



Using Social Media and Apps to Reach Parents

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1

Introduction:



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2

Disclosures:

We are salaried, full time employee of Solid Starts, LLC



3

Objectives:

1. Participants will understand the unique opportunity that social media presents for disseminating evidence based health information.
2. Participants will demonstrate understanding of how app design and data arrangement can influence user behavior, and in turn, encourage health promoting actions.
3. Participants will understand the common pitfalls associated with social media use as a component of OT practice.



4

Who We Are & How Did We Get Here

1. Clinicians
2. Trainers for students/colleagues
3. Presenters/teachers



5

From Employee to Entrepreneur



1. Continuing education courses
2. Parent classes & coaching
3. Public Health & social media
4. Solid Starts App
5. Book



6

Building a Business

- Public health lens
- What is the issue you are solving?
- What is the product?
- What is your role?



7



Building a Business

- What is the plan/financial model?
- How do you market?
- Is it sustainable?
- Costs to launch?



8

Ethical Considerations

- Direct patient care vs public health
- Privacy
- Boundaries between general education and personalized advice



9

Social Media vs Business



10

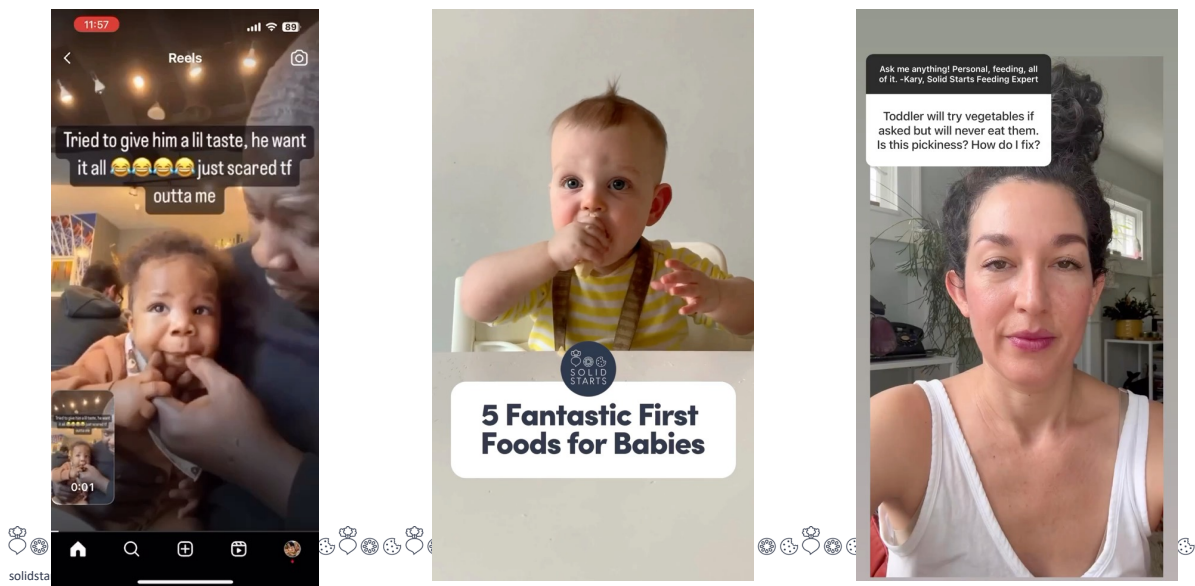
Social Media vs Business

- Becoming “health communicators”
- Social media: what is the purpose?
 - Revenue driving
 - Client building
 - Marketing
 - Philanthropy
- How are you making money?
- Is it sustainable?
- Tracking metrics



11

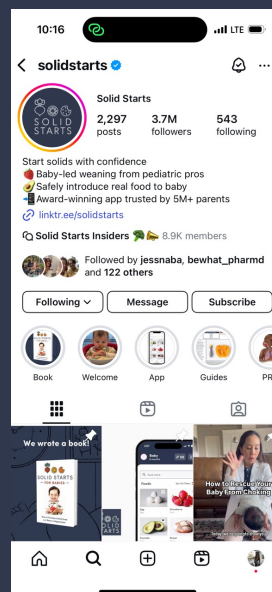
Social Media as Marketing & Public Health Tool



12

Public Health Benefits

- Reach
- Accessibility
- Meeting people where they are at
- Easy to digest
- Storytelling and “Show don’t tell”
- Community

