



# HIFA Social Media Group Annual Report Contribution 2016

## Summary of development and activities

The HIFA Social Media Group is relatively new, comprised of a small number of committed, motivated and energized volunteers with a belief and interest in the value of social media as a force for good in global health. The Group expanded during 2016 and now comprises eight members, with leads in place for Twitter, Facebook, LinkedIn and YouTube. The group supports HIFA in the implementation of its strategy by promoting the activity and benefits of HIFA to a wider global health and development audience with the aim of achieving a growth in numbers of the HIFA community; supporting and promoting thematic discussions and contributing to an expansion in the number of supporting organisations by broadening HIFA's exposure to potential partners and collaborators.

In May 2016, a social media survey was undertaken targeting the HIFA Steering Group. The aim of the survey was to clarify the purpose and aims of the group; recap on current activity; consider future development and evaluation considering the new HIFA strategy and consider priority work for the short term, balanced against capacity. The survey revealed strong support for social media's use in encouraging new members and broadening HIFA's reach globally, together with consensus on the development of a HIFA social media policy. In terms of evaluation, it was felt that simple analytics remain appropriate at present.

With the expansion of the group a number of measures have been implemented to enhance the effectiveness of social media activity including formalizing lead and deputy roles for each platform, the development of a 1-page plan for each platform by leads and establishing a social media Whatsapp Group to enable real-time sharing of information and ideas. The launch of HIFAs new website has further heightened the visibility of HIFA's social media activity, particularly with the constant presence of a live Twitter feed on the home page together with Twitter, LinkedIn and Facebook buttons enabling those accessing the HIFA home page to click on each media directly.

## Twitter analytics

HIFA Twitter currently has 2099 followers, with a following to follower ratio of 1:1.8. During 2016 an average of 2.1 tweets have been posted per day. Annex 1 provides further detailed analytics. Annex 2 summarises the most commonly used hashtags and most retweeted tweets.

