggers
- Two health organizations (@CCFAmerica, @facecancer2gthr)
- One federal partner (@WomensHealth)

Began conducting influencer outreach 2 weeks ahead of actual Twitter chat
#CDCancerChat Thank you for hosting this tweet to promote cervical cancer prevention in January!
Thu Jan 17 8:06:44 PST 2013

I waited 3 years to get a pap test and it was too late. I was diagnosed with cc stage IIB #cdccancerchat
Thu Jan 17 8:15:29 PST 2013

Welcome glad to see you are joining the chat & to We love our survivor bloggers! #CDCCancerChat
Thu Jan 17 8:07:38 PST 2013

Pap testing is very successful in preventing cervical #cancer but also leads to more medical procedures. #CDCCancerChat
Thu Jan 17 8:17:51 PST 2013

Thank you so happy 2 be here. #cdccancerchat
Thu Jan 17 8:08:38 PST 2013

Most cervical cancers take a long time to develop. For women with a normal history, it can be safe to wait. #CDCCancerChat
Thu Jan 17 8:17:52 PST 2013

LUCKY to be a survivor of 12 years after being diagnosed at 31 - GRATEFUL for all that you ALL do to help the cause! #CDCCancerChat
Thu Jan 17 8:09:50 PST 2013

So finding the right balance of screening & minimizing the harms is important. #CDCCancerChat
Thu Jan 17 8:20:23 PST 2013

@CDC_Cancer Always my pleasure to share my story and make a difference. Thanks for giving me an outlet to save lives. #CDCCancerChat
Thu Jan 17 8:10:41 PST 2013

#Paps r also every important b/c of EXAM done too. 4.5 yr survivor of super rare type, largocellcarcinouonodocrinocancer #CDCCancerChat
Thu Jan 17 8:27:59 PST 2013

@CDC_Cancer I have a lot of women who are worried about waiting three years. How do we ease their concerns? #CDCCancerChat
Thu Jan 17 8:13:36 PST 2013

Sorry you had to deal w/ cervical #cancer #CDCCancerChat
Thu Jan 17 8:30:12 PST 2013
#CDCCancerChat on Cervical Cancer Metrics

Most Active Participants

<table>
<thead>
<tr>
<th>INFLUENCER</th>
<th>USERNAME</th>
<th>NO. OF TWEETS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Motivational Speaker, Cancer Advocate</td>
<td></td>
<td>64</td>
</tr>
<tr>
<td>2. Cancer Survivor follower of the above motivational speaker</td>
<td></td>
<td>57</td>
</tr>
<tr>
<td>3. Cervical Cancer Survivor/Health Advocate</td>
<td></td>
<td>37</td>
</tr>
<tr>
<td>4. Twitter User</td>
<td></td>
<td>29</td>
</tr>
<tr>
<td>5. Cervical Cancer Nonprofit Director</td>
<td></td>
<td>25</td>
</tr>
</tbody>
</table>
#CDCCchat on Binge Drinking

- Invited 40 total influencers to the chat:
  - 6 Federal Partners (National Institute on Drug Abuse, Substance Abuse and Mental Health Services, The National Institute on Alcohol Abuse and Alcoholism, womenshealth.gov, girlshealth.gov, Office of Adolescent Health)
  - 4 womens/girls organizations
  - 1 college health organization (American College Health Association)
  - 13 top women’s colleges
  - 10 top party schools
  - 7 bloggers

- 5 influencers attended the chat:
  - Three federal partners (@WomensHealth, @girlshealth @teenhealthgov)
  - One girls organization (@girls_inc)
  - One college health organization (@ACHA_tweets)

- Began conducting influencer outreach 6 days ahead of actual Twitter chat
#CDCchat Promotional Tweets by Federal Partners, Health Organizations, Colleges
#CDCchat Metrics

