

Health Promotion through Social Media



A DEADLY CHOICE
Deadly Choices
IS A HEALTHY CHOICE

Content

- Background
- WNTD
- Community Tobacco surveys (Covid-19)
- Tobacco podcast
- Tobacco promotional resources



Background

- 2010 – Facebook to engage our community to our programs, and events
- Twitter – government promotion, NGO's, sporting bodies, ATSI orgs
- Instagram/Tik Tok – community trends, staying up to date
- Innovation- partnerships, ambassadors, community response
- Brand integrity



WNTD

- Over the week of promoting the World No Tobacco Day LIVE Facebook broadcast we saw more than 78,150 people reached across
- Facebook and Instagram.
- More than 1,780 people engaged with the WNTD social posts.
- Ambassador usage in posts in the lead up to the LIVE broadcast saw audience members excited and engaged to tune in.
- Through comments from our audience on the LIVE Facebook broadcast it was clear our panel on the day made it a comfortable and safe
- space for our audience to open up about their experience with quitting or trying to quit.
- It's worth noting that we reached people outside of SEQ through the WNTD broadcast with followers commenting that they were watching
- from: NZ, Perth, Tasmania and many more.
- Multiple comments contained a thank-you to the DC team for a great day of content including education around the health bene

WNTD



Tobacco Instagram Post Results

13,872
REACH

601
ENGAGEMENTS

586
LIKES

5
COMMENTS

Tobacco Facebook Post Results

WNTD

64,302

REACH

896

POST REACTIONS

204

POST COMMENTS

87

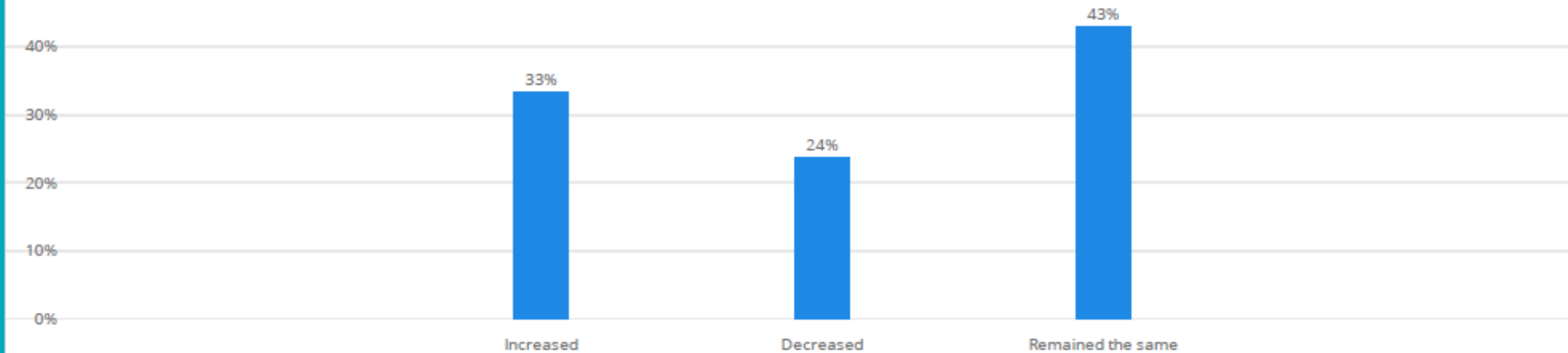
POST SHARES

Online Tobacco Survey - COVID-19

Surveys Completed In 2 months 2,314

Smoker Specific Questions

Since the COVID-19 outbreak, have your smoking habits changed?



SMOKING DURING COVID-19

PROTECT YOUR FAMILY

PROTECT YOUR COMMUNITY

IT IS MORE **IMPORTANT** THAN EVER TO **GIVE UP THE SMOKES.**

PEOPLE WHO SMOKE ARE AT A **HIGHER RISK** OF DEVELOPING **SERIOUS RESPIRATORY COMPLICATIONS** FROM **COVID-19.**

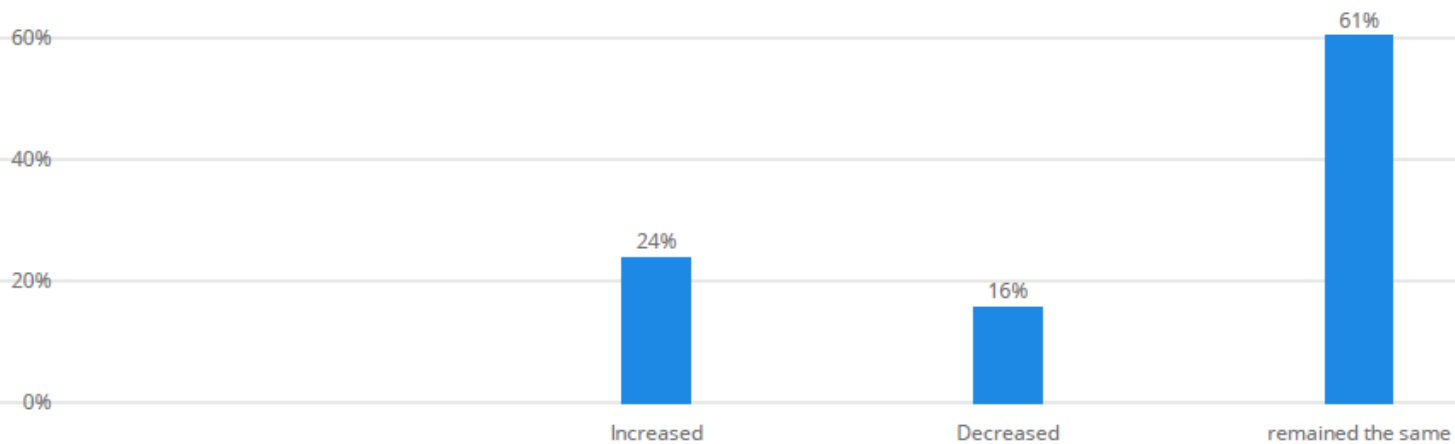
A man in a patterned jacket is shown on the right side of the advertisement.

COVID-19 Tobacco Surveys

- Surveys Completed in 2 months 1,342

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Since the COVID-19 outbreak, has your smoking changed?



Tobacco Podcast



- Weekly Tobacco Podcast since April 2020
 - Each episode averages over 3k views (top views of all our podcasts)
 - Total impressions (number of times podcast showed up on someone's screen): 316,917
 - Total people reached (number of people who saw the content at least once): 262,765
- Total engagement (number of people who reacted, commented or shared): 5,501

WORLD NO TOBACCO DAY

LIVE PODCAST FROM 10AM

FRIDAY, 29 MAY



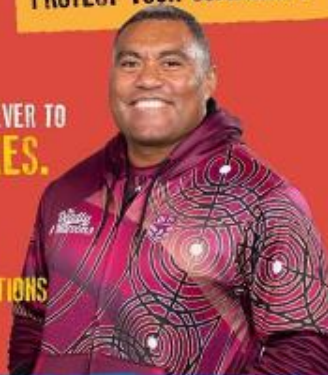
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