

#Social media @WHO

**The role of policy in social media, and the role of
social media in agenda setting and policy**

Monika Gehner

WSIS Forum, Geneva, 25 May 2015



**World Health
Organization**

The World Health Organization

The Cassandra Crossing



Contagion



@WHO 5th most effective int'l organization by average number of retweets per tweet



Source: How international organizations tweet, Twiplomacy, March 2015 (90 orgs analysed)

@WHO 4th most followed int'l organization



Source: How international organizations tweet, Twiplomacy, March 2015 (90 orgs analysed)

GOOD HEALTH ADDS LIFE TO YEARS

Mirtha Nordet, with her grandson Damien
Retired ophthalmologist

**Policy in social
media**

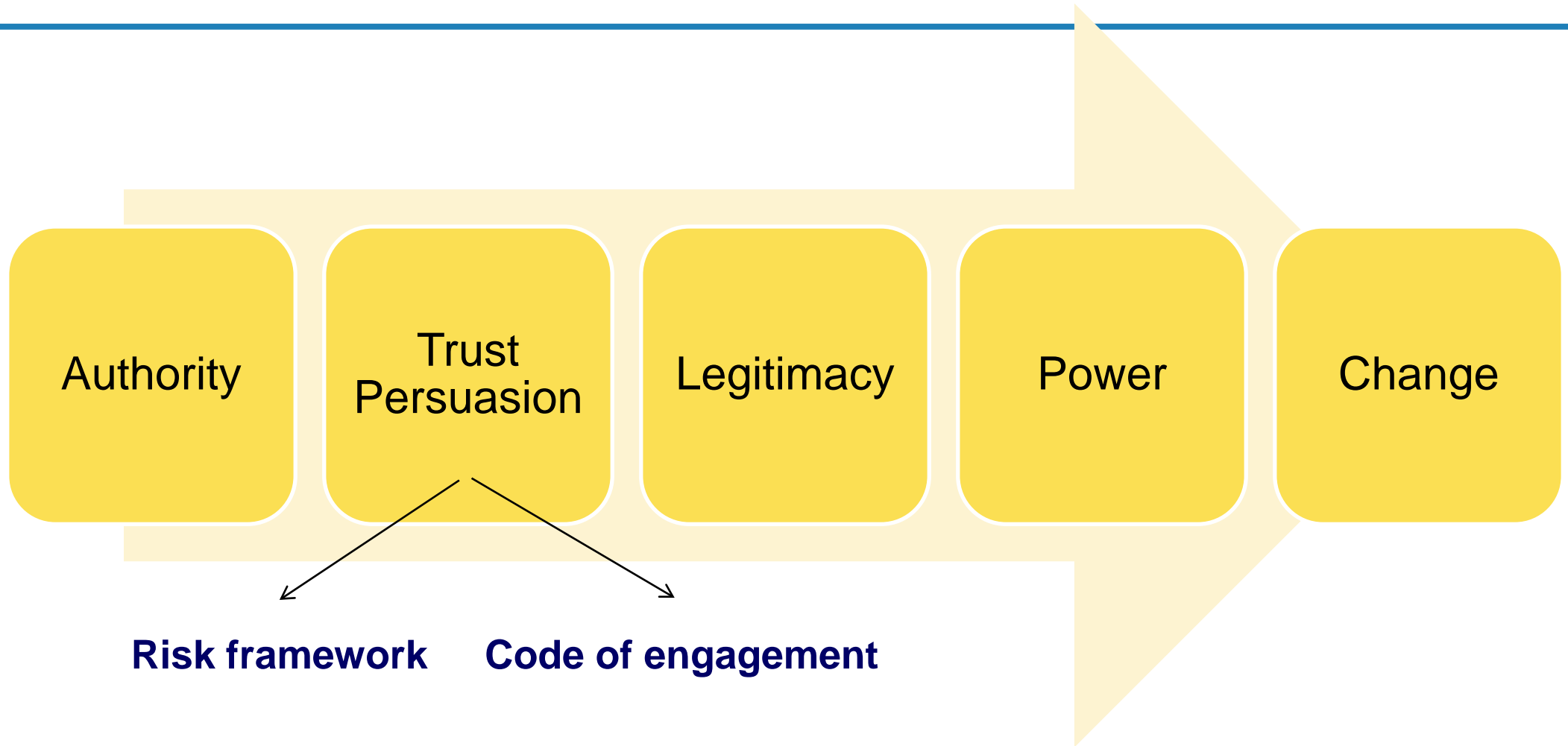
**Social media in
agenda setting**

**Social media in
policy making**

WHO has been investing in social media to:

- Provide accurate, accessible, understandable, useable information on a wide variety of health issues in a timely fashion and more widely;
- Listen and communicate public health risks;
- Protect WHO's reputation and credibility;
- Articulate policy and practice for better health.

