

Effects of Smoking on Oral Health-A Social Media Campaign Between Academia and A Nonprofit Organization

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Introduction

- Tobacco use is a leading cause of deaths, diseases, and health care costs in the United States.
- The Area Health Education Center (AHEC) Program at Nova Southeastern University (NSU) partnered with Broward Regional Health Planning Council (BRHPC), a non-profit organization with a strong social media presence, to help with a pilot social media campaign in June 2021 to encourage the widespread distribution of information on the harmful effects of tobacco use.
- Goal:** Increase awareness about the harmful effects of tobacco by sharing messages and to motivate tobacco users to seek the services provided by AHEC.
- The key performance indicators used to evaluate the performance of the social media posts were **engagement** (*the unique visitors that have interacted with the social media pages*), **reach** (*the number of persons who have viewed an individual post*) and **impressions** (*the number of times content has entered a person's timeline*).

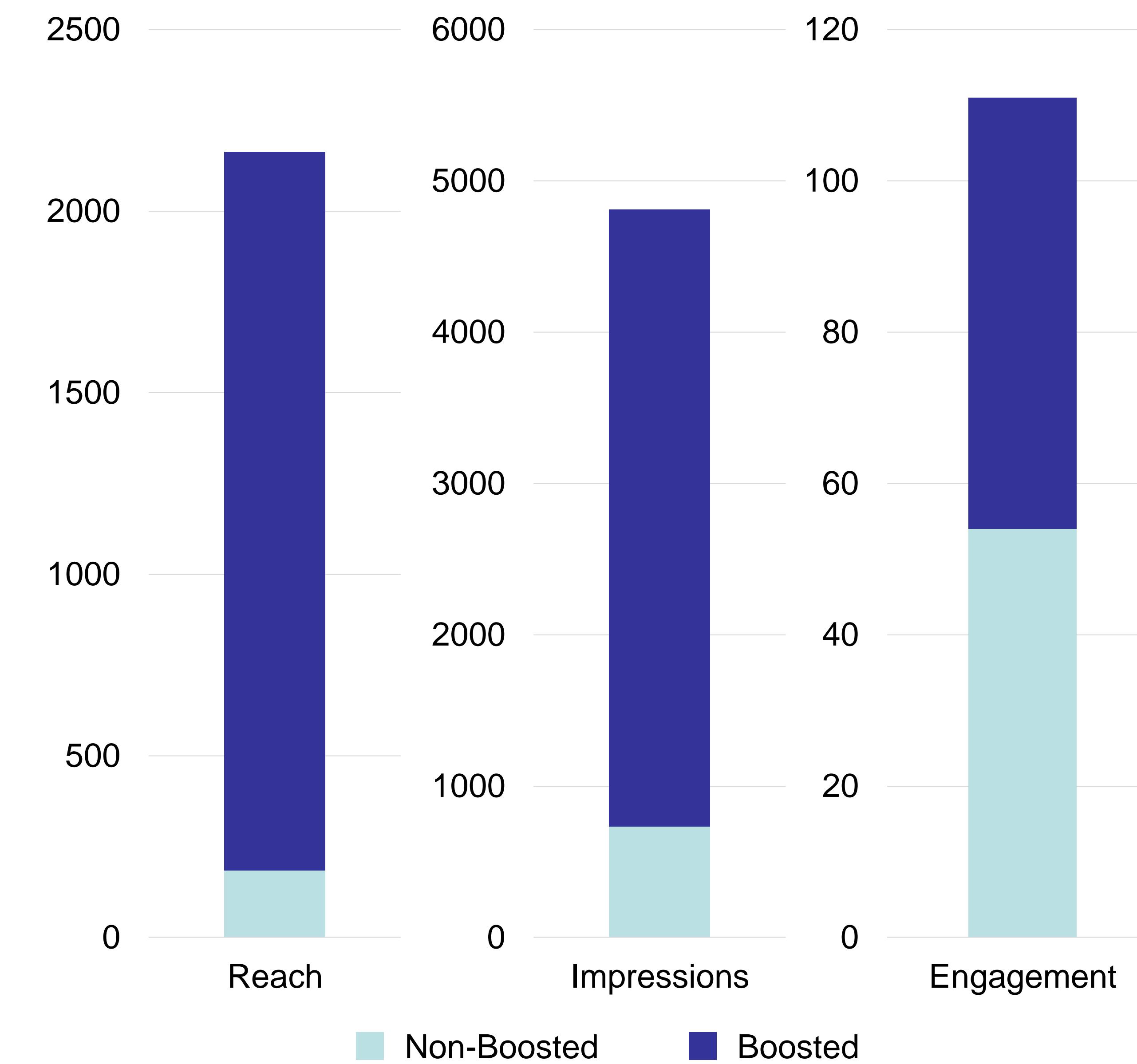
Methods

This was BRHPC's first social media campaign that included both unpaid and boosted posts. A **boosted post** is a paid advertisement on social media. BRHPC **only** boosted posts on Facebook regarding the campaign title "Effects of Smoking on Oral Health". Unpaid posts were shared on all of BRHPC's social media platforms which include Facebook, Twitter, LinkedIn and Instagram.



Results

Total Analytics of Oral Health Posts



Conclusions

- During June 2021, oral health posts on BRHPC's social media platforms received a total of 2,163 reach, and 4,809 impressions, and 111 engagements.
- NSU and BRHPC have seen great success in broadcasting the effects of tobacco use in oral health on social media.
- Academic institutions and non-profit organizations may consider partnerships to advance their health education and promotional messages in the online community.