

MASSACHUSETTS HEALTH OFFICERS ASSOCIATION

# WEBINAR

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Strategies for Improving  
COVID-19 Communication  
Through Social Media

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FOR LOCAL BOARDS OF HEALTH

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Health Communication Alumna '11  
Emerson College



SCHOOL OF MEDICINE  
Public Health



# Disclosure

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We have no financial interests or relationships to disclose.

# Importance of LBOH Outreach

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Local Boards of Health play an essential role as **trusted sources** of reliable public health information, providing the **local guidance** their communities need while **combating misinformation**.

# Why Social Media?

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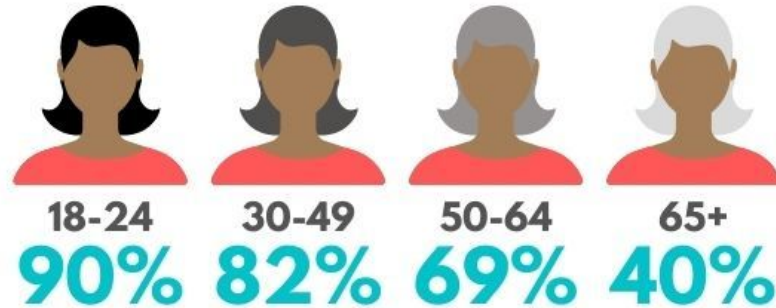
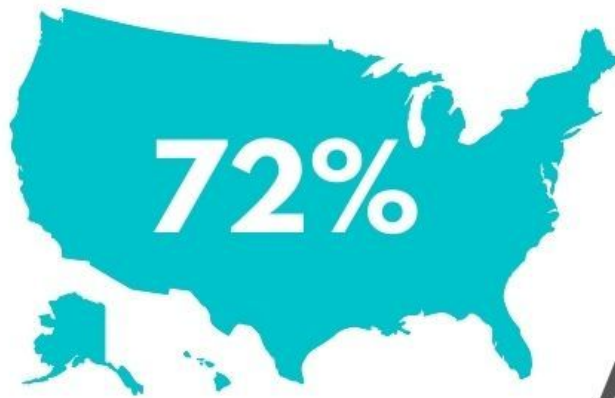
Few LBOHs in Massachusetts currently use social media but...

It is a popular channel that reaches a **broad demographic.**

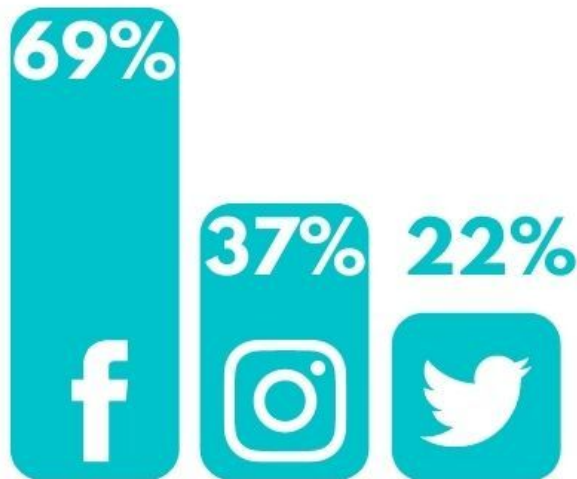
This year, even more people have **turned to social media** to stay in touch and gather information.

# Social Media Use Demographics (Pre-pandemic, 2019)

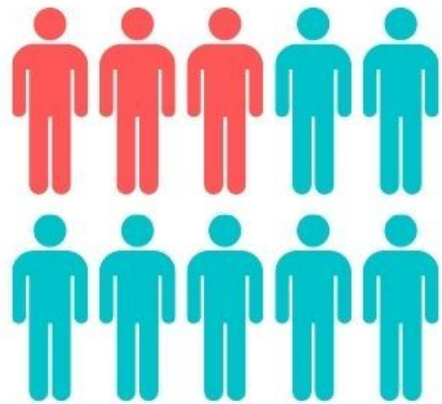
**ADULTS WHO USE 1+  
SOCIAL MEDIA PLATFORM**



