

USE OF SOCIAL MEDIA FOR COVID-19 COMMUNICATION & MISCOMMUNICATION: WHAT YOU CAN DO

Lisa Gualtieri, PhD, ScM

Associate Professor

Department of Public Health & Community Medicine

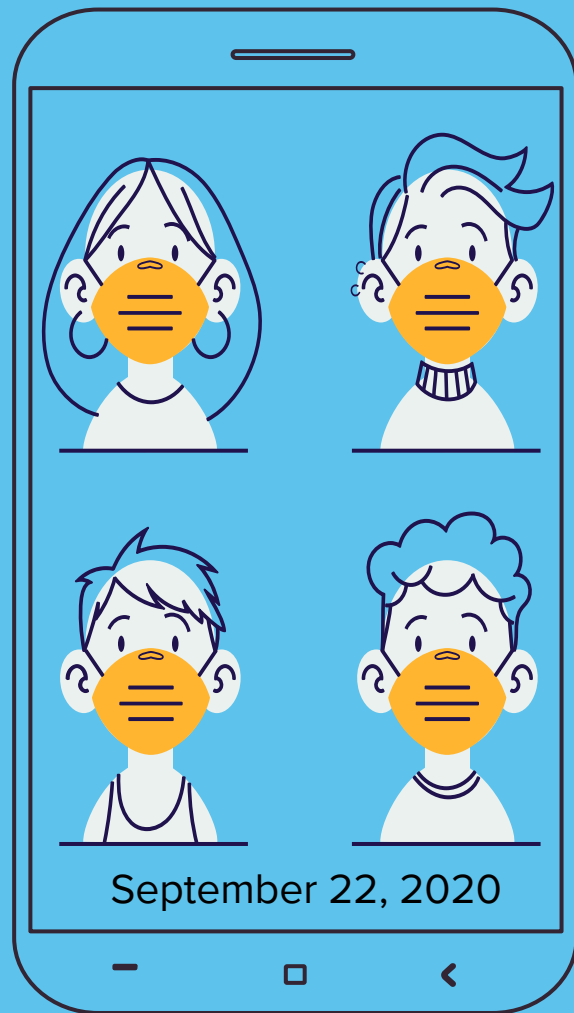
Tufts University School of Medicine

Email: lisa.gualtieri@tufts.edu **Twitter:** @lisagualtieri

Jesse Greenfield, MPH

Email: jesse.greenfield@tufts.edu

LinkedIn: <https://www.linkedin.com/in/jesse-greenfield-mph/>



#HealthITChicks

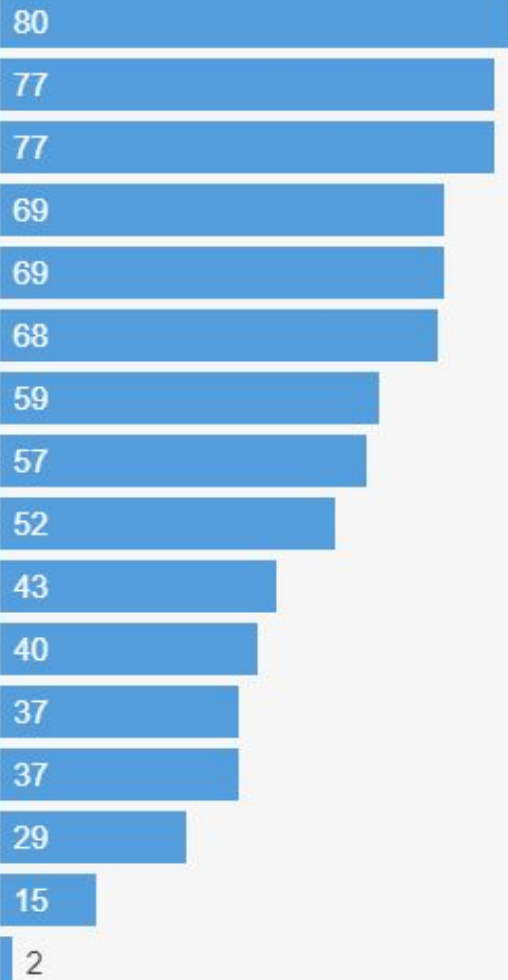
CHANGES TO LIFESTYLE IN THE US DUE TO COVID-19

www-statista-com,

May 12, 2020

Stayed at home more
Applied social distancing
Washed hands more
Gone to the shops less
Wear protective face masks outside
Avoided public places like bars and restaurants
Travelled less
Cancelled plans with family or friends
Shopped online more
Cleaned your house more
Avoided certain shopping times
Avoided public transport
Used less cash
Worked from home
Reduced exercise regime
I have not made any changes to my lifestyle

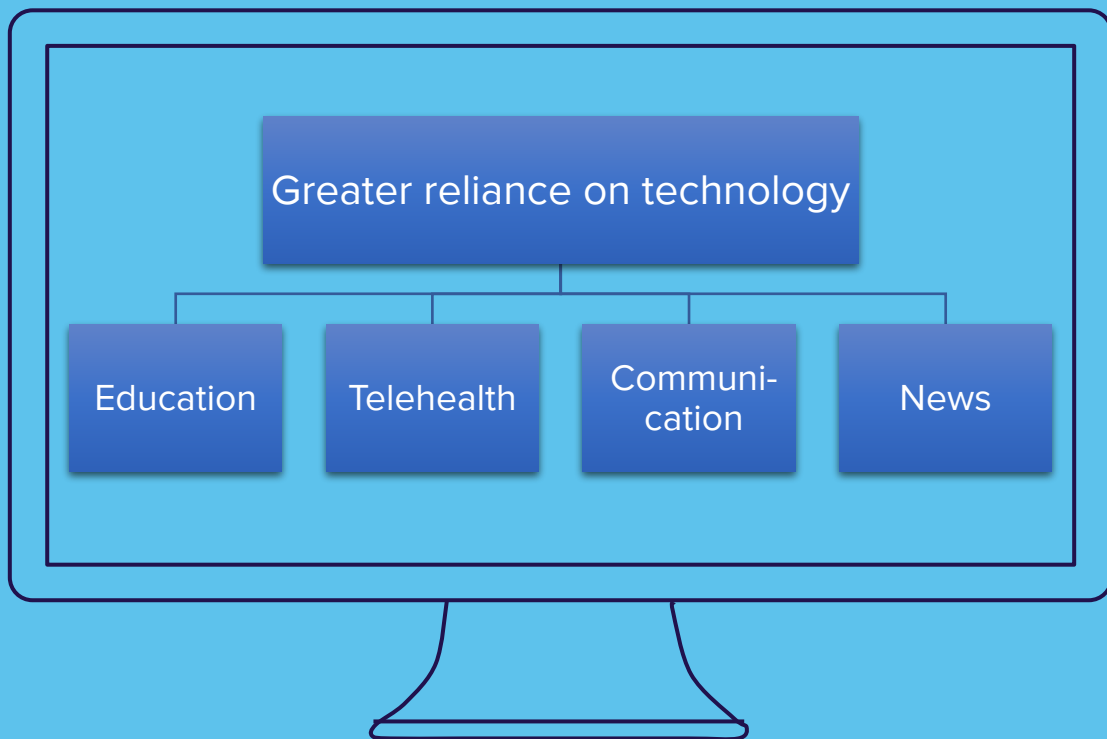
United States



DRAMATICALLY INCREASED USE OF TECHNOLOGY

PwC's Health Research Institute April 2020 survey found an *explosion in telehealth* with about 16.5 million Americans have started using telehealth in the past couple of months.

