ASPPH Presents, Student Services Spotlight –
Digital Marketing Strategies: Success Stories for
Student Affairs:

Emily C. Gordon MPH CPH, Student Services Coordinator
Association of Schools & Programs of Public Health

Nick Moran, Digital Media Manager
Johns Hopkins Bloomberg School of Public Health
Learning Objectives

1. Give examples of the many social media platforms used for marketing, recruiting, and education awareness of public health for prospective students.

2. Discuss common campaign strategies and evaluation methods for social media platforms.

3. Explain how to repurpose general public health news/existing content for specific campaign objectives to further their school’s aim.
Prospective and Current Student Engagement
ASPPPH is the voice of accredited academic public health, representing schools and programs accredited by the Council on Education for Public Health (CEPH).

ASPPPH in the Media

- Promote members, research, and outreach programs
- Promote public health advocacy
- Promote member resources

@ASPPHTweets  @ASPPH  Association of Schools & Programs of Public Health
SOPHAS @SOPHASApp · Aug 17
Start your application TODAY! The 2018 - 2019 Application Cycle is now open!
sophas.org

Start your application today at www.sophas.org
<table>
<thead>
<tr>
<th>Goals</th>
<th>Strategy</th>
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</thead>
<tbody>
<tr>
<td>1. Awareness of application cycle and deadlines</td>
<td>• Deadline Reminders</td>
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<td></td>
<td>• Application Need to Know Videos</td>
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<td>2. Tips and ease of application</td>
<td>• General FAQs</td>
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<td>• SOPHAS Newsletter</td>
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<td>3. Promotion of how to engage with SOPHAS and members</td>
<td>• MY.SOPHAS &amp; Customer Service Team</td>
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<td>• SOPHAS / TIPH Events</td>
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<td>• Member Events</td>
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Tips & Evaluation

- What content do you already have?
- Where is it most valued? Engaged?

Engagement:
- What is most important?
  - Reach and Views
  - Quick responses
- Tools
  - Business for Facebook (Instagram)
  - Google Analytics / Insights
  - Scheduling tools
This Is Public Health

• Social media campaign used to brand public health and raise awareness of how public health affects individuals, families, communities, and populations.

#ThisIsPublicHealth
CONSENT is an 
* AFFIRMATIVE 
* ONGOING 
* SOBER 
YES!!

#CONSENTCULTURE 
— take the pledge 
LUKX.EDU/VIPCE

Francine E 
@PHOnerr

@TIPHTweets 
was life changing

SAFE INJECTION 
SITES

thisispublichealth

#ThisisPublicHealth @TIPHTweets - Feb 8
We at TIPH are all about data and science! We want to remind you to find the real science and data in headlines. They might skew the truth: tlpco/RealScience/Stats

#ThisIsPublicHealth

NBC News @NBCNews
New drone footage shows New Orleans under water following heavy rainfall and flash floods:

1:22

thisispublichealth - Following
thisispublichealth "Unfree" is an online game simulating the struggles of human trafficking. You play the game as a 13-year-old and experience the trauma of human trafficking.

thisispublichealth - Following

thisispublichealth.org

@tiphtweets

#ThisisPublicHealth

#ThisIsPublicHealth

shellygreen974 I work for Santa Clara County public health department in California, please let me know how the safe injection site is working for you and your participants.
boston_bewell This is huge

119 likes
JANUARY 25

THIS IS PUBLIC HEALTH. 
thisispublichealth.org
Social Media Presence

- **Facebook**: 12,928 Followers, 12,814 Likes
  - 22% increase

- **Instagram**: 9,159 Followers
  - 23% increase

- **Twitter**: 1,027 Followers
  - 22% increase

- **Snapchat**: 7% increase in 3 months
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<tr>
<td>1. Increase awareness of public health in general and as an academic/professional career path</td>
<td>• #ThisIsPublicHealth</td>
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<td>2. Provide insight into graduate public health life</td>
<td>• ICYMI MONDAY</td>
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<td>3. Promote TIPH Fairs and other events</td>
<td>• TIPH Newsletter</td>
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<td>• TIPH Book Club</td>
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<td>• #TIPHChat</td>
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<td>• I &lt;3 Public Health Month</td>
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<td></td>
<td>• TIPH Ambassador Takeovers</td>
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<td>• Live Story Features /FB events / Ads</td>
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1. Tell us a little bit about your takeover…and highlights from the week?
2. Are the any engagement strategies or features you used?
3. How do you engage with your own institution and other brands on social media?
Tips & Evaluation

• What is unique or important?
• How can you tell that story?
• Where is it most valued? Engaged?

• Engagement:
  • What is most important?
    • Reach
    • Event RSVPs
    • Authentic Story
  • Re-evaluate

I don’t have time for fake friends anymore. Either be real, or be gone.
Institutional Marketing
Primary Social Media Objectives

1. Content Distribution
2. Engagement & Community Management
3. Marketing & Advertising
4. Listening

@JohnsHopkinsSPH
Example: Content Distribution

% of U.S. adults who use at least one social media site, by age

Diet Designed To Lower Blood Pressure Also Reduces Risk of Kidney Disease

DASH DIET HAS ADDED BENEFIT OF PROTECTING KIDNEYS

People who ate a diet high in nuts and legumes, low-fat dairy, whole grains, fruits, and vegetables and low in red and processed meat, sugar-sweetened beverages and sodium were at a significantly lower risk of developing chronic kidney disease over the course of more than two decades, new Johns Hopkins Bloomberg School of Public Health research suggests.
People who ate a diet high in nuts and legumes, low-fat dairy, whole grains, fruits, and vegetables and low in red and processed meat, sugar-sweetened beverages and sodium were at a significantly lower risk of developing chronic kidney disease over the course of more than two decades, new Johns Hopkins Bloomberg School of Public Health research suggests.