## Most Active Participants

<table>
<thead>
<tr>
<th>InFLUENCER</th>
<th>USER ACCOUNT</th>
<th># OF TWEETS</th>
</tr>
</thead>
<tbody>
<tr>
<td>KERN STOP METH NOW KERN COUNTY METHAMPHETAMINE REDUCTION TASK FORCE</td>
<td>KERNSTOPMETHNOW</td>
<td>84</td>
</tr>
<tr>
<td>AWARE AWAKE ALIVE</td>
<td>AWAREAWAKEALIVE</td>
<td>22</td>
</tr>
<tr>
<td>SHEILAJOWSEY, MD</td>
<td>SHEILAJOWSEYMD</td>
<td>32</td>
</tr>
<tr>
<td>ELIN SILVEOUS</td>
<td>ELINSILVEOUS</td>
<td>22</td>
</tr>
<tr>
<td>TEENHEALTH.GOV</td>
<td>TEENHEALTHGOV</td>
<td>22</td>
</tr>
</tbody>
</table>

## Most Influential Participants

<table>
<thead>
<tr>
<th>INFLUENCER</th>
<th>USER ACCOUNT</th>
<th># OF FOLLOWERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>WEBMD</td>
<td>WEBMD</td>
<td>603765</td>
</tr>
<tr>
<td>OFFICE OF WOMENS HEALTH</td>
<td>WOMENSHEALTH</td>
<td>528469</td>
</tr>
<tr>
<td>MAYO CLINIC</td>
<td>MAYOCLINIC</td>
<td>470502</td>
</tr>
<tr>
<td>GIRLSHEALTH</td>
<td>GIRLSHEALTH</td>
<td>342088</td>
</tr>
<tr>
<td>CENTERS FOR DISEASE CONTROL AND PREVENTION</td>
<td>CDC_EHEALTH</td>
<td>303060</td>
</tr>
</tbody>
</table>
It Works! We Are Reaching Influencers

<table>
<thead>
<tr>
<th>Outreach Effort</th>
<th>No. of Bloggers/Influencers Reached</th>
<th>Percentage Reached</th>
<th>Total Potential Reach of Chat/Vital Signs topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>#VSChat on Breast Cancer</td>
<td>6/16</td>
<td>38%</td>
<td>3,664,009</td>
</tr>
<tr>
<td>#CDCCancerChat on Cervical Cancer</td>
<td>8/15</td>
<td>53%</td>
<td>11,980,400</td>
</tr>
<tr>
<td>#CDCChat on Binge Drinking</td>
<td>5/40</td>
<td>13%</td>
<td>37,037,839</td>
</tr>
</tbody>
</table>
How did the Influencers Tweets Contribute to Overall Reach?

<table>
<thead>
<tr>
<th>Twitter Chat</th>
<th>Total Followers Tweeted to</th>
<th>Total Reach of the Chat</th>
<th>Percentage Contributed to Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>#VSChat on Breast Cancer</td>
<td>123,121</td>
<td>3,664,009</td>
<td>3.3%</td>
</tr>
<tr>
<td>#CDCCancerChat on Cervical Cancer</td>
<td>8,063,007</td>
<td>11,980,400</td>
<td>67%</td>
</tr>
<tr>
<td>#CDCChat on Binge Drinking</td>
<td>5,193,628</td>
<td>37,037,839</td>
<td>14%</td>
</tr>
</tbody>
</table>
It’s More than Numbers/ Benefits of Influencer Outreach

- Developed more connected/stronger relationships with our federal partners
- Discovered new health partners to work with
- Reached demographics/audiences we don’t normally reach
- Learned about topics that influencers want more information about/would regularly want to participate and talk about
Recommendations/Future Steps

- Engage influencers early
- Always tailor your outreach
- Be clear with what you ask of them
- Once you establish relationship with influencers continue to nurture them
- More research is needed to determine whether it is the topics that encourage better engagement from influencers or tactics used
Thank you!

If you have additional questions please email or call me:
Valerie Daniel, MPH, CHES
Northrop Grumman Corporation
Valerie.Daniel@ngc.com
404-498-6134