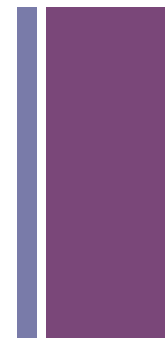


Engaging the Teenage Population through Facebook.

Kya Schnettler, CHES
Community Health Education Specialist
Swedish Medical Center
Seattle, WA

+ Image of Teens Today



Technology is not a replacement of traditional services, but an enhancement.

- 55% of all online American youth age 12-17 use an online social networking site*
- 61% of teens age 14-17 have a social networking profile
- 48% of teens go to a social networking site at least 1 time per day

** 2007 Pew Internet and American Life Project*

+ What is Facebook?

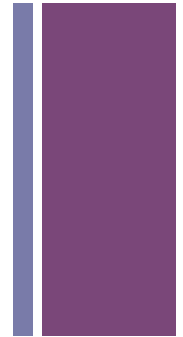
- Mission: give people the power to share and make the world more open and connected.
- Social networking originally created for college students with a valid .edu email address
- 2005, opened to high school students
- A short time later, opened to all

The Facebook logo, consisting of the word "facebook" in a white, lowercase, sans-serif font, centered on a solid blue square background.

facebook

+ Why use Facebook?

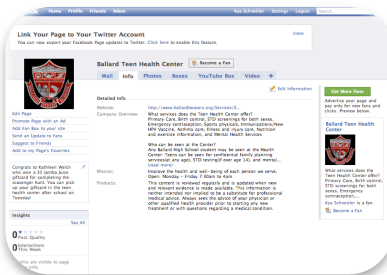
- Common public health principal “Your population will not come to you, you must go to your population”
- Teens are using Facebook – engrained in their culture
- Facebook is easy to use – not any technical developing
 - Can pick how to set-up your page
 - Can be listed as non-profit, business, etc.
- Facebook is continuing to grow



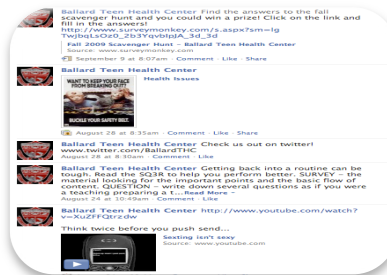
+ Ballard Teen Health Center's Goals for Using Facebook

- Provide a library of valid health information
- Create an open forum to get students input and feedback
- Promote use of the Teen Health Center
 - Trying to overcome the misperception that clinic is only for reproductive care

