

HELP ME GROW SOCIAL MEDIA CAMPAIGN

IMPLEMENTATION AND LESSONS LEARNED



Iowa Chapter of the American Academy of Pediatrics

Iowa AAP

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What is Help Me Grow?

- Help Me Grow is a system that connects at-risk children through age 8 with the services they need in their community.
 - ▣ Evidenced-based
 - ▣ 4 core components, 3 structural requirements
- Builds collaboration across sectors, including child health care, early care and education, and family support
- Iowa is one of 17 affiliate states (only one in Midwest)

Goals and Purpose of Campaign

- Utilize social media to highlight and promote screening and surveillance to Iowa parents and pediatricians, with the intention of connecting Iowa families to appropriate local, state, and national resources.
- Target Audience
 - ▣ Parents/Caregivers
 - ▣ Pediatricians
- 2 tailored posts per day for 31 days (March 1st-31st)

Exposure and Reach

Dear *Help Me Grow* National Affiliates,

The Iowa Chapter of the American Academy of Pediatrics is excited to announce that, in March 2013, we will be conducting a *Help Me Grow* Social Media Campaign. The mission of this initiative is to highlight and promote screening and surveillance resources for Iowa parents and pediatricians with the intention of connecting Iowa families to appropriate local, state, and national resources.

The HMG Social Media Campaign will utilize Facebook, Twitter, and YouTube to deliver daily resources and links to associated websites, and the campaign will cover a variety of topics related to early childhood development. There will be two posts per day: one post in the morning aimed at parents and community members and one post in the evening aimed at pediatricians and healthcare providers.

I would like to invite you to join us in this campaign! In order to maximize the impact and reach, please follow these easy steps:

1. Follow us on Facebook by searching "Iowa Chapter of the American Academy of Pediatrics" (<https://www.facebook.com/IowaPeds>)
2. Follow us on Twitter by searching [@IowaChapterAAP](#)
3. Subscribe to our YouTube channel: Iowa AAP
4. Spread the word: share the campaign with friends, family, colleagues and patients!

In return, we would like to Follow and "Like" your respective pages in order to connect the HMG community, share this campaign with others, and support your programs. Please send the links to your organization's Twitter and Facebook pages to rachel-nash@uiowa.edu. Our hope is that this pilot project can be replicated in the future using state-specific resources. Please note that many of the resources are Iowa-based and may not be applicable to your particular state.

We appreciate your support with this endeavor and hope you find the campaign innovative and useful.

Sincerely,

Rachel Nash
Social Media Intern
Iowa Chapter of the American Academy of Pediatrics
<http://iowapeds.org/>
(630) 936-8200

 Help Me Grow
Iowa



- Website
- Letters to National Affiliates
- Connection with local and national organizations on social media
- Word-of-mouth at pediatric conferences
- Organizations with large following to help spread word to target audiences (UI Children's Hospital)



Social Media

Facebook Page

- Connects with PEOPLE in organizations
- Benefits
 - ▣ User friendly for parents
 - ▣ Tracks “Likes” and Reach of posts
 - ▣ Longer posts with more detail and contact information
 - ▣ Pictures on links
- Drawbacks
 - ▣ Reach depends on number of “likes” on page and on people sharing

Help Me Grow Social Media Campaign

March 1st-31st, 2013

Follow us on Twitter @IowaChapterAAP



Iowa Chapter of the American Academy of Pediatrics

72 likes · 9 talking about this



Non-Profit Organization

Dedicated to the health of Iowa's children.



72



About

Photos

Likes

Twitter

Highlights

Status

Photo / Video

Event, Milestone +

What have you been up to?



Iowa Chapter of the American Academy of Pediatrics shared a link.

8 hours ago

Selecting a screening instrument that is right for your practice can be a daunting task. Luckily, The Commonwealth Fund conducted a

Recent Posts by Others

See All



University of Iowa Children's Hospital

Is your young child becoming school ready? Check out thi...

43 likes · 1 comment · 3 shares · March 10 at 4:46pm



First 5 Alameda County

Great work on Help Me Grow! We're moving forward in Alam...

1 like · March 7 at 11:44am



Kansas City University of Medicine and Biosciences

Learn strategies for negotiating the complex ethical terra...

1 like · February 27 at 4:01pm

Create Page

Now

2013

2012

Founded

See Your Ad Here

Iowa Chapter of the American Academy of Pediatrics



Dedicated to the health of Iowa's children.