88% of these new users said they would use it again.



IN-HOME MEDIA USE BY US INTERNET USERS (MARCH 2020)



32% spending longer on social media (e.g. Facebook, Instagram, Twitter etc)



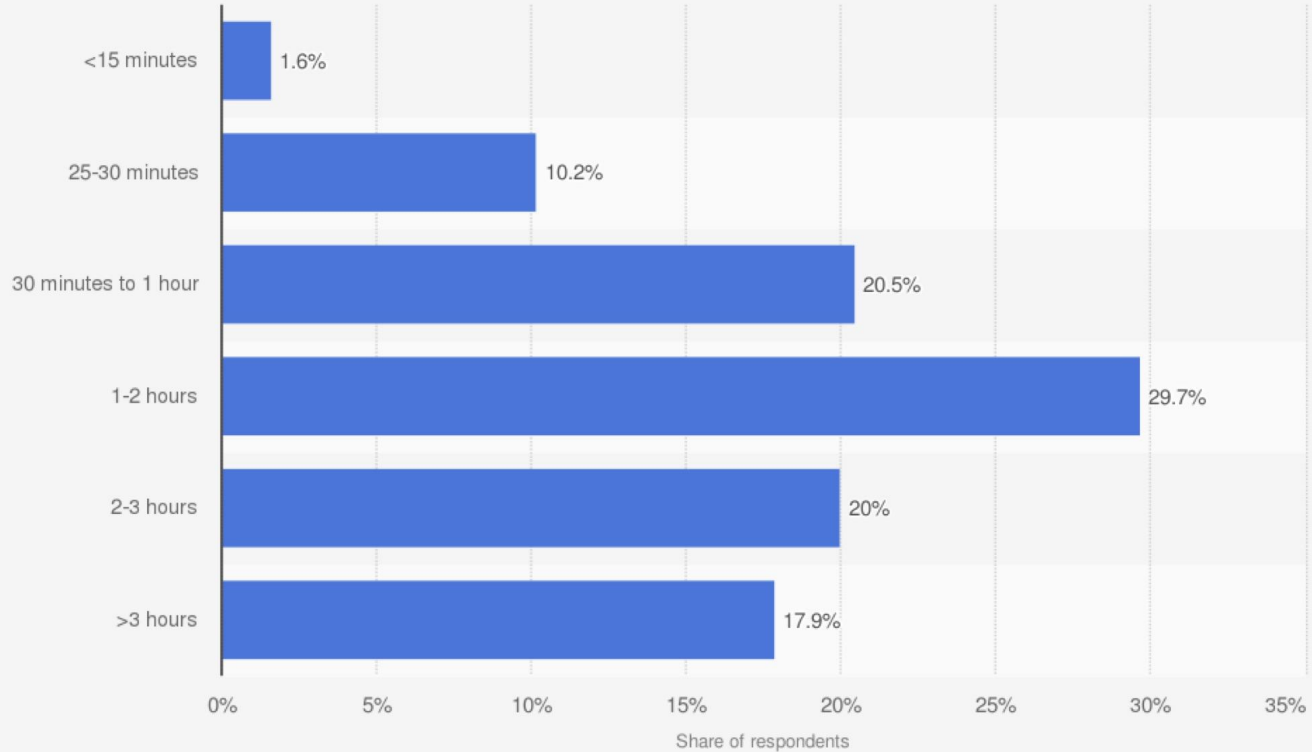
17% spending longer on messaging services (e.g. WhatsApp, Facebook Messenger, etc)



30% of consumers in the U.S. say they're sharing their opinion more on social media as a result of the outbreak

INCREASED TIME SPENT ON SOCIAL MEDIA

Additional daily time spent on social media platforms by users in the United States due to coronavirus pandemic as of March 2020



Sources

eMarketer; Business Insider
© Statista 2020

Additional Information:

United States; Business Insider; March 31, 2020; 609 respondents; 18 years and older; who in

