

NATIONAL BEST
PRACTICE UNIT

**TACKLING
INDIGENOUS
SMOKING**



Monitoring & Evaluating Social Media

Reach

Are you attracting your intended audience?

- Facebook and Twitter metrics:
 - Follower count
 - Page likes
- Limitations:
 - Are they TIS followers? (shared space)
 - Low value stats - 'vanity metrics' (reads not engagement or impact)
- Need to look at individual posts



Engagement

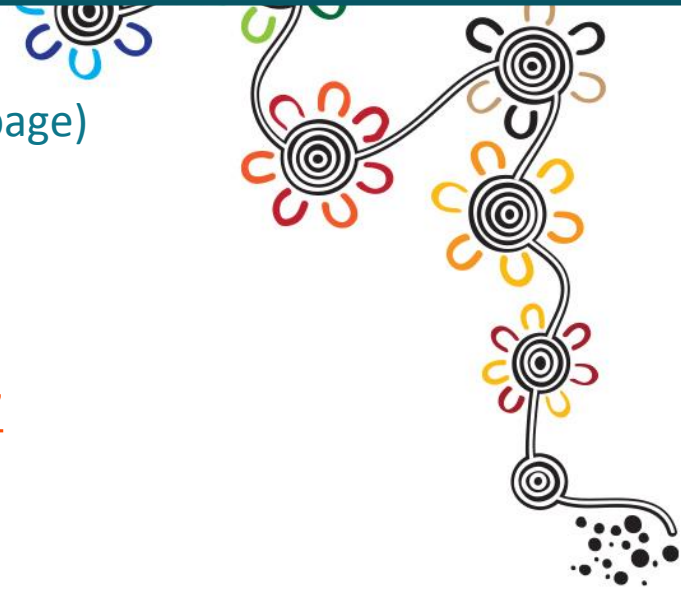
Is your audience involved with your message?

- Did your post grab people's attention?
 - Message 'amplification' – shares/retweets per post
- Did people like your message?
 - Applause – retweets, likes etc
- Did you start a discussion?
 - Conversation rate - on Facebook this is the number of comments, on Twitter its replies
- 'Star Posts' - monitor what grabs the attention of your followers so you can keep doing what works.



Built in analytics

- Facebook:
- 'Insights' (available once 30 people have liked your page)
- N who have seen your content
- Post clicks
- Reactions, comments and shares
- Total video views
- <https://www.facebook.com/help/268680253165747>
- Twitter:
- 'Tweet Activity Dashboard' (updated in real time-
- N who have seen your tweet
- N interactions – e.g. retweets, replies and follows for each tweet
- N likes for each tweet
- <https://support.twitter.com/articles/20171990>



Impact

Did you cause people to take action?

- Use content as qualitative data to describe your users' interactions with your message and each other:
 - Written content of comments/replies
 - Emoticons and emojis associated with a post
 - Use of photos in comments/replies



Tips on measuring impact

- Start by focusing on your most popular post/tweet and look at the content of comments/replies:
 - themes or ideas in the content
 - What do you think the person wanted to achieve/show by their comment/reply?
 - What are the TIS messages?
 - Or use a pre-defined set of codes
 - how many people mentioned quitting,
 - being smoke free,
 - cutting down



Why you need to look at content not just 'N'



No Smokes
@NoSmokes.com.au

Home

About

Twitter

YouTube

Events

Photos

Likes

Posts

Instagram

Survey

Create a Page

Like

Following

Share

...

Send Message



Like

Comment

Share

1.4k

Chronological

147 shares

View previous comments

2 of 592



Annette Yang George Vang best believe it lol
Like · Reply · 6 June at 11:17 · Edited



Sophie-Marie Wood Ryan Cheatham
Like · Reply · 2 · 9 June at 17:59

1 Reply

Health & wellness website

Community

Invite your friends to like this Page

8,490 people like this

8,428 people follow this

About

See All

Send message

nosmokes.com.au

Health & wellness website

Pages liked by this Page



Yirrkala Surfing

Like



Deadly Vibe

Like



Cancer Council Queen...