Like · Iowa Chapter of the American Academy of Pediatrics likes this.

Promote Your Page

Twitter

- Connects with ORGANIZATIONS and VIPs
- Benefits
 - ▣ Brevity of posts
 - ▣ Easier to connect with target audience through hash tags (#AAP2012) and re-tweets
- Drawbacks
 - ▣ 140 character posts – lack key information and cumbersome to get point across
 - ▣ Only as popular as your most popular follower

Tweets

Following

Followers

Favorites

Lists



View all photos and videos

Who to follow · Refresh · View all



Penguin Books USA @peng...
Followed by Reach Out and Read...
Promoted · Follow



Harvard Public Health @Harvard...
Followed by Child Health USA an...
Follow



APHA Get Ready @GetReady
Followed by AMCHP and others
Follow

Browse categories · Find friends

Trends · Change

- #RallyCry Promoted
- #TheMostAnnoyingThingsEver
- #threewordstoliveby



130 TWEETS

170 FOLLOWING

108 FOLLOWERS



Tweets



Iowa AAP @IowaChapterAAP 8h
Finding the best screening instruments for your practice can be a daunting task. The Commonwealth Fund can help! [ow.ly/jjZ1f](#)
Expand



Iowa AAP @IowaChapterAAP 16h
"Information is key & it's a one stop shop." This video describes why the CDD at @UICchildrens is so amazing! [ow.ly/jk0j3](#)
Expand



Iowa AAP @IowaChapterAAP 21 Mar
Healthy Child Care America summit 2009 report: "Developmental Screening in Early Childhood Systems." Check it out! [ow.ly/jhWsR](#)
Expand



Iowa AAP @IowaChapterAAP 21 Mar
Family to Family Iowa is a network of Navigators providing free assistance to families of children with special needs [ow.ly/jhTLW](#)
Expand



Iowa AAP @IowaChapterAAP 20 Mar

Hootsuite

- Social Media Dashboard
- Manage all social media outlets in one place
- Schedule posts to reduce labor of entering posts daily
- Custom Reports and Analytics

- Drawbacks
 - Cannot tag Facebook organization pages and must know @Tag for Twitter
 - More work on the backside to schedule all posts
 - Some reports require “points” (Hootsuite Pro costs money)
 - Learning curve to navigate

Hootsuite Publisher

← → ↻ hootsuite.com/dashboard#/publisher/pastscheduled

Click to select a social network

Day Week Month

Mar 3 — 9 2013

140

2013-03-07

1 : 30 AM PM

Email me when message is sent

Want to save time? Try the bulk message uploader

Schedule

	Mon 3/4	Tue 3/5	Wed 3/6	Thu 3/7	Fri 3/8	Sat 3/9	
3pm							
4pm							
5pm							
6pm	8:00 - 8:00 The CDC list of The Centers screening tools for Disease pediatricians & Control and helpful screeni Prevention	8:00 - 8:00 Policy Recom from the AAP: Recommendation from the Children With American	8:00 - 8:00 This suppleme This strategies to er supplement implement per outlines mental health strategies to	8:00 - 8:00 A useful fact st Identifying the NIDCD on l newborns with increase follow hearing loss evaluations for during the	8:00 - 8:00 @CDCgov offe Research has Spectrum Diso found that screening and Autism recommendati Spectrum	8:00 - 8:00 Children under Children benefit from In under 4 can Based Pediatri benefit from Screening Pol Instrument-	8:00 - 8:00 In Iowa, over 9% in Iowa, over children ages b 90% of are seen by a p children ages provider @IAP birth to five
7pm							