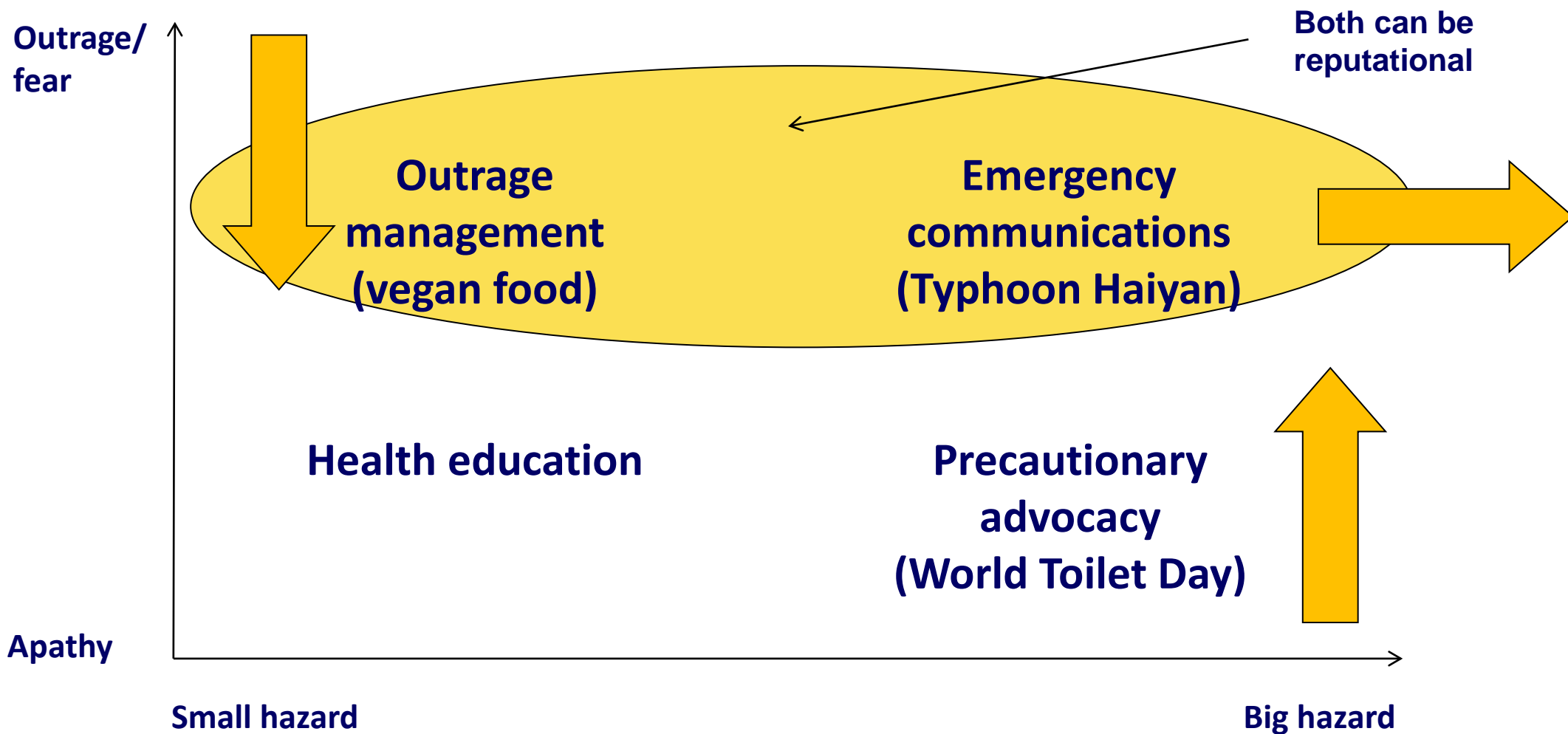
Trust - > Change



Adapted from: State, Sovereignty and Territory, Thomas J. Biersteker

Risk framework


Align people's perception with actual risk





* by Peter M. Sandman <http://www.psandman.com>, adapted by WHO


Ex: Outrage management

Ex: Veganism = mental illness?