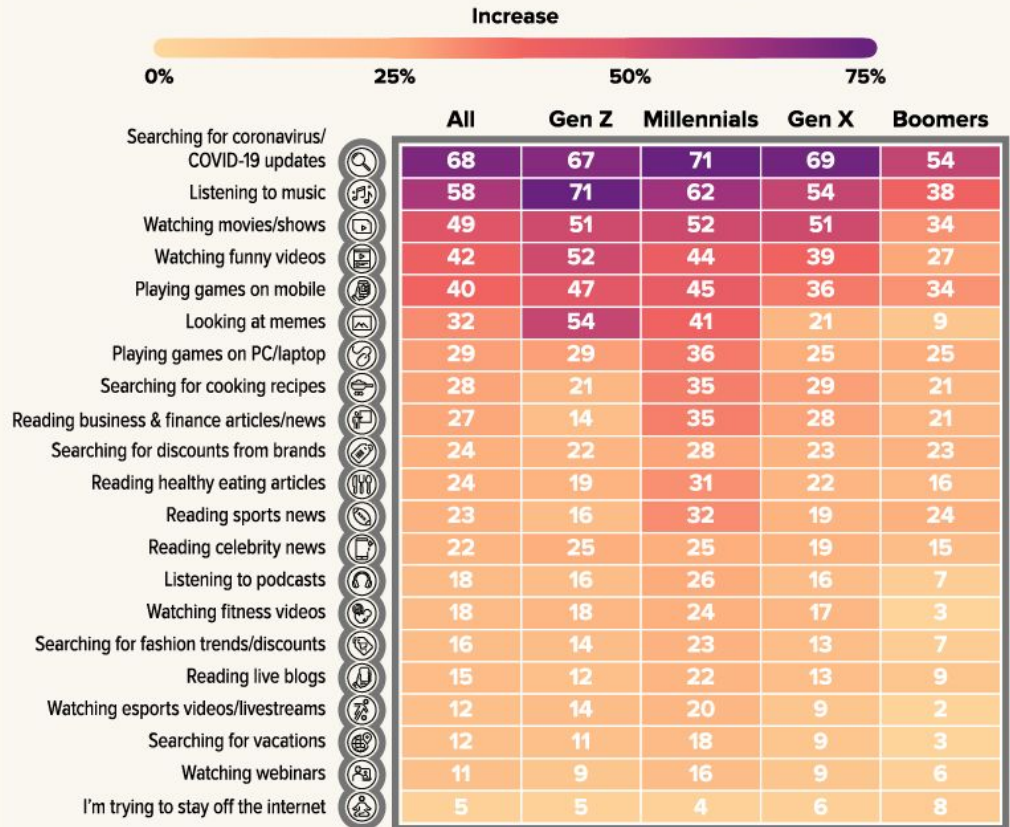
#BANANABREAD



SEEKING THE LATEST COVID-19 NEWS

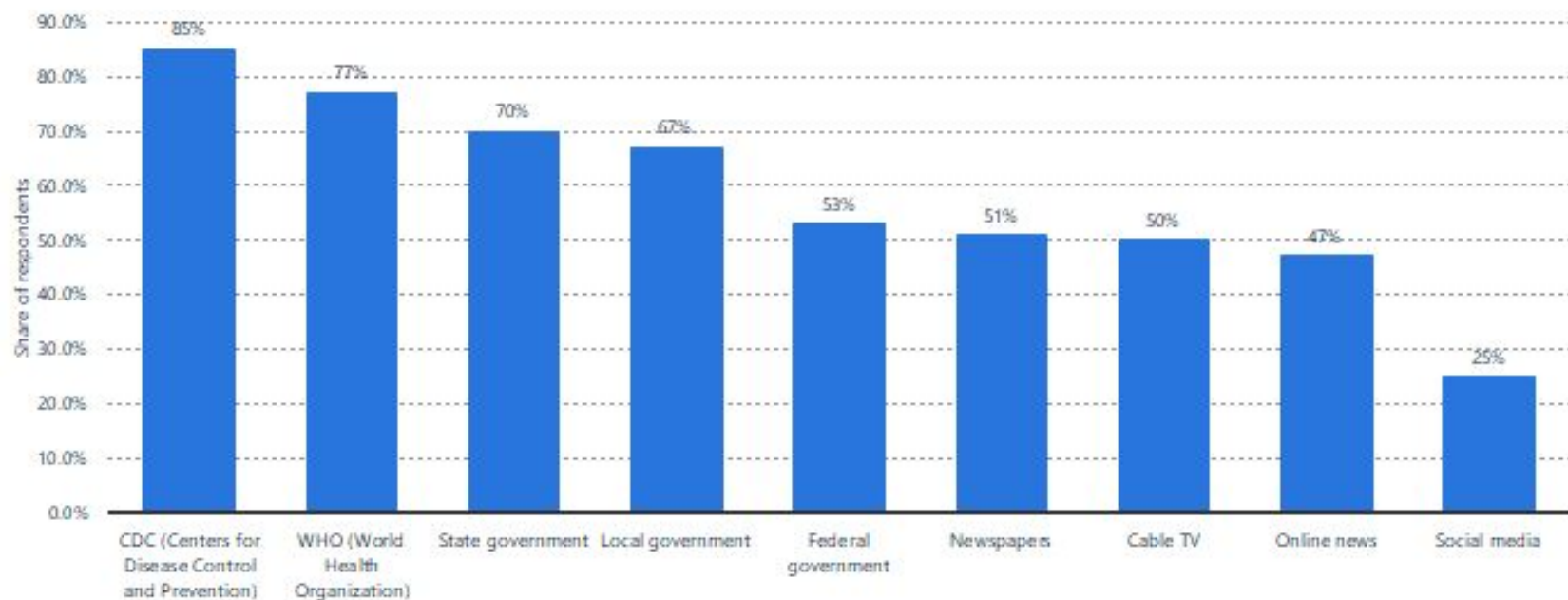
- **80%** of US & UK consumers consume more content since the outbreak
- **68%** of consumers are seeking out pandemic updates online over any other activity
- GlobalWebIndex April 2020

Quarantine Internet Activities, %



Most trusted sources of news for information about the coronavirus in the United States as of March 2020

Most trusted sources of coronavirus news U.S. 2020



Note: United States; March 13 to 16, 2020; 18 years and older; 1,092 Respondents
Further information regarding this statistic can be found on [page 8](#)
Source(s): Axios, Ipsos North America, [ID 1104557](#)

**3 HEALTH
ORGANIZATIONS ON
SOCIAL MEDIA**



**World Health
Organization**



**CENTERS FOR DISEASE
CONTROL AND PREVENTION**



CDC: YOUTUBE



Centers for Disease Control and Prevention (CDC) ✓

480K subscribers

SUBSCRIBE

HOME

VIDEOS

PLAYLISTS

COMMUNITY

CHANNELS

ABOUT



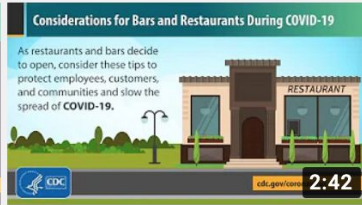
#COVID-19 ▶ PLAY ALL



How Did COVID-19 Get its Name?

Centers for Disease Contr... ✓
5.1K views • 2 weeks ago

CC



Considerations for Bars and Restaurants During COVID-19

Centers for Disease Contr... ✓
8.9K views • 2 weeks ago

CC



Stay Safe at the Pool and Beach

Centers for Disease Contr... ✓
35K views • 3 weeks ago

CC



Stay Safe At Summer Camp

Centers for Disease Contr... ✓
2K views • 3 weeks ago

CC



I Think or Know I had COVID-19, and I had Symptoms....

Centers for Disease Contr... ✓
11K views • 4 weeks ago

CC

CDC: INSTAGRAM

CORONAVIRUS DISEASE 2019
(COVID-19)

CORONAVIRUS SELF-CHECKER

Hi, I'm Clara. I'm here to guide you through the Coronavirus Self-Checker.

cdc.gov/coronavirus

cdcgov • Follow

cdcgov Use the Coronavirus Self-Checker to help you decide when to seek testing or medical care for #COVID19. You can use the tool on your phone and find it online here: <http://bit.ly/CDC-Clara>.

