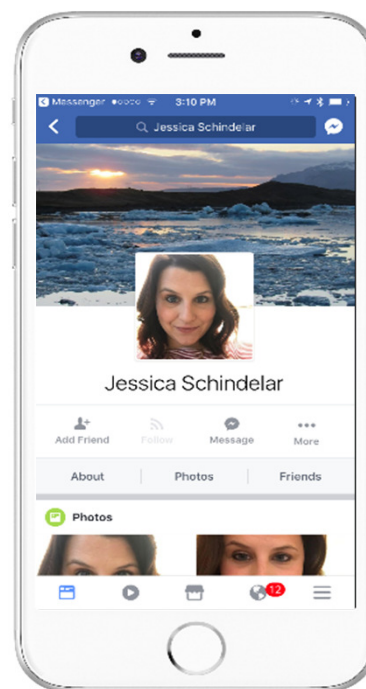


Get the Reaction You Want: How to Rock Facebook

Practical tips and tricks for writing the best Facebook content ever

Jessica Schindelar, MPH

CDC Social Media Team Lead



Getting the right message
to the right audience
at the right time
is critical to changing behavior.

Broadcast Media vs Social Media

Your message = your story

Publish once and reach many

You control the distribution

Reach earned through media placement

Distribution cost not affected by content quality

Your message = your supporters' story

Posted & shared by many to reach many

Your community controls distribution

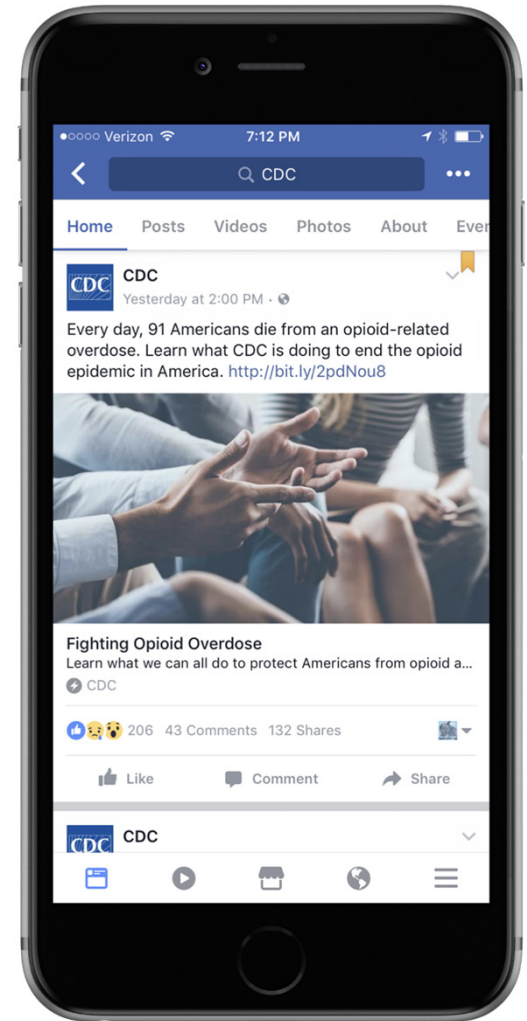
Reach earned through engagement

Cost go down as engagement increases



Every Month on Facebook

- CDC publishes **115 Posts**
- Reach **7 Million People**
- **245K** of them **engage**
- Our community **shares** our content **29K** times
- Leaves **20K comments** on our posts
- And **13K** click the link to learn more.



*Monthly averages over the past six months ending January 31, 2018



Useful

People share because it's content they think will be useful or interesting to their friends and family.

Self-defining

People share because it defines who they are to others.

Impactful

People share because they want to make a difference about a cause they care about.

facebook

2 Billion people, 1 hour every day

That's a lot of opportunities to connect with supporters

Facebook's #1 job is to protect each person's unique feed and make sure it always contains only the stuff they really like to consume.



Relationship

The relationship you have with the author. DO YOU ENGAGE?

Type

The type of content you tend to interact with (images, video, etc.)

Immediacy

A story's recent engagement - Do other people like you engage?