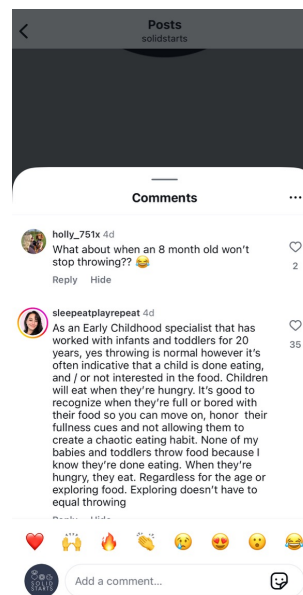


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13

Challenges

- Perfection trap
- Time commitment
- Anonymity of comments on internet
- Sound bytes for complex topics
- Can't please everyone
- Requests for advice

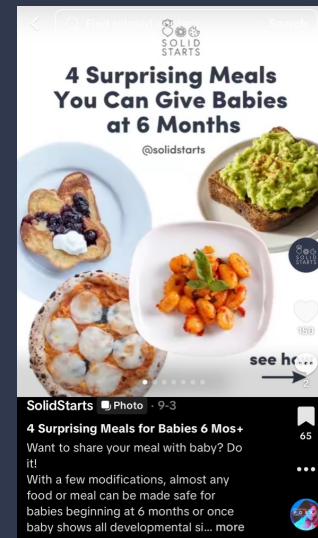


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14

Ethical Considerations

- Giving advice on the internet 🤖
- Transparency
- Accuracy & misinformation
 - Shifting / lacking evidence
 - Moderating comments
- Educating vs fear mongering
- Cultural considerations
- Privacy



15



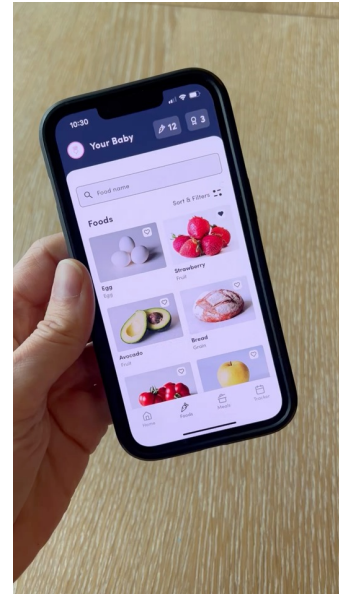
Solid Starts App



16

Solid Starts App

- Responsive to community
- Improve as we go
- Resource Accessibility vs Financial Reality



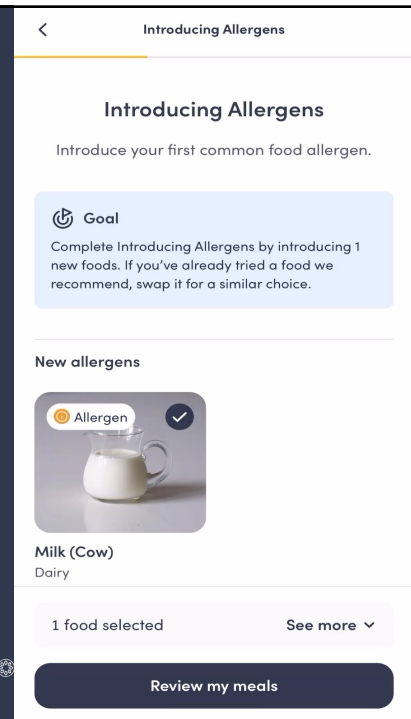
17

App Design and User Behavior

- Accurate info important but design is crucial
- Design silently guides behavior
- Balance of giving users what they want vs encouraging health promoting behaviors
- Static vs dynamic

18

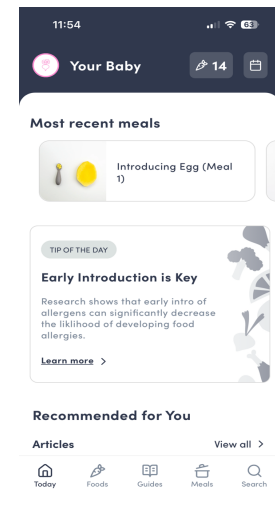
Case Study: Introducing Allergens Experience



19

Case Study: Allergens Experience in App

- UX considerations:
 - Guided experience
 - Pop ups and reminders
 - Timing
- Unintended consequences



20

Questions?

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21

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22



Thank you!

