

## Using Social Media to Expand the Reach of a Lyme Disease Intervention for Maine Adults 65 and Older

**Background:** Adults 65 years and older have the highest rate of Lyme disease in Maine. Recent literature suggests social media is a popular source for information among this population. The Public Health Corps (PHC), within Maine Center for Disease Control and Prevention (Maine CDC) Division of Disease Surveillance designed and launched a social media campaign for this high-risk age group. The purpose of this study is to determine which social media advertisements reach the most people.

**Methods:** The PHC conducted a literature review to determine the best practices for public health social media campaigns. The PHC searched the words public health, health communication, and social media campaign on MEDLINE, PubMed, and Web of Science. The PHC worked with a graphic designer to develop four videos and a static ad about ticks and Lyme disease. The PHC disseminated the campaign materials as Facebook boosted posts, Facebook sponsored ads, and YouTube paid instream video advertisements. The PHC paid \$1,250 for Facebook boosted posts, \$1,183.60 and 1,245.99 for Facebook sponsored ads, \$307.02 for the Facebook static ad, and \$1,000 for each paid instream ad on YouTube to target Maine adults 65 years and older. Campaign materials rotated weekly from August 6, 2018 to August 31, 2018. The PHC used Facebook analytics and Google analytics to determine the number of views and reach of each advertisement.

**Results:** Facebook boosted posts generated between 47,930 and 55,774 views. Facebook sponsored ads generated between 14,393 and 17,753 views. The Facebook static ad reached 40,175 individuals. Each YouTube video received between 35,084 and 217,738 views.

**Discussion:** Facebook boosted posts and the Facebook static ad maximized reach by advertising the content to the target population and anyone who follows Maine CDC's Facebook. Similarly, YouTube paid instream ads maximize reach by advertising the content to the target age group and the unknown age group. These methods do not capture a precise number of people in the target population reached due to the lack of demographics associated with the organic age group and the unknown age group. Facebook sponsored ads only advertise content to individuals in the target population. Overall, each advertising method has unique abilities to reach specific and diverse populations. The PHC recommends using Facebook boosted posts and YouTube paid instream ads to maximize the total reach of social media campaign content.

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