



# Social media

## Friend or foe?

**Harris-Roxas Health**  
health impact consulting  
[www.harrisroxashealth.com](http://www.harrisroxashealth.com)

**Ben Harris-Roxas**

Conjoint Lecturer,  
CPHCE University of New South Wales

Health Section Co-Chair,  
International Association for Impact Assessment

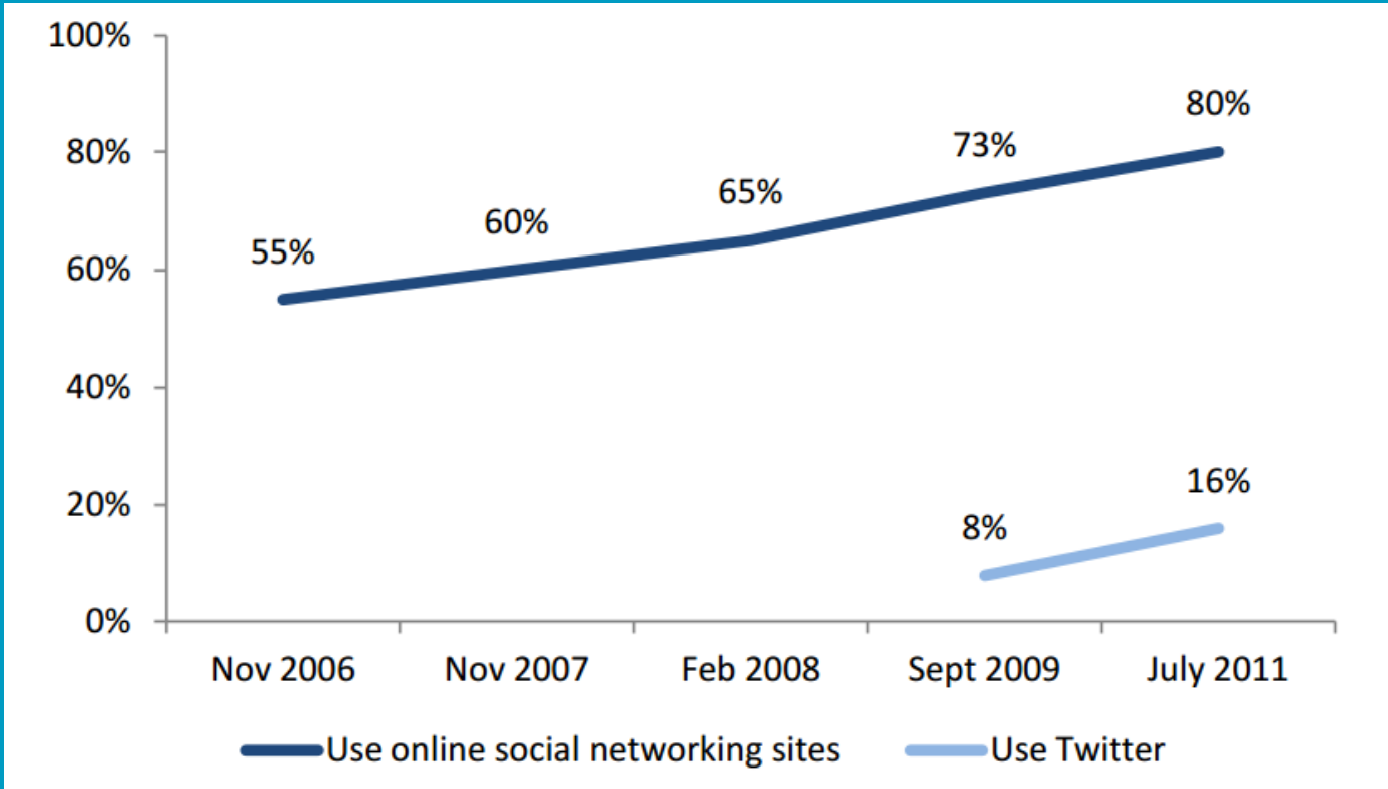
My experience

What do we mean by social media?