#CDC #publichealth

2d

gunslinginggary It's surprising to see how many people just aren't wear masks still. 10 likes Reply

View replies (17)

gyaru.gyaru DEFUND The CDC 15 likes Reply

2,602 likes

2 DAYS AGO

Add a comment... Post

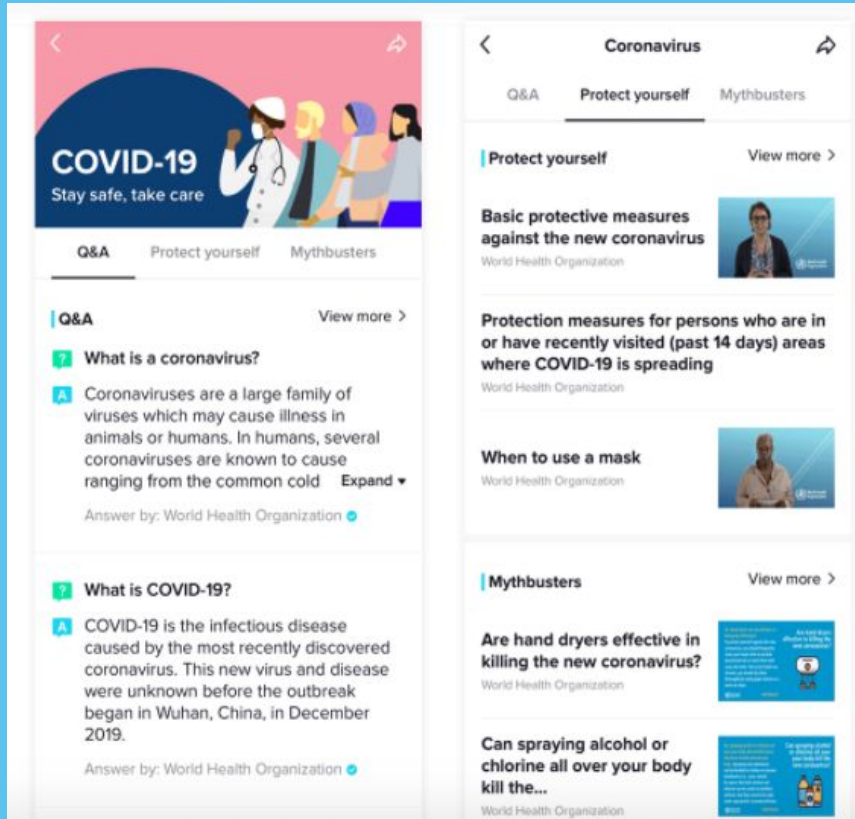
CS316344 04/27/2020

WHO IS ON AN EVEN WIDER VARIETY OF PLATFORMS

- World Health Organization posts educational videos and health challenges such as #SafeHands on TikTok
- On WhatsApp, WHO launched a chatbot to warn people about the coronavirus' dangers
- On Facebook, Twitter and LinkedIn, WHO has held question-and-answer sessions



TIKTOK & WHO: COVID-19 INFORMATION PROGRAM



The World Health Organization is using its verified account to share videos which provide critical updates



MA DEPARTMENT OF PUBLIC HEALTH ON TWITTER



Mass. Public Health @MassDPH · Sep 20

When you go out, remember to bring a face covering or mask with you – and be sure to wear it in any public spaces where you can't keep 6 feet of distance from others. Learn more: mass.gov/MaskUp #MaskUpMA

So Mask Up MA!
www.Mass.gov/MaskUp



0:02 45.8K views



#MaskUpMA



City of Boston @CityOfBoston · Sep 20

Heading out today? Don't forget your face covering. You're at risk for #COVID19 whenever you leave your home. Wearing a face covering lowers that risk. Please do your part to help us #slowthespread. #MaskUpMA

Learn more: boston.gov/face-coverings

Help slow the spread of COVID-19

WEAR A MASK



CITY OF BOSTON



#MASKUPMA: OUTREACH AND PARTNERSHIPS



MBTA Commuter Rail @MBTA_CR · Sep 18

⚠️ If you're riding with us this weekend, we're running on a modified weekend schedule.

!!👤 Keep everyone safe; wear a mask. Your mouth AND nose should stay covered throughout your trip, especially when on the train.

[#MaskUpMA](#)

mbta.com/RideSafer



BPL Grove Hall @bplgrovehall · 7m

There are many ways be of service/2 easy ways [#maskupma](#) and the other is get tested for COVID! Then come across the street to [@bplgrovehall](#) and check out a book.

FREE COVID-19 TESTING

- 1 TESTING EVERYONE, ASYMPTOMATIC & SYMPTOMATIC
- 2 NO APPOINTMENT NEEDED BUT PRE-REGISTRATION IS REQUIRED
- 3 PLEASE CALL 617-568-4500 TO PRE-REGISTER



COVID-19 ON SOCIAL MEDIA



Humor



News



Commentary, conspiracy theories, and misinformation

#EMOTION

#FEAR

Ov~P~
THE SACRAMENTO BEE
©2014-10/9-TCA

EBOLA!!!

OBESITY:
300,000
DEATHS PER YEAR

TOBACCO:
450,000
DEATHS PER YEAR

ALCOHOL:
88,000
DEATHS PER YEAR



CORONA BEER CHANGES THEIR NAME TO AVOID ASSOCIATION WITH THE CORONA VIRUS OUTBREAK



Early (Jan 2020)
humor

**You know what goes great
with the Corona virus?**



Lyme Disease



Early humor

TOILET PAPER

Forgetting to panic buy 421 rolls of toilet paper

Part 1 of 3: Accepting Your Death



Ryan Brooks ✓
@ryanbrooks



A bar in my neighborhood is delivering entire liters of their premixed margaritas for \$25 and you get a complimentary roll of toilet paper with your purchase and it's really starting to feel like there are no rules anymore

4:13 PM · Mar 18, 2020



Fencing: the perfect COVID-19 Sport

1. Masks

2. Gloves

3. If anybody gets closer than 6 feet to you, you stab them.



This is what virologists wear to protect themselves from a virus.



But don't worry....your bandana works too.

HUMOR CAN EDUCATE OR CAN LEAD TO MORE...

People walking around with DIY masks like



@ple

When you get news and information about the coronavirus outbreak, do you generally find it...

	Difficult to determine what is true and what is not	Easy to determine what is true and what is not	Refused
Total U.S. adults	50%	49%	1%

Survey of U.S. adults conducted April 20 to 26, 2020. Recommended citation: Pew Research Center's American News Pathways data tool.