+ Interface



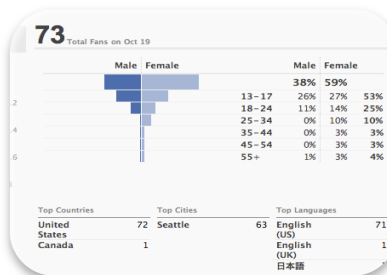
Profile Page



Wall

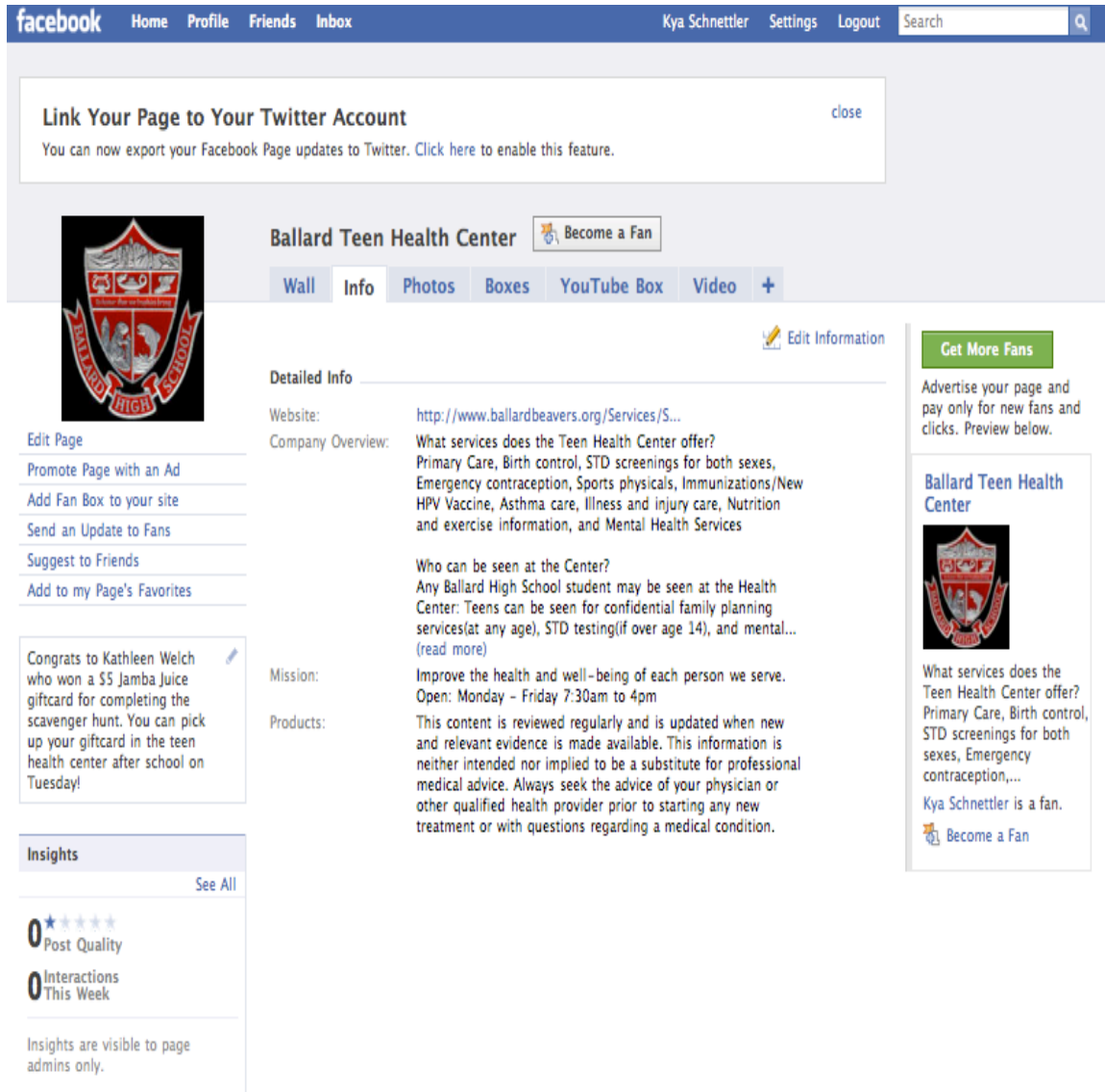


Video and Pictures



Statistics


+ Profile Page



The screenshot shows a Facebook profile page for 'Ballard Teen Health Center'. At the top, there's a navigation bar with 'facebook', 'Home', 'Profile', 'Friends', 'Inbox', and a search bar. Below the navigation bar, there's a notification box: 'Link Your Page to Your Twitter Account'. The profile header includes the page name 'Ballard Teen Health Center', a 'Become a Fan' button, and tabs for 'Wall', 'Info', 'Photos', 'Boxes', 'YouTube Box', 'Video', and '+'. A 'Detailed Info' section is expanded, showing 'Website', 'Company Overview', 'Who can be seen at the Center?', 'Mission', and 'Products'. On the left, there's a sidebar with 'Edit Page', 'Promote Page with an Ad', 'Add Fan Box to your site', 'Send an Update to Fans', 'Suggest to Friends', 'Add to my Page's Favorites', and a congratulatory message. On the right, there's a 'Get More Fans' section with a description and a 'Become a Fan' button. At the bottom left, there's an 'Insights' section showing 'Post Quality' and 'Interactions This Week'.

facebook Home Profile Friends Inbox Kya Schnettler Settings Logout Search

Link Your Page to Your Twitter Account close
You can now export your Facebook Page updates to Twitter. [Click here](#) to enable this feature.

