



# The ADNI GO Experiment:

Using Social Media for PR and Patient Recruitment

Presented by

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# The Changing Face of Media

- The media world is changing constantly.
- Be open to the many options and possibilities available, including social media.
- Blend old and new media.
  - For instance, use print advertisements and supplement the ads with a Facebook page.

# Social Media

- Huge opportunity for free media exposure.
- Social networking websites, video/photo sharing, online encyclopedias (Wikipedia), blogs and interactive websites.
- Provides a way for people to interact with a website and it's audience.

# Examples of Social Media

- Facebook, Twitter, Bebo, LinkedIn, MySpace.
- Began as a way for people to connect with friends and recommend others for linkage.
- Has grown to include business, academic and commercial communities.

# The Stats

- Social networking sites such as Facebook, You Tube and Twitter account for nearly 1/4 of the time Americans spend online, according to Nielsen research.
- US web users spend 36% of their online time visiting social networks and blogs.
- Nielsen reports that twice as many Americans 50 and up visit social sites compared to the under 18 users.

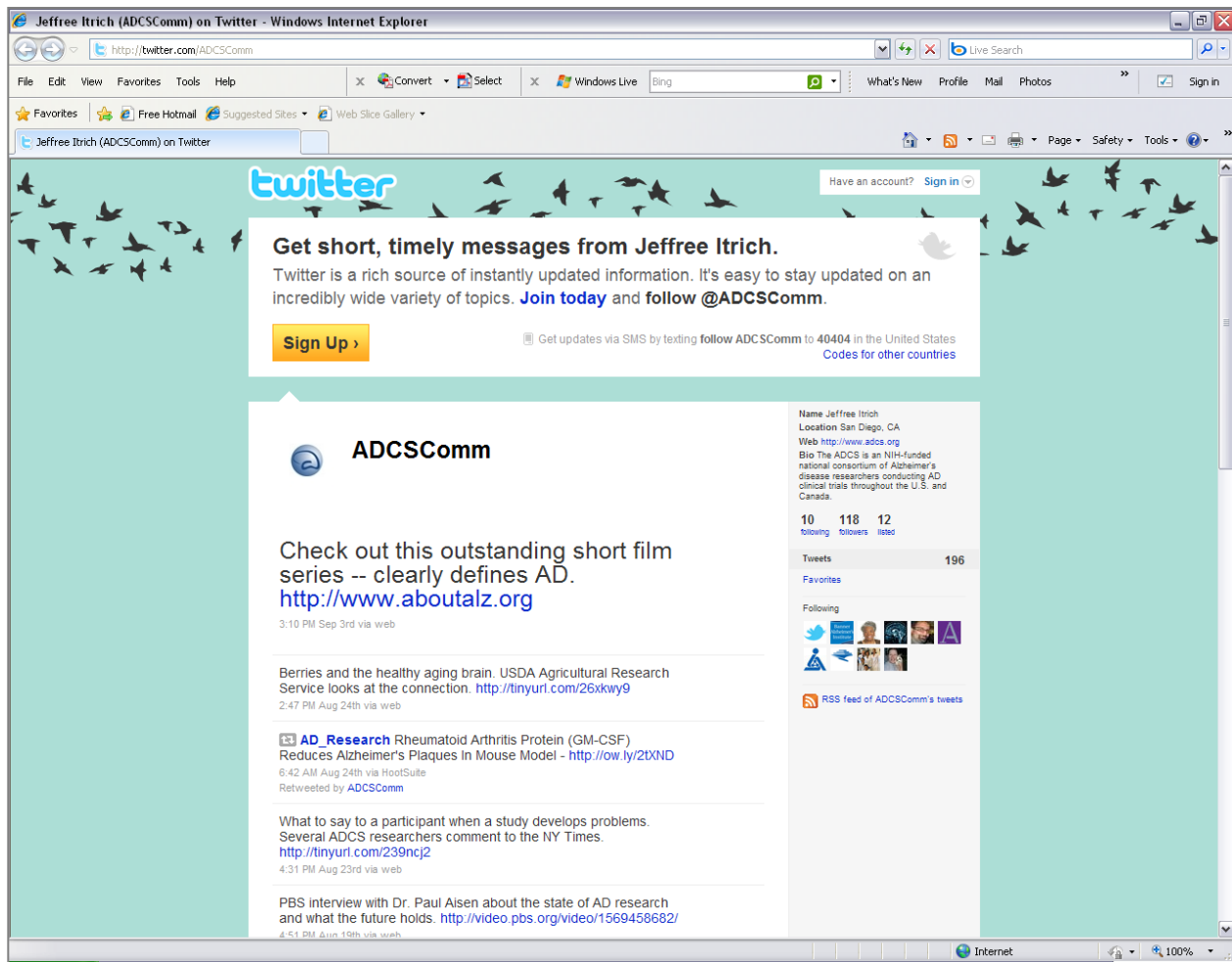
## More Stats . . .