THE CHALLENGE OF DISTINGUISHING MISINFORMATION

96%

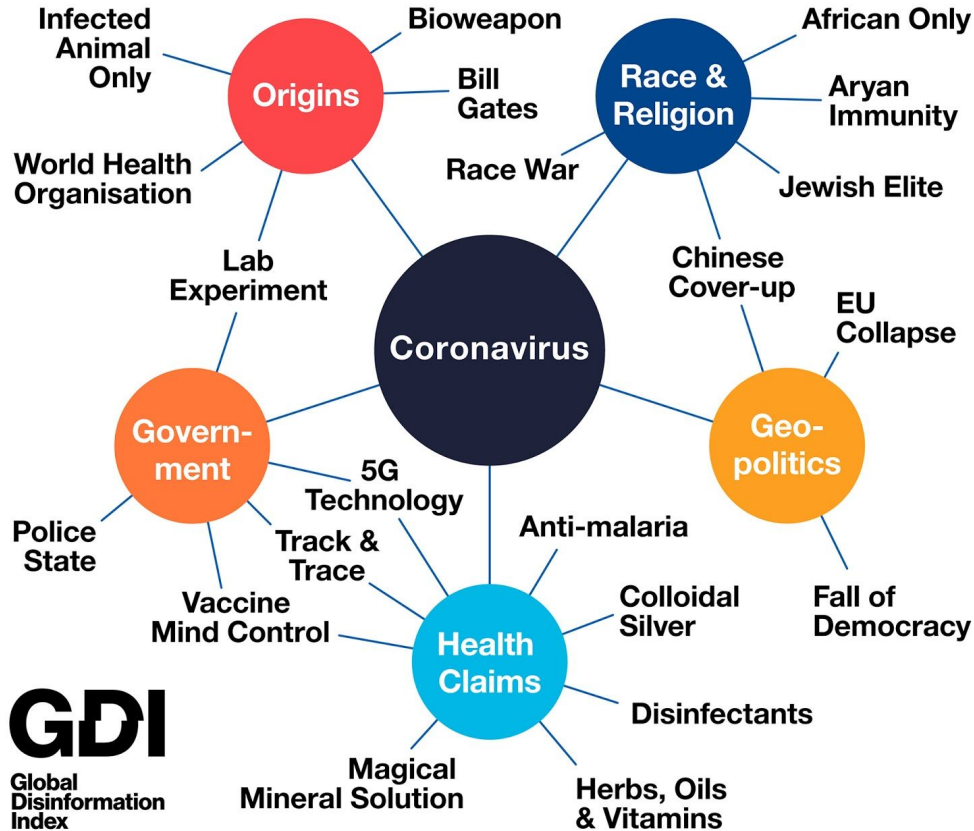
of high school students failed to challenge the credibility of an unreliable source. (Stanford Study)



26%

of adults correctly classified all five factual statements (vs opinion statements) presented to them. (Pew Study)

COVID-19 Disinformation Map

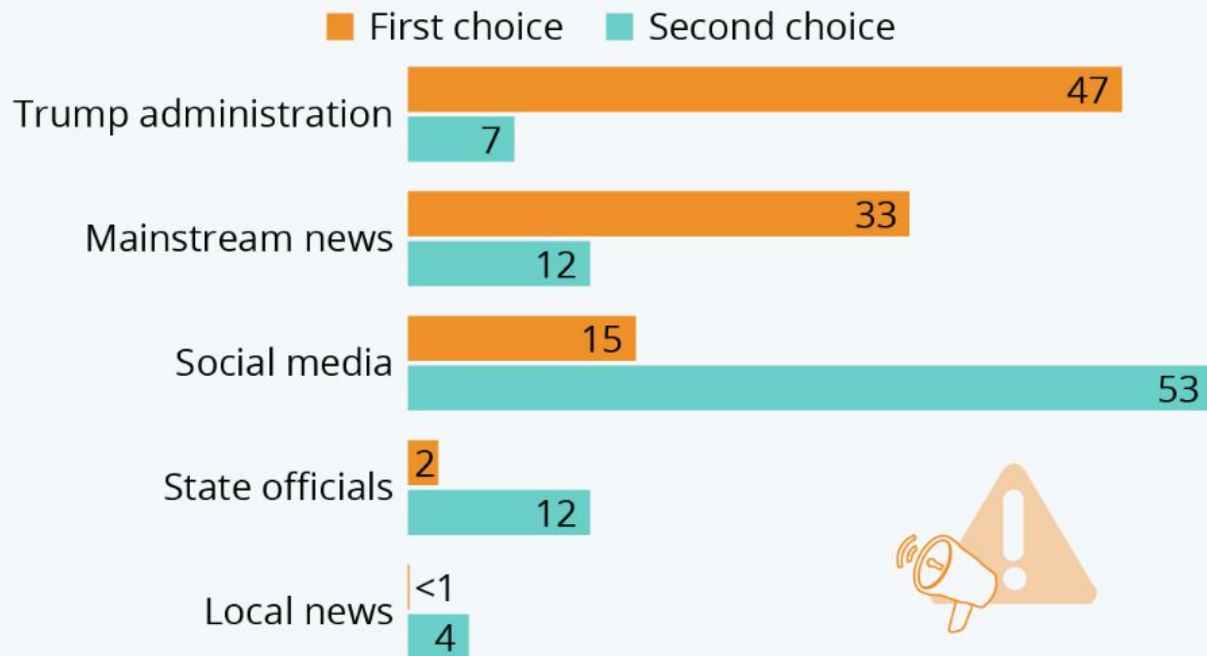


**+ GREATER
AWARENESS OF
“FAKE” NEWS AND
FALSE AND
MISLEADING
INFORMATION**

**- NEWS IS MORE
POLITICIZED**

Where Americans See Misinformation

Percentage of U.S. adults who think each entity is the main source of false or misleading coronavirus information



Poll conducted April 14-20

Sources: Gallup, Knight Foundation

SOCIAL MEDIA ECHO CHAMBERS: VACCINATION

Information gets bounced around in clusters or “echo chambers” on social media

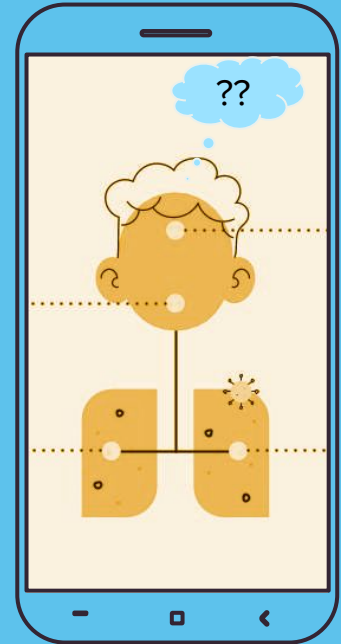
	Number of individuals	Number of clusters
Anti-vaccination	4.2 million	317
Pro-vaccination	6.9 million	124
Undecided	74.1 million	885

There are fewer individuals that are anti-vaccination, but over twice as many clusters.