# The big two



# Social networking amongst teenagers



A whole bunch of other platforms

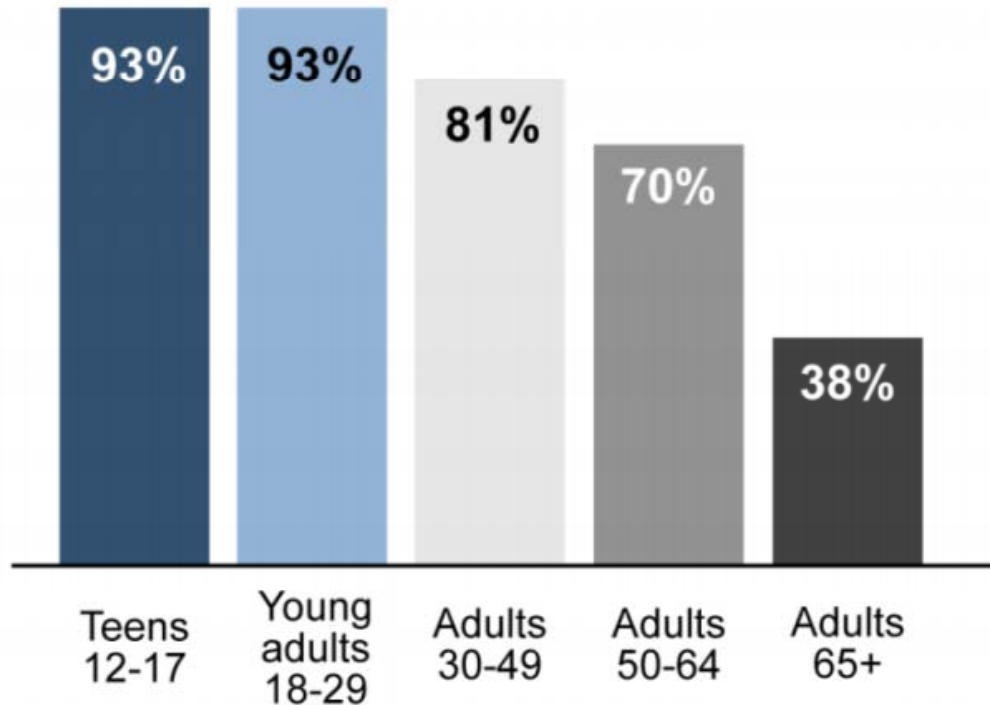
Essential feature:  
Two way communication

# The continuing relevance of broadcast media



Who's using it?

# Internet use by age groups



**Pew Internet**  
Pew Internet & American Life Project

Teens (12-17) data from September 2009.  
Adults (18+) data from December 2009.