Creating Engaging Content

4 Rules + More Tips for Success

Rule 1

Mobile First



The majority of Facebook users access the platform only on a mobile device.

Rule 2 One Second



You have just one second to catch your audience's attention



Rule 3

Be Engaging



Be human, surprising and funny (don't talk like a robot).



Rule 4 Be of Service



Ask yourself, would I share this?



Images

Most shared item on Facebook

- Most content is viewed on mobile phones; images need to be legible at small sizes.
- Break complex infographics into a series of less-dense images.
- Minimize branding!
- Include people in photos! Preferably close-up and looking at the camera.
- Consider animation - drive 12x more engagement than static images



Videos

8 billion daily views, 85% with sound off

- Jump right in!
- Keep videos short
- ALWAYS include captions
- Upload videos natively
- Consider 360 videos and Live



Facebook Live

- Lives supersede the Facebook Algorithm and are delivered to every one of your fans that are online while you're live
- The longer you are live, the more people will see your video
- After you go live, your video will be published to the Page so that fans can watch at a later time



Links

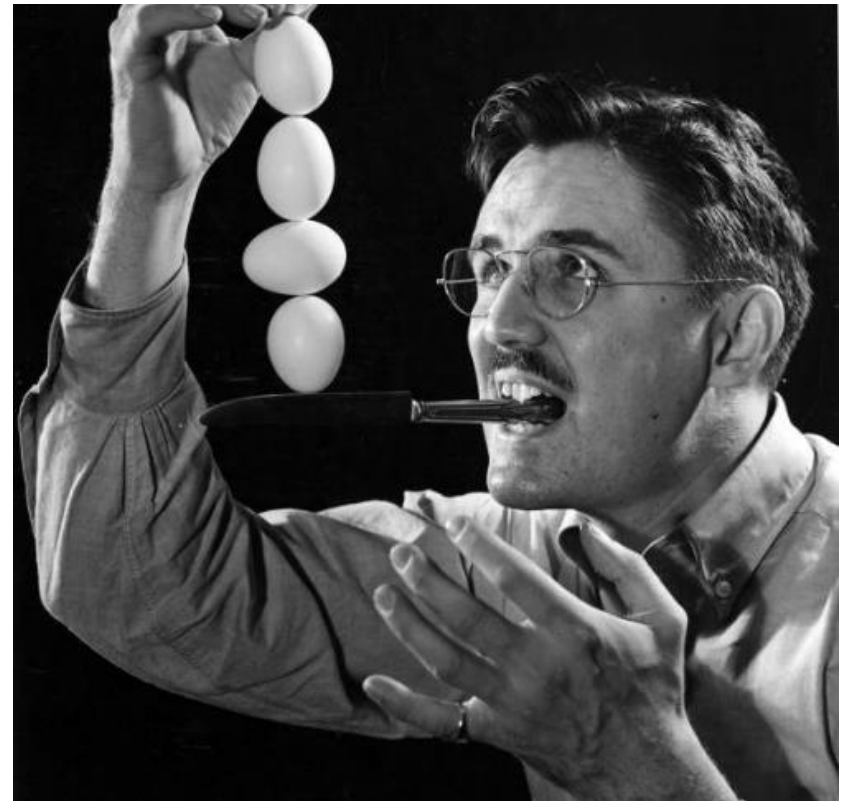
Facebook is now the largest news referrer

- A great opportunity to provide context and commentary
- Don't disappoint after the click!
- Load time on web pages is critical
- Consider Facebook Instant Articles



A FEW (MORE) TIPS FOR SUCCESS

1. Post regularly
2. Post when your audience is online
3. Engage with your community, manage your comments
4. Avoid hashtags
5. Use @ mentions
6. Avoid multiple calls-to-action
7. Learn from successes and failures



Good to Great

Best Practices + CDC Examples

Capture attention: The 1 second rule

 **CDC** 
June 2, 2016 · 

E. coli outbreak linked to flour is a reminder not to eat raw dough or batter. Even tasting a small amount can make you sick. Read our advice: go.usa.gov/cSX45