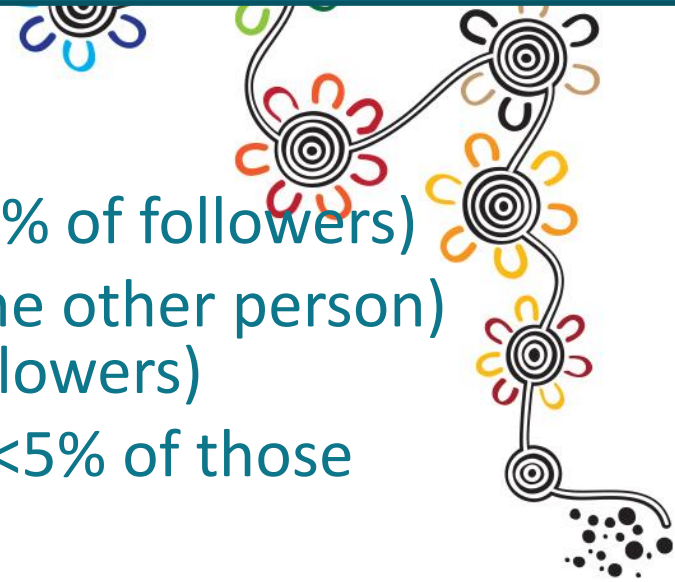
Like

English (UK) · English (US) · 中文(简体)

+

No Smokes example

- Of 8,428 followers:
 - 1.4K likes etc (message reached 16.6% of followers)
 - 592 comments (all tagged at least one other person) (42.3% of those reached or 7% of followers)
 - 25 asked the tagged person to quit (<5% of those reached or 0.3% of followers)
 - Another 25 endorsed the message in some way
 - Comments from similar number suggested their interest in the post did not relate to the anti-smoking message!



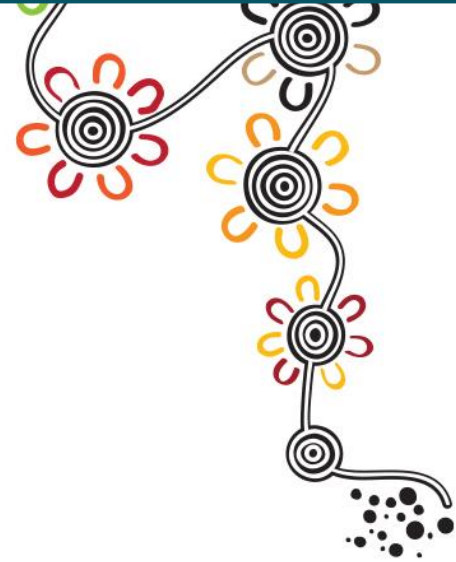
What if I don't have data?

- 'Silent traffic' - reads/views but no comments/replies
- Why?
 - content is not of interest
 - reluctance to take an active role
 - page seen as a source of information not communication.
- Solution?
 - Change what you do



What is the best content?

- Compelling, shareable content 'thumb stopping'
 - New information
 - Humour
- Keep it simple/relevant
- Include a Call to Action
 - Invitation to share the post
 - Ask for comments
 - Ask to share photo/story
 - Ask questions
 - Fill in the blanks
- Repurpose content as a fresh post
- Engage with other users content
- BE PERSISTENT!!



When should I post?

- When is your audience on line?
- Outside business hours?
 - Evenings
 - weekends
 - Public holidays



Other tips

- Check out what's working for other programs
- Yarning place?
- Monitor other pages:
 - Insights
 - Pages to Watch
 - Provides notifications of what's popular on other pages



Twitter tips

- Retweet other users' tweets....
- Keep your tweets brief and relevant....
- Share a variety of links....
- Respond when someone tweets to you....
- Call to action.....
- Know your peak hours....



More information on tools and resources to support activities that work

Tools and resources to support activities that work

This section provides tools and resources to support your TIS activities including practice guidelines, health promotion and other resources.

[Smoke-free](#)

[Media/social marketing](#)

[Social media and social networking](#)

[Mothers and babies](#)

[Adolescence/school-based education and awareness activities](#)

[Pharmacology](#)

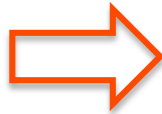
[Brief intervention](#)

[Counselling](#)

[Quitline](#)

[Using physical activity to enhance quit rates](#)

[Cold turkey](#)



Social media and social networking



[The health communicator's social media toolkit](#)

This toolkit, developed by Centers for Disease Control and Prevention, provides hints and tips on social media for health messaging. It includes information on getting started using social media, as well as ways to integrate social media into communication campaigns.



