



Final Report

Social Media Recruitment and Marketing Plan for the
Office of Health Disparities (OHD) Online Survey
for South Salt Lake and Glendale Residents

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METHODS

From November 2015 to February 2016, the Office of Health Disparities Reduction (OHD) conducted an online survey among adults aged 18+ living in Zip codes 84115 and 84119 (South Salt Lake) and 84104 (Glendale), segmented by race/ethnicity, to assess how residents access health care & oral health services and how they feel about their living conditions. Participants were entered into a prize drawing for one of several \$50 gift cards to local grocery stores.

OHD created 12 separate surveys to target each race/ethnicity by city and in both English and Spanish. The URLs for each are listed below.

Glendale Surveys:

- Asians: <https://www.surveymonkey.com/r/GlenAS>
- Black/African Americans: <https://www.surveymonkey.com/r/GLENBAA>
- Hispanics/Latinos - SPANISH: <https://es.surveymonkey.com/r/GLENSPAN>
- Hispanics/Latinos - ENGLISH: <https://www.surveymonkey.com/r/GLENHL>
- Native Hawaiians/Pacific Islanders: <https://www.surveymonkey.com/r/GLENNHPI>
- General Populations/Other: <https://www.surveymonkey.com/r/GlendaleGen>

South Salt Lake Surveys:

- Asians: <https://www.surveymonkey.com/r/SSLAS>
- Black/African Americans: <https://www.surveymonkey.com/r/SSLBAA>
- Hispanics/Latinos - SPANISH: <https://es.surveymonkey.com/r/SSLSPAN>
- Hispanics/Latinos - ENGLISH: <https://www.surveymonkey.com/r/SSLakeHL>
- Native Hawaiians/Pacific Islanders: <https://www.surveymonkey.com/r/SSLNHPI>
- General Populations/Other: <https://www.surveymonkey.com/r/SSLGeneral>

The OHD entered into a contract with the Office of Public Information and Marketing (OPIM) to complete the following activities:

- Provide social media analytics to the OHD to determine use of social media platforms among the following audiences:
 - Hispanic/Latino,
 - White/Caucasian,
 - American Indian/Alaskan Native,
 - Pacific Islander/Hawaiian Native,
 - Black/African American,
 - Asian, and
 - Other.
- Develop a social media recruitment and marketing plan for the OHD online survey.
- Provide social monitoring analytics (e.g., geo-listening, hashtag monitoring, etc.) based on the OHD online survey content to determine potential social media language that will work best in boosted posts/tweets.
- Develop posts to promote the OHD online survey on Facebook to the above audiences living in South Salt Lake and Glendale.

- Purchase all images for social media posts on istock.com.
- Work with designated Division staff to complete transactions on Facebook and Twitter, using the OHD’s state purchase card.
- Develop tweets to promote the OHD online survey on Twitter.
- Assist OHD staff with purchasing paid or promoted social media posts.
- Assist OHD staff with monitoring social media interaction to determine changes needed to the recruitment and marketing plan.

Social media (e.g., Facebook) had recently been used by other programs within the Utah Department of Health to successfully recruit participants for focus groups. Given other programs’ successes and with a limited budget for recruiting survey participants, OHD and OPIM staff felt the use of social media would save time and money in the long run. Thus, it was decided that the majority of recruitment efforts would be done on Facebook and Twitter. Additionally, the ability of Facebook to geo-target paid ads and boosted posts by Zip code, age, gender, interests of users, etc. was a necessary feature to recruit by city and race/ethnicity.

SAMPLE SIZE

This included social media recruitment methods completed by the OPIM as well as outreach and marketing efforts by the OHD.

GLENDALE	
Race/Ethnicity	Expected Sample Size (80% Conf. Level)
Hispanic/Latino	144
White alone	112
NH/PI	26
Asian	18
AI/AN	10
B/AA	10
Other	9
TOTAL GLENDALE	329

SOUTH SALT LAKE	
Race/Ethnicity	Expected Sample Size (80% Conf. Level)
Hispanic/Latino	115
White alone	158
NH/PI	2
Asian	40
AI/AN	12
B/AA	11
Other	9
TOTAL SSL	347