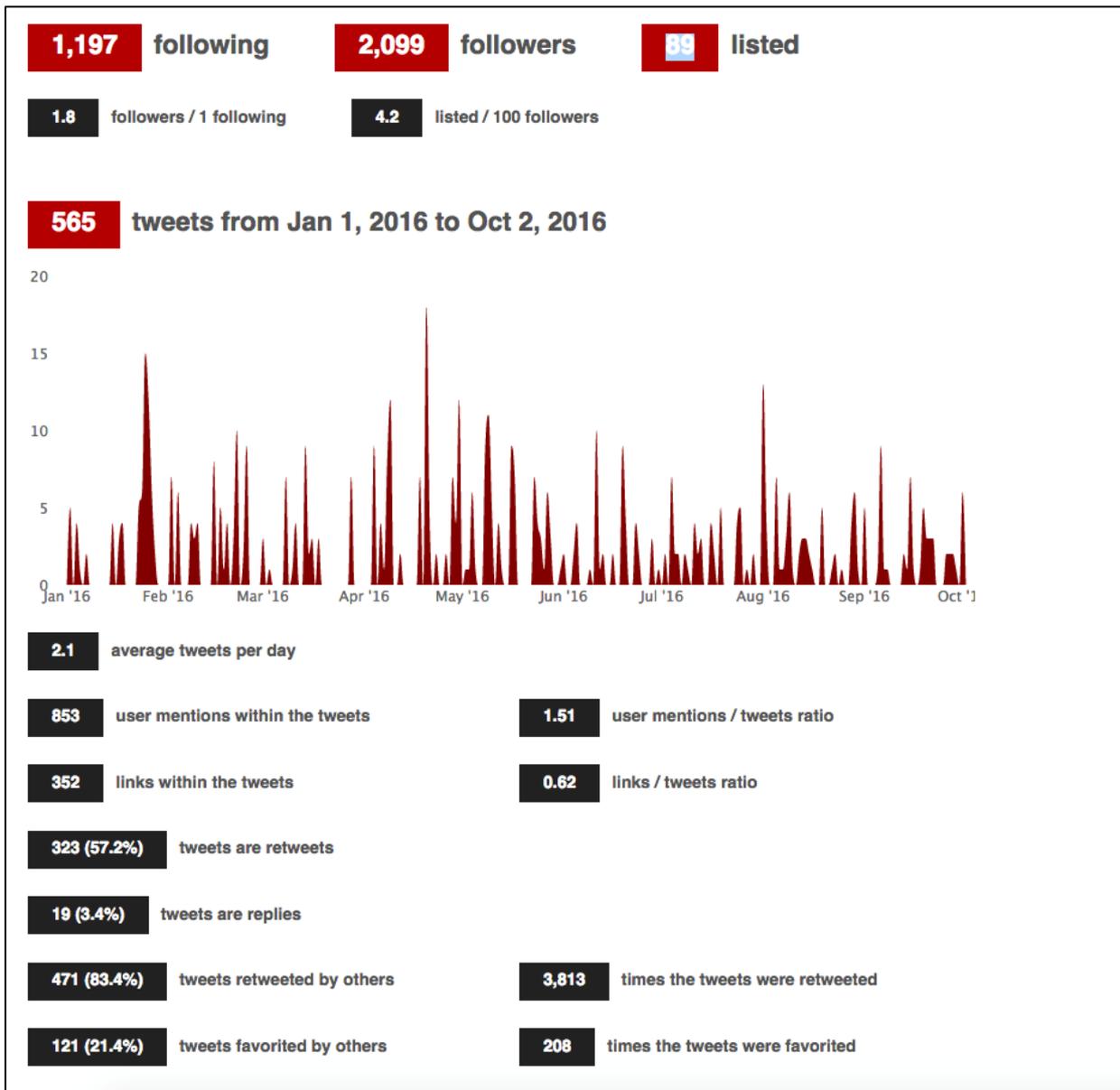
## Facebook analytics

Currently HIFA Facebook page has 1366 likes inviting 266 new likes this year. The average post reach per day is around 200 people during the period. The signup button of page channelled 62 individual to join d group. Annex 3 provides the graphical presentation of outreach and likes since January 2016.

## Next steps

There is significant potential for the group to develop further. A schedule of bimonthly meetings is being implemented through to the end of 2017 and work will begin on: revisiting the HIFA YouTube channel; developing a suite of HIFA hashtags and introducing regular posts into D Groups that draw on the learning from social media (across all linguistic platforms, as feasible).

## Annex 1: analytics part A



## Annex 2: analytics part B

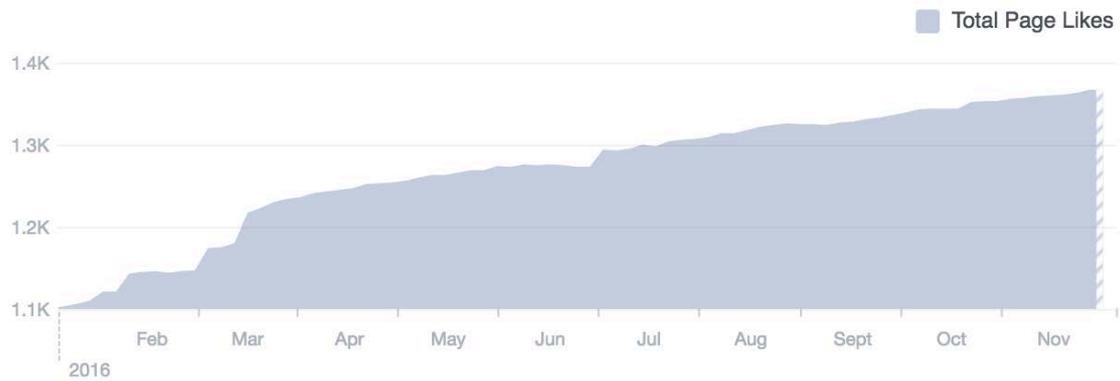
Users most mentioned		Hashtags most used	
	<b>HIFA</b> @hifa_org 75 mentions 2099 followers 1197 following 1911 tweets	#healthcareinformation	103 uses
	<b>WHO</b> @WHO 31 mentions 3044125 followers 1180 following 22408 tweets	#ICFP	22 uses
	<b>The Lancet</b> @TheLancet 29 mentions 245530 followers 213 following 7249 tweets	#globalhealth	17 uses
	<b>TDR</b> @TDRnews 27 mentions 964 followers 73 following 241 tweets	#implementationresearch	16 uses
	<b>Johns Hopkins CCP</b> @JohnsHopkinsCCP 22 mentions 4833 followers 1792 following 5828 tweets	#openaccess	14 uses
	<b>THET</b> @THETlinks 14 mentions 1913 followers 740 following 2753 tweets	#GHF16	13 uses
		#evidenceinformedpolicy	13 uses
		#HIFA	12 uses
		#UHC	12 uses
		#Zika	10 uses