101K Reach
638 Reactions
416 Shares

 **CDC**
September 26, 2016 · 

MEAT RECALL FOR E. COLI: Check your home, including freezers, for recalled meat. E. coli outbreak linked to beef products has sickened 7 people in 4 states. go.usa.gov/xKeSt



546K Reach
1,799 Reactions
2,678 Shares

Move beyond the “PSA” message

 **CDC** ✓
September 23, 2016 · 🌐

Sepsis is a life-threatening condition triggered by an infection that can very quickly spiral out of control. CDC Director Dr. Tom Frieden shares his personal experience with sepsis, and talks about why it's important for at-risk patients to get medical treatment sooner. Read the full story at **The New York Times**.
<http://nyti.ms/2cDeLJl>



Could It Be Sepsis? C.D.C. Wants More People to Ask
nytimes.com

32K reach
220 reactions
88 shares

 **CDC** ✓
October 15, 2016 · 🌐

“It was so scary, even for someone trained as a physician, to see how quickly someone who’s healthy can become critically ill.” CDC Director Dr. Tom Frieden shares his personal experience with sepsis. Read at **The New York Times**. <http://nyti.ms/2cDeLJl>



Could It Be Sepsis? C.D.C. Wants More People to Ask
nytimes.com

172K reach
974 reactions
444 shares

Tell an engaging story



66K reach

212 reactions

148 shares



263K reach

2,085 reactions

1,351 shares

Be a human, not a robot



CDC

March 14 at 8:00 PM · 🌐

Don't pee in the pool! Pee in the pool mixes with chlorine and uses it up, leaving less chlorine to kill germs. Pee mixed with chlorine can also create a chemical irritant that causes red, stinging eyes for swimmers. Learn more at go.usa.gov/xXxHD.



199K reach
2K reactions
863 shares



CDC

Friday at 5:00 PM · 🌐

Don't pee in the pool! Pee in the pool mixes with chlorine and uses it up, leaving less chlorine to kill germs. Pee mixed with chlorine can also create a chemical irritant that causes red, stinging eyes for swimmers. Learn more at go.usa.gov/xXxHD.



55K reach
226 reactions
178 shares



CDC

Saturday at 11:00 AM · 🌐

Don't pee in the pool! Pee in the pool mixes with chlorine and uses it up, leaving less chlorine to kill germs. Pee mixed with chlorine can also create a chemical irritant that causes red, stinging eyes for swimmers. Learn more at go.usa.gov/xXxHD.



280K reach
1.1K reactions
1.1K shares

TOTAL IMPACT: 534K reach, 3.3K reactions, 2.1K shares

Use your metrics to learn what works

CDC
November 15, 2016

Parents: Antibiotics are not effective against viral infections like the common cold, flu, most sore throats, bronchitis, and many sinus and ear infections. Taking antibiotics can also have harmful side effects for you or your child. Read more about when antibiotics are and aren't needed: 1.usa.gov/2jV405

CDC
November 19, 2016

Parents: Antibiotics are not effective against viral infections like the common cold, flu, most sore throats, bronchitis, and many sinus and ear infections. Taking antibiotics can also have harmful side effects for you or your child. Read more about when antibiotics are and aren't needed: 1.usa.gov/2jV405

CDC
December 20

Parents: Antibiotics are not effective against viral infections like the common cold, flu, most sore throats, bronchitis, and many sinus and ear infections. Taking antibiotics can also have harmful side effects for you or your child. Read more about when antibiotics are and aren't needed: 1.usa.gov/2jV405

CDC
January 3

If you're sick with the flu or other viral infections, antibiotics won't help you get better. Taking antibiotics can also have harmful side effects for you or your child. Read more about when antibiotics are and aren't needed: www.cdc.gov/getsmart/comm

Viruses or Bacteria? What's got you sick?

Antibiotics only treat bacterial infections. Viral illnesses cannot be treated with antibiotics. When an antibiotic is not prescribed, ask your health professional for tips on how to relieve symptoms and feel better.