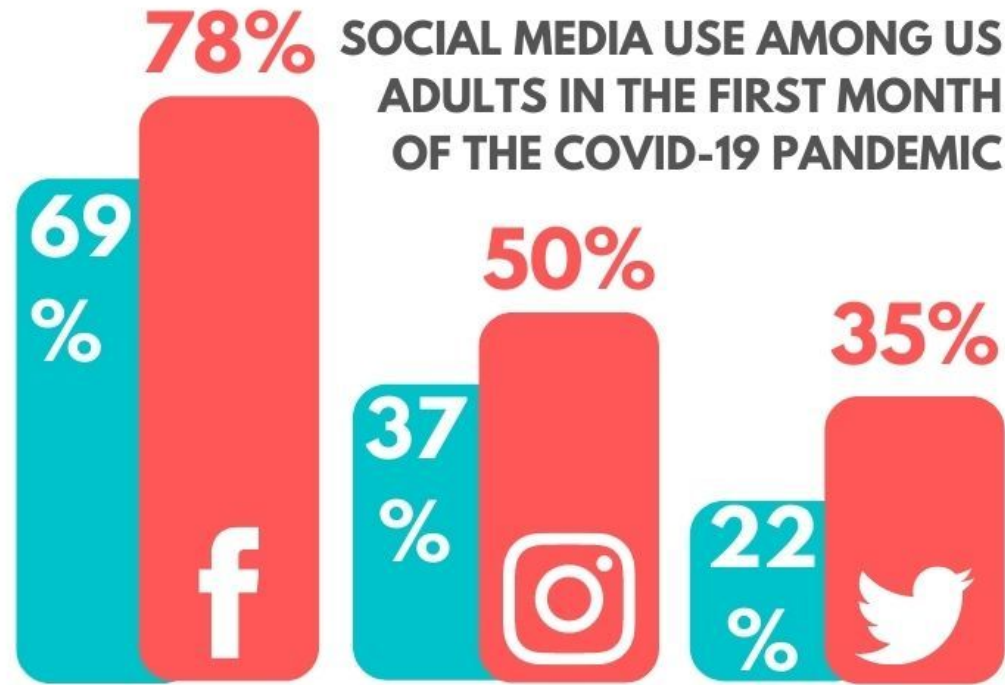
**65% OR HIGHER  
AMONG BLACK, WHITE  
& HISPANIC ADULTS  
IN URBAN, SUBURBAN  
& RURAL COMMUNITIES  
ACROSS INCOME  
BRACKETS  
BY GENDER**



# Social Media Use Demographics (Since Start of Pandemic)



**29%** INCREASED  
THEIR SOCIAL MEDIA  
USE THIS YEAR



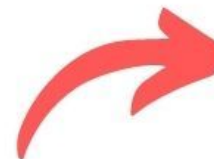
US AND UK INTERNET USERS REPORTED THEY USE SOCIAL MEDIA  
**MORE** BECAUSE OF THE PANDEMIC TO:



**41%**



**48%**



**37%**

KEEP IN TOUCH WITH FRIENDS • READ MORE NEWS STORIES • SHARE NEWS

# Where is your LBOH?

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(A)