 **Tatiana M** @TanyaMargo 27 Mar
@WHO Russian blogs are going crazy about F63.8, bloggers say "veganism is now considered as mental illness". Is there any basis for this?
Expand

 **Fabrizio Marcolini** @fmarcoz 28 Mar
@WHO Hi, I would like you to clear up the position you have on Vegetarianism, I want the facts, what your people said and why
Expand

 **WHO** @WHO 30 Mar
#Сыроедение, #вегетарианство и #строгое вегетарианство не связаны с какими-либо нарушениями психического здоровья.
Expand

 **WHO** @WHO 30 Mar
Raw #food eating, #vegetarian or #vegan diet are not related to any kind of mental disorder.
Expand

radio
THE VOICE OF RUSSIA

Moscow Historical Museum displays children's clothing

Britain to face third round of military cuts | Third of Britain's chickens prone to cause food poisoning

Vegetarians are sane – WHO

Tags: Opinion & Analysis, Society, World, vegetarians

Mar 30, 2012 15:50 Moscow Time


Social media code of engagement

Walking the talk at all times

- Loyalty – digital ambassadors, not voicing criticism outside
- Accountability – anticipate impact of actions on organizational objectives
- Independence – not to be unduly influenced
- Technical excellence – e.g. evidence-based content
- Impartiality – not favouring a particular entity
- Honesty – acknowledge Member States' contributions, copyrights
- Discretion – confidentiality (also after end of contract)
- Respect – diversity of opinions, tone of voice
- Integrity – walking the talk at all times as International Civil Servants

Social media governance

- WHO social media policy
- Social media risk framework
- Social media code of engagement
- Appropriate practice documents
- Social media capacity building
- Social media support team
- Network of about 45 social media community managers
in country and regional offices



**Challenge:
Walking the talk
at all times.**

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World Health Day 2014, World Health Assembly 2015 #WHA68



World Health Organization (WHO)

Posted by Helena C. Humphrey [?] · 16 hours ago · Edited

Dwi Ruth Kurniasih from Indonesia donates blood and snaps a #Just1Bite selfie for World Health Day! How awesome is that?



At #WHA68, Chancellor Merkel pledged that under Germany's presidency, the G7 would focus on fighting neglected tropical diseases.

A selfie taken with boarding card.



Ebola health-care workers in 2014



You added a new photo to the album: People behind Ebola response.

Posted by Dante Licona [?] · November 28, 2014 · Edited ·

"I feel proud to see that some of the people I cared for in the treatment centre during this [#Ebola] outbreak survived. Despite the fact that so many died including some of my own colleagues, seeing the few survivors is an assurance that the risk we the health workers have been taking did not go in vain"

- Issa French, nurse, Kenema Treatment Centre, #SierraLeone

Photo: WHO/S. Gborie




Example: #Toilet4All, Nov. 2013

 **My Morin** @MorinMy Follow

@WHO Bahai, Chad 2008 #Toilets4all
#Worldtoiletday
pic.twitter.com/qkwDFPt6wz

Reply Retweet Favorited Storify More



 **Grzegorz Cessak** @GCessak · Nov 19
@WHO Yurt and steppe toilet - On my trip in Mongolia :)
#WorldToiletDay #Toilets4All



3 4 View more photos and videos



WHO @WHO · Nov 19
Poor sanitation creates conditions for serious health probs such as diarrhoea, typhoid fever, malnutrition, polio #Toilets4All

Retweeted by World Bank



World Bank Africa @WorldBankAfrica · Nov 19
MT @WHO: Of the world's 7b population, 6b have mobile phones. Only 4.5b have access to toilets/latrines goo.gl/Me4Za5 #Toilets4All

Followed by TB Alliance and 34 others



PKIDs @PKIDs · Nov 19
RT @WHO: Women, girls particularly risk their lives looking for a place that offers privacy to defecate, risking rape/abuse #Toilets4All

Example: #Toilet4All, June 2014



Maja Omowonuola
@OmowonuolaMaja



+ Follow

When @WHO started the campaign #ToiletForAll I didn't completely comprehend it's importance. Apparently the lives of Murthi and Pushpa could