Diet Designed To Lower Blood Pressure Also Reduces Risk of Kidney Disease
DASH diet has added benefit of protecting kidneys

JHSPH.EDU | BY JH BLOOMBERG SCHOOL OF PUBLIC HEALTH
Case Study: News Release

![Graph showing pageviews over time with peaks for different channels: Email, Hub, Twitter, and Facebook. The graph highlights a significant spike in pageviews associated with Facebook.]
News Content: Global Health NOW

03/15: GHN website launched
04/15: Launched @GHN_News on Twitter
04/17: Launched "Global Health NOW" on Facebook
02/18: Began paid promotion Facebook strategy

ESSENTIAL NEWS AND VIEWS IN GLOBAL HEALTH  March 30, 2018

VIOLENCE
Massive Crowd Calls For Common Sense Gun Laws At National
#MarchForOurLives Protest

GHN EXCLUSIVE
The Right Not To Know: When Ignorance Is Bliss But Deadly

GHN EXCLUSIVE
Live From New York, It's #CUGH2018!

NONCOMMUNICABLE DISEASES
South Africa Sours on Sugary Drinks
High-Tech Cloth For a Healthy Hajj

The health of millions of pilgrims who flock to Saudi Arabia each year is a matter of global consequence, and one entrepreneur is looking to make antibacterial cloth a staple of the formal rite.

The idea came from the carpets used by millions of worshipers, at the Grand Mosque in Makkah, Islam’s holiest site. Researchers at Umm Al-Qura University coated the carpets in silver nanoparticles to stave off bacteria.

Saudi entrepreneur Hamad Al-Yami is now weaving this technology into ihram cloths worn by pilgrims. The high-tech ihrams hit the market during last year’s Hajj and sold 100,000 pieces in their first year.

Arab News

One-Liners

Ketamine’s effectiveness for treating depression could be because the drug acts like an opioid, creating the potential for abuse, according to Stanford University research. NPR Shots

As the White House moves to weaken coal-industry regulations, California lawmakers voted yesterday to use 100% carbon-free energy by 2045. The New York Times

Scientists traced schistosomiasis cases in France to a river on the French island of St. Martin in the Caribbean. BBC News
NONCOMMUNICABLE DISEASES

South Africa Sours on Sugary Drinks

March 29, 2018
KERRY CULLINAN

Members of the Healthy Living Alliance showing their support for the sugary drinks tax outside parliament before a parliamentary hearing. Image Courtesy of Heala

VIOLENCE

Massive Crowd Calls for Common Sense Gun Laws at National #MarchForOurLives Protest

March 25, 2018
BRIAN W. SIMPSON, EDITOR-IN-CHIEF

Hundreds of thousands turned out for Saturday’s #MarchForOurLives protest in Washington D.C. (Image: Joanne Cavanaugh Simpson)

GREEN EXCLUSIVE | FAMILY PLANNING | REPRODUCTIVE HEALTH

Protecting Fragile Progress in Family Planning

January 10, 2018
JOSE G. OYING, RIMON II
AMY O. TSUI

Resident enumerators in Burkina Faso prepare for the third round of data collection for PMA2020, a mobile technology-based survey project that supports routine, rapid-turnaround, high quality data on family planning and other health indicators. © 2016
Global Health NOW
@ghn_news

GHN Live is going to Houston for our second live event – #HurricaneHarvey: In the Eye of the Storm – a discussion w/ @DPersse, Public Health Authority for @HoustonTX & @DrJoshS, Vice Dean of @JohnsHopkinsSPH. Join us!

📅: Sept. 27
📍: @MethodistHosp
💻: globalhealthnow.org/ghn-live/houst…
Your Tweets earned **1.1M impressions** over this **28 day** period

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<table>
<thead>
<tr>
<th>Date</th>
<th>Impressions</th>
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<tbody>
<tr>
<td>Aug 2</td>
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<td>Aug 9</td>
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<td>Aug 16</td>
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Recruitment and Students

One of my experiences at Hopkins that prepared me most for my current position was interning at the World Health Organization (WHO) in Geneva, Switzerland. Through the Program in Applied Vaccine Experience (PAVE), I worked directly for WHO’s Strategic Advisory Group of Experts on Immunization (SAGE) for four months during the second year of my MSPH. It was an incredible experience that provided me a deep understanding of immunization policy, current challenges faced by immunization programs worldwide, and confirmed my desire to pursue vaccine research in my career. In just a few months at WHO, I drafted an updated vaccine position paper, conducted a literature review, helped organize the biannual SAGE meeting, and...
Recruitment and Students

JohnsHopkinsSPH
The Johns Hopkins Bloomberg School of Public Health has been consistently rated No. 1 by U.S. News since 1994.
jhsph.edu
Recruitment and Students

amoorebright Thank you for sharing such a rich experience.

shintaratnaningtyas Ahhh...I really want to study there soon, yeahh :)

kchavar LOVE this! Thank you for sharing

jackfeng_man This is so inspiring 😞 😞 😞

nidhi_a13 Hi I find your “takeover” of this page to be really interesting, and speaking as someone who is interested in helping those in places like Africa in the public health field, what do you think is the most rewarding or interesting part of this experience?

lizzieharvs Have loved your takeover @jtdkelly—So inspiring! Can’t wait to see what you do next 🥊 🥊 🥊

hansu0420 It is inspiring to see someone I can look up to graduating from my dream school with the same dream job! It would be amazing if I could talk to her...

johnshopkinssph @calmwillowtree Hello! Check your DMs for a message from us on how to get in touch with Meghna!
Questions?