# Social media use

## Who uses social networking sites

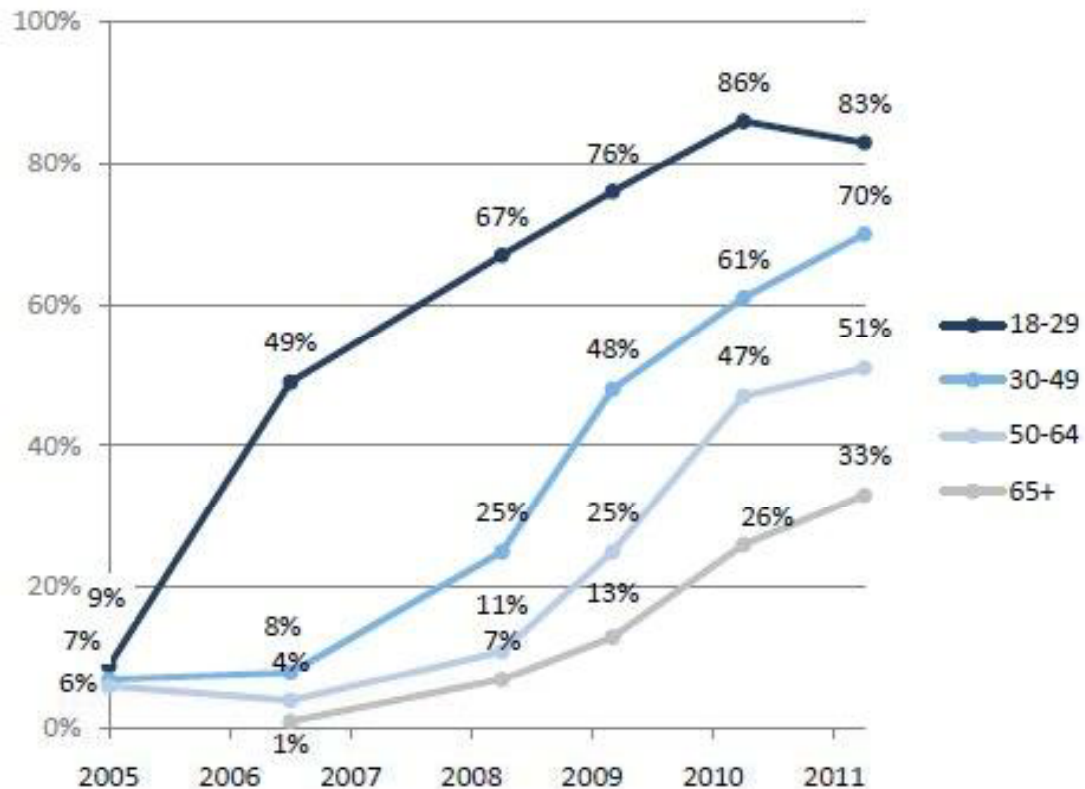
*% of internet users within each group who use social networking sites*

|                    |     |
|--------------------|-----|
| All internet users | 66% |
| Gender             |     |
| Men                | 61  |
| Women              | 71* |

# The picture is evolving

## Social networking site use by age group, 2005-2011

The percentage of adult internet users in each age group who use social networking sites



Examples

Queensland police  
during the floods

[benhr.net/qldpolicefloods](http://benhr.net/qldpolicefloods)

HCSMANZ discussion group





#destroythejoint

Critical concepts

Audience isn't simple

Amplification



**Melissa Sweet**

@croakeyblog

Following



Health and the Federal #Budget: a wrap of links,  
news (the cuts & the spends) and reaction  
[blogs.crikey.com.au/croakey/2012/0...](http://blogs.crikey.com.au/croakey/2012/0...)

Reply Classic RT Retweet Favorite Buffer

3

RETWEETS



Shifting the relationship

Community building

# Risks and opportunities



# Organisational introversion

“It’s not hard to interweb”

You and your organisations  
can learn

# Focusing on the risks?



NSW Government  
Social Media Policy and Guidelines

Draft for Consultation  
October 2012

## SOCIAL MEDIA AND THE MEDICAL PROFESSION

A guide to online professionalism for medical practitioners and medical students

NEWS BLOG GLOBAL BLOG  
FORUM BROADCAST INFO NEWS  
TV RADIO INFORMATION NEWS  
SITE FACEBOOK NETWORKS  
VIDEO ADVERTISING TODAY WORLD  
INFO CONFIDENTIALITY POST  
SITE PRIVACY COMMENTS TV RADIO  
MEDICAL INFORMATION GLOBAL FACEBOOK  
MEDICAL MY SPACE  
NETWORK STANDARDS  
SITE AUDIO VOICE  
ETHICS PROFESSIONAL  
ADVERTISING TODAY WORLD  
INFO CONFIDENTIALITY POST  
SITE PRIVACY COMMENTS TV RADIO  
MEDICAL INFORMATION GLOBAL FACEBOOK



Aspirational  
Dedicated  
Diverse  
Dynamic  
Determined

Can government agencies  
even do this effectively?  
Depends on the approach

Internal comms



unsw.edu.au

## My Feed

Private Messages

My Profile

Members

Invite

## GROUPS

All Company

20+

Groups Directory

## APPS

Files

Pages

Leaderboards

More

Share an Update

Post a Poll

Praise Someone

More

What are you working on?