SOCIAL MEDIA RESEARCH

OPIM staff reviewed national research on social media usage from the Pew Research Center to determine which social media platforms would be best suited for each audience. Research showed nearly two-thirds of American adults use social networking sites, younger adults (aged 18-29) are the most likely to use social media, and there are no notable differences for social media usage by race or ethnicity. For example, the Pew Research Center found that 65% of whites, 65% of Hispanics, and 56% of African-Americans use social mediaⁱ. Facebook is the number one social networking site platform for adults in the U.S., with 72% of adult internet users on Facebook or 62% of the entire population.ⁱⁱ

OPIM staff also reviewed key words on social media platforms and current engagement (e.g., the number of likes, the number of followers, days when posts received the most engagement, etc.) on both the Utah Department of Health Facebook page and the OHD Facebook page. This was done to determine which social media accounts would be used and when during the project. The Utah Department of Health's Facebook and Twitter accounts were used as well as the OHD Facebook account.

OHD provided population estimates* by race/ethnicity for South Salt Lake and Glendale to the OPIM for review. These population estimates are provided in the tables below.

South Salt Lake (Zip codes 84115 and 84119)		
Race/Ethnicity (aged 18+)	Estimated Percentage of the Population	Estimated Number
Hispanic/Latino	22.7%	5,604
White alone	40.7%	10,048
Pacific Islander/Hawaiian Native	0.3%	75
Asian	6.6%	1,635
American Indian/Alaskan Native	1.8%	447
Black/African American	1.7%	431
Other	1.4%	354

Glendale (Zip code 84104)		
Race/Ethnicity (aged 18+)	Estimated Percentage of the Population	Estimated Number
Hispanic/Latino	33%	8,210
White alone	21.9%	5,454
Pacific Islander/Hawaiian Native	4.2%	1,041
Asian	2.8%	686
American Indian/Alaskan Native	1.5%	381
Black/African American	1.5%	376
Other	1.4%	355

*2009-2013 American Community Survey 5-Year Estimates

Due to the small population estimates for Pacific Islander/Hawaiian Native, Asian, American Indian/Alaskan Native, and Black/African American in both South Salt Lake and Glendale, additional recruitment funding for social media posts and marketing efforts in the community via contracted OHD partners/agencies were recommended by OPIM staff.

OUTREACH TO PARTNERS

OPIM staff provided a list of suggested Facebook posts, tweets, and associated images to OHD to provide to contracted partners. OPIM staff also reached out to the following partners via social media or email requesting their agency's help in getting the word out about the survey to their community members.

- Comunidades Unidas/Communities United
- Community Building Community of Midvale
- National Tongan American Society
- Somali Community Self-Management Agency
- Urban Indian Center of Salt Lake
- Utah Multicultural Affairs Office
- City of South Salt Lake
- Maliheh Free Clinic)
- Senator Luz Escamilla (Glendale)
- Rep. Angela Romero (Glendale)
- Rep. Rebecca Chavez-Houck (both areas)
- Utah Department of Health, Tobacco Prevention & Control Program Disparities Network
- Utah Department of Health, WIC Program
- Utah Department of Health, Asthma Program
- Utah Department of Health, Oral Health Program

SOCIAL MEDIA POSTS

OPIM staff continually monitored engagement on the posts, responding to questions and comments by individuals. This information was used to modify the boosted posts in campaigns 3 and 4.

The following is a list of each boosted (or paid) Facebook post and tweet that was implemented during the project. The implementation timeframe, budget, and analytics is also provided.

Facebook Posts (Campaign 1)

OPIM staff recommended the boosted posts segment by geographic location rather than race/ethnicity due to the larger number of potential Facebook users that would see the post. The following posts were developed and targeted to adults 18+ living in Zip codes 84115 and 84119 (South Salt Lake) and 84104 (Glendale). No other demographics were used to target the Facebook ad in the Manage Ads function.

Do you live in South Salt Lake, Utah? Do you care about the health of your community? The Utah Department of Health is conducting a survey to understand how residents access health care & oral health services and how they feel about their living conditions. Participants will be entered into a drawing for \$50 grocery gift cards. Take the survey at <http://ow.ly/UqILf>.



South Salt Lake					
Facebook Account Used	Date Range	Post Engagement	Reach	Cost per Engagement	Budget
UDOH	Nov 9-16, 2015	620	16,183	\$0.40	\$250



Do you live in Glendale, Utah? Do you care about the health of your community? The Utah Department of Health is conducting a survey to understand how residents access health care & oral health services and how they feel about their living conditions. Participants will be entered into a drawing for \$50 grocery gift cards. Take the survey at <http://ow.ly/UqjSd>.

