



Effective Use of Social Media

One local health jurisdiction's effort
to go viral in 140 characters or less

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Today's Goals:



Discuss the history of BFHD's three Twitter accounts

Learn a few tips to save yourself from the growing pains we endured

Leave ready to get your feet wet



www.twitter.com/BFHD

For breaking news throughout the day, go to:

MID-COLU

SECTION B | tricityherald.com | Thursday, May 7, 2009

TWITTER UPDATES

Health groups tweeting o

LAURA KATE ZAICHEIN
HERALD STAFF WRITER

Cheryl Layman only had to check her cell phone Wednesday morning to learn the five samples of possible swine flu from Benton and Franklin counties were still in line for testing at the state lab.

"Still awaiting results on samples submitted from our district," tweeted a message from the Benton-Franklin Health District that seemed to be just for her.

But the message generated on the social networking website Twitter was for the dozen health district "follow-

ers" — or those who have signed up to receive messages from the district.

WHAT DO YOU THINK?
Comment on this story at tricityherald.com or call 585-7288

Twitter is one method the health district is using to get messages about H1N1 flu to the Mid-Columbia's many residents who span age groups, literacy levels and cultures.

"We know that each one of those groups gets their news in a different way," said Aaric Goodrein, the health district's preventive health services supervisor. "It is a challenge."

Layman is in the demographic the health district is hoping to reach through Twitter. The on-the-go Fendleton woman, an independent public information officer, said she doesn't have time to sit down to read a newspaper or watch TV to get her news.

Twitter allows the 48-year-old to take a quick look at her cell or computer to get the latest from the more than 50 Twitter accounts she follows.

"It's like being able to read headlines," Layman said. "It's a great match for my lifestyle."

See **TWEETING** | Page B2

Thank you for visiting the Benton Franklin Health District.

Stop the Flu

- wash your hands
- cover your cough
- stay home when sick
- get vaccinated

We work to promote healthy choices and behaviors, prevent illnesses from spreading in our community, and protect our residents and visitors from environmental hazards. We work for you.



That's you!

Lists

BFHDfood Recall: Frozen Goya-brand Mamey Pulp linked to rare typhoid cases in CA and NV. See FDA for recall and pics: <http://tinyurl.com/2bv9udq>

about 2 hours ago via web
Retweeted by you

BiterFighter WNv+ Activity in Oregon, Washington, and British Columbia. Be sure to fight the bite this weekend. More info: www.bfhd.wa.gov/wmv

about 6 hours ago via web
Retweeted by you

BFHDfood Tis the season for vibrio illness from oysters. Make sure to keep oysters cold, eat them hot, and wash your hands to reduce illness risk.

about 6 hours ago via web
Retweeted by you

August is Breastfeeding Month! Breast milk has disease-fighting antibodies that can help protect infants from many illnesses.

10:18 AM Aug 12th via web

A video of the BFHD 2009 annual report is posted online. View it here: <http://www.youtube.com/watch?v=FmrQoOcYIKk>

10:17 AM Jul 24th via web

A little-known fungus, *Crypto gattii*, is making big news. Read more of the science and health at DOH <http://tinyurl.com/2g8hp3b>

11:17 AM Jul 23rd via web

High temps=high risk for children/pets in parked cars. Read more heat tips: www.bfhealth.org/news/BFHD%205%20Summer%20Safety%20Tips.pdf

Name BFHD

Location Benton Franklin Co, WA

Web <http://www.bfhd.w...>

Bio Two county health district in south central Washington State. We work to Prevent illness and Injury, Promote Healthy Behaviors, and Protect Our Community.

13 following 156 followers 25 listed

Tweets 11

Favorites

Following



RSS feed of BFHD's tweets





www.twitter.com/BFHDfood



BFHDfood

✓ Following

Lists Settings

Don't forget--the perfect summer outdoor evening should also include insect repellent. West Nile + mosquitoes found near Prosser/Grandview.

about 2 hours ago via web

Recall: Frozen Goya-brand Mamey Pulp linked to rare typhoid cases in CA and NV. See FDA for recall and pics:

<http://tinyurl.com/2bv9udq>

about 2 hours ago via web

Retweeted by you

Tis the season for vibrio illness from oysters. Make sure to keep oysters cold, eat them hot, and wash your hands to reduce illness risk.

about 6 hours ago via web

Retweeted by you

Next Prosser FWC class is Monday, Aug 2nd at the Barn Restaurant at 3:00pm. Cost is \$10 cash only. Call 460-4205 for more information

1:49 PM Jul 30th via web

Name BFHD Food Program

Location South Central Washington

Web <http://www.bfhd.wa.gov>

Bio The BFHD Food Program works with our community to make sure our food is safe from field to fork.