Johnson et al., 2020

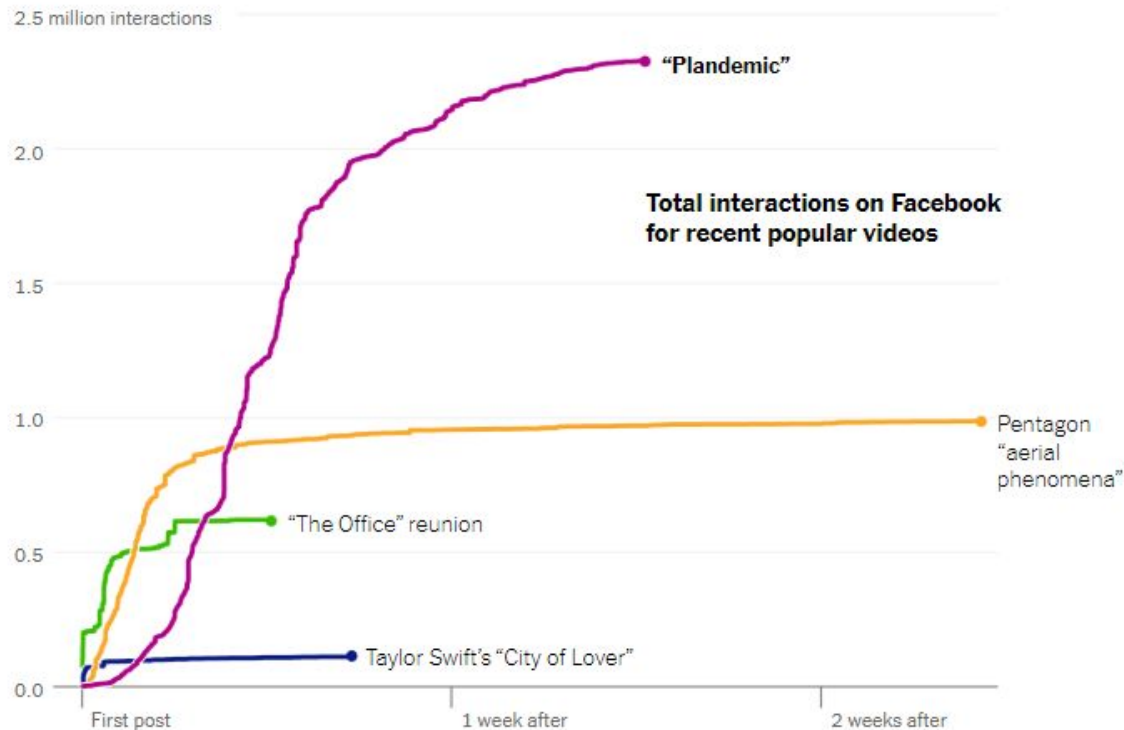
THIS UNCERTAINTY IS PRESENT ACROSS SOCIAL MEDIA PLATFORMS

- “Government agencies run the risk of losing control of the risk communication process **if they do not act swiftly to dispel misinformation.**”
- The mismatch in perceived threats and cost and benefit of certain health behaviors could result in **distorted understanding in the general public.**



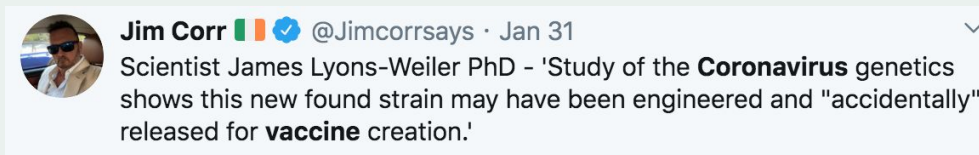
PLANDEMIC

How the 'Plandemic' Movie and Its Falsehoods Spread Widely Online



Interactions include reactions, likes, shares and comments. Posts for each video are counted from the first one that contained the video through May 15 on public groups and pages on Facebook. • Source: CrowdTangle • By The New York Times

CONSPIRACY THEORIES: PANDEMIC



Survey by Pew Research Center: (71%) of Americans have heard of a conspiracy theory circulating widely online that alleges that powerful people intentionally planned the coronavirus outbreak.

1/4 of U.S. adults see at least some truth in it

Of those that say the theory is probably or definitely true:

48%: have a high school diploma or less education

38%: have completed some college but have no degree

24%: have a bachelor's degree

15%: have a postgraduate degree.

MISINFORMATION: HYDROXYCHLOROQUINE

While several drug trials are ongoing, there is currently no proof that hydroxychloroquine or any other drug can cure or prevent COVID-19.

The misuse of hydroxychloroquine can cause serious side effects and illness and even lead to death.

WHO is coordinating efforts to develop and evaluate medicines to treat COVID-19.

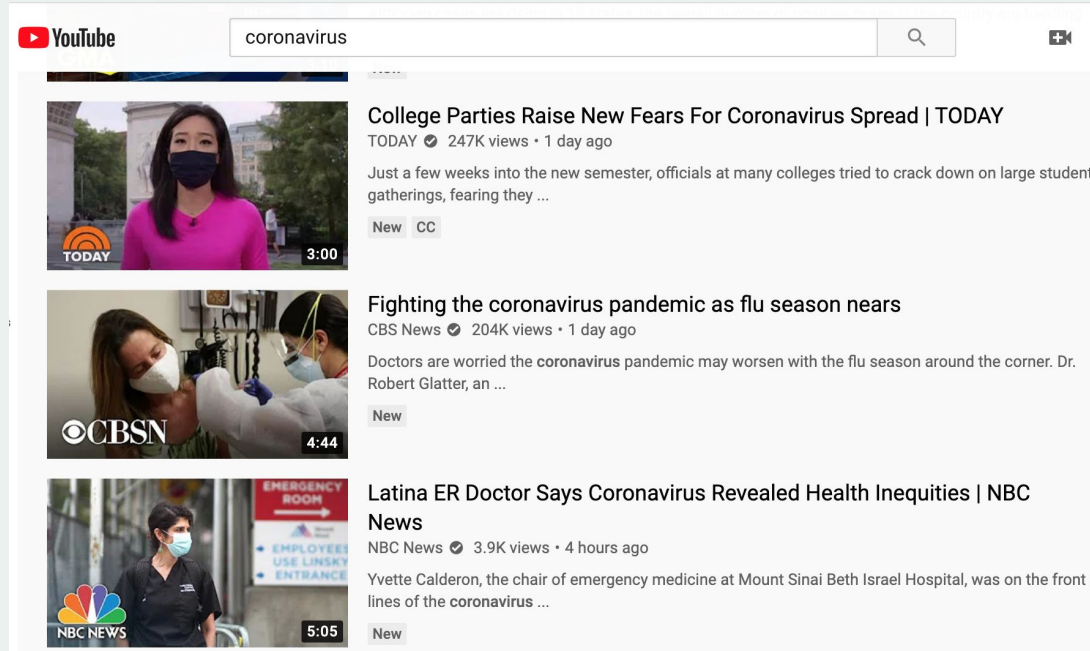
FACT:
There are currently no drugs licensed for the treatment or prevention of COVID-19



YOUTUBE

D'Souza et al. (2020)

- Useful and misleading videos had similar # of views
- Accurate & reliable information from may not reach the majority of internet users.