Common Condition: What's got you sick?	Common Cause: Bacteria or Virus?	Are antibiotics needed?
Strep throat	✓ Bacteria	Yes
Whooping cough	✓ Bacteria	Yes
Urinary tract infection	✓ Bacteria	Yes
Sinus infection	✓ Bacteria	Yes
Middle ear infection	✓ Bacteria	Yes
Common cold/runny nose	✓ Virus	No
Sore throat (except strep)	✓ Virus	No
Flu	✓ Virus	No
Asthma	✓ Virus	No

*In some cases, acute bronchitis is caused by bacteria, but even in these cases antibiotics still do not help.

Antibiotics Aren't Always the Answer

www.cdc.gov/getsmart

15 P

CDC
February 1

In many cases, your body's immune system can clear off an ear infection without antibiotics. Visit bit.ly/2jV405 to learn about when to treat them. Be Antibiotic Smart.

Viruses or Bacteria? What's got you sick?

Antibiotics only treat bacterial infections. Viral illnesses cannot be treated with antibiotics. When an antibiotic is not prescribed, ask your health professional for tips on how to relieve symptoms and feel better.

Common Condition: What's got you sick?	Common Cause: Bacteria or Virus?	Are antibiotics needed?
Strep throat	✓ Bacteria	Yes
Whooping cough	✓ Bacteria	Yes
Urinary tract infection	✓ Bacteria	Yes
Sinus infection	✓ Bacteria	Yes
Middle ear infection	✓ Bacteria	Yes
Common cold/runny nose	✓ Virus	No
Sore throat (except strep)	✓ Virus	No
Flu	✓ Virus	No
Asthma	✓ Virus	No

*In some cases, acute bronchitis is caused by bacteria, but even in these cases antibiotics still do not help.

Antibiotics Aren't Always the Answer

www.cdc.gov/getsmart

CDC
February 27

Acute bronchitis (often called a "chest cold") is usually caused by a virus, and antibiotics won't help. Visit <http://go.usa.gov/x8dp7>.

Viruses or Bacteria? What's got you sick?

Antibiotics only treat bacterial infections. Viral illnesses cannot be treated with antibiotics. When an antibiotic is not prescribed, ask your health professional for tips on how to relieve symptoms and feel better.

Common Condition: What's got you sick?	Common Cause: Bacteria or Virus?	Are antibiotics needed?
Strep throat	✓ Bacteria	Yes
Whooping cough	✓ Bacteria	Yes
Urinary tract infection	✓ Bacteria	Yes
Sinus infection	✓ Bacteria	Yes
Middle ear infection	✓ Bacteria	Yes
Common cold/runny nose	✓ Virus	No
Sore throat (except strep)	✓ Virus	No
Flu	✓ Virus	No
Asthma	✓ Virus	No

*In some cases, acute bronchitis is caused by bacteria, but even in these cases antibiotics still do not help.

Antibiotics Aren't Always the Answer

www.cdc.gov/getsmart

CDC
March 29 at 6:00 PM

Parents: Antibiotics are not effective against viral infections like the common cold, flu, most sore throats, bronchitis, and many sinus and ear infections. Taking antibiotics can also have harmful side effects for you or your child. Read more about when antibiotics are and aren't needed: <https://www.cdc.gov/getsmart/>

Common Condition: What's got you sick?	Common Cause: Bacteria or Virus?	Are antibiotics needed?
Strep throat	✓ Bacteria	Yes
Whooping cough	✓ Bacteria	Yes
Urinary tract infection	✓ Bacteria	Yes
Sinus infection	✓ Bacteria	Maybe
Middle ear infection	✓ Bacteria	Maybe
Common cold/runny nose	✓ Virus	No
Sore throat (except strep)	✓ Virus	No
Flu	✓ Virus	No

Reposting existing assets works!

- 11 total posts
- **16.1 MILLION** reach
 - Organic: 1.5M
 - **Viral: 14.6M**
- Reactions: 269K
- Shares: 96.5K
- Comments: 36K

 **CDC**
March 29 at 6:00 PM · 🌐

Parents: Antibiotics are not effective against viral infections like the common cold, flu, most sore throats, bronchitis, and many sinus and ear infections. Taking antibiotics can also have harmful side effects for you or your child. Read more about when antibiotics are and aren't needed: <https://www.cdc.gov/getsmart/>.