- 64% of Twitter's users are 35 and up.
- 61% of Facebook users are 35 and older.
- LinkedIn's average user is 44 years old.
- According to Hispanic Online Marketing, "emerging minorities visit social networking sites more often than non-Hispanic whites".

# Tweet Tweet

- ComScore reports that in April 2010 Twitter had 83.6M worldwide unique visitors/month.
- Twitter claims that in April 2010 they had 190M visitors/month generating 65M Tweets/day. Twitter asserts that most visitors don't Tweet but use the site for information consumption.

# Example of Twitter Page





# What's the Facebook Story?

- As of April 2010 Facebook had nearly 500M unique visitors per month according to ComScore. This number is up 64% from 2009 and up 22% since February 2010.
- Worldwide page views up 150% to 220B a month, more than Yahoo or MSN.
- On average people log in 11 times/month.
- Total time spent on site per month: 134B minutes or 7.5% of all time spent on the internet.

# ADNI GO Facebook Page

The screenshot shows a Windows Internet Explorer browser window displaying the Facebook page for Alzheimer's Disease Research. The browser's address bar shows the URL: <http://www.facebook.com/pages/Alzheimers-Disease-Research/114211355284888?v=wall>. The Facebook page header includes the "facebook" logo, a "Sign Up" button, and a "Login" button. Below the header, the page title is "Alzheimer's Disease Research" with a "Like" button. The page is divided into sections: "Wall", "Info", "Photos", and "Discussions". The "Wall" section shows a post from "Alzheimer's Disease Research" dated August 30 at 7:00am, which includes a video titled "Alzheimer's at Home Caregivers" and a text post about the Alzheimer's at Home Caregivers group. Below this, there is a post from "Alzheimer's Disease Research" dated August 26 at 12:52pm, which includes a video titled "Alzheimer's Disease Research" and a text post about the Alzheimer's Disease Research group. The "Photos" section shows a post from "Alzheimer's Disease Research" dated August 19 at 5:35pm, which includes a video titled "Wednesday, August 18, 2010, PBS NewsHour, PBS Video" and a text post about the Alzheimer's Disease Research group. The "Info" section shows the page was founded in 1991 and has 130 people who like it. The "Discussions" section shows a post from "Alzheimer's Disease Research" dated August 19 at 5:35pm, which includes a video titled "Wednesday, August 18, 2010, PBS NewsHour, PBS Video" and a text post about the Alzheimer's Disease Research group.

Alzheimer's Disease Research | Facebook - Windows Internet Explorer

http://www.facebook.com/pages/Alzheimers-Disease-Research/114211355284888?v=wall

File Edit View Favorites Tools Help X Convert Select X Windows Live Bing What's New Profile Mail Photos Sign in

Alzheimer's Disease Research | Facebook

facebook

Sign Up Alzheimer's Disease Research is on Facebook  
Sign up for Facebook to connect with Alzheimer's Disease Research.

