Social media
Friend or foe?

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My experience
What do we mean by social media?
The big two
Social networking amongst teenagers

![Graph showing percentage of teenagers using online social networking sites and Twitter from Nov 2006 to July 2011. The percentage has increased from 55% in Nov 2006 to 80% in July 2011. The use of Twitter started at 8% in Sept 2009 and increased to 16% in July 2011.]
A whole bunch of other platforms
Essential feature:
Two way communication
The continuing relevance of broadcast media
Who’s using it?
Internet use by age groups

- Teens 12-17: 93%
- Young adults 18-29: 93%
- Adults 30-49: 81%
- Adults 50-64: 70%
- Adults 65+: 38%

Teens (12-17) data from September 2009. Adults (18+) data from December 2009.
Social media use

Who uses social networking sites

% of internet users within each group who use social networking sites

<table>
<thead>
<tr>
<th>All internet users</th>
<th>66%</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gender</strong></td>
<td></td>
</tr>
<tr>
<td>Men</td>
<td>61</td>
</tr>
<tr>
<td>Women</td>
<td>71*</td>
</tr>
</tbody>
</table>
The picture is evolving
Examples
Queensland police during the floods
benhr.net/qldpolicefloods
HCSMANZ discussion group
#destroythejoint
Critical concepts
Audience isn’t simple
Amplification
Health and the Federal #Budget: a wrap of links, news (the cuts & the spends) and reaction blogs.crikey.com.au/croakey/2012/0...
Shifting the relationship
Community building
Risks and opportunities
Organisational introversion
“It’s not hard to interweb”
You and your organisations can learn
Focusing on the risks?
Can government agencies even do this effectively? Depends on the approach.
Internal comms
Broadcast and response
Broader engagement
Behind the Global Festival

Today, our team at the Global Poverty Project announced our biggest ever event and campaign – the Global Festival.

It culminates with a 50,000 person music concert on the Great Lawn at Central Park, an iconic location for what we hope will be an iconic event taking place at the end of the first week of the UN General Assembly.

There’s a huge amount of time, energy and money that goes into an event like this, so we spent a lot of time thinking about whether a concert is really the best way to work towards our vision of a world without extreme poverty.

And, given the world that we’re in right now, we believe that the answer is yes.

BECOME A GLOBAL CITIZEN AND ATTEND THE GLOBAL FESTIVAL

1. Enter your email below to become a Global Citizen
2. Start earning points by learning, sharing, and taking action against extreme poverty.
3. Earn 3 points and you go in the draw to win 2 tickets to the Global Festival.

Over the last 10 months, our team in the USA have relentlessly toured the country, talking to more than 160 community groups, colleges and schools about extreme poverty. We’ve shared 1.4 Billion Reasons, our interactive presentation with 24,000 people, and along the way, we’ve learnt a lot about the knowledge, interests, assumptions and views of the American public.

We’ve seen how generous Americans are, but also how misconceptions about aid lead people to think that poverty is getting worse, and that we can’t make a difference.
These slides are available at

www.slideshare.net/benharrisroxas

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