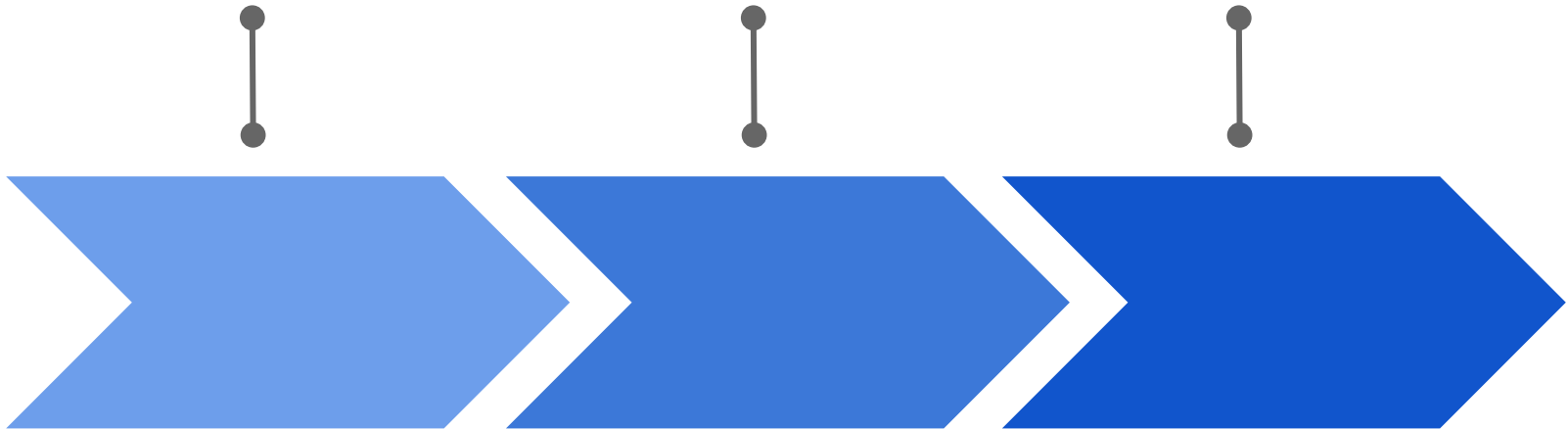
Your LBOH doesn't have any social media accounts

(B)

Your LBOH uses social media but is not very active

(C)

Your LBOH is active on social media and needs to increase engagement.



# This guidance will help you...

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GET  
STARTED

ENHANCE  
SOCIAL  
MEDIA USE

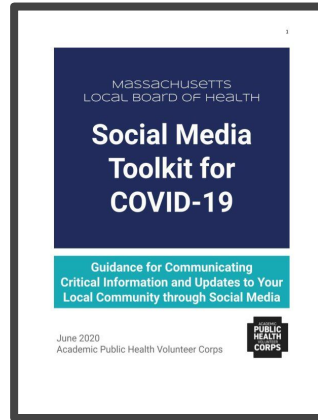
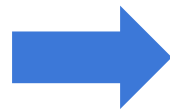
INCREASE  
COMMUNITY  
ENGAGEMENT



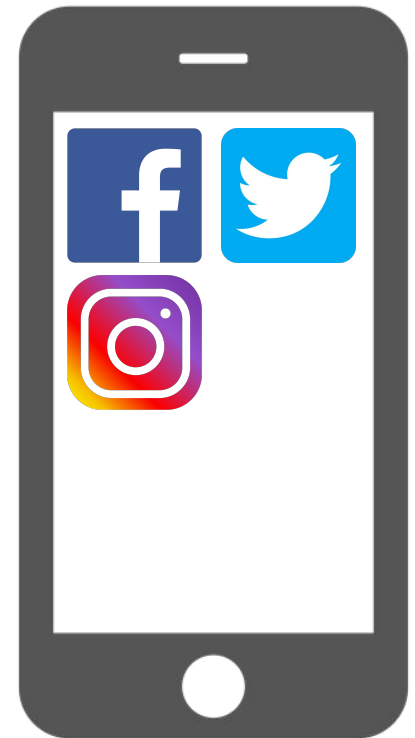
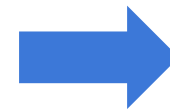


# Resources for LBOHs

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Toolkit &  
Webinar



Academic Public  
Health Volunteer Corps


# Social Media Toolkit for LBOHs

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MASSACHUSETTS  
LOCAL BOARD OF HEALTH

## Social Media Toolkit for COVID-19

Guidance for Communicating  
Critical Information and Updates to Your  
Local Community through Social Media







