SOCIAL MEDIA

NOT TOOLS
NOT PLATFORMS
NOT DIGITAL
NEW SPACE
SOCIAL SPACE
CONVERSATION
LEVELS OF INTERACTION

LISTENING
SEEKING INFO
COMMENTING
CONVERSING
SHARING (CONTENT)
CREATING CONTENT
CHALLENGE
OPPORTUNITY
The communication gap
Swimming pool
The vaccination conversation on Twitter
(sept 2012 – nov 2012)
Social media analysis and interaction: An iterative cycle

Passive and active listening to conversations, news, rumours, and events

STEP 1: LISTEN BETTER

STEP 2: BETTER UNDERSTAND

STEP 3: BETTER ENGAGE

Talk with lay public, patients, HCPs and policy makers; track comments for insights

Understand & Measure. Monitor, analyze & track conversations
Extracting insights from streams of data: Social monitoring & intelligence

**Data, conversations**

**Social Monitoring**
- Active surveillance (events):
  - News | rumours | issues | controversies | outbreaks

**Social Intelligence**
- Human analysis (to refine algorithms):
  - Sentiment | topic | buzz |
- Human analysis (influencers):
  - Influencer ID & mapping | hubs of influence | Social networks

**Insight**
- Human analysis (drill down):
  - subject | tone | buzz | crisis | measure & evaluate

**Monitoring (indicators):**
- Volume | channel | sentiment | topic | region | language
Social media monitoring

- Discussions on vaccination by sentiment over time (June 2011 to Oct. 19 2011) in all sources (i.e. news, blogs, social media, forums) worldwide
Social media monitoring: Vaxitrends Social Barometer
Immunisation Influencers Initiative [I3]

- A lot questions being asked, not many reasonable answers being given
- We need trusted, authoritative voices in the conversation

I3 aims to help vaccination experts build a voice and influence in the social media space
“We shape our tools, and thereafter our tools shape us”
- Marshall McLuhan
Put the public back into public health
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