

**4** easy ways

**2** start using SM

**4** benefits & wellness

*Employers Health  
Care About Your Care kickoff  
September 15, 2011*



**Hello!**

Elizabeth

- Owner: Write On Target, Inc.
- Specializes in making benefits simple and easy to understand.





## Why social?

- It's our nature.
- Friends help friends.
- Accountability.






## Gen Y and X want it.

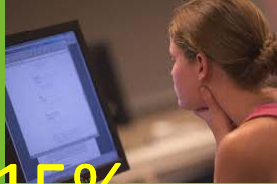
Younger employees are most interested in receiving benefits information through social networking, mobile devices and text messaging

Employee interest in social media	Gen Y	Gen X	Younger Boomers	Older Boomers
Social networking sites (e.g., LinkedIn, Twitter, Facebook, etc.)	42%	38%	12%	11%
Mobile device to access the internet (e.g., cell phone, BlackBerry, iPhone)	42%	39%	12%	10%
Text messaging	40%	37%	12%	10%
Internet site	75%	80%	66%	61%



# MIT 2010 Health Forum Experiment

More buddies = More participation.



15%



30%



40%



# Pew Internet Project 2011 study

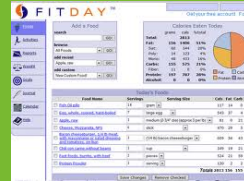
Access and use is growing!



90%



80%



27%



**So...  
why the heck  
aren't we  
using it?**



**Social media is a tool.**



**Engage employees in  
different ways.**

**Targeting works best  
and saves in long run.**

**Don't make them work  
to get the info they  
want.**



## Case in point.



- Janet McNichol, HR Director
- American Speech–Language–Hearing Association
- 250 employees
- Based in Washington, DC
- Small budget but gets big results



## 4 ways ASHA uses SM.

### Piggyback

- Link to existing sites and tools

### Blog

- Share valuable information

### Facebook

- Get families involved

### YouTube

- Make it fun!



# Create a good landing page.

**ASHANet** Wellness Program  
get connected.

ASHANet Home | People | Clusters & Teams | Projects | Service Center | Handbook | Training | Community

Search this site...

**Branches of Wellness**

**Wellness Events**  
August, 2011

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
31	1 7:30 am Fundio 4:00 pm Womer 5:15 pm Womer	2 7:30 am Boxing 4:00 pm Total B 5:00 pm Pilates	3 7:30 am Boot C 12:00 pm Month 4:00 pm Zumba 5:00 pm TRX	4 7:30 am Fundio 4:00 pm Total B 5:00 pm TRX	5 7:30 am Pilates 4:00 pm Womer 5:00 pm TRX	6 4:00 pm Womer
7	8 7:30 am Fundio 4:00 pm Womer 5:15 pm Womer	9 7:30 am Boxing 4:00 pm Total B 5:00 pm Pilates	10 7:30 am Boot C 4:00 pm Zumba 5:00 pm TRX	11 7:30 am Fundio 4:00 pm Total B 5:00 pm TRX	12 7:30 am Pilates 4:00 pm Womer 5:00 pm TRX	13 4:00 pm Womer
14	15 7:30 am Fundio 4:00 pm Womer 5:15 pm Womer	16 7:30 am Boxing 4:00 pm Total B 5:00 pm Pilates	17 7:30 am Boot C 4:00 pm Zumba 5:00 pm TRX	18 7:30 am Fundio 4:00 pm Total B 5:00 pm TRX	19 7:30 am Pilates 4:00 pm Womer 5:00 pm TRX	20 4:00 pm Womer

**Visit Us on Facebook**  
Check out the ASHA Wellness Facebook page when you have a chance. Friend us to follow our updates!

**Diet Links...**  
Select a Link

**Exercise Links...**  
Select a Link

**General Health & Wellness Links...**  
Select a Link

**Wellness Information & Resources**  
Type Name  
Add document

**Q&A**  
Question

**WALKER ON TARGET**

# Piggyback — public sites.

Link to audience-, risk- or interest-specific sites

**American Diabetes Association**

**WebMD**  
Better information. Better health.™

**text4baby**  
FOUNDING SPONSOR  
Johnson & Johnson

**MAYO CLINIC**

**get fit**

**HealingWell.com**  
Community. Support. Resources.

**DIVORCECare**

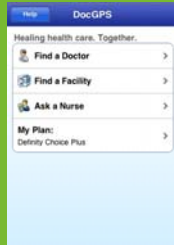
**Quit & Stay Quit Monday**

**WALKER & TRACKER**

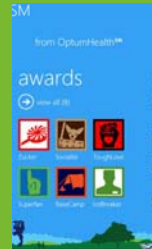
**WALKER ON TARGET**

# Piggyback — vendor's tools.

## DocGPS



## Optimize Me



# Blog.

- Set up on Blogspot
- High click-thru rate
- 2,200 views/mo.
- Written by Janet and others



**inside workplace wellness**

An insider's perspective on managing an award winning workplace wellness program.

**MONDAY, AUGUST 29, 2011**

**Carol Williams' Heart Health Story**

Carol was so enthusiastic about our heart health initiative, I asked her to write the guest post to share her story.

I participated in the Heart Health Initiative and saw dramatically positive results at the end of the program. I have been on a statin drug for my cholesterol (cholesterol around 200) for the past 8 years. During the past 3 years I developed diabetes with fluctuating blood sugars, very high blood sugars, and very high triglycerides. My endocrinologist wanted to start me on insulin because I could not get my blood sugars down with any consistency and more importantly, my triglycerides were high and no medication she prescribed made my numbers budge.

Through a variety of wellness initiatives available here at ADHA, I have been able to lose 25 pounds in one year. I've changed my eating and exercise habits: eating low carb, walking on a treadmill 4 times a week for 30 minutes, eating breakfast, eating my "top" meal before 2pm, not snacking after 5pm. To keep me motivated and on track, I have twice monthly phone calls with ADHA's wellness coach.

I went to David Foreman's presentation because I was on a statin drug for cholesterol

People in all communities should be able to make healthy choices, but in order to make those choices there must be healthy choices to make. The need to change our communities into places where healthy eating and active living are the easiest path.

—William H. Dietz, MD, PhD  
Director of Division, Physical Activity and Obesity, at the CDC

**Top Health Blogger**

Janet Mitchell  
Healthy Living  
Community  
Wellness

# Facebook.



- 115 fans/250 ee's
- Gets family involved
- Links to blog
- Links to articles, etc.



# YouTube.

Fun, low-cost way to feature your employees in action!



## Lessons learned.

- Don't hide information behind a firewall
- Cross-promote, repeat, repeat, repeat
- "New" programs get attention
- New platforms – compatible with mobile apps?



## Need more info?



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