## Poster Session 2051.0 Social Media and New Media Approaches in Health Communication

## Public Health Education and Health Promotion: Boosting the Success of Health Communication Messaging by Using a New and Innovative Engagement Measurement Methodology.

Scott Jones, B.S., Certified Web Analyst, Market Research and Analytics, IQ Solutions, Inc.

**Background:** In the digital age, public health research often directs communicators and educators to the use of websites, social media, and mass emails as the most successful channels to reach their audiences. While the metrics of digital reach and exposure are well established, public health agencies and organizations have not consistently measured engagement on websites, social media, and other digital channels, and inconsistent engagement analysis has also been an issue in the wider digital analytics community. However, a number of experts have developed new engagement measurement models that are meaningful, evidence-based, scalable, and tightly tied to agency/organization goals and objectives—whether they relate to campaigns, websites, or apps.

**Program background:** The metrics of the newly introduced Engagement Score and Engagement Rate evaluate digital channel engagement on the basis of critical digital goals and objectives, effort involved in the engagement, and whether engagement stems from marketing-based activities or is organic. The presentation will explain how these metrics can be integrated into all digital activities, how they can effectively be used to measure depth of channel activity, and how they work along with exposure/reach metrics to provide a compelling story of public health campaign and content success. The presentation will also discuss why this methodology is superior to other methods of engagement analysis, as well as replication across digital channels and ease of implementation.

**Evaluation Methods and Results:** Three examples of application of these new metrics will be provided, showing how they are calculated, how they inform digital public health campaigns and content development, and how they can be utilized to diagnose implementation and content issues as well as successes:

- 1. Engagement on standalone public health websites, as well as a comparison to qualitative measures on websites
- 2. Channel engagement on a mobile app
- Engagement in all channels used in a public health campaign, and their integration with a website

Conclusions: This study shows the efficacy of newly introduced engagement metrics as they apply to a variety of channels and situations, how they can be used to compare with qualitative data, and how real-time qualitative data can be added to supplement results. This discussion will address the need for consistent industry engagement metrics when measuring awareness and behavioral change as a valuable competency of our public health industry and an advantage of this methodology. Implementing programs employing Engagement Score and Engagement Rate is easier and more accurate than other measures and can quickly be adapted to all channels.

## Implications for research and/or

practice: Engagement should be measured in tandem with exposure/reach for all digital channels and campaigns in order to provide the fullest picture of digital content uptake. With a more consistent, unified set of metrics, baselines can be established for all sites, campaigns, and channels in order to determine effectiveness. These measures can ultimately be evaluated along with qualitative measures in order to provide a full suite of key performance indicators.

Contact: Scott C. Jones

sjones@iqsolutions.com
Twitter: @scottchjones

https://www.linkedin.com/in/scottchjones

## References

- Alexander, G. C. (2008). Development of a Measure of Physician Engagement in Addressing Racial and Ethnic Health Care Disparities. Health Serv Res, 43(2), doi: 10.1111/j.1475-6773.2007.00780.x, 773-784.
- Daniels, D. (2011, December 19). Creating an Engagement Index. Retrieved from ClickZ: https://www.clickz.com/creating-anengagement-index/49864/
- Dickinson, P. e. (2013, March-April). Use of a Website to Accomplish Health Behavior Change: If You Build It, Will They Come? And Will It Work If They Do? *J Am Board Family Med, 26(2) DOI: 10.3122/jabfm.2013.02.110344*. Retrieved from Journal of the American Board of Family Medicine, vol. 26 no. 2, DOI: 10.3122/jabfm.2013.02.110344: http://www.jabfm.org/content/26/2/168.full
- Gesenhues, A. (2013, April 9). Survey: 90% of Customers Say Buying Decisions are Influenced by online Reviews. Retrieved from Marketing Land CMO Zone: http://marketingland.com/survey-customers-more-frustrated-by-how-long-it-takes-to-resolve-a-customer-service-issue-than-the-resolution-38756
- Gupta, S. (n.d.). Website Engagement Measurement Best Practices. Retrieved from Edynamic: http://thinking.edynamic.net/website-engagement-measurement-best-practices
- Healthy Interactions Inc. (n.d.). Personal Health Engagement Model and Conversation Map Programs Enabling Effective Behavior Change to Impact Health. Retrieved from Healthy Interactions Inc.:

  http://healthyinteractions.com/assets/files/HI\_WhitePaper\_v01\_16\_111015\_USFinal.pdf
- Kaushansky, M. (2012, February 24). Online Metrics Insider: Engagement Scoring: A Simple View Into Website Performance.