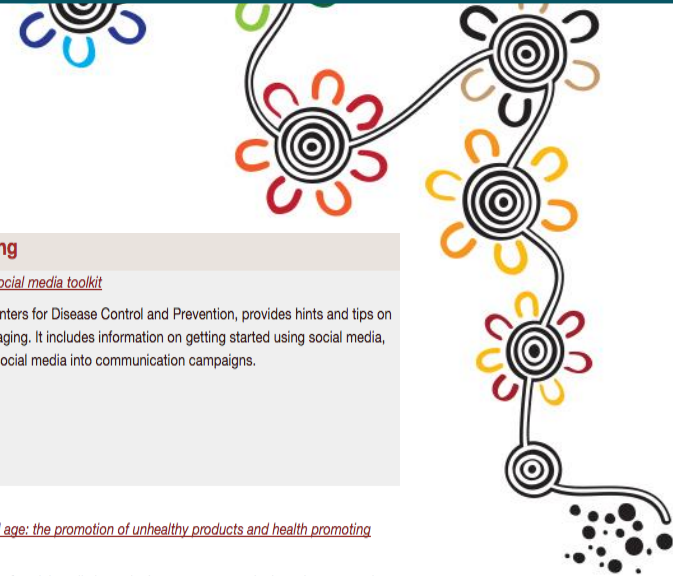
[Marketing to youth in a digital age: the promotion of unhealthy products and health promoting behaviours on social media](#)

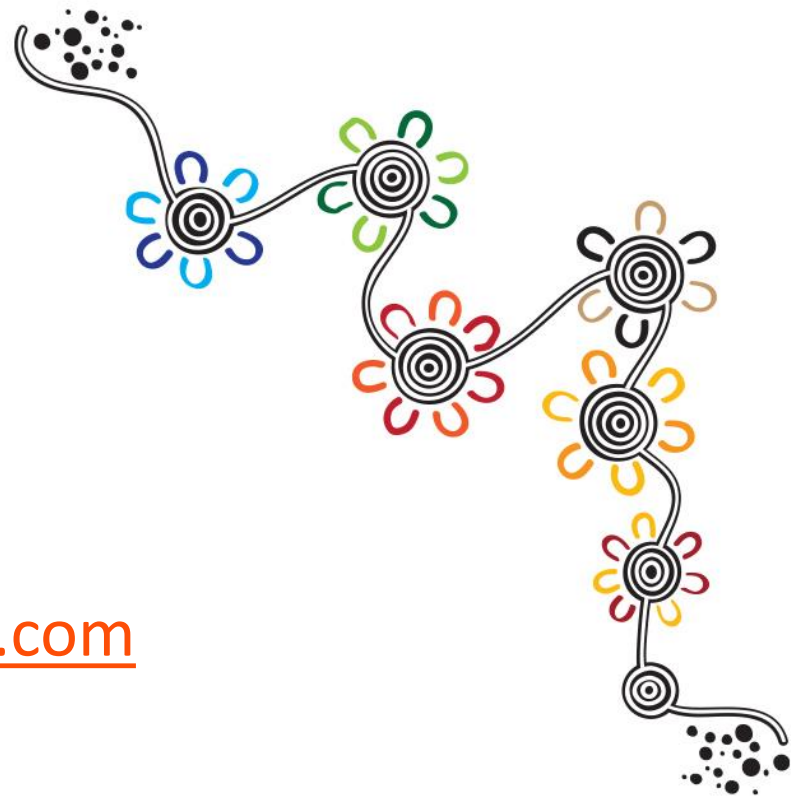
This paper discusses the use of social media in marketing to young people. It explores emerging evidence about the extent of exposure to marketing and the impacts this may have on adolescent health. It also presents examples of health-promoting social media campaigns aimed at young people.



[Social media: new links for Indigenous health](#)

This paper showcases the success of social media in the Aboriginal and Torres Strait Islander health sector, providing examples of organisations/initiatives that have used it with success.





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