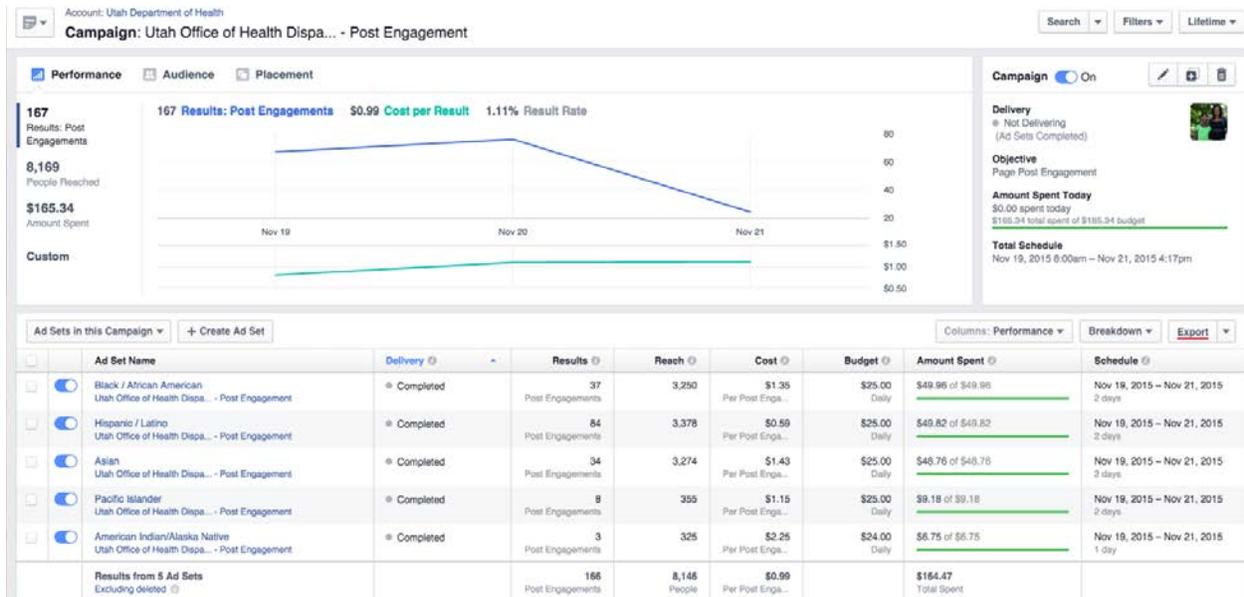


Glendale					
Facebook Account Used	Date Range	Post Engagement	Reach	Cost per Engagement	Budget
UDOH	Nov 9-16, 2015	1,132	10,973	\$0.22	\$250



Facebook Posts (Campaign 2)

The OHD staff felt it was critical to have social media posts specifically targeted by race/ethnicity in terms of the post language and associated image. OHD staff also wanted the Hispanic/Latino post to be in Spanish rather than English. As such, five boosted posts were created by OPIM to meet this requirement and boosted from the OHD Facebook page. The OHD Facebook page had far fewer followers than the UDOH page; but OPIM staff did not want to spam users with essentially the same post. OHD and OPIM also wanted to see if engagement was higher if the posts targeted race/ethnicity in the language and image. If successful, OPIM would have implemented the same model for Glendale. The ads were targeted to adults 18+ living in Zip codes 84115 and 84119 (South Salt Lake). No other demographics were used to target the Facebook ad in the Manage Ads function.



Are you Black/African American and live in South Salt Lake? Do you care about the health of your community? The Utah Department of Health is conducting a survey to understand how residents access health care & oral health services and how they feel about their living conditions. Participants will be entered into a drawing for \$50 grocery gift cards. Take the survey at <http://ow.ly/ULQJK>.