ALZHEIMER'S DISEASE  
ADCS  
COOPERATIVE STUDY

Alzheimer's Disease Research Like

Wall Info Photos Discussions

Alzheimer's Disease Research + Others Alzheimer's Disease Research Just Others

Participate today and make a difference for tomorrow!

Information

Founded: 1991

130 People Like This

Photos

2 of 4 albums See All

Alzheimer's Disease Research Wall Photos Created about a week ago

Imagine

Alzheimer's Disease Research Thank you to the Alzheimer's at Home Caregivers group for helping to spread word about the ADCS. Check out this great group today!

Alzheimer's at Home Caregivers

Alzheimer's at Home Caregivers Sharing ideas and links to help alzheimer's at home caregivers. Helping with transitions to new stages of Alzheimer's Disease or changes in abilities. Also, just sharing the journey together. Feel ...

August 30 at 7:00am Comment Like

Alzheimer's Disease Research Do you have a blog? Would you like to conduct an interview with Dr. Michael Rafii, MD, PhD, Associate Medical Core Director of the Alzheimer's Disease Cooperative Study (ADCS) to share with your friends and readers? If you're interested in learning more about this groundbreaking research firsthand, please send 5-7 questions for Dr. Rafii to ADNIGO@westglen.com.

August 26 at 12:52pm Comment Like

Holly Gaston Kyzer likes this.

Alzheimer's Disease Research PBS NewsHour interview with Dr. Paul Aisen about the state of AD research and what the future holds. Watch it at the 30:00 minute mark:

Wednesday, August 18, 2010, PBS NewsHour, PBS Video  
video.pbs.org  
Pakistan's Government Struggles to Cope With Flood Crisis

August 19 at 5:35pm Comment Like

Alzheimer's Disease Research Lilly setback may threaten rival

Internet 100%

# Your Audience is Online

- Focusing on the elder population, there is a common misconception that this specific population is not using social media.
- In fact, social networking is growing among older users:
  - The number has nearly doubled from 22% to 42% in the past year\*
  - 47% of internet users ages 50-64 and 26% of internet users ages 65 and older are using social media\*

\*Madden, M. (2010). Older Adults and Social Media. *Pew Internet*, 1-13.

# The ADNI GO Experiment

- The Alzheimer's Disease Neuroimaging Initiative Grand Opportunity (ADNI GO) study is the first ADCS study to have a Facebook page.
- Also the first to utilize the social mediasphere to reach various bloggers and their audiences, which generated website banner ads and blogs on ADNI GO.

# Example of ADNI GO Banner Ad

everydayHEALTH

TODAY'S THE DAY

Register | Sign In

Newsletters

Search

SEARCH

HomeHealth A-ZDrugs A-ZSymptom CheckerFood and FitnessCommunityHealth ToolsMy Everyday Health

Every 70 seconds another person develops Alzheimer's, affecting 5.3 million Americans.



## Happiness and Emotional Well-Being

A healthy diet and exercise are great for your body, but don't neglect your emotional health and well-being. Reducing stress, getting enough sleep, and having fun are all ways to find happiness.

By Diana Rodriguez  
Medically reviewed by Pat F. Bass III, MD, MPH

When your mind is frazzled and stressed, and your emotions are taking over your thoughts and affecting your everyday activities, it's time to take a step back, take a deep breath, and relax. Of course focusing on your physical health is crucial, but so is treating your mind and spirit to the same attention. Your happiness goes a long way in protecting your overall well-being.

### Happiness and Well-Being: Why It's Important

Emotions are one aspect of a person's health that often get neglected. But if your **emotional health** is suffering, your physical health will too.

Your emotional health is just a term for how you feel — your overall happiness and well-being. Are you stressed? Unhappy? Unsatisfied? Worried and anxious? Then your emotional health needs some serious attention, or your body will start paying the price.

