

Using social media to promote immunisation

Tip 1: Keep it short and sweet

- When it comes to videos on social - less is more... 60 seconds is forever.
- Be clear on your 1-3 key messages.
- Make it interesting.

Tip 2: Speak from your source of strength

- Your direct experience and NZ's experience with polio is powerful.
- Being authentic is critical.
- If dialogue on your Facebook page goes in the wrong direction, bring it back to your source of strength.

Tip 3: Be prepared

- People have strong views on vaccination. It can be a battleground.
- Develop a response plan
 - gather people/organisations you can ‘tag’ in for support
 - have some pre-prepared responses
 - have trusted sources of information you can direct people, eg:
 - Immunisation Advisory Centre - www.immune.org.nz/
 - Ministry of Health www.health.govt.nz
- Have ‘code of conduct’ on your social media page (eg, cover not publishing misleading information or use of derogatory language)
- Use the tools you have to influence the conversation – Respond, Question, Prompt, Hide, Delete, Ban – or even remove post. And often you can get support from other voices.

Tip 4: Make it relevant & relatable

- Generally, video content is better.
- Make use of content that you can share – eg, newspaper stories, articles, web pages.
- Make sure it is clear and readable.

Tip 5 – Put money behind it

- It's not enough to use 'organic reach'.
- You can reach more people in most social media channels by buying reach.
 - Facebook – 'boosted' posts
 - Instagram – leveraging influencers
- Targeting is possible – by area, gender, etc.

