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#drugfree: Using Social Media Advertisements to Spread Health on a College Campus

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#drugfree: Using Social Media Advertisements to Spread Health on a College Campus

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BACKGROUND

Stimulant Misuse
- Almost two-thirds of college students report being offered prescription stimulants for non-medical use.
- 30% of college students have misused RX stimulants.

Tobacco Use
- 36.5 million Americans are dependent on tobacco.
- Smoking is a leading preventable cause of death.

Social Media
- 88% of adults aged 18-29 use any form of social media.
- Facebook is the most popular platform in the U.S., with 88% of adults aged 18-29 using any form of social media.
- Significant platforms for those 18-24 years include Snapchat, Instagram, and Twitter.

OPPORTUNITY

ONU HealthWise is a pharmacist-led, multi-disciplinary clinic that provides education and health services to the campus of ONU and the surrounding community.

Social media advertising offers the ability to deliver public health messages to specific locations and/or demographic groups.

OBJECTIVE

To implement a novel social media campaign aimed at reducing prescription stimulant misuse and tobacco use in college students.

METHODOLOGY

Social media messaging developed using principles of behavior change, communication, and graphic design.

Ad space was purchased on social media platforms including Facebook, Twitter, and Snapchat.

Analytics were collected from social media platforms regarding message reach.

Post-campaign survey administered to convenience sample of students on campus.

Examples of social media advertisements

RESULTS

Demographics %(n)

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<td>7.9 (9)</td>
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<td>55.8 (63)</td>
<td>0.9 (1)</td>
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Social Media Engagement

- Facebook: 31,945 Impressions
- Twitter: 18,290 Impressions
- Snapchat: 147 Views

Message Sentiment

- Tobacco Message: Positive (96), Negative (10)
- Stimulant Message: Positive (45), Negative (18)

IMPLICATIONS

- Social media reaches a large audience making it a unique platform to distribute public health messages.
- Increasing frequency and availability of educational content on social media platforms creates easily assessable messages.
- Positively framed messages resulted in more positive sentiment.
- More research is needed to understand the long-term effects of these interventions on behavior.

LIMITATIONS

- Images were not pilot tested prior to use.
- Social media advertisements and the post-campaign survey were distributed to students at ONU and may not be applicable to other populations.

OTHER INFORMATION

- The authors acknowledge Ericka Kurtz for her significant contributions to this project.
- The study was approved by Ohio Northern University’s Institutional Review Board.
- The authors of this project have no relevant financial relationships to disclose.

REFERENCES