



PUBLIC HEALTH COMMUNICATIONS

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WHY DIGITAL MEDIA MATTERS

According to a 2020 survey, 52% of American adults prefer getting their news on digital platforms — be it an app, a website, a social media platform, or even a podcast.

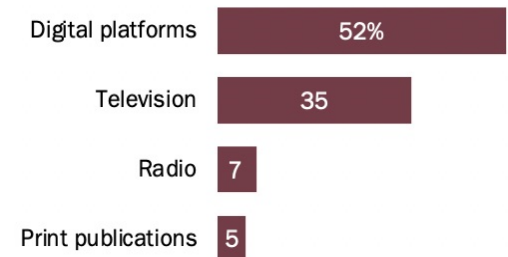
35% still prefer their news from the television, while only 5% read print publications to learn about the latest events.

48% of Americans view news on social media at least sometimes, while 33% never view news on social media.

55% of Twitter users, 47% of Facebook users, and 27% of Instagram users [regularly](#) get their news there.

Roughly half of Americans prefer to get news on a digital platform; about a third prefer TV

% of U.S. adults who prefer ____ for getting news



Note: Digital platforms includes respondents who said they prefer news websites or apps, social media, search, or podcasts.

Source: Survey of U.S. adults conducted Aug. 31-Sept. 7, 2020.

PEW RESEARCH CENTER

THE SPREAD OF TRUE AND FALSE NEWS ONLINE

A study at MIT found that misinformation is 70% more likely to be retweeted than factual information.

It also reached its first 1,500 viewers 6 times faster.

The answer for this is in human psychology. As humans we are drawn to interesting, we are drawn to novel, we are drawn to exciting. We are drawn to information that emits an emotional response out of us.

Between fact and misinformation, misinformation emits an emotional response out of us. The study found that misinformation generated an emotional profile of disgust and surprise in its viewers and contributed to their willingness to retain that information and then talk to other people and spread that information.

MAKE THE TRUTH EXCITING

In order to respond to misinformation, we should play the same game. We should make the truth interesting, exiting, and have the ability to bring emotional responses out of viewers.

Post creative and engaging messaging that still shares critical information.

Content should be relevant, relatable, and culturally competent.

Have visuals that are eye-catching and easy to read.

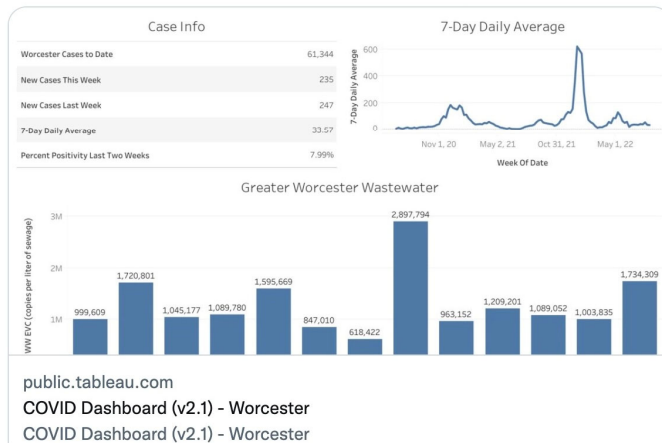
Know and engage with your audience, have language that is clear, easy to read, and focuses on something specific.



MOST POPULAR POST FROM JUNE



Our **#COVID19** dashboard has been updated with the latest data. **@CDCgov** changed Worcester County's Community Level to Low.



- 2,753 impressions
 - Total amount of times the tweet was seen
- 43 engagements
 - Total number of time a use interacted with the tweet. This includes likes, replies, retweets, follows, etc.
- 11 detail expansions
 - Total amount of times people viewed the details about the tweet. This is a sign of curiosity

MOST POPULAR POST FROM JULY

New Omicron sub-variants continue to evolve, and staying up to date on your vaccines is still the best way to protect yourself and those around you -- plus it will help to curb the development of future variants.

1. [Central Community Branch YMCA](#) (766 Main Street): 11 a.m. - 7 p.m.
2. [UMass Memorial Health](#) Mercantile Center clinic (100 Front Street): 11 a.m. - 4 p.m.

**COVID-19
VACCINE CLINIC
MONDAYS!**
July 11 - August 29
11:00 a.m. - 7:00 p.m.
Central Community Branch YMCA
766 Main Street, Worcester, MA

- Vaccines for ALL AGES (6 months and up)
- Boosters TOO!
- No appointment necessary
- Vaccines provided by Massachusetts Department of Health

**POSTO DE
VACINAÇÃO
CONTRA COVID-19
TODA SEGUNDA!**
11 de julho - 29 de agosto
11h00 - 19h00
Central Community Branch YMCA
766 Main Street, Worcester, MA

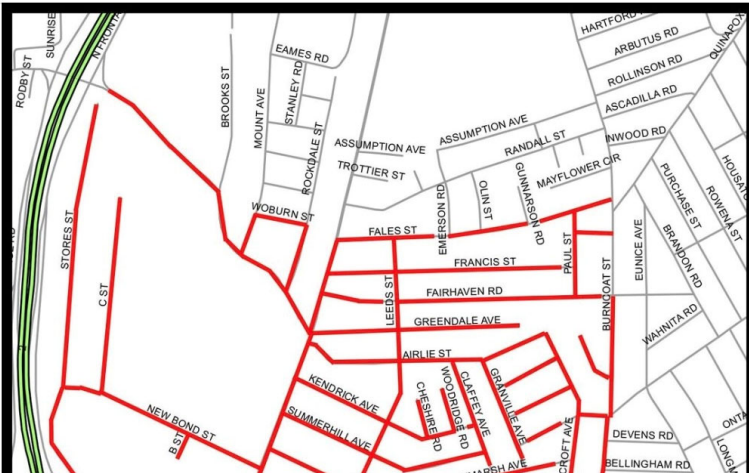
- Vacinas para TODAS AS IDADES (6 meses ou mais)
- Doses de reforço TAMBÉM!
- Não é necessário agendamento
- Vacinas fornecidas pelo Departamento de saúde

- 5,122 impressions
- 21 reactions
 - Reactions include: like, love, laugh, wow, sad, and angry
- 1 comment
- 21 shares

MOST POPULAR POST FROM AUGUST

West Nile Virus has been detected in mosquitoes in Worcester for the first time this year. There are currently no human cases. [Central Mass. Mosquito Control](#) plans to spray the affected area Friday evening.

More: <http://www.worcesterma.gov/.../west-nile-virus-detected...>



- 38,010 impressions
- 195 reactions
- 93 comments
- 223 shares
- 283 link clicks