The screenshot shows a YouTube search results page for the query "coronavirus". The search bar at the top contains the text "coronavirus" and a search icon. Below the search bar, three video results are displayed. Each result includes a video thumbnail, the channel name, the video title, the view count, the time posted, and a brief description. The first video is from TODAY, titled "College Parties Raise New Fears For Coronavirus Spread", with 247K views and posted 1 day ago. The second video is from CBS News, titled "Fighting the coronavirus pandemic as flu season nears", with 204K views and posted 1 day ago. The third video is from NBC News, titled "Latina ER Doctor Says Coronavirus Revealed Health Inequities", with 3.9K views and posted 4 hours ago.

YouTube coronavirus

College Parties Raise New Fears For Coronavirus Spread | TODAY
TODAY 247K views · 1 day ago
Just a few weeks into the new semester, officials at many colleges tried to crack down on large student gatherings, fearing they ...
New CC

Fighting the coronavirus pandemic as flu season nears
CBS News 204K views · 1 day ago
Doctors are worried the coronavirus pandemic may worsen with the flu season around the corner. Dr. Robert Glatter, an ...
New

Latina ER Doctor Says Coronavirus Revealed Health Inequities | NBC News
NBC News 3.9K views · 4 hours ago
Yvette Calderon, the chair of emergency medicine at Mount Sinai Beth Israel Hospital, was on the front lines of the coronavirus ...
New

Youtube: The Coronavirus Explained & What You Should Do, March 2020

As of Sept. 21:

- 27 million views
- 55K comments



Donut Hoel 4 weeks ago

five months later we all know we picked the worst choice.

👍 16 🗨️ [REPLY](#)



TheAmazingCowpig 6 months ago

"Wash your hands as if you've just cut up some jalapenos and want to put in your contacts next."

I've never heard such threatening yet convincing instructions on how to wash my hands until now.

👍 9.8K 🗨️ [REPLY](#)

▾ [View 57 replies](#)

Its main way of spreading seems to be droplet infection when people cough, or if you touch someone who's ill and then your face,

COVID-19

Get the latest information from the CDC about COVID-19.

[LEARN MORE](#)

 [See more resources on Google](#)

The Coronavirus Explained & What You Should Do

26,914,934 views · Mar 19, 2020

👍 914K 🗨️ 12K ➦ SHARE ⋮ SAVE ⋮

TWITTER

Saad et al. (2020):

Countries with a lower pandemic spread had a higher volume of COVID-19 related trends/tweets that emphasized preventive measures.

Twitter can be useful for widespread information dissemination.



You're following COVID-19

You'll see Tweets about this in your Home timeline. This Topic will help personalize your experience across Twitter.

You can always unfollow from [your Topics](#).

Got it

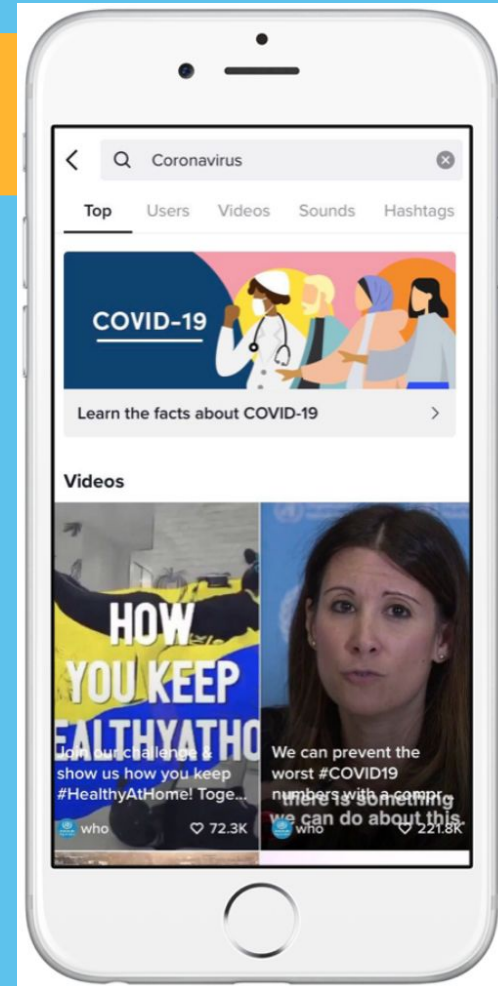
**CAN SOCIAL MEDIA
PLATFORMS REMOVE ALL
THIS MISINFORMATION?**

TIK TOK

Platform for short form mobile videos.

Community Guidelines: “Our guidelines **prohibit misinformation intended to deceive or mislead the public.**”

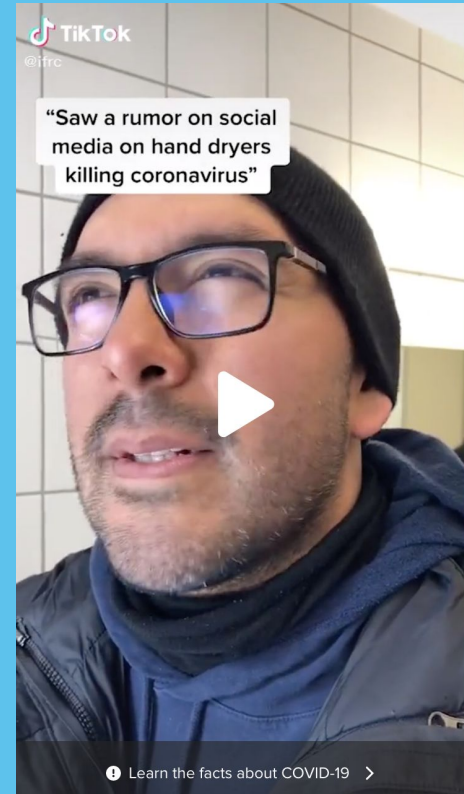
Partnership with World Health Organization:
“Learn the facts about COVID-19”



TIK TOK: REMOVING MISINFORMATION

July 17, 2020:

- TikTok deleted roughly 29,000 coronavirus-related videos in Europe for breaking its rules.
- Approximately 3,000 of those contained medical misinformation.



