



Using Social Media to Create Awareness of Workplace Hazards in New York State

 Sunday, June 13, 2021
 11:00 AM - 3:00 PM
 <i>Virtual</i>

BACKGROUND:

The New York State Department of Health (NYSDOH) ran three social media campaigns during the Spring of 2019 to create awareness of workplace hazards in New York State, specifically work-related asthma, worker fatalities and adult lead exposure. The goal of the work-related asthma campaign was to raise awareness of work-related asthma among health care providers to remind them to talk to their patients about the dangers of work-related asthma. The goal of the worker fatality campaign was to deliver messaging regarding ladder safety and fall prevention, to raise awareness about fall injuries and to direct at-risk individuals to prevention materials. The goal of the adult lead campaign was to raise awareness that lead exposure remains a concern for pregnant women and to direct pregnant women and their physicians to closely monitor lead levels.

METHODS:

The social media campaigns were contracted out to a company specializing in media and marketing. This company was responsible for researching and identifying the target audience for the campaign and delivering the social media campaign messages to the identified audiences. The campaigns included Facebook, Instagram and LinkedIn ads, as well as display banner ads. The campaign was tracked to determine the number of impressions and clicks through to the NYSDOH website for each of the ads. The campaigns ran from April - June 2019.

RESULTS:

The posts generated over 2.6 million impressions during the roughly 3-month campaign period, with more than 11,000 click-throughs to the NYSDOH work-related asthma, worker fatalities, and adult lead webpages encouraging readers to learn more about these workplace hazards, and to remind health care providers to talk to their patients about work-related asthma.

CONCLUSIONS:

Educational materials are posted on health department websites but may have little to no reach to the at-risk populations they are targeting. Directed social media campaigns that identify and direct audiences to these materials allow us to substantially increase the visibility of our materials to targeted communities.

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