Mar 23, 2:20 am (GMT-5) America/Chicago



Research and Design

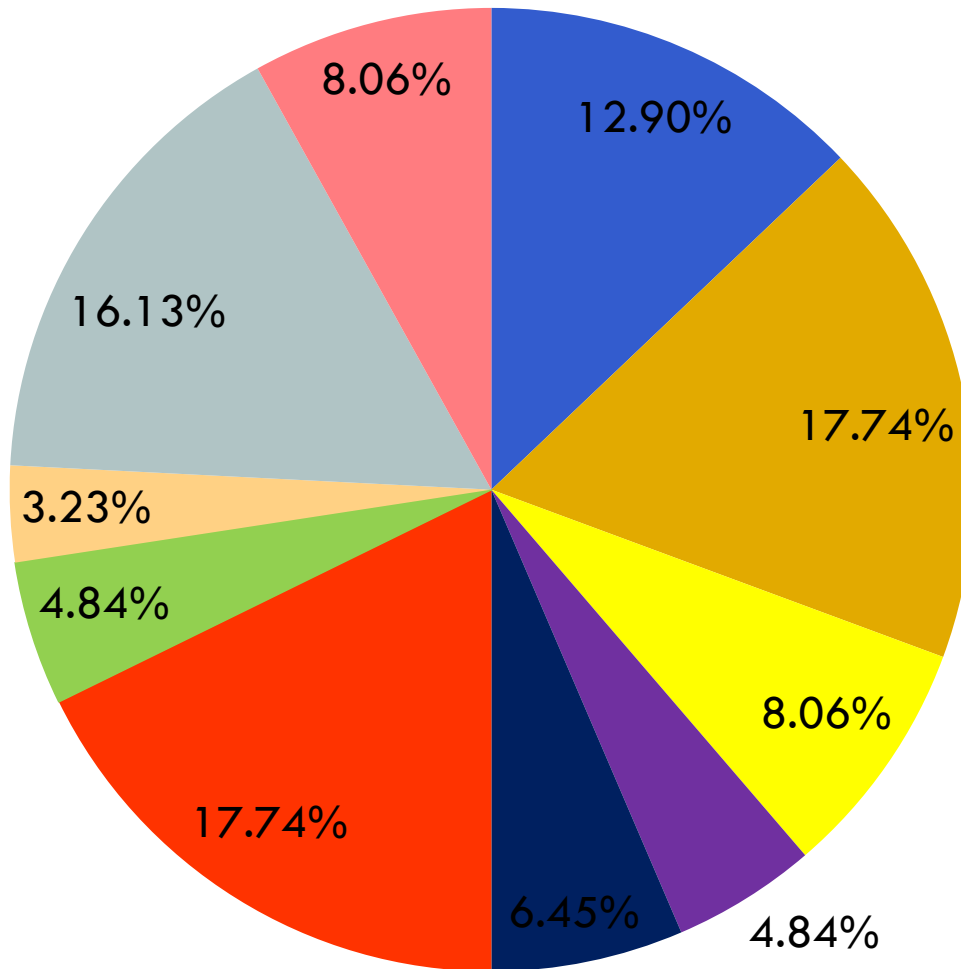
Research

- Search methods
 - ▣ Reputable sources (CDC Learn the Signs, Act Early Campaign, HMG, *Pediatrics*)
 - ▣ All state resources available
 - ▣ Variety of topic areas and types of media
- Organization
 - ▣ Choose best resources for each audience
 - ▣ Excel File
- Time
 - ▣ Research and organization took 30-40 hours
 - ▣ Writing posts took an additional 20 hours

Microsoft Excel ribbon: File, Home, Insert, Page Layout, Formulas, Data, Review, View. Font: Calibri, 11. Font styles: Bold, Italic, Underline, Text Color, Background Color. Alignment: Wrap Text, Merge & Center. Number: General, \$, %, .00, .00. Styles: Conditional Formatting, Format as Table, Cell Styles. Cells: Insert, Delete, Format. Editing: AutoSum, Fill, Clear, Sort & Find & Filter, Select.