South Salt Lake – Black/African American					
Facebook Account Used	Date Range	Post Engagement	Reach	Cost per Engagement	Budget
OHD	Nov 19-21, 2015	37	3,250	\$1.35	\$49.96

¿Vive usted en South Salt Lake, Utah? ¿Se preocupa por su comunidad? El Departamento de Salud de Utah está llevando a cabo una encuesta para entender mejor como los residentes de South Salt Lake acceden a servicios de salud médicos y dentales y cómo se sienten acerca de sus condiciones de vida. Los participantes en la encuesta entrarán en el sorteo de tarjetas de regalo por valor de \$50 dolares. Participe en la encuesta <http://ow.ly/UrpFN>



South Salt Lake – Hispanic/Latino					
Facebook Account Used	Date Range	Post Engagement	Reach	Cost per Engagement	Budget
OHD	Nov 19-21, 2015	84	3,378	\$0.50	\$49.82

Are you Asian and live in South Salt Lake? Do you care about the health of your community? The Utah Department of Health is conducting a survey to understand how residents access health care & oral health services and how they feel about their living conditions. Participants will be entered into a drawing for \$50 grocery gift cards. Take the survey at <http://ow.ly/ULQB8>.



South Salt Lake – Asian					
Facebook Account Used	Date Range	Post Engagement	Reach	Cost per Engagement	Budget
OHD	Nov 19-21, 2015	34	3,274	\$1.43	\$48.76

Are you Pacific Islander/Hawaiian Native and live in South Salt Lake? Do you care about the health of your community? The Utah Department of Health is conducting a survey to understand how residents access health care & oral health services and how they feel about their living conditions. Participants will be entered into a drawing for \$50 grocery gift cards. Take the survey at <http://ow.ly/ULQU0>.



South Salt Lake – Pacific Islander/Native Hawaiian					
Facebook Account Used	Date Range	Post Engagement	Reach	Cost per Engagement	Budget
OHD	Nov 19-21, 2015	8	355	\$1.15	\$9.18

Are you American Indian/Alaska Native and live in South Salt Lake, Utah? Do you care about the health of your family? The Utah Department of Health is doing a survey to understand how people in this area access health care & oral health services and how they feel about their living conditions. Participants will be entered into a drawing for \$50 grocery gift cards. Take the survey at <https://www.surveymonkey.com/r/SSLakeAIAN>



South Salt Lake – American Indian/Alaskan Native					
Facebook Account Used	Date Range	Post Engagement	Reach	Cost per Engagement	Budget
OHD	Nov 19-21, 2015	3	325	\$2.25	\$6.75

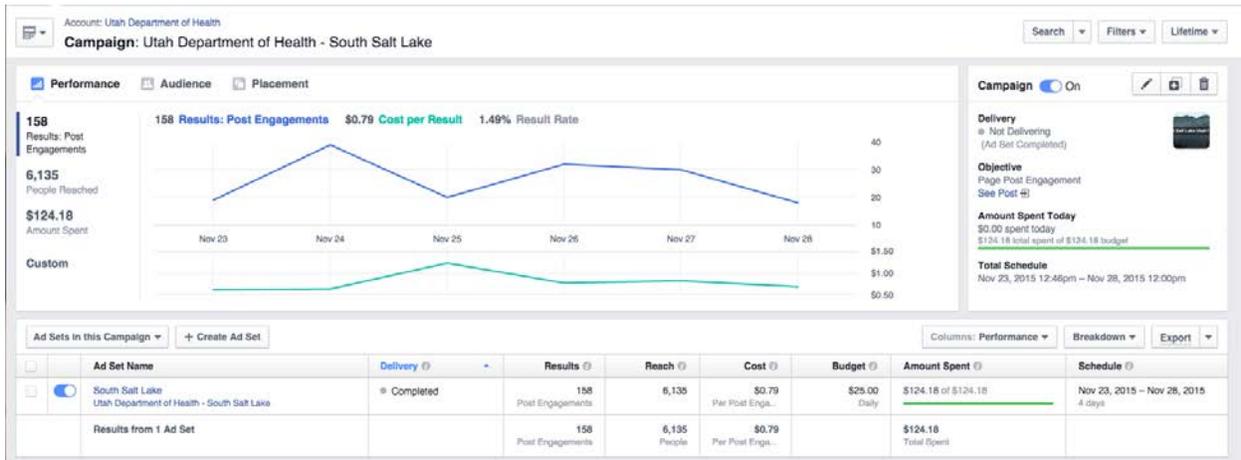
Facebook Posts (Campaign 3)

The boosted posts by race/ethnicity and city on the OHD Facebook account were not as successful as OHD had hoped. As such, OPIM recommended boosting the original posts again on the Utah Department of Health Facebook page. The total budget for these posts, due to State Finance restrictions, was \$250. The ads were targeted to adults 18+ living in Zip codes 84115 and 84119 (South Salt Lake) and 84104 (Glendale). No other demographics were used to target the Facebook ad in the Manage Ads function.