  Retrieved from MediaPost: http://www.mediapost.com/publications/article/168587/engagement-scoring-a-simple-view-into-website-per.html
- Kiss, M. (2013, September 16). Better Ways to Measure Content Engagement Than Time Metrics. Retrieved from Analytics Demystified: http://analyticsdemystified.com/analysis/better-ways-to-measure-content-engagement-than-time-metrics/
- Marketingsherpa. (2015, August 18). Marketing Attribution Chart: Data From More Than 500,000 Customer Buying Journeys. Retrieved from Marketingsherpa: https://www.marketingsherpa.com/article/chart/marketing-attribution-chart
- Medsafe. (2015, October 20). *The Importance of Patient Engagement and Technology in Today's Healthcare Market*. Retrieved from Medsafe: http://www.medsafe.com/blog/corporate-compliance/the-importance-of-patient-engagement-and-technology-intoday-s-healthcare-market
- Oehmichen, M. (n.d.). *Patient Engagement: Five Guidelines to Prepare for Health Online Patient-Provider Interactions*. Retrieved from ECG Management Consultants: http://www.ecgmc.com/thought-leadership/articles/patient-engagement-five-guidelines-to-prepare-for-healthy-online-patient-provider-interactions
- Peterson, E. (2007, October 22). *How to Measure Visitor Engagement, Redux*. Retrieved from Analytics Demystified: http://analyticsdemystified.com/general/how-to-measure-visitor-engagement-redux/
- Sawesi S, e. a. (2016;4(1):e1, DOI: 10:2196/medinform.4514). The Impact of Information Technology on Patient Engagement and Health Behavior change: A Systematic Review of the Literature. *JMIR Med Inform*.
- Short, C. E. (17(1)). Designing Engaging Online Behaviour Change Interventions: A Proposed Model of User Engagement. *Eur Health Psychologist*, http://www.ehps.net/ehp/index.php/contents/article/viewFile/763/pdf\_39.
- Silverlink, A Weltok Company. (n.d.). *Our Approach: Silverlink Engagement Score*. Retrieved from Silverlink: http://www.silverlink.com/ourapproach.html
- Stellefson, M. P. (2013). Web 2.0 Chronic Disease Self-Management for Older Adults: A Systematic Review. *J Med Internet Res*, 15(2):e35, DOI: 10.2196/jmir.2439.
- Terry, K. (2013, December 2). *Do Patient Portals Improve Healthcare?* Retrieved from InformationWeek Healthcare: http://www.informationweek.com/healthcare/patient-tools/do-patient-portals-improve-healthcare/d/d-id/1112836
- Veale, J. e. (2015). The Use of Social Networking Platforms for Sexual Health Promotion: Identifying Key Strategies for Successful User Engagement. *BMC Publ Health*, 15(85) doi: 10:1186/s12889-015-1396-z.
- Wantland, D. J. (2004). The Effectiveness of Web-Based vs. Non-Web-Based Interventions: A Meta-Analysis of Behavioral Change Outcomes. *J Med Internet Res, 6(4):e40, doi: 10:2196/jmir.6.4.e40*.
- Weinreich, N. K. (2006). *The Immersive Engagement Model: Transmedia Storytelling for Social Change*. Retrieved from Weinreich Communications: http://www.social-marketing.com/immersive-engagement.html
- Wicks, P. P. (2010). Sharing Health Data for Better Outcomes on PatientsLikeMe. *J Med Internet Res, 12(2):e19, doi: 10:2196/jmir:1549*, http://www.jmir.org/2010/2/e19/.