Most retweeted tweets	
	HIFA @hifa_org August 15, 2016, 12:01 PM <span>🔄 11</span> <span>★ 3</span> Innovation Webinar on online #CommunitiesofPractice Wed Aug 31 9-10am EDT <a href="https://t.co/qFFMK6xt6Q">https://t.co/qFFMK6xt6Q</a> with @HealthCommCap #healthcareinformation
	HIFA @hifa_org June 11, 2016, 12:45 PM <span>🔄 6</span> <span>★ 2</span> .@bmj_latest Research to Publication self-study #eLearning prog for early career researchers in #LMICs <a href="https://t.co/LtrZpV2MFE">https://t.co/LtrZpV2MFE</a> #globalhealth
	HIFA @hifa_org August 19, 2016, 12:56 PM <span>🔄 6</span> <span>★ 3</span> "We know what we have to do but we don't know how to do it" but many don't have access to #healthcareinformation <a href="https://t.co/lfb2V02kYT">https://t.co/lfb2V02kYT</a>
	HIFA @hifa_org August 5, 2016, 03:10 PM <span>🔄 6</span> <span>★ 0</span> Nearly time for discussion on #implementationresearch with @WHO @TDRnews @TheLancet Starts Mon 8th - Join the debate <a href="https://t.co/Dq2Pfs5gFY">https://t.co/Dq2Pfs5gFY</a>
	HIFA @hifa_org August 1, 2016, 06:45 PM <span>🔄 5</span> <span>★ 3</span>

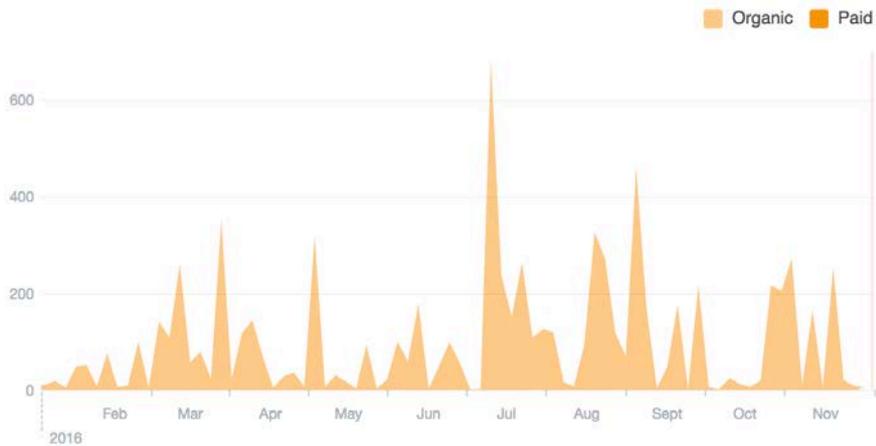
### Annex 3: Analytics of Facebook page

Total Page Likes as of Today: 1,366



#### Post Reach

The number of people your posts were served to.



#### BENCHMARK

Compare your average performance over time.

Organic

Paid