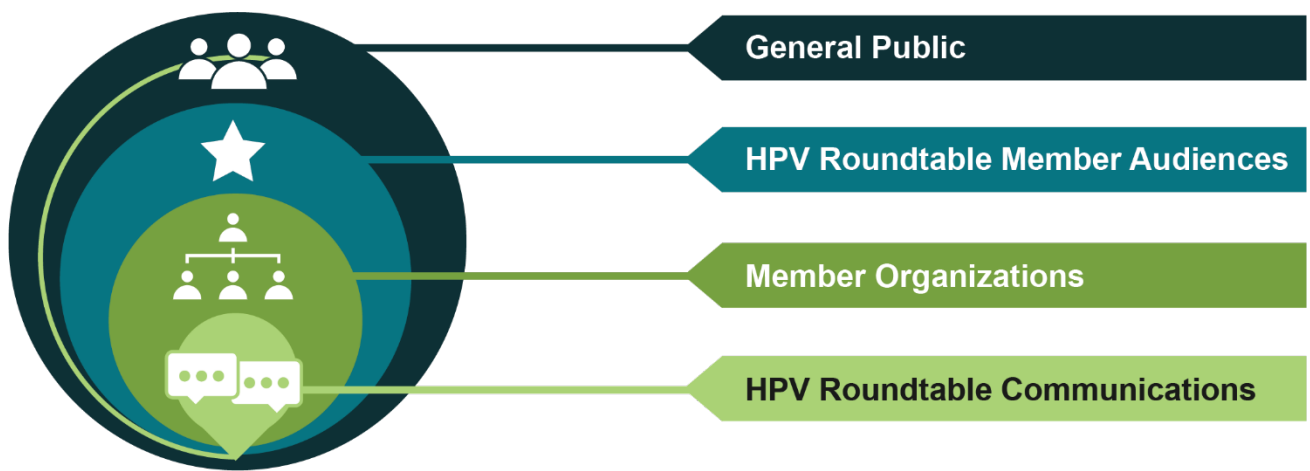


National HPV Vaccination Roundtable: Social Media Highlights 2016-2020

From 2016-2020, the National HPV Vaccination Roundtable’s (HPV Roundtable) social media presence has grown exponentially, becoming a credible and user-friendly source of HPV cancer prevention messaging across platforms. The message “HPV vaccination is cancer prevention” has reached thousands of people in the past four years thanks to the HPV Roundtable’s social media communications. The HPV Roundtable’s social media communications inspires HPV Roundtable members to use and share vaccination messages with member audiences while also reaching the general public directly.



Social media campaign highlights:

Power to Prevent (2017)

This summer campaign encouraged health care providers to increase HPV vaccinations. 171 different Twitter users used the #HPVSuperFact hashtag nearly 500 times. Social Superhero images and sample Facebook posts were the most used campaign assets.



Nurses get it Done! (2020)

Social media was a key part of the effort to empower Nurse Practitioners to be champions for HPV vaccination. 65 Facebook and Twitter posts garnered 1,978 engagements, and campaign videos on YouTube were watched 4,885 times.



Twitter

The HPV Roundtable's reach expanded, drawing both a high **quantity** and **quality** of followers. Since October 2016:

- Increased from 12 followers to 2,075 followers
- Attracted and engaged thought leaders and advocates in the immunization and cancer prevention fields



YouTube: HPV Roundtable TV

Targeted strategies made the first year of HPV Roundtable TV, the HPV Roundtable's YouTube channel, a social media success in 2020. Since its launch in November 2019:

- Grew the number of channel subscribers from 0 to 273 in one year
- Garnered 66,396 video views and 701 hours of watch time
- Increased engagement through use of paid in-stream discovery



The "HPV Survivor" videos are among the most popular on HPV Roundtable TV and have been shared in front of large audiences at conferences and presentations.

Facebook: HPV Cancer Free Family Group

- In about 3 years, the group has grown to 947 total members. In 2020, monthly engagement ranged from 293 to 655 active members.
- This group has evolved to primarily be a support and mutual education group for adult HPV cancer survivors. Due to this pivot away from the adolescent vaccination goals of the HPV Roundtable, the HPV Roundtable is identifying an organization better suited to moderate the group in the future.



Responding to COVID-19

The HPV Roundtable's intentional focus on building robust communications platforms that transmit credible vaccine information has paid off during the COVID-19 pandemic. During the second half of 2020, the HPV Roundtable has transitioned from being narrowly focused on the HPV vaccine series to championing a "getting back on track" campaign that encourages ALL adolescent vaccinations. This campaign has stressed the importance of in-person appointments for adolescents as "vaccines are not virtual."

Social media as a key part of the HPV Roundtable's success

The HPV Roundtable has focused time and resources in the past four years developing an integrated marketing plan and social media has played a key role.

Foundational to social media success:

- Dedicating resources to build a website (HPVRoundtable.org); this investment helped raise the HPV Roundtable's profile and made resources easier to find and share with key audiences
- Prioritizing shareable content that encourages members to post
- Testing which social media platforms best reach the HPV Roundtable's target audience. Using data and performance analysis, the HPV Roundtable has focused resources on the most successful platforms: Twitter and YouTube
- Strategic use of paid advertising helped increase awareness and engagement on these channels