June 2020  
Academic Public Health Volunteer Corps

### Social Media Cheat Sheet for Local Boards of Health

#### Effective Posts for COVID-19 Communication

| Local Updates   | Local Resources   | Public Health Guidelines   | Community Strength  | External Content   |
|---|---|--|---|--|
| <b>Public Advisories &amp; Ordinances</b><br><i>What is permitted?</i>  | <b>Support</b><br><i>Childcare support, resources for elderly &amp; small businesses, mental health resources</i> | <b>Facts about COVID-19</b><br><i>Reliable information in multiple languages</i> | <b>Community Supporting Each Other</b><br><i>Photos &amp; videos</i>  | <b>Key Links</b><br><i>Links to news &amp; resources on city website</i>                   |
| <b>Local Case Counts</b><br><i>Daily information updates</i>            | <b>Assistance with Basics</b><br><i>Housing and food for those in need</i>  | <b>Prevention Guidelines</b><br><i>Social distance, masks &amp; hand washing</i> | <b>Encouraging Messages</b><br><i>Positivity &amp; hope, photos of city officials working for community</i> | <b>Shares</b><br><i>Content from city departments &amp; officials, local organizations</i> |
| <b>City Services</b><br><i>Status of recycling &amp; other services</i> | <b>Product Availability</b><br><i>Residents share what's available in which stores</i>                            | <b>What to Do If Sick</b><br><i>Where and when to seek care</i>                  | <b>How to Help</b><br><i>Where community members can volunteer</i>  | <b>Cross-Promotion</b><br><i>Linking to other communication channels, virtual events</i>   |

#### Features by Channel

|  | Post Types     |       |            |                          | Allowed in Post |          |         |         | Static Content |             |
|--|----------------|-------|------------|--------------------------|-----------------|----------|---------|---------|----------------|-------------|
|  | Text           | Image | Video      | Interactive              | Hyperlink       | Location | Mention | Comment | Background     | Pinned Post |
| <br>Twitter         | 280 characters | ✓     | 30 seconds | poll                     | ✓               | ✗        | ✓       | ✓       | ✓              | ✓           |
| <br>Facebook        | ✓              | ✓     | ✓          | ✗                        | ✓               | ✓        | ✓       | ✓       | ✓              | ✓           |
| <br>Instagram       | with image     | ✓     | 60 seconds | ✗                        | ✗               | ✓        | ✓       | ✓       | ✗              | ✗           |
| <br>Instagram Story | with image     | ✓     | 15 seconds | poll scale question quiz | ✗               | ✓        | ✓       | ✗       | ✗              | ✗           |

Created by Logro Content Lab to accompany the Massachusetts Local Board of Health Social Media Toolkit for COVID-19.

# Academic Public Health Volunteer Corps

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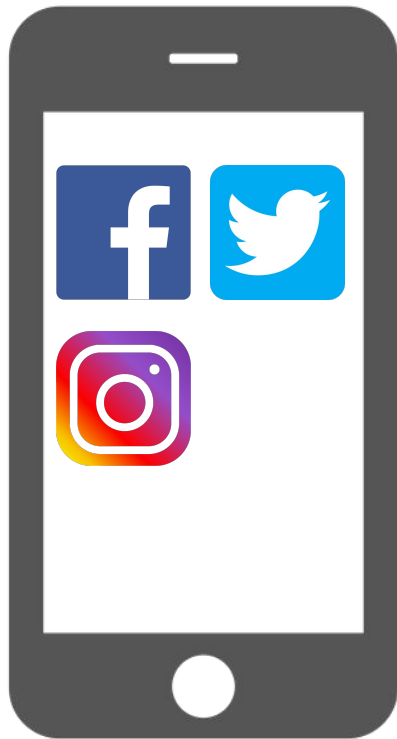
- Students, alumni, staff and faculty from twelve academic institutions in Massachusetts
- Formed in March 2020 to support MDPH in responding to COVID-19 LBOH needs
- Volunteers are available to support LBOHs with:
  - Health communication
  - Social media
  - Community outreach
  - Translation
  - Data analysis
  - Other services







# How to Get Started

## STEP 1

Select channels  
(Pg. 4)



|  | Post Types     |       |            |                                   | Allowed in Post |          |         |         | Static Content |             |
|--|----------------|-------|------------|-----------------------------------|-----------------|----------|---------|---------|----------------|-------------|
|  | Text           | Image | Video      | Interactive                       | Hyperlink       | Location | Mention | Comment | Background     | Pinned Post |
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| <br>Instagram       | with image     | ✓     | 60 seconds | ✗                                 | ✗               | ✓        | ✓       | ✓       | ✗              | ✗           |
| <br>Instagram Story | with image     | ✓     | 15 seconds | poll<br>scale<br>question<br>quiz | ✗               | ✓        | ✓       | ✗       | ✗              | ✗           |