Do you live in South Salt Lake, Utah? Do you care about the health of your community? The Utah Department of Health is conducting a survey to understand how residents access health care & oral health services and how they feel about their living conditions. Participants will be entered into a drawing for \$50 grocery gift cards. Take the survey at <http://ow.ly/UqILf>.



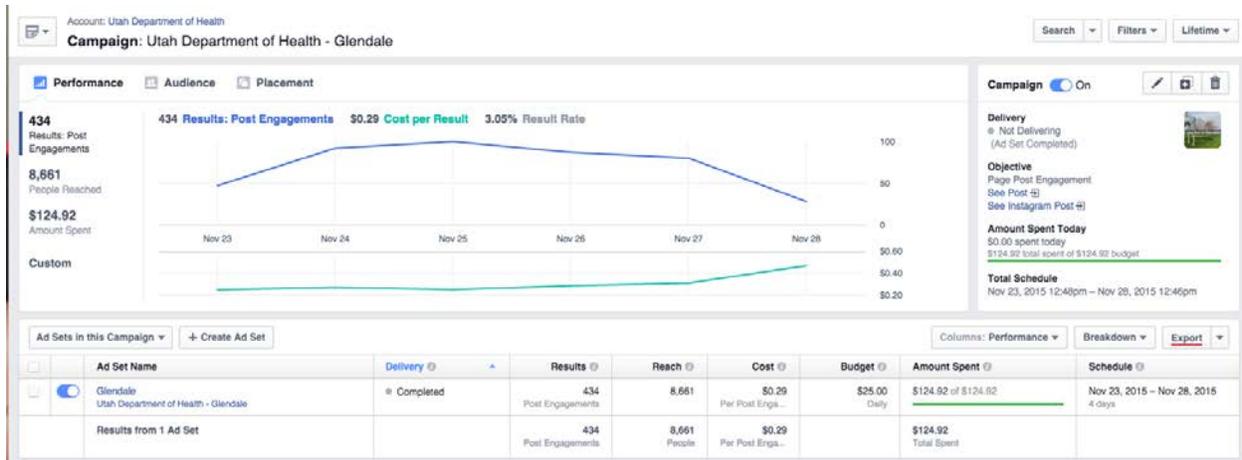
South Salt Lake					
Facebook Account Used	Date Range	Post Engagement	Reach	Cost per Engagement	Budget
UDOH	Nov 23-28, 2015	158	6,135	\$0.79	\$124.18



Do you live in Glendale, Utah? Do you care about the health of your community? The Utah Department of Health is conducting a survey to understand how residents access health care & oral health services and how they feel about their living conditions. Participants will be entered into a drawing for \$50 grocery gift cards. Take the survey at <http://ow.ly/UqjSd>.