 Ballard Teen Health Center [Become a Fan](#)

Wall Info Photos Boxes YouTube Box Video + [Edit Information](#)

Detailed Info

Website: <http://www.ballardbeavers.org/Services/S...>

Company Overview: What services does the Teen Health Center offer?
Primary Care, Birth control, STD screenings for both sexes, Emergency contraception, Sports physicals, Immunizations/New HPV Vaccine, Asthma care, Illness and injury care, Nutrition and exercise information, and Mental Health Services


Who can be seen at the Center?
Any Ballard High School student may be seen at the Health Center: Teens can be seen for confidential family planning services(at any age), STD testing(if over age 14), and mental... [\(read more\)](#)

Mission: Improve the health and well-being of each person we serve.
Open: Monday - Friday 7:30am to 4pm

Products: This content is reviewed regularly and is updated when new and relevant evidence is made available. This information is neither intended nor implied to be a substitute for professional medical advice. Always seek the advice of your physician or other qualified health provider prior to starting any new treatment or with questions regarding a medical condition.

Get More Fans
Advertise your page and pay only for new fans and clicks. Preview below.

Ballard Teen Health Center

 What services does the Teen Health Center offer?
Primary Care, Birth control, STD screenings for both sexes, Emergency contraception,...

Kya Schnettler is a fan.
[Become a Fan](#)

Insights See All

0★☆☆☆ Post Quality

0 Interactions This Week

Insights are visible to page admins only.

•Acts as Homepage for site

•Set as non-profit

•Website

•Company Overview

•Mission

•Products

+ Wall



Ballard Teen Health Center Find the answers to the fall scavenger hunt and you could win a prize! Click on the link and fill in the answers!

http://www.surveymonkey.com/s.aspx?sm=lgTwjbjqLsOz0_2b3YqvblpJA_3d_3d

Fall 2009 Scavenger Hunt - Ballard Teen Health Center
Source: www.surveymonkey.com

September 9 at 8:07am · Comment · Like · Share



Ballard Teen Health Center



Health Issues

August 28 at 8:35am · Comment · Like · Share



Ballard Teen Health Center Check us out on twitter!
www.twitter.com/BallardTHC

August 28 at 8:30am · Comment · Like



Ballard Teen Health Center Getting back into a routine can be tough. Read the SQ3R to help you perform better. SURVEY – the material looking for the important points and the basic flow of content. QUESTION – write down several questions as if you were a teaching preparing a t...[Read More](#)

August 24 at 10:49am · Comment · Like



Ballard Teen Health Center <http://www.youtube.com/watch?v=XuZFFQtrzdW>

Think twice before you push send...



Sexting isn't sexy

Source: www.youtube.com

- Place for administrator to post information

- Fans can post information and comment on administrator's post

+ Videos and Pictures



Ballard Teen Health Center Do you have questions about H1N1? Check out this rap video: http://www.youtube.com/watch?v=_gwUdmPI0bU



H1N1 Rap by Dr. Clarke

Source: www.youtube.com

Vote for this video at <http://www.youtube.com/usgovhhs> for the "US Department of Health & Human Services 2009 Flu Prevention PSA Contest" The H1N1 Rap was written, produced, and performed by John D. Clarke, MD, FAAFP. ...