44 following 79 followers 15 listed

Tweets 65

Favorites

Actions

message BFHDfood block BFHDfood report for spam

You both follow



Following



View all...

RSS feed of BFHDfood's tweets

Benton-Franklin Health District food program



Benton-Franklin
Health District
food program



about 6 hours ago via TweetDeck



MOJAVEbyPicazo #ff @mendypuckett @WriteforWine @NWwines @WineAndDineNW @desertwindwine @TheTroyBarrett @thatcookguy @tourismpro @ProsserWineCtr

about 6 hours ago via TweetDeck



Picazo717 Tomorrow is Prosser's 29th Annual Wine & Food Fair- Washington's largest outdoor tasting event. Do you have your... <http://fb.me/GQVCk9So>

about 6 hours ago via Facebook



foodsafetynews RT @civileater: Senate Strikes Bipartisan Agreement on Food Safety (Civil Eats) <http://bit.ly/aTNmGU> by @hbottemiller

about 6 hours ago via TweetDeck



milbrandtvino What wine is best paired with Friday the 13th?

about 6 hours ago via web



milbrandtvino Going to the Prosser Wine & Food Fair? Milbrandt Vineyards will be there pouring summer favorites the 08 Chenin Blanc and 08 Pinot Gris!

about 6 hours ago via web



ancwine Thanks for the #FF RTs! @HWWineFest @EyeCatchingEnt

about 6 hours ago via TweetDeck



TriCitiesVCB You may have heard about the Perseid meteor shower in the news. Well how would you like to have a special viewing... <http://fb.me/GGCmGE8X>

about 7 hours ago via Facebook



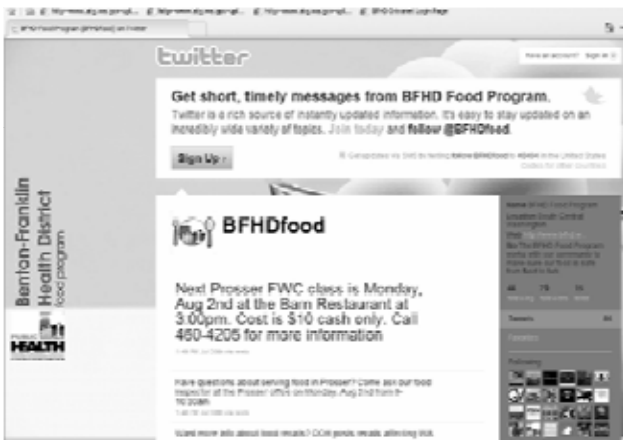
sciam "Plug and Play" Solar Panel Kits Offer Homeowners Affordable Alternative Energy Source <http://bit.ly/cWdwG8>

about 7 hours ago via twitterfeed



USDAFoodSafety Should I use a wooden cutting board or a plastic one? Does it matter? <http://bit.ly/ajo4rg> #foodsafety

about 7 hours ago via web



www.twitter.com/BiterFighter

File Edit View Favorites Tools Help

twitter

Have an account? [Sign in](#)

take care @ dusk & dawn

West Nile Virus Alert Level

2

Risk of Human Illness (positive findings in mosquitoes)

Things to do:

1. Drain standing water
2. Read insect repellent directions
3. Check www.bfhd.wa.gov/wnv
4. Report dead birds

Get short, timely messages from Biter Fighter.

Twitter is a rich source of instantly updated information. It's easy to stay updated on an incredibly wide variety of topics. **Join today** and follow **@BiterFighter**.

[Sign Up](#)

Get updates via SMS by texting **follow BiterFighter** to 40404 in the United States. Codes for other countries

BiterFighter

WNv+ Activity in Oregon, Washington, and British Columbia. Be sure to fight the bite this weekend. More info: www.bfhd.wa.gov/wnv

about 6 hours ago via web

More mosquitoes test WNv+ in Grant and Yakima Counties. The virus is rare, but the illness can be dangerous. Please fight the bite.

9:59 AM Jul 20th via web

Mosquitoes tested last week came back negative for West Nile virus. Keep taking precautions to reduce mosquito numbers.

1:53 PM Jul 20th via web

Benton County will spray areas of West Richland, Richland and Kenwick along with rural areas near Mabton and Prosser tonight with aircraft.

