

Presentation Title	Place in Schedule
Continuing the Conversation: Communicating Total Worker Health® Online	Concurrent Session 6.4 <i>Day 3 – Thursday May 10th, 2018 4:15 – 5:30pm</i>
Description of Presentation	Presenter Name(s) And Credentials
<p>Introduction:</p> <p>The communication landscape is perpetually shifting as a result of new technology and trends. Therefore, messaging and marketing Total Worker Health® (TWH) to engage both organizations and their workers must use strategies that reach a wide audience. A 2014 survey of 350 small businesses found that 53% actively engage in social media (Clutch, 2015). Furthermore, the Pew Research Center reports that 63% of Twitter and Facebook users say that social media platforms serve as a source for news and events outside of family and friends (2016). The Center for Health, Work & Environment at the Colorado School of Public Health focuses translation and dissemination strategies aimed at reaching employers, professionals, students, and researchers to raise awareness and adoption of TWH approaches. We promote TWH through a variety of digital communication methods — email marketing, web content, and social media. We create content that is educational, engaging, and inspiring and use the RE-AIM approach to evaluate reach, effectiveness, adoption, implementation, and maintenance.</p> <p>Methods:</p> <p>We conducted a mixed-method approach to disseminate information about events, trainings, research, and news through social media posts and email marketing. We sent out 45 emails to an average of 1,227 contacts through MailChimp. We posted to 248–301 Facebook followers over 12 months. Examples include sharing photos and quotes of Colorado workers, information about our new Total Worker Health Certificate program, and upcoming events and trainings.</p> <p>Result:</p> <p>In 13 months, we had 194,528 total impressions on Twitter, an average of 14,964 per month, and 109,503 on Facebook, reaching an average of 308 unique users per day. We gained 114 Twitter and 53 Facebook followers. The average open rate for our</p>	<p>Avery Artman, MSPH <i>Center for Health, Work & Environment, Colorado School of Public Health</i></p>

marketing emails is 20% with an average click through rate of 1.6%. Monthly emails that highlight our upcoming in-person trainings and events — many with a Total Worker Health focus — have an average engagement rate of 19% with a click-through rate of 1.5%.

Social media posts that performed best tagged social media influencers, touched on a timely topic such as mental health or the opioid crisis, and included an eye-catching image or video. Email campaigns that performed best typically focused on timely topics and learning opportunities such as upcoming trainings or included personal messages.

Discussion:

A digital media approach can be used to reach individuals with information about the latest news and research in workplace health and safety, resources to help them apply best practices, and stories that raise awareness about the importance of workplace health and safety. This dissemination approach can help keep key stakeholders engaged and abreast of the latest news, events, and tools to advance worker health, safety, and well-being and advance the conversation about workplace health and safety with the larger public.