## STEP 2

Open accounts  
(Pg. 9)

# Step 3: Promote Accounts

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## Promotion strategies (Pg. 10)

- Across LBOH platforms & web page
- Via municipal social media accounts
- Via resident groups on social media
- Via radio, news, print promotion

## Community outreach (Pg. 10)

- Town meeting listserv
- Other municipal boards
- Fire, Police, & Public Works departments
- Members of community emergency-response team
- Schools, churches, library, community organizations



**Framingham Source**

12K like this · News & Media Website



**Greater Framingham Community Church**

1.1K like this · Religious Organization

# How to Enhance Social Media Use

Create effective social media messages that are specific to your local community.  
(Pgs. 5-9, 14)



## Social Media Cheat Sheet for Local Boards of Health

### Effective Posts for COVID-19 Communication

| Local Updates   | Local Resources   | Public Health Guidelines   | Community Strength  | External Content   |
|---|---|--|---|--|
| <b>Public Advisories &amp; Ordinances</b><br><i>What is permitted?</i>  | <b>Support</b><br><i>Childcare support, resources for elderly &amp; small businesses, mental health resources</i> | <b>Facts about COVID-19</b><br><i>Reliable information in multiple languages</i> | <b>Community Supporting Each Other</b><br><i>Photos &amp; videos</i>  | <b>Key Links</b><br><i>Links to news &amp; resources on city website</i>                   |
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| <b>City Services</b><br><i>Status of recycling &amp; other services</i> | <b>Product Availability</b><br><i>Residents share what's available in which stores</i>                            | <b>What to Do If Sick</b><br><i>Where and when to seek care</i>                  | <b>How to Help</b><br><i>Where community members can volunteer</i>  | <b>Cross-Promotion</b><br><i>Linking to other communication channels, virtual events</i>   |

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| Twitter         | 280 characters | ✓     | 30 seconds | poll                              | ✓               | ✗        | ✓       | ✓       | ✓              | ✓           |
| Facebook        | ✓              | ✓     | ✓          | ✗                                 | ✓               | ✓        | ✓       | ✓       | ✓              | ✓           |
| Instagram       | with image     | ✓     | 60 seconds | ✗                                 | ✗               | ✓        | ✓       | ✓       | ✗              | ✗           |
| Instagram Story | with image     | ✓     | 15 seconds | poll<br>scale<br>question<br>quiz | ✗               | ✓        | ✓       | ✗       | ✗              | ✗           |

# How to Increase Community Engagement

Apply best practices & leverage channel features  
(Pgs. 5, 10)

**Post consistently**

**Use visuals**

**Engage in 2-way communication**



# Messaging Framework



**Local Updates**



**Local Resources**



**Public Health Guidelines**



**Community Strength**



**External Content**

**Public Advisories & Ordinances**  
*What is permitted?*

**Support**  
*Childcare support, resources for elderly & small businesses, mental health resources*

**Facts about COVID-19**  
*Reliable information in multiple languages*

**Community Supporting Each Other**  
*Photos & videos*

**Key Links**  
*Links to news & resources on city website*

**Local Case Counts**  
*Daily information updates*

**Assistance with Basics**  
*Housing and food for those in need*

**Prevention Guidelines**  
*Social distance, masks & hand washing*

**Encouraging Messages**  
*Positivity & hope, photos of city officials working for community*

**Shares**  
*Content from city departments & officials, local organizations*

**City Services**  
*Status of recycling & other services*

**Product Availability**  
*Residents share what's available in which stores*

**What to Do If Sick**  
*Where and when to seek care*

**How to Help**  
*Where community members can volunteer*

**Cross-Promotion**  
*Linking to other communication channels, virtual events*



# (1) Local Updates



## Local Updates

### Public Advisories & Ordinances


*What is permitted?*

### Local Case Counts

*Daily information updates*

### City Services

*Status of recycling & other services*




**Hudson Health Department**

Public Health May 25 at 3:47 PM · 🌐

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Read the full press release here:  
[https://www.townofhudson.org/sites/hudsonma/files/news/hudson\\_board\\_of\\_health\\_5-25-2020\\_covid-19\\_update.pdf](https://www.townofhudson.org/sites/hudsonma/files/news/hudson_board_of_health_5-25-2020_covid-19_update.pdf)