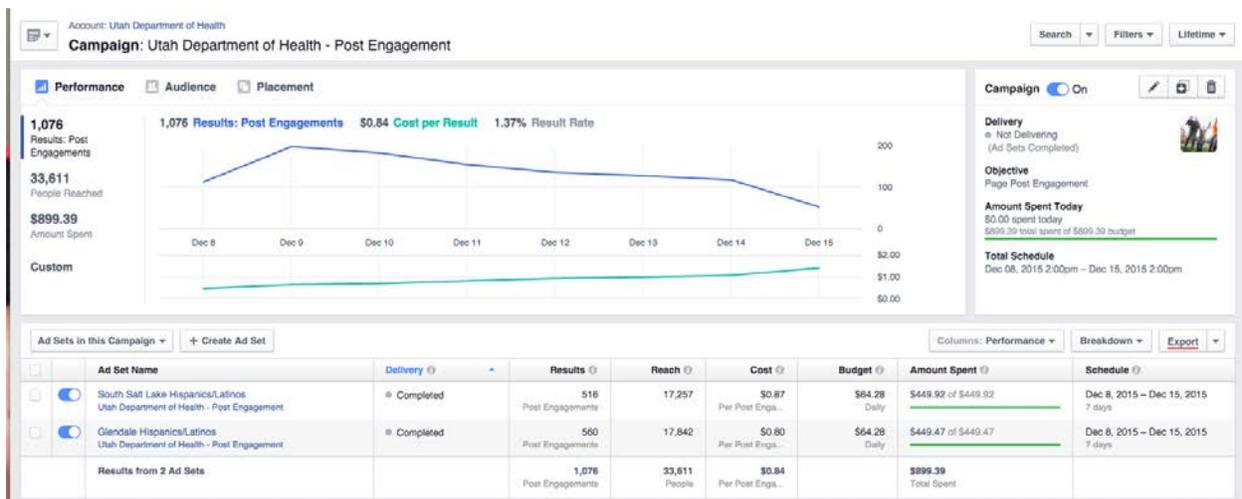


Glendale					
Facebook Account Used	Date Range	Post Engagement	Reach	Cost per Engagement	Budget
UDOH	Nov 23-29, 2015	434	8,661	\$0.29	\$124.92



Facebook Posts (Campaign 4)

OHD wanted to increase the number of completed surveys by individuals who identified as “Hispanic/Latino.” As such, OPIM created two new boosted posts with a different image and text to see if engagement would increase. The total budget for this campaign was \$900. The ads were targeted to adults 18+ living in Zip codes 84115 and 84119 (South Salt Lake) and 84104 (Glendale). No other demographics were used to target the Facebook ad in the Manage Ads function.



WE NEED YOUR HELP! We’re looking for Hispanics/Latinos living in South Salt Lake to tell us about the health of your community. Take a short survey at <http://ow.ly/UqISd>. For your help, you can win one of many \$50 gift card to Smith’s, Target, Associated Foods, or Rancho Market. (Espanol <http://ow.ly/UrpvO>)



South Salt Lake – Hispanics/Latino					
Facebook Account Used	Date Range	Post Engagement	Reach	Cost per Engagement	Budget
UDOH	Dec 8-15, 2015	516	17,257	\$0.87	\$449.92

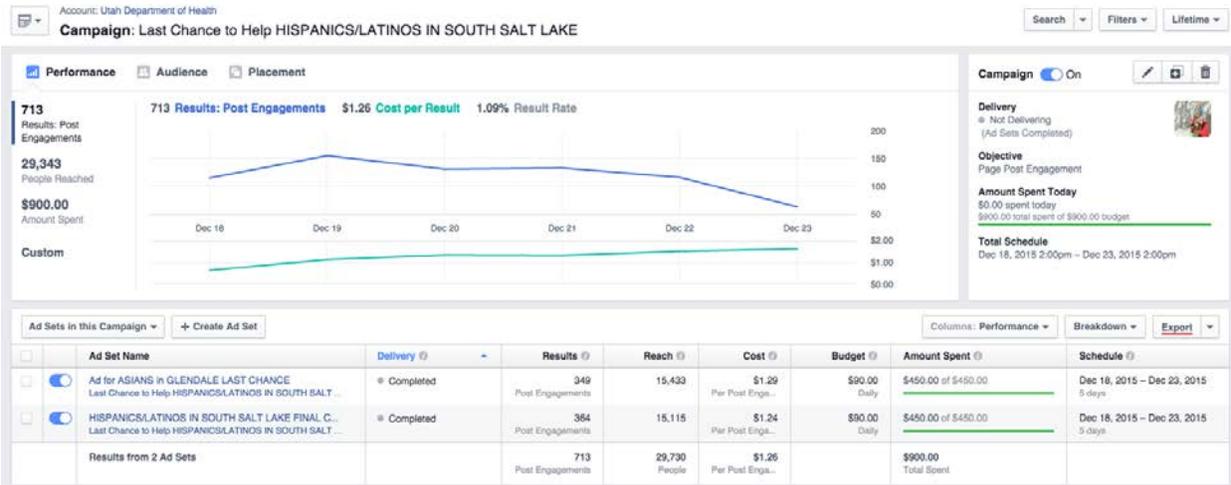
WE NEED YOUR HELP! We're looking for Hispanics/Latinos living in South Salt Lake to tell us about the health of your community. Take a short survey at <http://ow.ly/UqISd>. For your help, you can win one of many \$50 gift card to Smith's, Target, Associated Foods, or Rancho Market. (Espanol <http://ow.ly/UrpvO>)



Glendale – Hispanics/Latino					
Facebook Account Used	Date Range	Post Engagement	Reach	Cost per Engagement	Budget
UDOH	Dec 8-16, 2015	560	17,842	\$0.80	\$449.47

Facebook Posts (Campaign 5)

Finally, OPIM created two “last chance to complete the survey” boosted posts for those communities that OHD felt had not reached the number of completed surveys they desired. These communities included those who identified as “Asian” and living in Glendale and those who identified as “Hispanic/Latino” and living in South Salt Lake. The total budget for this campaign was \$900. The ads were targeted to adults 18+ living in Zip codes 84115 and 84119 (South Salt Lake) and 84104 (Glendale). No other demographics were used to target the Facebook ad in the Manage Ads function.