Day	Source	Topic Area	Link	Media Type	Other links
1-Mar	Help Me Grow National Center	Introduction HMG	http://www.youtube.com/watch?v=lfupl4bARlk	video	
2-Mar	Project Launch Iowa & SAMHSA	Mental and behavioral health	http://www.projectlaunchiowa.org/index.html	website	http://projectlaunchiowa.org
3-Mar	CDC (Learn the Signs, Act Early Campaign)	Milestones	http://www.cdc.gov/ncbddd/actearly/milestones/index.html	milestone checklist	
4-Mar	Zero to Three	Early Development	http://www.zerotothree.org/about-us/areas-of-expertise/free-downloads	Handouts	
5-Mar	Healthychildren.org (AAP)	Mental health	http://www.healthychildren.org/English/healthy-living/emotional-behavioral-health	podcast	
6-Mar	Iowa Department of Public Health	Hearing loss	http://www.idph.state.ia.us/iaehdi/default.asp	state resource (EHDI)	
7-Mar	Child Health Specialty Clinic	Autism	http://www.chsciowa.org/regional-autism-services-program.aspx	state resource	mommy blog
8-Mar	Iowa KidSight (UIHC Ophthalmology)	Vision	http://webeve.ophth.uiowa.edu/IowaKidSight/index.htm	state resource	
9-Mar	Iowa Department of Public Health	First Five	http://www.idph.state.ia.us/1stfive/parents.asp	state program	
10-Mar	First Signs (CDC linked)	Communicating with physicians	http://www.firstsigns.org/concerns/parent_doc.htm	website/tool	
11-Mar	Medical Homes Initiative	Medical Homes	http://www.medicalhomeinfo.org/	website/video	http://www.youtube.com/watch?v=...
12-Mar	Zero to Three	Brain Development	http://www.zerotothree.org/child-development/brain-development	Interactive brain development map	
13-Mar	Baby's First Test (Center for Congenital and Inherited Diseases)	Newborn Screening	http://www.babysfirsttest.org/newborn-screening/states/iowa	Informational list	
14-Mar	Iowa Department of Education, Public Health, CHS	Early Intervention Services	http://www.earlyaccessiowa.org/	state resource	
15-Mar	National Health Mothers, Healthy Baby Coalition	Health Technology	https://www.text4baby.org/	Message service (3x per week)	
16-Mar	I-Smile	Dental Screening	http://www.ismiledentalhome.iowa.gov/	state resource	
17-Mar	Help Me Grow National Center	Various Topics	http://www.helpmegrownational.org/pages/blog.php	Blog	
18-Mar	Family Voices, Inc. (with MCHB and HRSA)	Child health and development	http://www.brightfuturesforfamilies.org/materials.shtml	national resource/materials	
19-Mar	Iowa Department of Public Health	Environmental Toxins - lead poisoning	http://www.idph.state.ia.us/eh/lead_poisoning_prevention.aspx	state resource	
20-Mar	Iowa Hands & Voices	Hearing loss	http://www.iowahandsandvoices.org/	GBYS peer support group	
21-Mar	Family to Family Iowa	Children with special needs	http://www.familytofamilyiowa.org/	state resource (family navigators)	
22-Mar	University of Iowa Children's Hospital	CDD Information	http://www.youtube.com/watch?v=Dxla1tnpc8&feature=youtu.be	video	
23-Mar	Yellow Pages	Resources	http://www.yellowpagesforkids.com/help/ia.htm	list of state resources	
24-Mar	Technical Assistance Center on Social Emotional Int	Social/Emotional Development	http://www.challengingbehavior.org/communities/families.htm	Backpack connection series	
25-Mar	March of Dimes	Milestones	http://www.marchofdimes.com/baby/growing_development.htm	video	
26-Mar	Centers for Disease Control and Prevention	Autism	http://www2c.cdc.gov/podcasts/player.asp?f=6561116	podcast	
27-Mar	Help Me Grow National Center	HMG success story	http://www.helpmegrownational.org/pages/videos.php	Washington video	
28-Mar	Centers for Disease Control and Prevention	Milestones	http://www.cdc.gov/NCBDDD/actearly/documents/Amazing_Milestones.pdf	Children's book	
29-Mar	Reach Out and Read	Literacy	http://www.reachoutandreadiowa.org/	website	
30-Mar	Easterseals	Ages and Stages	http://www.easterseals.com/site/PageNavigator/ntlc10_mffc_hoi	ASQ-3 questionnaire	
31-Mar	Center for Disabilities and Development	Local Services	http://www.referweb.net/compass/Search.aspx	Referral	