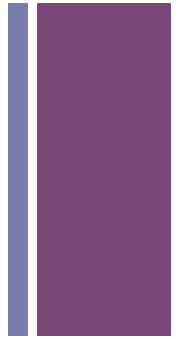
September 14 at 8:53am · [Comment](#) · [Like](#) · [Share](#)



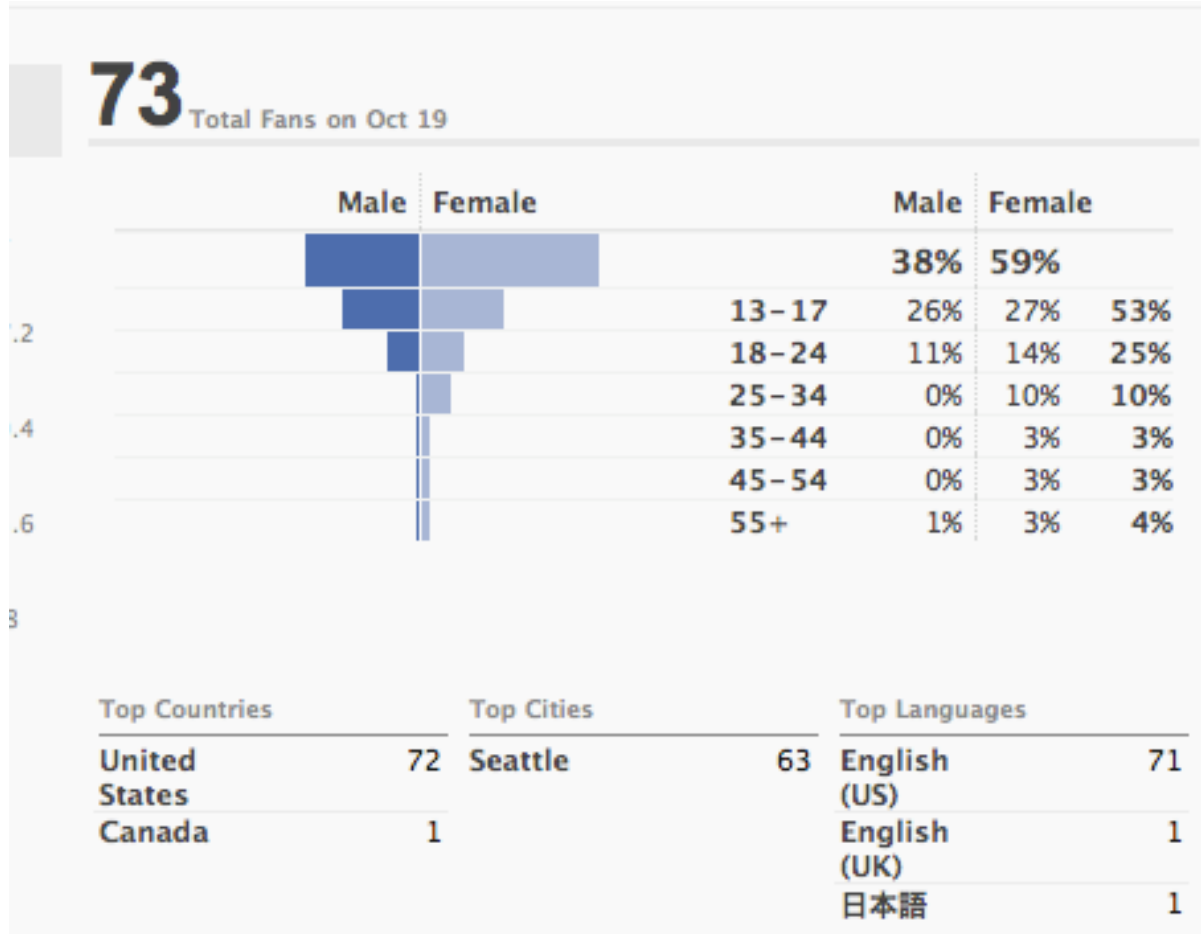
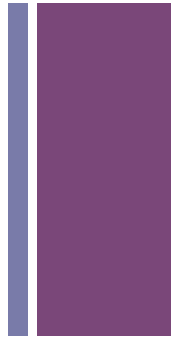
+ Statistics