Reply Retweet Favorited Storify More

RETWEETS 2 FAVORITES 5



5:04 PM - 1 Jun 2014

Bloomberg News

Toilet Shortage in India Fuels Rape as Women Are Prey Walking to Wheat Fields

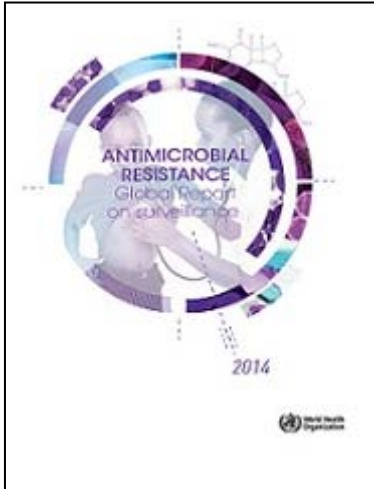
By Andrew MacAskill and Kartikay Mehrotra | June 03, 2014



Indian police keep watch at the tree where the bodies of gang rape victims were found hanging, ahead of Congress party Vice President Rahul Gandhi's arrival in Katra Shahadatgunj in Badaun district, India's Uttar Pradesh state, on May 31, 2014. Photographer: Chandan Khanna/AFP via Getty Images



Antibiotic resistance: the single greatest challenge in infectious diseases today



WHO report finds systems to combat antibiotic resistance lacking

News release

29 APRIL 2015 | GENEVA - A quarter of countries that responded to a WHO survey have national plans to preserve antimicrobial medicines like antibiotics, but many more countries must also step up. A new report, "Worldwide country situation analysis: Response to antimicrobial resistance", which outlines the survey findings, reveals that while much activity is underway and many governments are committed to addressing the problem, there are major gaps in actions needed across all 6 WHO regions to prevent the misuse of antibiotics and reduce spread of antimicrobial resistance.



Michael Bennett @BennittMichael · May 6

@McDonalds stop advertising your **antibiotics**, hormone filled mutant poultry to me. Wishing you a speedy bankruptcy



Food Policy Action @FPAction · Mar 11

Big win: @McDonalds' 14,000 US restaurants will stop serving chicken raised with **antibiotics**. fpa.ac/61 #votefood



Neil Vermillion follows



Hawaii Shira @HawaiiShira · Apr 30

Tyson says it will stop using **antibiotics** on their chickens by 2017 ! What about 2015! If @McDonalds uses Tyson #BoycottMcDonalds #Tysons



Tyson Foods @TysonFoods · Apr 28

Balancing global health & animal well-being w/ responsible #antibiotic use - big announcement: tysonfoods.com/Antibiotics pic.twitter.com/XBAqiw4ZnG

Details



Tyson Foods @TysonFoods · Apr 28

Tyson Foods (\$TSN) leads by making big announcement about #antibiotics.

Read more: tysonfoods.com/Antibiotics pic.twitter.com/MCQfqPW6jL



Maryn McKenna follows



Good Food Team NRDC @NRDCFood · Mar 17

ICYMI: KFC on hot seat after @McDonalds announces curbing use of **antibiotics** in its chicken. ow.ly/KjipN





**Challenge:
Strategic
planning,
listening, timing.**

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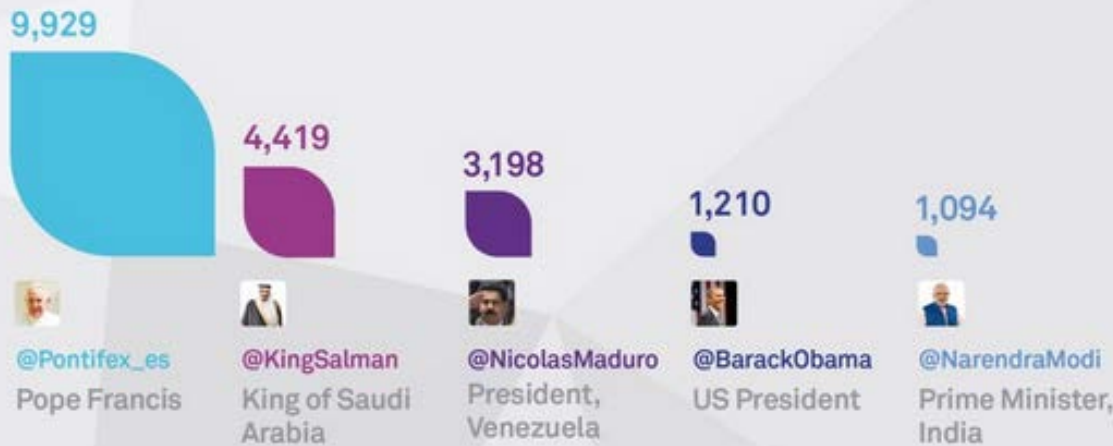
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Twitter accounts of world leaders (669 accounts analysed)