5:42 PM Jul 20th via web

Mosquitoes tested in the last two weeks all came back negative for West Nile! We will keep testing and urge you keep dumping standing water.

1:27 PM Jul 19th via web

High temps speed mosquito growth. Remove standing water on your property to cut down on mosquito numbers.

9:15 AM Jul 17th via web

WNv+ skeeters found near Prosser. WNv season is here. Please reduce your risk—drain standing water, wear repellent, and fight the bite!

11:10 AM Jul 20th via web

Name Biter Fighter
Location Eastern Washington
Bio Biter Fighter is a partnership between agencies in Washington and eastern Oregon with a combined effort to prevent the spread of West Nile virus in our area.

2 10 0
following followers listed

Tweets 20

Favorites

Following

[BiterFighter](#)

[RSS feed of BiterFighter's tweets](#)

Websites:

Benton-Franklin Health District
www.bfhd.wa.gov/wnv

Benton County Mosquito Control
www.mosquitocontrol.org

Franklin County Mosquito Control
www.fcncd.org

Washington Department of Health
www.doh.wa.gov/wnv

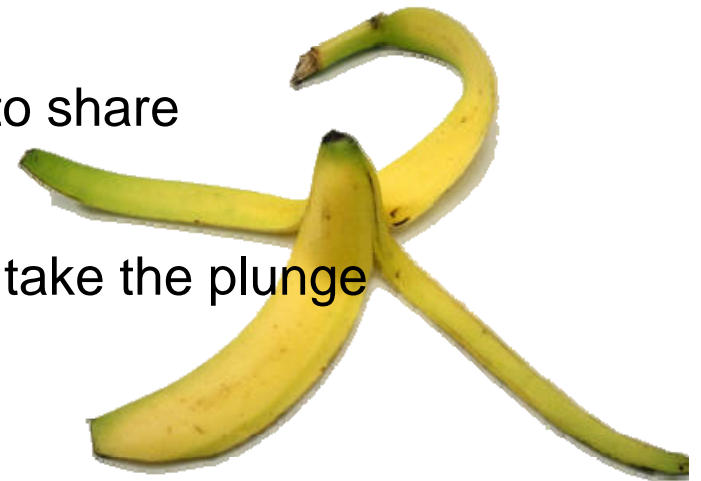
drain standing water

Done Internet

Lessons Learned



- **Social media novices have steep learning curves**
 - Adopt low risk tools first
- **Communication plans are imperative**
 - Have a social media policy
- **Community members are participants rather than “target audiences”**
 - Provide multiple formats and messages to share
- **Relationships require dedication**
 - Understand the level of effort before you take the plunge
- **Metrics need to be monitored**
 - It’s more than quantity of followers



HootSuite

The screenshot displays the HootSuite web interface, which is organized into several columns and a top navigation bar. The top bar includes a 'Compose / Message' field, a 'Send Now' button, and a search box for Twitter. Below this is a tabbed interface with tabs for 'Welcome', 'BFHD (Twitter)', 'Pending Tweets', 'Sent Tweets', 'BFHD Retweeted', 'BFHDfood (Twitter)', and 'BiterFighter (Twitter)'. The main content area is divided into four columns:

- Home Feed:** Contains a list of tweets from various sources. The first tweet is from 'TravelWI' about camping tips. Other tweets include news about WA drivers' seat belt use, a wildfire near Wallula, and a woman surviving in the wilderness.
- Mentions:** Displays tweets mentioning the user. It includes suggestions from 'twittersuggests', a reminder from 'puterbaughconst' to be careful in summer, a tip from 'BentonCounty' about flood cleanup, and a health tip from 'LearnAtVivid' about the flu.
- Direct Message (Inbox):** Currently shows 'No results found'.
- Sent Tweets:** Lists tweets sent by the user. The first tweet is from 'BFHD' about Cargill's ground turkey products, followed by a recall notice, a warning about Salmonella in turkey products, and a tip about trampoline safety.

The interface also features a left-hand navigation menu with icons for home, stream, messages, and settings.

...and one last thought...



dpzinfo

Follow

To all sending messages of support: Thanks so much, you guys are awesome! We love our customers!

22 minutes ago from tuhir1

Name Joey Dempster

0 following 0 followers 0 updates

Name Domino's Pizza
Location Ann Arbor, MI
Web <http://www.domino...>
Bio Official corporate information page for Domino's Pizza.

9 following 244 followers 33 updates

Updates

Favorites

Actions

Thank you.

Ready to get your feet wet?