For the most up-to-date information and for daily updates, please visit:  
[www.hudsonhealthdept.org/coronavirus](http://www.hudsonhealthdept.org/coronavirus)



**TOWN OF HUDSON BOARD OF HEALTH**

78 Main Street Hudson, Massachusetts 01749  
office (978)562-2020 • (978) 562-8508 fax

FOR IMMEDIATE RELEASE 5/25/2020

HUDSON COVID-19 UPDATE

From Monday, May 18 to Monday, May 25, 2020, the Hudson Board of Health was informed by the Massachusetts Department of Public Health (MDPH) about 9 additional Hudson residents with a confirmed positive test result for COVID-19. The number of residents who have tested positive for COVID-19 in Hudson is now 167.

| Confirmed Cases to Date | Active | Recovered | Fatalities |
|-------------------------|--------|-----------|------------|
| 167                     | 27     | 138       | 2          |

| Category | Number of Confirmed Cases |       |    |
|----------|---------------------------|-------|----|
|          | Sex                       |       |    |
| Male     | 83                        |       |    |
| Female   | 84                        |       |    |
| Category | Age Group                 |       |    |
|          | <20                       | 60-69 | 20 |
| 20-29    | 70-79                     | 8     |    |
| 30-39    | 80-89                     | 2     |    |
| 40-49    | >90                       | 0     |    |
| 50-59    | Unknown                   | 0     |    |

| State/Regional Confirmed Cases (as of May 24, 2020) |        |
|---|--------|
| Massachusetts                                       | 92,675 |
| Middlesex   | 20,437 |



**Provincetown Health Department**

20 hrs · 🌐

...

The library is relaunching some in-person services.

**PROVINCETOWN PUBLIC LIBRARY**

**STREET-SIDE PICK UP**

On **June 1st** the Library will begin offering "street-side" pick up of library materials. Only items currently checked in at PPL are available for check-out & street-side pick up.

To request item(s) place hold through [clamsnet.org](http://clamsnet.org) OR email [pplstreetside@gmail.com](mailto:pplstreetside@gmail.com) OR call **487-7094** during regular library hours.

If you're not sure exactly what you want, we will be happy to do the browsing for you.

We will pull the item(s) for you, check it out to you, and arrange a time for no contact street-side pickup at our Center Street entrance.

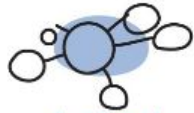
THANK YOU FOR YOUR PATIENCE AS WE ALL NAVIGATE THIS NEW WAY OF DOING THINGS.

**Provincetown Public Library**

May 28 at 3:33 PM · 🌐

Hello! I am happy to announce that starting on

# (2) Local Resources



## Local Resources

### Support

*Childcare support, resources for elderly & small businesses, mental health resources*

### Assistance with Basics

*Housing and food for those in need*

### Product Availability

*Residents share what's available in which stores*



#### Provincetown Health Department

May 7 at 9:19 AM · 🌐

Among the non-profit social service agencies that continue to serve Provincetown during the time of Coronavirus, the Homeless Prevention Council of the Lower Cape provides vital services to help people find and maintain housing. They also provide budgeting assistance, a network of community resources, applications for fuel assistance and other opportunities for assistance, access to job training and educational resources.

The graphic shows HPC's impact and it is a story of effectiveness born from caring.

The Provincetown liaison is Alex. He works tirelessly to improve the lives of at-risk individuals and families and he can be reached at (508) 237-7042 or [Alex@HPCCapCod.org](mailto:Alex@HPCCapCod.org)

### OUR IMPACT



The cost to shelter a family per day in Massachusetts is \$150, and average length of stay is 409 days.\*



In 2019, HPC served 405 families. Only one entered a shelter.



This represents a \$25 million savings for the State of MA.