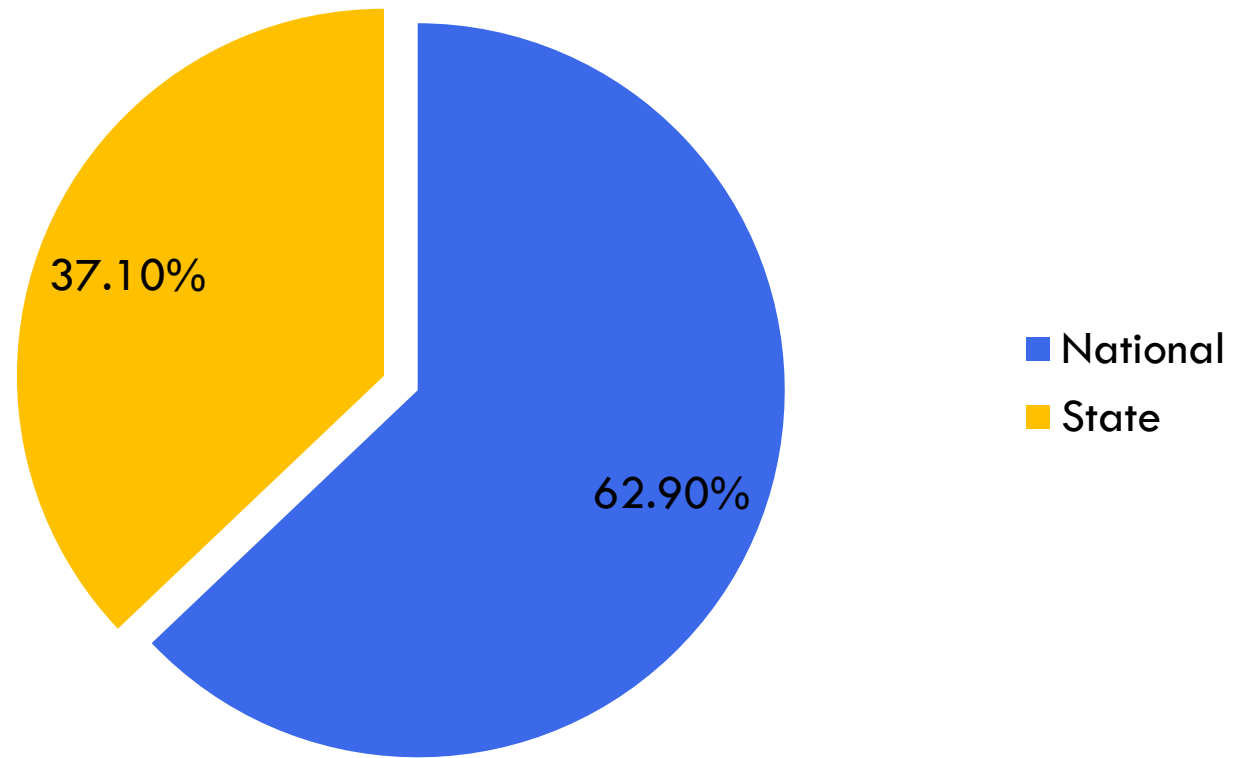
Topics Addressed



- Mental, Social, Behavioral
- Milestones and Development
- Hearing and Vision
- Autism
- Help Me Grow
- Screening and Surveillance
- Literacy and Education
- Environmental
- State Based Programs and Referrals
- Medical Homes and Communication