Common Condition: What's got you sick?	Common Cause			Are antibiotics needed?
	Bacteria	Bacteria or Virus	Virus	
Strep throat	✓			Yes
Whooping cough	✓			Yes
Urinary tract infection	✓			Yes
Sinus infection		✓		Maybe
Middle ear infection		✓		Maybe
Bronchitis/chest cold (in otherwise healthy children and adults)*		✓		No
Common cold/runny nose			✓	No
Sore throat (except strep)			✓	No
Flu			✓	No

Valuable Content = Shareable Content

CDC
January 31 · 🌐

Did you know? Prediabetes can be reversed. Find out more surprising facts about prediabetes and take the 1-minute quiz to see if you're at risk. <http://bit.ly/2kLFenr>

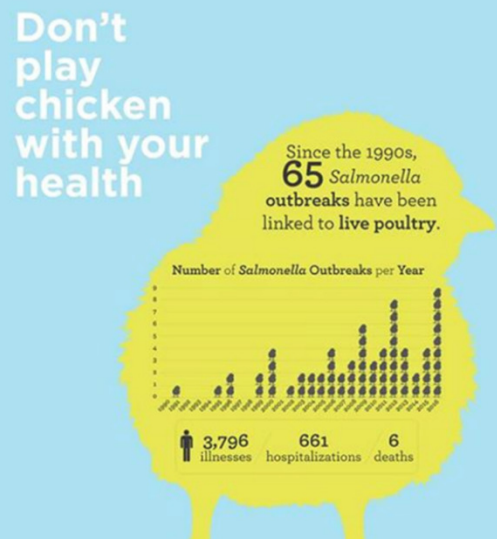


The Suprising Truth About Prediabetes
It's real. It's common. And most importantly, it's reversible. Y...

CDC

CDC
March 31 at 12:00 PM · 🌐

Do you or someone you know own a backyard flock? Chickens, ducks, and other poultry may have germs like Salmonella that can make people sick. Learn more about how to enjoy your flock and stay healthy. <http://bit.ly/2nDhB21>



CDC
January 12 · 🌐

It's flu season! Be on the lookout for flu symptoms and know what to do if you or a family member gets sick with the flu. Learn more about flu treatments and taking care of yourself or others: <http://bit.ly/2jHZSYt>.

SYMPTOMS OF FLU

- Fever
- Cough
- Sore Throat
- Body Aches
- Chills
- Runny or Stuffy Nose
- Headache
- Fatigue

#FIGHT FLU
cdc.gov/FightFlu

CDC
February 28 · 🌐

Do you know how to protect yourself from norovirus? <http://bit.ly/2ksWcKr>

protect yourself from norovirus

- ▶ wash your hands often
- ▶ when you are sick, don't prepare food or care for others
- ▶ rinse fruits & vegetables thoroughly
- ▶ cook shellfish to 140°F or higher
- ▶ after vomiting or having diarrhea, immediately clean & disinfect surfaces & wash soiled laundry

CDC

Questions?

Thank you!

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404-498-6174

For more information, contact CDC
1-800-CDC-INFO (232-4636)
TTY: 1-888-232-6348 www.cdc.gov

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.



What about Twitter?

- Reach earned through engagement
- 4 Rules apply – think mobile, capture attention, be engaging, provide value
- Include media: images, videos, gifs perform better than text alone
- Include links and consider using Twitter Cards
- Hashtags work! But not too many
- Use @mentions
- Threaded tweets



.@CDCInjury's newly released
#VitalSigns on Prescribing Opioids:
Where you live matters. bit.ly/2sZ9nqA



Instagram Tips

- Instagram is all about great visuals and content
- Engagement doesn't generate reach
- Think mobile – text must be legible on a phone
- Capture attention with striking visuals, not stock photos
- Videos must be short
- Hashtags work well on Instagram
- Links aren't clickable
- Consider Instagram Stories

