

**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



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](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.

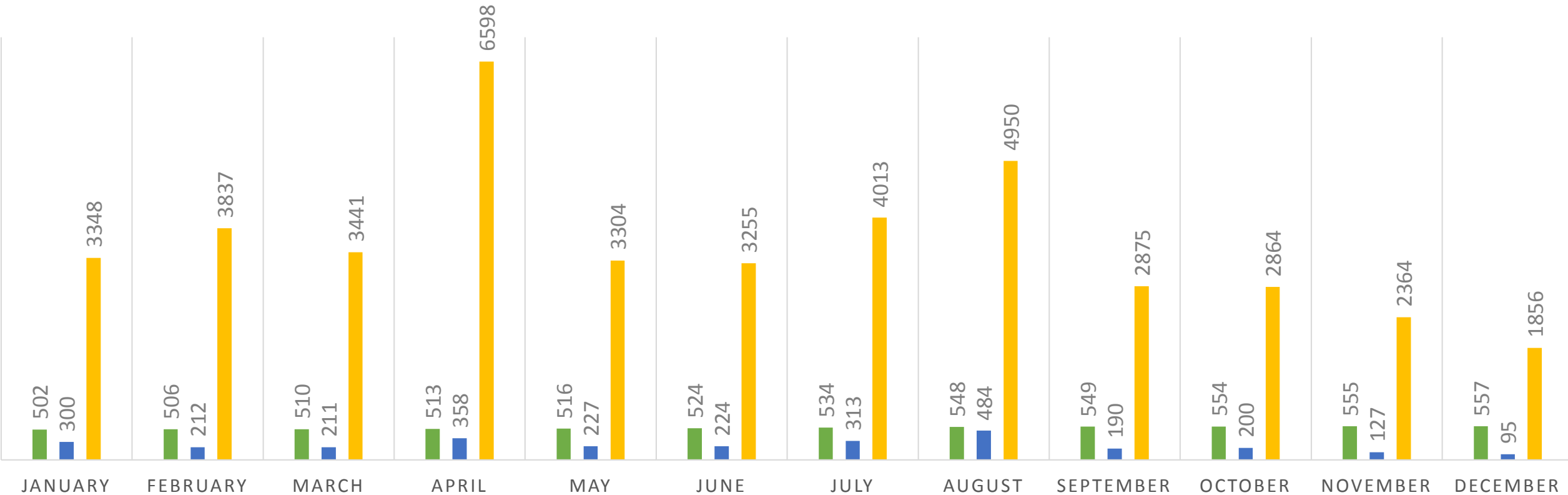
**Objective 1:** Increase by 5% the number of followers on Twitter and Likes on Facebook in 12 months.

**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.

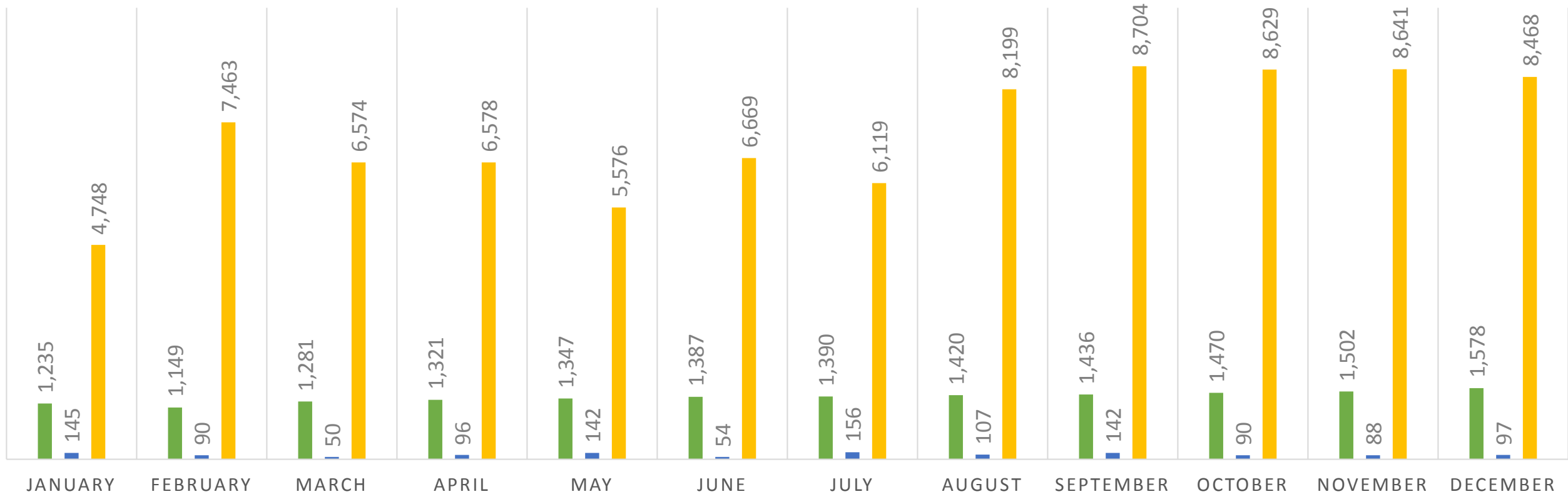
# OHF 2016 Facebook Report

- 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	<b>502</b>	<b>557</b>	<b>11%</b>
Twitter Followers	<b>1,235</b>	<b>1,578</b>	<b>28%</b>

**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