Most Effective World Leaders 2015

AVERAGE NUMBER OF RETWEETS PER TWEET



Most Conversational World Leaders 2015

PERCENTAGE OF @REPLIES



Jim Yong Kim ([@JimKim_WBG](#))

5/18/15, 5:32 AM

[@pahowho](#), I'm now following [@CarissaEtienne](#). Thank you [#PAHO](#)—first global health organization in the world—for all of your work.

Source: How world leaders connect on Twitter, Twiplomacy, March 2015



World Health +SocialGood #WHA68

Head of WHO Office Syria one negotiating access

WHO @WHO · 20h
Watch World Health +SocialGood LIVE NOW with highlights from #WHA68 goo.gl/M9besA #SocialGood



+SocialGood a day ago · 1,293 Views

#WHA68 #SocialGood

SocialGood day2

Like 3 Share Embed f t

Say something about this post...

Esther Kelechi Agbarakwe I know we focus more on reproductive health of people in displaced camps, but what plans are they to check their mental health? Take cases in Northern Nigeria a day ago

#RUFREE Smoke-free Beijing, smoke-free China

WHO Weibo account



置顶 【有控请举手！】昨天下午，世卫组织年度控烟海报巨献#你有控吗#正式发布啦！海报获得了@潘石屹 @张靓颖 @王艳 @鲍春来 @张丰毅 @马天宇 @周柳建成 @任泉的大力支持！群星共同呼吁，无烟中国，你有控吗？！详情见（还有连接可以下载全部海报哦~~）：[世卫组织：无烟，...](#)

世卫组织：无烟，你有“控”吗？
北京，2015年4月22日 - 世界卫生...
发布者：世界卫生组织

[马上阅读](#) 👍 131



无烟中国 Chinese Center for Disease Control and Prevention

他们是运动员，是演员，是歌手，是企业家。他们为青春健康的生活发声，支持戒烟，支持禁烟，保护所有人不受一手二手烟害。[#你有控吗#](#) 控烟海报发布会上见 @鲍春来 @王艳 @张靓颖 @潘石屹，6月1日起北京公共场所全面无烟，展望全国早日跟进！



4月22日 17:13 来自 HTC

Health Education Centre



北京健康教育

//@北京西城健康教育://@卫生计生委控烟传播活动: 感谢靓颖一直以来对控烟的鼎力支持！
[#被吸烟 我不干#](#) [#你有控吗#](#) @张靓颖 @世界卫生组织 @盖茨基金会 @控烟集结号 @张靓颖歌迷地带

@张靓颖

[#你有控吗#](#) 为我所有戒烟成功的朋友们点赞 @世界卫生组织



4月22日 16:04 来自 iPhone 6 Plus

转发 2641 | 评论 2785 | 39711

4月23日 11:13 来自 360安全浏览器



**Challenge:
How to engage
with non-State
actors as a
normative agency
of the UN?**

Thank you!



Mats C
@swedeinsf



Follow

@WHO thank you for clarifying - and responding on a Saturday! I really appreciate it!!

Stockholm



Kaplan Medical
@KaplanMedical

1:22 PM - 10 Apr 2012

@WHO Your work is inspiring and noble. Thank you for all you do in public health initiatives, big and small.



3:48 PM - 14 Nov 2013



Irene Kim
@Irene_KF



Follow

@WHO I cannot believe all of these #depression tweets. People are so honest, so brave, to speak up. Thank you!



Dr. Gia Sison
@giasison



Follow

@WHO Thank you for providing essential FAQs on Hepatitis. Very beneficial. We support your advocacy from the Philippines. More power!



12:14 PM - 25 Jul 2012



Sue Atkins
@SueAtkins

@WHO thank you for your helpful info about #dementia sadly my mother in law is now suffering with it



World Health Organization