### Happiness and Well-Being: How It Feels

Being emotionally healthy is a huge plus. People with good emotional health:

- Believe that there is a good balance to their life between leisure time, activity, and work
- Feel good about themselves, and don't suffer from self-esteem issues
- Believe that there is a purpose to their lives
- Are able to accept changes better and just go with the flow
- Enjoy living, and know the value of fun and laughter
- Have less stress, and are better equipped to deal with **stress**

### Related Topics

- ADD/ADHD
- Addiction
- Anxiety Disorders
- Bipolar Disorder
- Depression
- Schizophrenia
- Return to the Emotional Health Center

### Ask a Pharmacist

 **Have Drug Questions?**  
No need to go to the drugstore. Send your questions to our pharmacists and you'll get an answer in your inbox — for free!

[Ask your question now.](#)

Advertisement

### Related Articles on Emotional Health

- **The Importance Of Friendships**  
Being with friends is not only fun, it can be good for your health, too...
- **The Power Of Positive Psychology**  
Positive psychology is a research field that looks at what makes people happy and suggests ways to increase an optimistic outlook...
- **Emotional Health Center - Everyday Health**  
When emotional and mental well-being is compromised, other parts of our lives suffer as well...

### Related Blogs on Emotional Health

- **A Tide Of Emotions**

EverydayHealth.com  
Banner Placement

ALZHEIMER'S  
DISEASE  
NEUROIMAGING  
INITIATIVE

  
stopping the progression of Alzheimer's disease

# Example of Blogger's Post



# Using Old Media in Conjunction with Social Media

- Print ads in Newsweek and USA Today
- Matte and press releases
- Information on site websites and ADCS.org
- Distribution of social media press release
- Monthly e-newsletters, such as the Alzheimer's Disease Information Network (AD-IN)



# Example of ADNI GO PSA



## Imagine...

**I have friends and loved ones suffering from Alzheimer's.**

But I can imagine...  
and hope for...  
a world without this  
terrible disease.

You can help make a difference. A major brain imaging study led by the National Institutes of Health may help us learn how to stop the progression of Alzheimer's.

Please consider joining the study if you are between 55 and 90 and are in good general health but have some memory problems or concerns.

**imagine**  
stopping the progression of Alzheimer's disease  
ALZHEIMER'S DISEASE NEUROIMAGING INITIATIVE

For more information, call 1-800-438-4380 or  
visit <http://adcs.org/Studies/ImagineADNI.aspx>



# The Scope of Social Media Outreach – Phase I

- 130 Facebook friends
- 29 blog posts resulting in views from 37,656,990 unique visitors per month
- 24 Twitter posts resulting in a reach of 25,639 followers
- 11 banner ad placements resulting in a reach of 70,206,000 unique visitors per month
- 1 Digg profile mention
- 1 Facebook page post on Options for Seniors of America resulting in a reach of 18 fans

# What We Know So Far ...

- Internal database and physician referrals contribute to the majority of screens.
- However, we also know:
  - 16% of potential participants screened came from Word of Mouth (generated from social media activity)\*
  - 15% came from advertisements\*
  - 4% were from news reports/stories\*

\*Preliminary data – compiled at the end of August 2010 from sites approved for start-up.

# Including an Increase in Web Activity

- Hits to the ADCS.org website:
  - 79,086 to the homepage (an increase of 24,015 from the end of May 2010)
  - 6,809 to ADNI GO page on ADCS.org (launched at the beginning of February 2010)
  - 5,941 to AD-IN newsletters (an increase of 2,924 from the end of May 2010)
  - 1,945 to ADCS Blog (launched at the beginning of April 2010)

# Creating Conversations with the Public Using Social Media – Phase 2

- Conversing with blogosphere to answer questions about the study and cause.
- Connecting with Facebook fans to provide information on current Alzheimer's disease research and ADNI GO Study.

# Final Thoughts

- Clearly your audience is online, are you?
- The media landscape is ever changing – use it to benefit the public and your organization.
- Utilize the opportunity for free media.
- Reach and create conversations with your audience to provide awareness and more knowledge of the cause.
- The simultaneous use of old and new media saturates the public domain and creates more exposure.

# Questions

- Feel free to contact the ADCS Communications Team at:

[brainlink@ucsd.edu](mailto:brainlink@ucsd.edu)