- Demographics

- Page Interactions



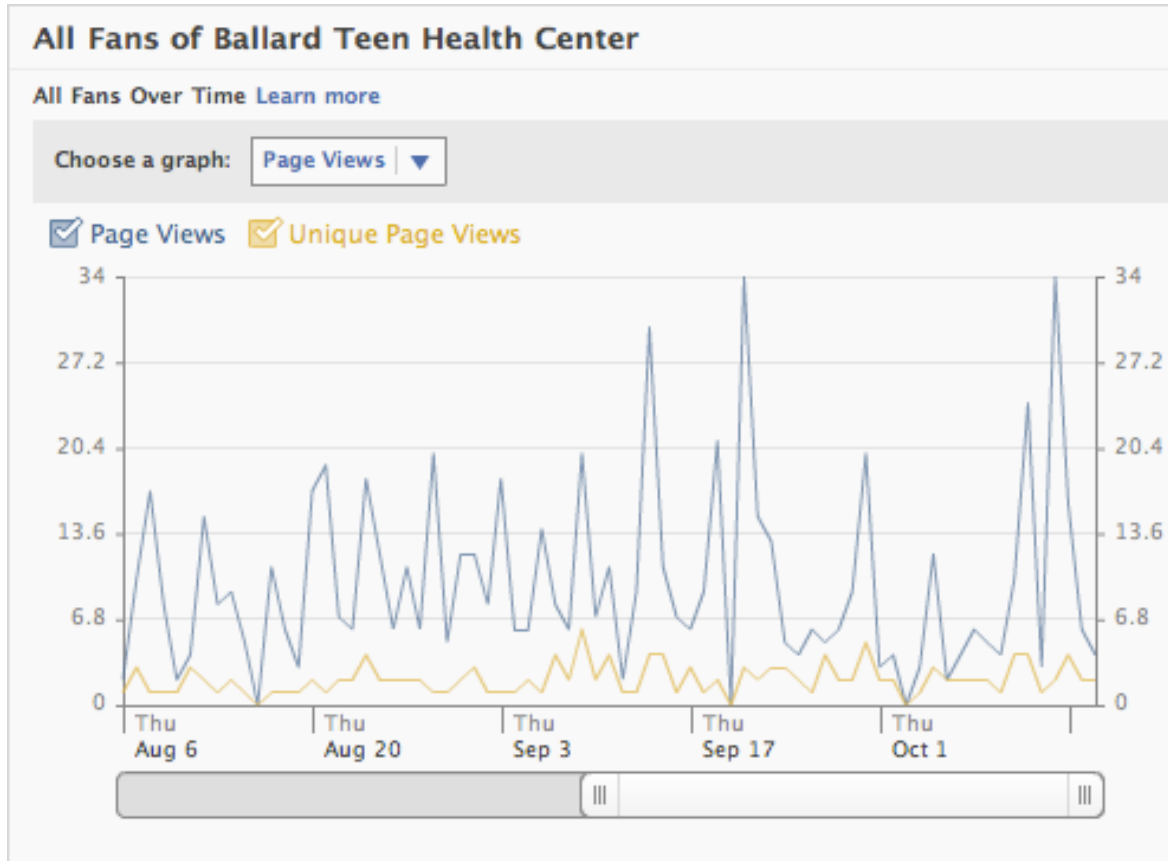
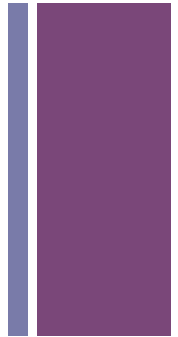
+ Statistics (cont)



Demographical Information



Statistics (cont)



Use drop down to access more statistics in graph form including:

- Page Views
- Unique Views
- Total Interactions
- Wall Posts
- Discussion Topics
- Fans
- New Fans
- Reviews
- Photo Views
- Audio Plays
- Video Plays

+ Ways to Utilize Facebook

- Post upcoming school event
- Link to reliable health information websites

Websites to check out! Share +

Monday, February 2, 2009 at 3:00pm | [Edit Note](#) | [Delete](#)

The Ballard Teen Health Center developed this page to give students an easy way to find reliable health information. We all know you can't believe everything you read, especially on the internet. So we are here to recommend websites that have been reviewed for their content. The three sites below provide valuable information on many topics ranging from nutrition and fitness, to sexual health, to mental health issues. Check them out and enjoy!


