“Reaching Aging Adults Living with or at Risk of HIV—A New Media and Technology Strategy”

New Media & Technology E-Learning Session 2
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www.theaidsinstitute.org
AGENDA

1) Project Background
2) New Media & Technology Strategy Survey
3) Social Networking Sites
4) Blogs
5) RSS Feeds
6) New Media Resources
7) Questions
GOAL 1

Increase new media knowledge and skills of tools and technologies
GOAL 2

Increase online and mobile technology usage.
E-LEARNING SESSION OBJECTIVES

1) Provide information on social networking sites, blogs and RSS feeds in an effort to increase new media knowledge and skills for adults over 50 living with HIV or at risk of HIV infection and providers who serve them.

2) In providing detailed information on social networking sites, blogs and RSS feeds, adults over 50 living with HIV or at risk of HIV infection will increase online and mobile technology use.
E-LEARNING SESSION QUESTIONS

1) Why should an adult over 50 with HIV use a social networking site, blog or RSS feed?
2) Why should an adult over 50 at risk of HIV use a social networking site, blog or RSS feed?
3) Why should a healthcare provider serving the above population use a social networking site, blog or RSS feed?
BACKGROUND

Target population:
Adults over 50 living with HIV or at risk of HIV infection.

What the data suggest:
- By 2015, half of the people living with HIV infection in the US will be 50 years of age or older.
- 1 in 6 new diagnoses in the US are people age 50 and older.
RESEARCH

• 91% of American adults have a cell phone
• 56% of American adults have a smartphone
• 85% of US adults use the internet
• 72% have looked online for health information in the past year.

Pew Internet & American Life Project, May 2013
Aligning with the Digital Government Strategy (DGS), TAI’s project attempts to ensure that the use of new media and technology makes a real difference in people’s lives.
“Reaching Aging Adults Living with or at Risk of HIV—
A New Media and Technology Strategy”
NEW MEDIA & TECHNOLOGY STRATEGY SURVEY

• Results of age range of respondents
• Results of where respondent accesses health-related information
• Results of where respondent shares health-related information
• Results of ranking of selected topic of choice
NEW MEDIA & TECHNOLOGY STRATEGY SURVEY

100% of respondents

Age

50-59 years

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NEW MEDIA & TECHNOLOGY STRATEGY SURVEY

Access health-related information

- social networking sites
- blogs
- webinars/webcasts

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NEW MEDIA & TECHNOLOGY STRATEGY SURVEY

Share health-related information

- social networking sites
- blogs
- texting
NEW MEDIA & TECHNOLOGY STRATEGY SURVEY

Ranking of Selected New Media Topic

- Social networking sites
- Blogs
- RSS feeds

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SOCIAL NETWORKING SITES
RESEARCH: SOCIAL NETWORKING SITES

• 72% of adult internet users who use social networking sites
• 70% men, 74% women

• 60% adults 50-64 years of age
• 43% adults 65+ years of age

Pew Internet & American Life Project, August 2013
SOCIAL NETWORKING SITES

• A social networking service is a platform to build social networks or social relations among people who, for example, share interests, activities, backgrounds, or real-life connections. A social network service consists of a representation of each user (often a profile), his/her social links, and a variety of additional services.

• Most social network services are web-based and provide means for users to interact over the Internet, such as e-mail and instant messaging.
SOCIAL NETWORKING SITES

- Online community services are sometimes considered as a social network service, though in a broader sense, social network service usually means an individual-centered service whereas online community services are group-centered.

- Social networking sites allow users to share ideas, pictures, posts, activities, events, and interests with people in their network.

http://en.wikipedia.org/wiki/Social_networking
FACEBOOK

• Most-used social networking platform
  o 67% of internet users who use Facebook
  o Women more likely than men to be Facebook users
  o 57% adults users 50-64 years
  o 35% adults users 65+ years

Pew Internet & American Life Project, May 2013
USING SOCIAL NETWORKING SITES

- Why should an adult over 50 with HIV use a social networking site?
- Why should an adult over 50 at risk of HIV use a social networking site?
- Why should a healthcare provider serving the above population use a social networking site?
SOCIAL NETWORKING TOOLS

The Definitive List of Social Networking
The most important part of a social-media strategy
Kimbia.org
Facebook Causes
BLOGS
BLOGS

Defined as frequently updated web sites that are organized in reverse chronological order and allows readers to make comments. Usually written by a sole author or group of authors with a particular expertise for a topic.

http://bethemedia.wikispaces.com/Tool+Box+Blogs
BLOGS

- Why should an adult over 50 with HIV use a blog?
- Why should an adult over 50 at risk of HIV use a blog?
- Why should a healthcare provider serving the above population use a blog?
BLOGS

Share your story social media style

- Pick a topic and be passionate about it
- Make sure there are resources to post, and create a strategy for regular postings
- Create internal guidelines for blog authors, timing of posts and content
- Set goals for your blog -- visitors, subscribers, links, referrals, etc. -- and measure and report out on them regularly to your stakeholders
BLOGS

- Respect copyright and fair use. Cite sources (and link to them, where possible).
- Find out who else is blogging on the topic. Read, know, and reference them if appropriate.
- Don’t over copy-edit. It doesn’t have to be perfect. Personalize your blog to ensure you are connecting with your audience.
- Promote the blog by allowing ping-backs (a way of showing links between blogs) and enabling RSS for your posts.

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BLOG TIPS

Top 10 Tools to Get Blogging Done
Lorelle on WordPress
Open Source Blogging Tools
How to Increase Blog Traffic
BLOG TOOLS

Typepad
Movable Type
WordPress
Blogger
LiveJournal
RSS FEEDS/READERS

Defined as software that brings your favorite web and blog content and news to you and lets you read it efficiently. As an added benefit, reduces email clutter and information overload.

http://bethemedia.wikispaces.com/Tool+Box+RSS+Readers
"RSS is a little like radio. Every blog and many news services 'broadcast' a tiny little signal that you can't hear, but your RSS reader can. (It's like a radio tuner). You tell the RSS reader which blogs and news feeds you like, and whenever it senses that signal, it goes out and grabs the post for you."

http://bethemedia.wikispaces.com/Tool+Box+RSS+Readers
RSS READING TIPS

• Set up aside a small block of time to read your feeds everyday
• Clean house often, RSS subscriptions tend to pile up
• Don't feel like you have to read every post on every blog, use the "Mark Read" option
RSS READER TOOLS

Kedoya
Bloglines
Google Reader
Netvibes
MyYahoo!
Page2RSS
RSS FEEDS

- Why should an adult over 50 with HIV use RSS feeds?
- Why should an adult over 50 at risk of HIV use RSS feeds?
- Why should a healthcare provider serving the above population use RSS feeds?
RESOURCES

AIDS.gov-New Media
http://www.aids.gov/using-new-media/

AIDS.gov-Communications Strategy

Digital Government: Building a 21st Century Platform to Better Serve the American People
RESOURCES

Centers for Disease Control and Prevention (CDC), eHealth Data Briefs
http://www.cdc.gov/healthcommunication/

Pew Internet & American Life Project, PewResearchCenter
http://pewinternet.org/Reports/2013/social-networking-sites/Findings.aspx
http://www.pewresearch.org

We Are Media Project
http://bethemedia.wikispaces.com/
UPCOMING E-LEARNING SESSIONS

E-Learning Session #3
September 3, 2013 @ 1PM (ET)

E-Learning Session #4
September 17, 2013 @ 1PM (ET)
THANK YOU

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