

**Oral Health Florida
Communication Action Team
January - December 2016**

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OHF Social Media Messages

- These messages can be easily copied and pasted to click-post or tweet. Every message has the hashtag [#healthymouthbody](#) which is the coalition main message.
- Messages can be found at:
<https://drive.google.com/file/d/0B6G2Rcb1xdpzX0h0emRTaWNEmlU/view?usp=sharing>

OHF Social Media Messages

- ✓ Dental Care
- ✓ Women and Oral Health
- ✓ Diabetes and Oral Health
- ✓ Children and Oral Health
- ✓ Fluoride Facts - Dental Health
- ✓ Spanish Messages: Children and Oral Health



Oral Health Twitter and Facebook Messages



Dental Care



Twitter

By flossing daily, you help remove plaque from the areas between your teeth where the toothbrush can't reach! <http://www.mouthhealthy.org/en/az-topics/f/flossing/> #healthymouthbody

Brush daily & see your #dentist & #hygienist regularly for good #dental and overall health <http://www.mouthhealthy.org/en/az-topics/b/brushing-your-teeth> #healthymouthbody

Sensitive teeth can be treated. Your dentist may suggest one of a variety of treatments. <http://www.mouthhealthy.org/en/az-topics/s/sensitive-teeth> #healthymouthbody

Brush your gums, tongue & roof of your mouth every morning before you insert your dentures <http://www.mouthhealthy.org/en/az-topics/d/Dentures> #healthymouthbody

During a dental visit, a dentist will determine if your wisdom teeth are healthy & properly positioned <http://www.mouthhealthy.org/en/az-topics/w/wisdom-teeth> #healthymouthbody

Dental sealants act as a barrier to prevent cavities. Applied to the chewing surfaces of the back teeth <http://www.mouthhealthy.org/en/az-topics/s/sealants> #healthymouthbody

#Oralhealth is key to overall #health and well-being for #children and #adults. <http://www.hrsa.gov/publichealth/clinical/oralhealth/maternalchild.html> #healthymouthbody

We should brush and floss our teeth daily. Flossing is also important to good #oralhealth. https://www.deltadentalins.com/oral_health/adult-dental-health.html #healthymouthbody

Good #oralhealth enhances our ability to speak, smile, taste, chew, and swallow. <http://www.cdc.gov/chronicdisease/resources/publications/aag/doh.htm> #healthymouthbody

Oral Health Florida Social Media Goal:

To maintain active and professional social media sites (e.g. Facebook and Twitter) to increase OHF visibility, engage the public and dental community, facilitate information sharing, and encourage membership in OHF.

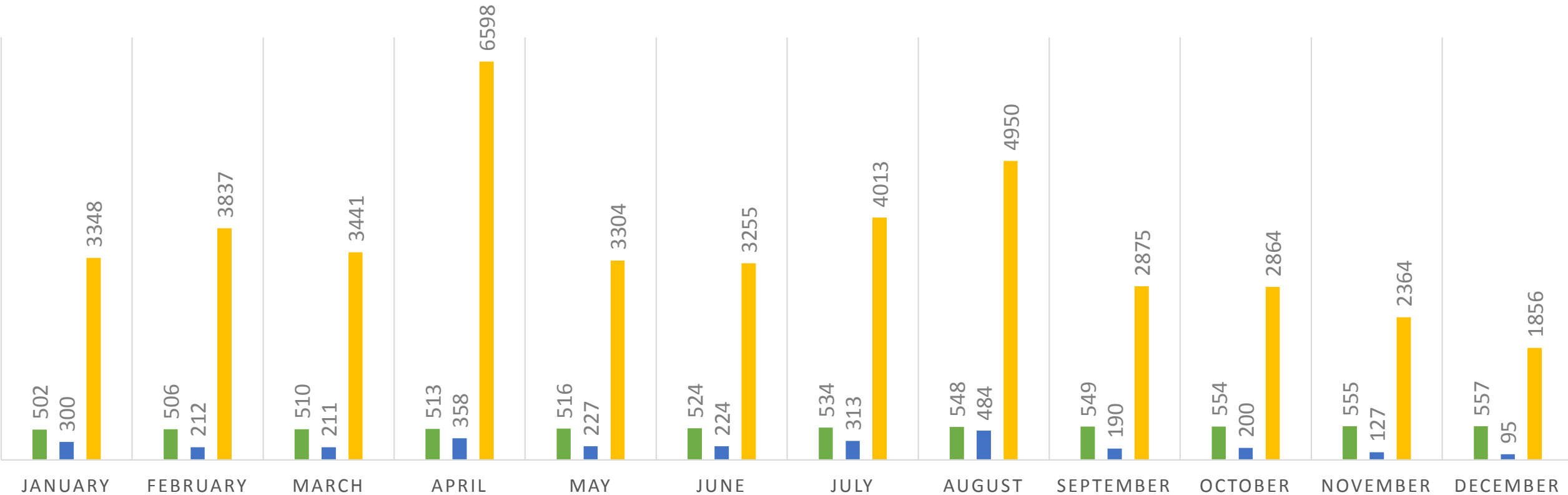
Objective 1: Increase by 5% the number of followers on Twitter and Likes on Facebook in 12 months.