<http://www.youngwomenshealth.org>

<http://www.youngmenshealthsite.org>

<http://www.kidshealth.org/teen>

Also in Spanish: http://kidshealth.org/teen/en_espanol/esp_land_pg/sp_anish_landing_page.html

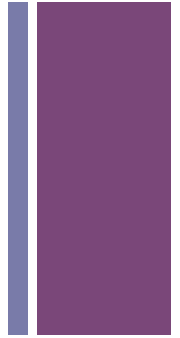
Updated about 9 months ago · [Comment](#) · [Like](#)



- Send mass messages to all fans
- Post links to safety resources
 - If someone searches the computer's history, they would only find Facebook

+ Engaging Students

- Videos on Wall
- Pictures
- Scavenger Hunt Give-a-ways
 - Objectives:
 - 1. Get new fans to page
 - 2. Increase interaction of current fans
 - Use www.surveymonkey.com to ask questions
 - Students need to search Facebook page for answers to questions



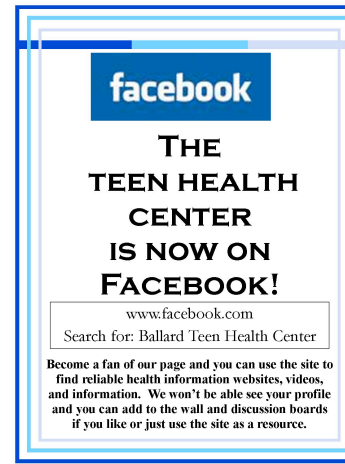
+ Example Questions from Scavenger Hunt

- 1. How many high school girls are physically or sexually abused by their boyfriends?
(Hint: Look through the pictures of Facebook)



+ How to advertise

- Promotional Posters



- Advertising Cards

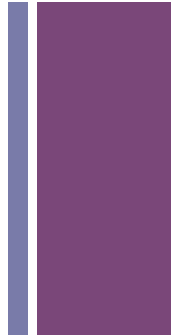


- #1 Way

- Users see their friend became a fan of your page

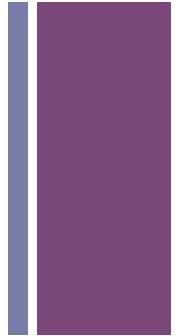
+ Positives to Social Networking

- Cost-effective
- Able to do remotely
- Link together with other organizations
 - Fans of CDC, Sex etc.
 - This creates a direct link to these pages from our page.
- Meet population where they are
- Some sites accessible on mobile phone



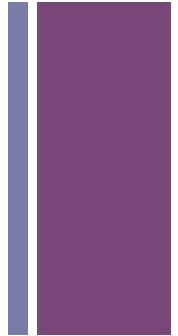
+ Barriers to Social Networking

- Requires Organizational Buy-in
- Need high level of flexibility unless designing your own site
- Most schools and workplaces block social networking
 - Limits how often people can view the website
- Limited audience – only those online
- Rapidly changing
 - Needs a reliable employee to manage and control page

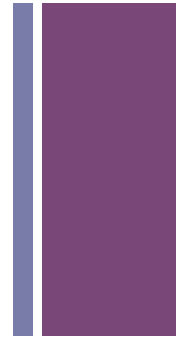


+ Tips to developing own social networking site

- Include disclaimer when using for health education
 - **Our disclaimer:** This content is reviewed regularly and is updated when new and relevant evidence is made available. This information is neither intended nor implied to be a substitute for professional medical advice. Always seek the advice of your physician or other qualified health provider prior to starting any new treatment or with questions regarding a medical condition.
- Explore Privacy Levels
 - Especially when working with teens, remind them you cannot see their information
- Determine which site is best for you purposes
- Designate an administrator who is devoted to checking and updating page



+ Questions?



Kya Schnettler

kya.schnettler@swedish.org

206-386-3380

Community Health Education Specialist

Swedish Medical Center - Seattle