Top Conversations

**Chris White**

Yammer MS Outlook integration next?



Microsoft to buy Yammer for more than \$1 billion: WSJ  
<http://www.reuters.com/article/2012/06/15/us-yammer-microsoft-idUSBRE85E03Z...>

(Reuters) - Business software company Yammer Inc has agreed to sell itself to Microsoft Corp for more than \$1 billion, the Wall Street Journal reported, citing a person familiar with the matter. It was

Reply · Like · Share · More · Friday at 2:20pm from Desktop

**Ellie Trajkovska**

'IT Services Guide For Staff' has been sent to print, thanks for everyone that contributed to its creation :)

Reply · Like · Share · More · Friday at 2:09pm



**Linda Glave** (Manager) has #joined the unsw.edu.au network. Take a moment to welcome Linda.

Reply · Like · More · June 8 at 7:53am

Joined

**David Bryan**: welcome aboard.

June 8 at 8:36am · Reply · Like · Share · More

## GETTING STARTED

80%

Get Yammer for desktop

## ACTIVITY STREAM

more



Mihai Ciobotaru created the Australian Energy Research Institute group.



Mihai Ciobotaru has joined the network.



Andrew Chambers is now following Peter McGuinn.



Aaron Magner is now following Petri Calderon Larjanko.



carol booth has joined the network.

## SUGGESTED PEOPLE

see all



**Soheila Rafie**  
BTS Support Mana...

Follow



**Graham Hannah**

Follow

## SUGGESTED GROUPS

Broadcast





Health



## NSW Health

@NSWHealth

Healthy People - now and in the future  
NSW Australia <http://www.health.nsw.gov.au/>

Following



381 TWEETS

191 FOLLOWING

3,644 FOLLOWERS

### Tweet to NSW Health

@NSWHealth

### Tweets

Following

Followers

Favorites

Lists

### Similar to NSW Health



**business.gov.au** @business\_gov\_au  
Follow



**ABC Health Online** @ABCHealthOnl...  
Unfollow

### Tweets



**NSW Health** @NSWHealth  
Facts about measles: [bit.ly/KtonPE](http://bit.ly/KtonPE)  
Expand

31 May



**NSW Health** @NSWHealth  
Funding Reform - what is it? What does it mean? [bit.ly/K1avKH](http://bit.ly/K1avKH)  
Expand

21 May



**NSW Health** @NSWHealth  
Extra Cleaners Move In at Royal North Shore Hospital details:  
[bit.ly/JJGnR1](http://bit.ly/JJGnR1)  
Expand

9 May



**NSW Health** @NSWHealth  
Health Check: Ambulance Service of NSW detail: [bit.ly/l2Np4Q](http://bit.ly/l2Np4Q)  
Expand

26 Apr



**NSW Health** @NSWHealth  
Health Warning to avoid Burmese traditional powders Details:  
[bit.ly/HJBpIZ](http://bit.ly/HJBpIZ)

17 Apr

# Broadcast and response



**Robert Wood Johnson Foundation** shared a link.

23 May

Rosa M. Gonzalez-Guarda, PhD, MPH, RN, RWJF Nurse Faculty Scholar and Assistant Professor at the University of Miami's School of Nursing & Health Studies, shares her story on how she found her way to studying health disparities and violence research.



**How a Personal Experience Led to a Program of Research Focused on Eliminating Intimate Partner Violence**

[blog.rwjf.org](http://blog.rwjf.org)

Moments of romance and bliss turned into moments of anger, aggression, and torment.

Like · Comment · Share

4

15 people like this.



**Esther R. Smith-Howell** Nice blog.

24 May at 00:24 via Mobile · Like



**Robert Wood Johnson Foundation** Thanks for reading this post!

25 May at 01:09 · Like

Write a comment...