Iowa Specific vs. National Resources

Resources

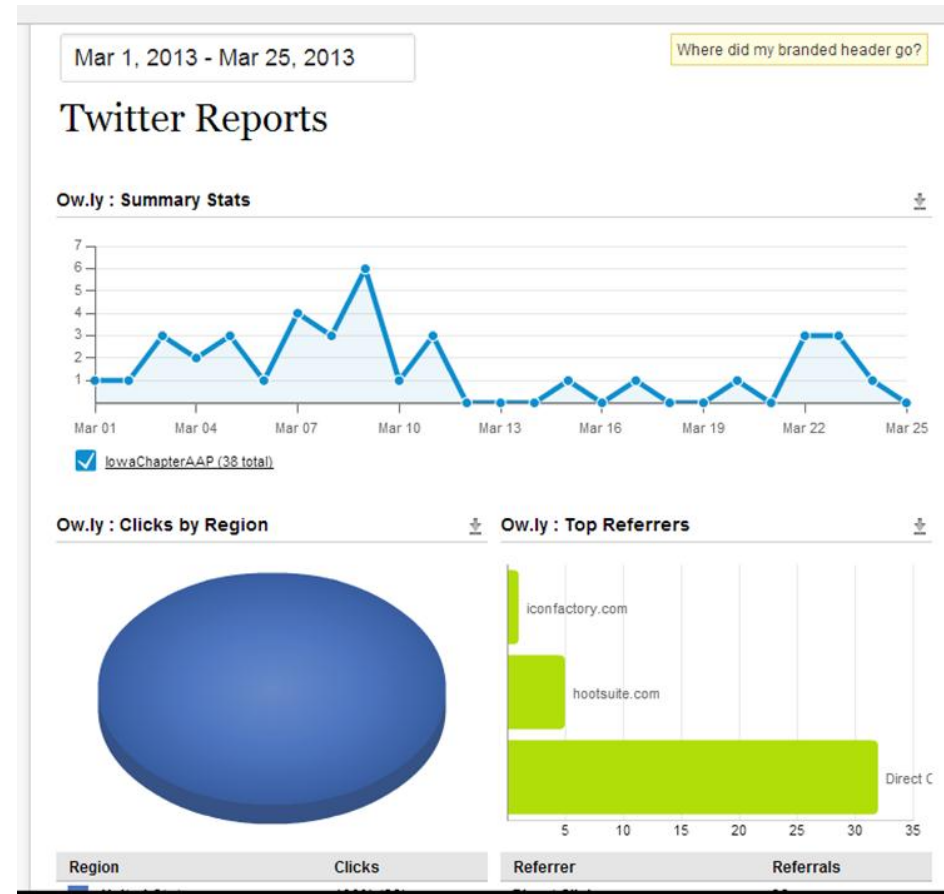


Analytics and Tracking

□ Facebook Analytics

- ▣ Reach
- ▣ Engaged Users/Talking About This
- ▣ Virality
- ▣ Can export data to Excel

□ Hootsuite Report of Twitter “Clicks”



Facebook

Browser tabs: Pomerantz Career C x www.careers.uiowa x www.careers.uiowa x www.careers.uiowa x The Help Me Grow x Iowa American Aca x Iowa Chapter of the x Iowa Chapter of the x

Address bar: https://www.facebook.com/IowaPeds?sk=page_insights

Search: Search for people, places and things

Page Name: Iowa Chapter of the Ameri... Timeline

Navigation: Overview Likes Reach Talking About This

All dates and times are in Pacific Time [Export Data](#)

Summary Metrics:

- Total Likes: 72 (0% change)
- Friends of Fans: 22,057 (+8.32% change)
- People Talking About This: 41 (+355.56% change)
- Weekly Total Reach: 582 (-82.38% change)

Legend: Posts (purple), People Talking About This (green), Weekly Total Reach (blue)

Page Posts (Updated 2 minutes ago)

All Post Types

Date	Post	Reach	Engaged Users	Talking About This	Virality
3/24/13	Starting in fall 2012 the Iowa Neonatal M...	89	5	3	3.37%
3/24/13	The Backpack Connection Series was crea...	20	3	1	5%
3/23/13	The Enhancing Developmentally Oriented ...	20	--	--	--

Right Sidebar:

- Create Page
- Iowa Chapter of the American Academy of Pediatrics
- Dedicated to the health of Iowa's children.
- Like · Iowa Chapter of the American Academy of Pediatrics likes this.
- Advertise Your Page

Most Successful Posts

Facebook

- Children under 4 can benefit from Instrument-Based Pediatric Vision Screening. Read this policy statement from the American Academy of Pediatrics to learn why!

Twitter

- Iowa Kidsight offers free vision screening for infants and young children in all 99 counties of Iowa!
@Ulchildrens

A horizontal decorative bar at the top of the slide, consisting of a yellow square on the left and a blue rectangle on the right.

Successes and Lessons Learned

Successes

- Increased number of “Likes” and Followers
 - ▣ 17 new “Likes” on Facebook Page
 - ▣ 24 new Followers on Twitter
 - ▣ Increase the number of people talking about our Page by 355%
- Compiled resources in one place for future referrals
- Preliminary feedback from colleagues has been positive
 - ▣ professional, informative and relevant

Challenges and Areas for Improvement

- Reach was limited
 - ▣ Build up following before campaign begins (“Like” campaign)
 - ▣ Personal connections with state agencies
- Know audience and tailor
- Information overload
 - ▣ Spread out over longer period of time
- Twitter – create own hashtag to promote or tie to existing hashtag
- Time posts with relevant events and days (World Autism Awareness Day)

Lessons Learned



- Expanding reach in advance is key
- Clearly define target audience
 - ▣ Focus on either parents or pediatricians
- Campaign Fatigue
 - ▣ Quality not quantity and keep it simple
 - ▣ Message should be unique and interesting (avoid repetition)
- Social Media takes time!

Plans for the Future



- Archive
 - ▣ HMG National Page
 - ▣ Iowa AAP website
- Evaluation
 - ▣ Reach and Exposure
 - ▣ Content Usefulness and Appropriateness
 - ▣ Satisfaction
 - ▣ Outcomes (number of parents connected with resources, number of pediatricians who utilized screening tools in practice)

Thank you!