# (3) Public Health Guidelines



## Public Health Guidelines

### Facts about COVID-19

*Reliable information in multiple languages*

### Prevention Guidelines

*Social distance, masks & hand washing*

### What to Do If Sick

*Where and when to seek care*

← Peabody Health Department - With ...

npsa.org/Coronavirus

### COVID-19: PHYSICAL DISTANCING IN PUBLIC PARKS AND TRAILS

- Do not use parks or trails if you are exhibiting symptoms.
- Share the trail and warn other trail users of your presence and as you pass.
- Be prepared for limited access to public restrooms or water fountains.
- Observe CDC's minimum recommended physical distancing of 6' from other persons at all times.
- Follow CDC's guidance on personal hygiene prior to visiting parks or trails.

**Peabody Health Department**

With a long weekend and good weather ahead, we know many Peabody residents are looking forward to spending more time outside! Before you head out take a look at these CDC guidelines about how to stay safe while at parks, beaches, and pools. Remember to bring your face covering when you go outdoors!

<https://www.cdc.gov/coronavirus/2019-ncov/daily-life-coping/visitors.html>

# (4) Community Strength



## Community Strength

### Community Supporting Each Other

*Photos & videos*

### Encouraging Messages

*Positivity & hope, photos of city officials working for community*

### How to Help

*Where community members can volunteer*

**Randolph Massachusetts**  
May 2 at 6:28 PM · 🌐

THANK YOU!! Along with the several vans/cars full of food today, our community generously donated \$5,500 at today's drive and another \$1,800 in the mail this week to the Friendly Food Pantry. There were also some beautiful and inspiring cards for our first responders! Thank you to the volunteers and to our amazing community! We will hold another drive in a few weeks to ensure we are meeting the ever growing needs of our community!

**Randolph Community Programs** May 2 at 6:22 PM · 🌐

Along with the several vans/cars full of food today, our community generously donated \$5,500 at today's drive and another \$1,800 in the mail this week to the Friendly Food Pantry. There were also some beautiful... [More](#)

# (5) External Content



## External Content

### Key Links

Links to news & resources on city website

### Shares

Content from city departments & officials, local organizations

### Cross-Promotion

Linking to other communication channels, virtual events

**Watertown-MA Health Department** March 20 at 3:04 PM · 🌐

*take a deep breath*





BLOG.CALM.COM  
**Let's meet this moment together — Calm Blog**  
Without a doubt, many of us are feeling anxious as we n...

**Live Well Watertown** March 20 at 2:40 PM · 🌐

Dear Community Members,

We realize how stressful this period of time is, and want to offer suggestions and resources to support your well-being. Please see the list below, and share with your family, friends... [More](#)

# Features by Platform

|  | Post Types     |       |            |                                   | Allowed in Post |          |         |         | Static Content |             |
|--|----------------|-------|------------|-----------------------------------|-----------------|----------|---------|---------|----------------|-------------|
|  | Text           | Image | Video      | Interactive                       | Hyperlink       | Location | Mention | Comment | Background     | Pinned Post |
| <br>Twitter           | 280 characters | ✓     | 30 seconds | poll                              | ✓               | ✗        | ✓       | ✓       | ✓              | ✓           |
| <br>Facebook          | ✓              | ✓     | ✓          | ✗                                 | ✓               | ✓        | ✓       | ✓       | ✓              | ✓           |
| <br>Instagram         | with image     | ✓     | 60 seconds | ✗                                 | ✗               | ✓        | ✓       | ✓       | ✗              | ✗           |
| <br>Instagram Story | with image     | ✓     | 15 seconds | poll<br>scale<br>question<br>quiz | ✗               | ✓        | ✓       | ✗       | ✗              | ✗           |

# How to Adapt Posts to Multiple Channels

TWITTER



**City of Somerville** @SomervilleCity · May 27

A big thank you to all the Somerville residents and businesses that have donated more than \*650\* homemade masks in the last two weeks! Learn how to help with the effort to collect 10,000 masks here: [sommervillema.gov/departments/co...](https://sommervillema.gov/departments/co...)