**Robert Wood Johnson Foundation** shared a link.

Like · Comment · Share

29

15 people like this.



**D.k. Aal-Anubia** How can we contribute to the solution, email me at [equitymatters@yahoo.com](mailto:equitymatters@yahoo.com).

26 May at 02:17 via Mobile · Like

Write a comment...



**Robert Wood Johnson Foundation** shared a link via [Stanford Social Innovation Review](#).

23 May

Join [Stanford Social Innovation Review](#) for a complimentary webinar May 30, "Leading in a Hyperconnected World: Driving Innovation & Impact with Digital Media." Claire Diaz Ortiz, Head of Social Innovation, Twitter, Ben Hecht, President and CEO, Living Cities, and the Foundation's CTIO Stephen Downs will share insights.

**Leading in a Hyperconnected World: Driving Innovation & Impact with Digital Media - 42685**

[video.webcasts.com](http://video.webcasts.com)

Like · Comment · Share

3

8 people like this.

Write a comment...

Broader engagement

Pages: 1 | 2 | 3

## Behind the Global Festival

49

10



Today, our team at the Global Poverty Project announced our biggest ever event and campaign – [the Global Festival](#).

It culminates with a 60,000 person music concert on the Great Lawn at Central Park, an iconic location for what we hope will be an iconic event, taking place at the end of the first week of the UN General Assembly.

There's a huge amount of time, energy and money that goes into an event like this, so we spent a lot of time thinking about whether a concert is really the best way to work towards our vision of a world without extreme poverty.

And, given the world that we're in right now, we believe that the answer is yes.

### BECOME A GLOBAL CITIZEN AND ATTEND THE GLOBAL FESTIVAL

- 1 Enter your email below to become a Global Citizen
- 2 Start earning points by learning, sharing and taking action against extreme poverty.
- 3 Earn 3 points and you go in the draw to win 2 tickets to the Global Festival.



Over the last 18 months, our team in the USA have relentlessly toured the country, talking to more than 160 community groups, colleges and schools about extreme poverty. We've shared 1.4 Billion Reasons, our interactive presentation with 24,000 people, and along the way, we've learnt a lot about the knowledge, interests, assumptions and views of the American public.

We've seen how generous Americans are, but also how misconceptions about aid lead people to think that poverty's getting worse, and that we can't make a difference.

RSS



## Related Posts

[Are you an Armchair Advocate?](#) (0)

[1.4 Billion Reasons with Bonnie Wright](#) (0)

[What's the route to becoming a developed country?](#) (2)

[Put Peacebuilding at the Heart of Post-2015 Talks](#) (0)

[The price of being 'visible'](#) (3)

[Australian aid building business in Asia-Pacific](#) (2)

[\\$1.3bn, Foo Fighters and a Northern chick](#) (3)

[A True Hero: Anne Wafula Strike](#) (3)

[I am Malala](#) (22)

[Saving 600,000 Lives a Year: What Will It Take?](#) (6)

[Because I'm a Girl](#) (7)

[\\$1.3b pledged at Global Citizen Festival](#) (23)

[3,000 Miles for 3 Minutes](#) (17)

[Celebrating Global Poverty Ambassadors!](#) (16)

[Global Citizen Movement Awards announced!](#) (15)

## Issues

[Poll: What Can I Do?](#)

[Environment & Climate](#) [Water & Sanitation](#)

[Fairtrade & Ethical Purchasing](#)



Source: Orbmiser

These slides are available at  
[www.slideshare.net/benharrisroxas](http://www.slideshare.net/benharrisroxas)

✉ [ben@harrisroxashealth.com](mailto:ben@harrisroxashealth.com)

📱 [@ben\\_hr](https://twitter.com/ben_hr) or [@hiablog](https://twitter.com/hiablog)

📡 [healthimpactassessment.blogspot.com](http://healthimpactassessment.blogspot.com)

🌐 [linkedin.com/in/benharrisroxas](https://linkedin.com/in/benharrisroxas)

