Continuing the Conversation: Communicating Total Worker Health® Online

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Why Online?
Why

We live in a digital world.

We need to meet our audience where they are — online.

About 6-in-10 Americans get news from social media
% of U.S. adults who get news on a social networking site ...

- Never: 38%
- Hardly ever: 18%
- Sometimes: 26%
- Often: 18%

62% get news on social media

“News Use Across Social Media Platforms 2016”
PEW RESEARCH CENTER
How We Do It
Content and Channels

• Content
  • Events and trainings
  • Research
  • News
  • Stories

• Digital channels
  • Social media — Twitter and Facebook
  • Email
Audiences

- Researchers
  - Students
  - Faculty

- Professionals
  - Health and wellness
  - Public health
  - Safety
  - Leaders (CEOs, directors)
  - Human resource

- Sectors
  - Academia
  - Nonprofit
  - Private
  - Government
Measure

- Interest — how many and how much

- Awareness
  - Reach — how many
  - Impressions — how often

- Engagement
  - Like
  - Reshare
  - Click
Lessons Learned: Social Media

• Share content that is:
  • Timely/newsworthy
  • Visually appealing
  • Has a “feel good” or “I’m part of something bigger” appeal

• Tag partners to leverage influence
• Engage in real-time
• Quantity and quality count
Top Tweet earned 2,328 impressions
Heidi Hudson @NIOSH speaks on thinking outside the box when communicating to the community about worker health & safety #USE2017 pic.twitter.com/wc7DG3QRu8

Top mention earned 25 engagements
Lee Newman @LeeNewmanMD - Oct 25
Tom Cunningham @NIOSH "This is our 'moon shot' - we need to solve challenges facing #SmallBiz occupational safety health #USE2017 @CHWENews pic.twitter.com/1GxmbM0nr

Top media Tweet earned 2,122 impressions
What does meaningful work look like? It starts with "Why". Instill belief in your vision & core values--Kyle Littman @Avid4Adventure #USE2017 pic.twitter.com/7Z1jdog0k6

Oct 2017 SUMMARY
Tweets
74
Tweet impressions
64.6K
Profile visits
1,396
Mentions
43
New followers
13
Social Media: Twitter

+195,000 impressions

+15,000 avg. impressions per month

+120 new followers
In case you missed it, CO Gov. John W. Hickenlooper signed a bill to fund a new center at the University of Colorado Anschutz Medical Campus to help combat Colorado's opioid epidemic. We continue our work to reduce the misuse of prescription drugs through provider training in partnership with the Colorado Consortium for Prescription Drug Abuse Prevention.

State gives $1 million to fund new center at CU Anschutz to fight opioid epidemic - CU Pharmacy Perspectives

CUPHARMACYPERSPECTIVES.ORG - 6 MONTHS AGO
Social Media: Facebook

Total Reach
The number of people who had any content from your Page or about your Page enter their screen.

- **+50** new followers
- **+300** page likes
- **+70** avg. total reach
Workers of Colorado

• Interviews
• Photos

• Five industries in CO:
  • Brewery
  • Communications
  • Farming
  • Public Works
  • Ski
Labor Day is a time to pay tribute to the strength, resilience, and contributions of the American worker. This week, we'll be celebrating our workforce by sharing the images and stories of workers right here in Colorado as part of a photo series, "Workers of Colorado."
Meet Mondo. He's a heavy equipment operator for the Denver Public Works street maintenance crew. Walking in his father's footsteps, an employee in the waste water department, he's been working for the city for the past four years. Off the clock, Mondo likes to spend time with his family or play football. When he's on the clock, he takes lessons learned at home and on the field back to the pavement.

"I have two kids. I have one eight-year-old and I have a six-month-old. I'm a full-time father. And other than that, I play semi-pro football. That's my other super fun hobby that I like to do. My football leadership skills and my father leadership skills come to the paver. So, I mean it just all works together."

"...the best part of work is my coworkers. It definitely feels like a family here." — Ariel @AveryBrewingCo #LaborDay
Lessons Learned: Email

• Share content that:
  • Is timely/newsworthy
  • Is visually appealing
  • Has a “feel good” or “I’m part of something bigger” appeal

• Include a personal touch
• Include a clear call to action and deadline

• Have a subject line that is:
  • Clear about the content inside
  • Shows appreciation for the reader
Dear friend,

Today is Workers' Memorial Day — a day to remember those we've lost and a moment to take action.

I would like to personally invite you to a screening of the award-winning documentary *A Day's Work* on Wednesday, May 3rd from 6:30-8:30pm at Tivoli Turntable. After the film, I will host a conversation with:

- David DeSario, Producer, "A Day's Work"
- Liddy Romero, Executive Director, WorkLife Partnership
- Chris Lorenzo, Safety and Occupational Health Manager, OSHA
- Conrado Flores, Day Laborer, El Centro Humanitario

This event is an opportunity to learn more about the health and safety issues vulnerable workers face and how we can make a difference right here in our community.

Please join us in honor of Daz Davis, and workers like him, and help us move closer to creating a world in which every worker has a healthy, safe workplace.

Warmly,

Lee Newman, MD
Director, Center for Health, Work & Environment
Professor, Colorado School of Public Health
Email

Figure: Analytics from Sept. 12, 2016–April 13, 2018

+1,220 avg. number of recipients
20% avg. open rate
1.6% avg. click rate
Putting It Together: What Works
Things to Remember

• Consider the S’s:
  • **Simplicity** — Keep it simple. Don’t use jargon.
  • **Storytelling** — Make it interesting.
  • **Significance** — Show the “why” or “so what.”
  • **Specialty** — Convey why you’re a credible source.

• Quantity and quality matter
• Remember the CTA
References


Twitter, @CHWENews (2018). Retrieved from https://analytics.twitter.com/user/CHWENews/home
Stay Connected

chwe.ucdenver.edu  @CHWENews  @CHWENews