LAST CHANCE TO HELP! We’re so close to completing our survey about the health needs in South Salt Lake. We’re looking for a few more residents who identify as Hispanic/Latino to take a short survey at <http://ow.ly/UqILf>. For your help, you can win one of many \$50 gift card to Smith’s, Target, Associated Foods, or Rancho Market. (Español: <http://ow.ly/UrpFN>)



South Salt Lake “last chance” – Hispanics/Latino					
Facebook Account Used	Date Range	Post Engagement	Reach	Cost per Engagement	Budget
UDOH	Dec 18-23, 2015	349	15,433	\$1.29	\$450.00

LAST CHANCE TO HELP! We're so close to completing our survey about the health needs in Glendale. We're looking for a few more residents of Glendale who identify as Asian to take a short survey at <http://ow.ly/VZwj0>. For your help, you can win one of many \$50 gift card to Smith's, Target, Associated Foods, or Rancho Market.



Glendale "last chance" – Asians					
Facebook Account Used	Date Range	Post Engagement	Reach	Cost per Engagement	Budget
UDOH	Dec 18-24, 2015	364	15,115	\$1.24	\$450.00

Twitter

Several unpaid tweets were also sent out on the Utah Department of Health Twitter feed (in English and Spanish) promoting the survey in South Salt Lake and Glendale. Additionally, in order to try and increase the number of South Salt Lake residents who completed the survey, OPIM recommended using a paid tweet and tagging the City of South Salt Lake. No paid tweets were done for Glendale.

Do you live in @southsaltlake UT? Take our survey <http://ow.ly/ULQB8> and possibly win \$50 in groceries.



South Salt Lake					
Twitter Account Used	Date Range	Post Engagement	Reach	Cost per Engagement	Budget
UDOH	Dec 8-15, 2015	167	2,515	\$1.18	\$197.44

TOTAL BUDGET

The total spend for five Facebook campaigns and one Twitter campaign was \$3,159.50. This is far less than what the OHD had originally budgeted in their grant, as it was anticipated they would have to use the Utah Department of Health Survey Center to conduct the survey via telephone. OHD paid for each campaign directly, in addition to the \$4,000 contracted with OPIM for staff time, using their division purchase card.

Campaign	Budget
Facebook Campaign #1 (2 posts)	\$500
Facebook Campaign #2 (5 posts)	\$413.57
Facebook Campaign #3 (2 posts)	\$249.10
Facebook Campaign #4 (2 posts)	\$899.39
Facebook Campaign #5 (2 posts)	\$900
Twitter (1 tweet)	\$197.44
TOTAL SPENT	\$3,159.50

RESULTS

GLENDALE		
Race/Ethnicity	Expected Sample Size (80% Conf. Level)	Final Number of Surveys Eligible for Analysis
Hispanic/Latino	144	260
White alone	112	188
NH/PI	26	38
Asian	18	7
AI/AN	10	8
B/AA	10	10
Other	9	9
TOTAL GLENDALE	329	520

SOUTH SALT LAKE		
Race/Ethnicity	Expected Sample Size (80% Conf. Level)	Final Number of Surveys Eligible for Analysis
Hispanic/Latino	115	123
White alone	158	232
NH/PI	2	8
Asian	40	13
AI/AN	12	18
B/AA	11	12
Other	9	5
TOTAL SSL	347	411

