



Applying Social Network Theory to Social Media Interventions

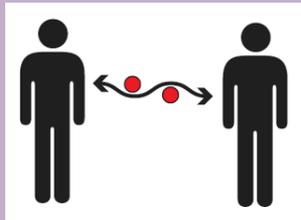


Jeralyn Powell, MPH
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+ Background

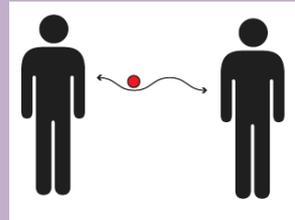
- Entertainment Education (E-E) is the process of designing and implementing a media message to both entertain and educate.
- Social modeling through mass media has proven to be one of the greatest influences on behavior today in the US.
- An E-E soap opera provides examples of the consequences of social behaviors, both desirable and undesirable.
- Queen Street was produced and developed as a part of the Iowa Initiative to Reduce Unintended Pregnancies.
- Through stories, listeners can learn about the need for family planning, the consequences of having an unintended pregnancy, and ways to avoid an unintended pregnancy.
- Multi-media messages through several platforms have the potential to multiply effectiveness of the overall campaign. (Fidler, J 2008)

+ Social Network Theory



Strong Ties

OR



Weak Ties

+ Aim

To compare tie strength among social relationships of online social networks as compared to traditional networks when used to promote Queen Street, a radio serial drama developed to reduce the incidence of unintended pregnancy.

+ Methods

- Conduct formative research on the target audience to identify effective marketing strategies for African American women ages 18-30.
- Develop marketing strategies to increase program dissemination with appropriate placement and engagement of the target audience in the overall campaign.
- Increase interactivity through a revised content management based website, social media accounts, a community advocacy component and other techniques to diversify marketing mix.
- Develop a plan to evaluate the effectiveness of using online social networking/social media for health promotion among African Americans women 18-30 who reside in Iowa.

+ Focus Group Results

	Personal	Work	Organization	Ads	Alerts or News
Chat on Internet (n=7)	100%	43%	27%	14%	27%
Chat on Social Media (n=10)	100%	40%	20%	10%	20%

+ Marketing Strategy

- Website Revision
- Social Media Campaign
 - Includes Facebook, Twitter, and Ustream
- Seed Promotion

+ Evaluation

- **Online Survey – “How did you hear about Queen Street?”**
- **Response Card Entry**
 - Seeds will be given response cards to give to potential audience members when they tell them about Queen Street. Each card will be numbered and the number can be entered to receive an incentive for signing up on the website.
- **Website Analytics**
 - Website metrics will show where a user came from to reach the Queen Street site. Each unique visit will be tabulated.
- **Seed Pre/Post Survey**
 - A short survey will be given to seeds to ask about their current usage of social networks, how they receive information, and how they share information. These questions will help to determine level of tie strength among both networks.

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