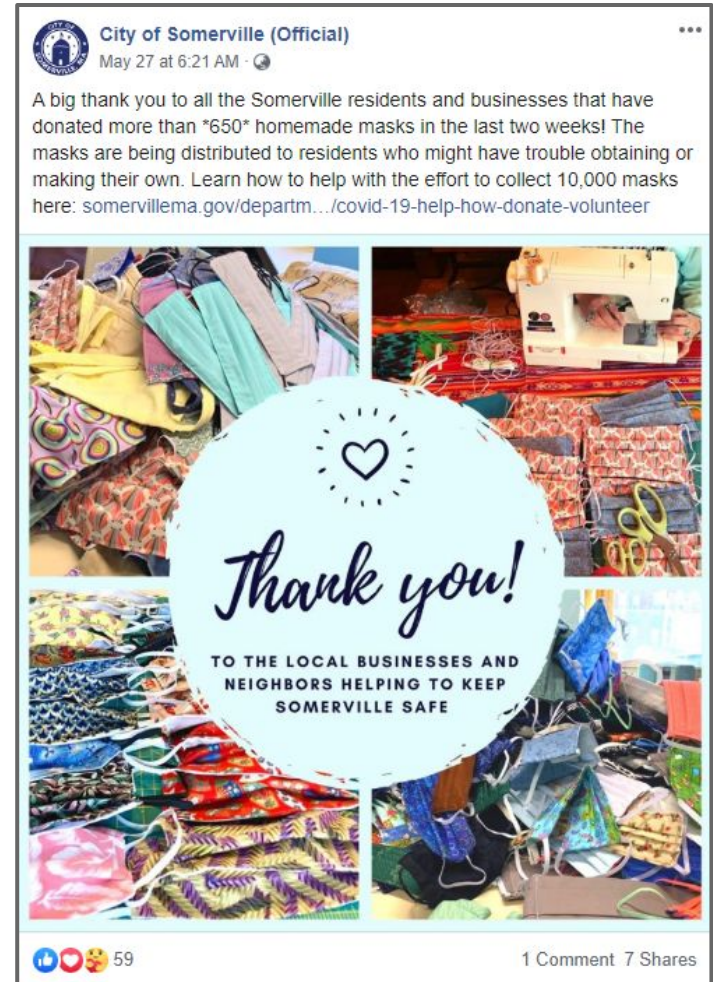


*Thank you!*

TO THE LOCAL BUSINESSES AND NEIGHBORS HELPING TO KEEP SOMERVILLE SAFE

7 12

FACEBOOK



**City of Somerville (Official)**

May 27 at 6:21 AM · 🌐

A big thank you to all the Somerville residents and businesses that have donated more than \*650\* homemade masks in the last two weeks! The masks are being distributed to residents who might have trouble obtaining or making their own. Learn how to help with the effort to collect 10,000 masks here: [sommervillema.gov/departm.../covid-19-help-how-donate-volunteer](https://sommervillema.gov/departm.../covid-19-help-how-donate-volunteer)



*Thank you!*

TO THE LOCAL BUSINESSES AND NEIGHBORS HELPING TO KEEP SOMERVILLE SAFE

59 1 Comment 7 Shares

INSTAGRAM



somervillecity · Follow

somervillecity A big thank you to all the Somerville residents and businesses that have donated more than \*650\* homemade masks in the last two weeks! The masks are being distributed to residents who might have trouble obtaining or making their own.

Learn how to help with the effort to collect 10,000 masks here: [sommervillema.gov/departments/covid-19-help-how-donate-volunteer](https://sommervillema.gov/departments/covid-19-help-how-donate-volunteer)

3d

liveinmosaics Amazing! I love this community

3d · 12 likes

Liked by sarmarestaurant and 152 others

3 DAYS AGO

Add a comment... Post

# How to Evaluate Your Efforts

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(Pgs. 5-9, 14)

- Track account follows, post likes, comments, and shares
- Record how many people saw each post
- Share survey links/polls to ask how you're doing and what information community members want
- Share invitations to virtual meetings to request feedback
- Engage volunteers in evaluation



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Your Questions

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# Where Can I Find these Resources?

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Download the Social Media Toolkit and the webinar recording and slides at:

[sites.tufts.edu/socialmediatoolkit](https://sites.tufts.edu/socialmediatoolkit)

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Thank You

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# References

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<https://www.statista.com/statistics/1112995/social-media-platforms-usa-coronavirus/>

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