RECOMMENDATIONS

- **Use fewer URLs to link people to the online survey.** Because many of the communities being targeted for the survey have strong desires for materials specific to their cultural, linguistic, etc. preferences, OHD created 12 separate surveys, each with their own unique URL. Originally, it was thought this would help with marketing because specific posts based on race/ethnicity could be created and then when participants clicked on the URL to take the survey, they would see the same language. However, this made it extremely frustrating to track and make sure the right URL (OPIM used ow.ly to create shortened links) was being used on the different social media posts. On several occasions, the URL was incorrect on the post even after multiple people checked the text prior to authorizing OPIM to boost the post. Additionally, OPIM did not see significant improvements with engagement on social media posts that were primarily targeted by race/ethnicity. Rather, individuals tended to identify more with the city mentioned in the post. The survey could have easily been promoted using a single URL for each city and then simply asking a question about the participant's race/ethnicity for tracking purposes. The URLs provided for the Spanish language surveys did not have this same problem because they were only reaching a single racial/ethnic community. A second option for the Spanish language surveys would be to ask participants on the first screen of the survey, "En Español?" for example, at which time if they clicked "Yes" it would open up a new page and the introduction and survey questions would be in Spanish.
- **Continue to use social networking sites.** Using social networking sites like Facebook and Twitter to market a public health survey was a successful and cost-effective strategy. These platforms allowed OPIM to target the boosted posts/tweet to the desired audience. This worked especially well because the survey was for residents in two Salt Lake City neighborhoods.
- **Set realistic expectations for the impact social media can have on survey completion rates.** While successful, using only an online or social media strategy did have limitations. For example, the population estimates for some of the racial/ethnic groups were small and the likelihood that all of these individuals in the population one, had an account with Facebook or Twitter, and two, were actively using these platforms was small. For example, the census data provided by the OHD showed an estimate of only 75 Pacific Islander/Hawaiian Native members in South Salt Lake. The population estimates for Asian, American Indian/Alaskan Native, and Black/African American residents in both South Salt Lake and Glendale was also small. This made it much more expensive to target boosted posts to these communities. There was also less engagement with the posts targeting these hard to reach communities. In addition, having a realistic budget given the desire to market to a very specific audience is important. The more specific a post is targeted, the more expensive it will be. Luckily, OHD had a large enough budget to run multiple campaigns on Facebook and Twitter until the desired results were achieved.
- **Target social media posts by geographic location and incentives offered.** While race/ethnicity was an important component of the OHD survey, it was not as effective for targeting Facebook posts. OPIM saw less engagement and response to the ads in which race/ethnicity was used as the primary segmentation variable rather than Zip code or incentive. These ads were also much more expensive for costs per click than those that primarily used geographic location to catch people's attention. People identified more with the city or community in which they lived rather than their race/ethnicity. The posts that focused on the incentives and used all caps to highlight

key words in the post also performed better than the posts that primarily focused on an individual's race/ethnicity.

- **High-quality images that people can quickly identify with are important to use with social media posts.** OPIM purchased several of the images used (campaigns 4 and 5) from istock.com. Great care was taken to ensure the images were culturally sensitive. Even the background scenes, clothing, and weather in the photos were considered before purchasing to make sure the audiences would resonate with the image. The city-specific images were found on the city of South Salt Lake website and Salt Lake County recreational department website and easily identifiable by residents living in those areas.
- **Partner outreach is key to reaching specific racial/ethnic communities, especially in specific geographic locations.** Several of the target audiences were so limited in terms of users on social media, that partner outreach was essential. OPIM staff recommends that future projects have more dedicated OHD staff time for marketing the survey to contracted partners. OHD staff have existing relationships with many of the partner organizations and can get better buy-in than OPIM staff can. Extensive follow up would be needed in some cases, as well as potentially including funding and required activities in their contracts to help with a survey.
- **Translating boosted posts did not seem to help with engagement on social media.** OHD felt the Hispanic/Latino community would be less likely to take the survey if the posts were in English. During campaign 2, a Spanish language post was boosted. However, because Facebook users can set a default language for their account, this was probably unnecessary to do. OPIM staff did not see an increase in engagement with this strategy.
- **Regular communication between OHD and OPIM staff was critical to success.** OHD and OPIM staff had weekly (at minimum) email and phone conversations during the implementation phase of the project. This allowed staff to address issues quickly and make adjustments to post language, images, timelines, and budget needs. Several planning meetings should be scheduled so communications/marketing staff understand the project goals, expectations, and budget. The OPIM has developed a Project Request Form to capture much of this information and programs should utilize it when requesting assistance from OPIM. This form also allows OPIM to track staff time spent working on projects for various department programs.

ⁱ Social Media Usage: 2005-2015 <http://www.pewinternet.org/2015/10/08/social-networking-usage-2005-2015/>

ⁱⁱ The Demographics of Social Media Users <http://www.pewinternet.org/2015/08/19/the-demographics-of-social-media-users/>