Objective 2: Increase by 5% the number of engagements on Facebook and Twitter in 12 months

Objective 3: Increase by 5% the reach on Facebook and impressions on Twitter in 12 months.

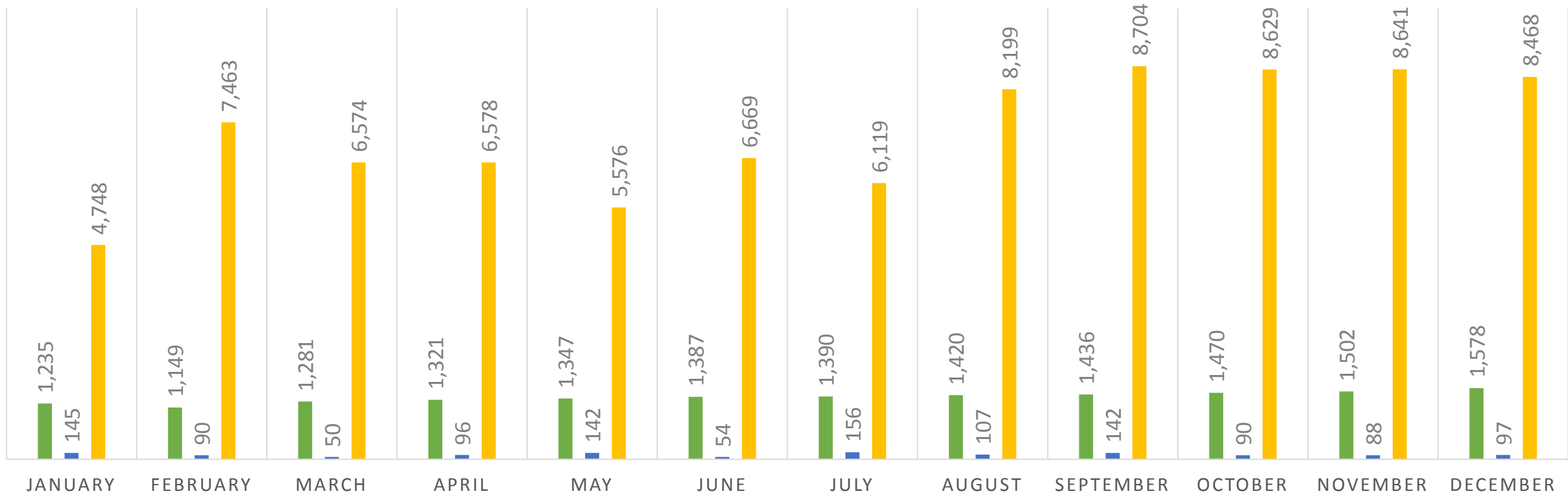
OHF 2016 Facebook Report

- Likes from individuals (Total number of people who have liked the page)
- Engaged (Number of people engaged with the page. Includes: liking the page, posting to the page's timeline, liking a post, sharing)
- Reach (Number of people who have seen any content associated with your page)



OHF 2016 Twitter Report

- Followers (Number of people who have followed the Page)
- Engagement (Replies, retweets, mentions, favorites)
- Impressions (Number of times the reached people may have seen your content)



Objective 1: Increase by 5% the number of followers on Twitter and Likes on Facebook in 12 months

Social Media Sites	January	December	Increase (2016)
Facebook Likes	502	557	11%
Twitter Followers	1,235	1,578	28%

Objective 2 : Increase by 5% the number of engagements on Facebook and Twitter in 12 months

Social Media Sites	2015	2016	Increase
Facebook Engagement	1,986	2,941	48%
Twitter Engagement	1,138	1,257	10.4%

Objective 3: Increase by 5% the reach on Facebook and impressions on Twitter in 12 months

Social Media Sites	2015	2016	Increase
Facebook Reach	26,606	42,705	60%
Twitter Impressions	75,190	86,368	15%

2017 Oral Health Coalitions' Social Media Metrics