“Misinformation... may cause people to turn to ineffective (and potentially harmful) remedies, as well as to either **overreact** (e.g., by hoarding goods) or, more dangerously, **underreact** (e.g., by engaging in risky behavior and inadvertently spreading the virus).”

MISINFORMATION CAN BE DANGEROUS

QUALITY INFORMATION → PREVENTIVE BEHAVIORS

Li et al. (2020)

- Participants who received **more COVID-19-related health information online reported more frequent effort to engage in all types of preventive behaviors**
- Those with positive cases in their social circles were more likely to be tested.



Maintain social distancing



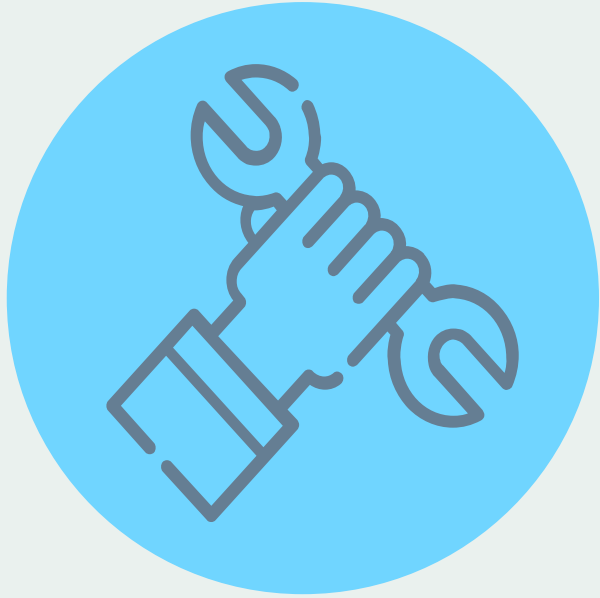
Keep surfaces clean



Wash your hands



Don't touch eyes, nose
or mouth



TOOLS TO WARD OFF MISINFORMATION



”

The News Literacy Project, a nonpartisan national education nonprofit, provides programs and resources for educators and the public to teach, learn and share the abilities needed to be **smart, active consumers of news and information** and equal and engaged participants in a democracy.

—NEWS LITERACY PROJECT MISSION

REMEMBER: DOUBLE CHECK

Pennycook et al. 2020:

- People share false claims about COVID-19 partly because **they do not consider whether content is accurate before deciding to share.**
- An accuracy reminder at the beginning of the study nearly **tripled** the level of truth discernment in information sharing.



HOW TO SPOT CONSPIRACY THEORIES

7 traits of conspiratorial thinking:

C



Contradictory

O



Overriding
suspicion

N



Nefarious
Intent

S



Something
Must Be Wrong

P



Persecuted
Victim

I



Immune to
Evidence

R






Re-interpreting
Randomness

AVOIDING “TREATMENT” SCAMS

Mackey et al. (2020): From March to May 2020, **nearly 2,000 fraudulent postings** [on Twitter & Instagram] tied to fake COVID-19 health products, financial scams, etc.

Look out for:

-  Mentions of bulk or rapid sales, cheap pricing, and questionable claims, such as FDA approval or specific certifications.
-  Products, such as COVID-19 testing kits, imported from abroad.
-  Business being conducted through social media direct messaging or a communications app, like Skype or WhatsApp.

WHO PAGE: HOW TO REPORT MISINFORMATION



Facebook

How do I mark a Facebook post as false news?



YouTube

Report inappropriate content



Twitter

Report a tweet, list, or direct message



Instagram

Reduce the spread of false information



WhatsApp

How to report a contact or a group



TikTok

Report inappropriate content



LinkedIn

Recognizing and reporting spam, inappropriate, and abusive content

DOCTORS TAKE TO TIK TOK

- **Meet people where they are**
 - Users are spending an average of 52 minutes per day on TikTok
- Physicians are using it for evidence-based information



<https://vm.tiktok.com/ZMJAc15Yj/>
<https://vm.tiktok.com/ZMJAvohcg/>



NO MORE GOWNS IN THE WHOLE HOSPITAL Mount Sinai West, NO MORE MASKS AND REUSING THE DISPOSABLE ONES...NURSES FIGURING IT OUT DURING COVID-19 CRISIS...#innovativenurses #myheroes #heftytotherescue #pleasedonateppe #riskingourlivesstosaveyours Univision Noticias Telemundo NBC New York The New York Times ABC7NY NY-News NBC Nightly News with Lester Holt CBS News New York Daily News NBC News COVID19 FOR HEALTHCARE WORKERS Nurses: Covid-19 Information COVID- 19 Healthcare Professionals



Dr. Rick Loftus describes the dire lack of #PPE facing American doctors & nurses. "I welcome any support from any citizens who are enterprising enough to figure out creative means to get protective gear to the front line doctors and nurses. Our needs are DIRE." #MillionMaskMayday



286 5:20 AM - Mar 29, 2020

209 people are talking about this

Healthcare workers turn to social media to raise awareness, lobby for more supplies and build support during pandemic.

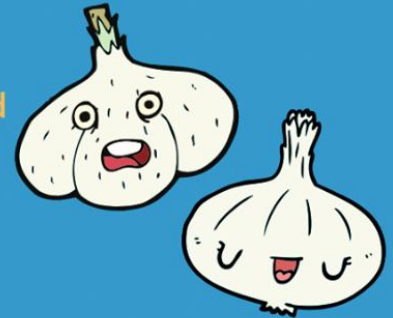
The examples here show a group of nurses using trash bags as "PPE" and call for the public's support for making more PPE.

**HOW YOU CAN HELP:
HAVE A SOCIAL
MEDIA PRESENCE
AND USE IT -
CREATIVELY**

Garlic is a healthy food that may have some antimicrobial properties.

However, there is no evidence from the current outbreak that eating garlic has protected people from the new coronavirus (2019-nCoV)

Can eating garlic help prevent infection with the new coronavirus (2019-nCoV)?



Dr. Duncan Grossman,
medical resident in
Brooklyn, photographed
colleagues to show what
their daily lives were like



Duncan Grossman, DO @DuncanGrossman · May 6

Thank you to @WSJ for the opportunity to help tell this story in a new light.

These are some snapshots of daily life in the ER and ICU during the COVID-19 pandemic. I wanted to share small snippets of our every-day, non-dramatized realities.



A Young Doctor Photographs the Coronavirus Crisis
[wsj.com](https://www.wsj.com)

206

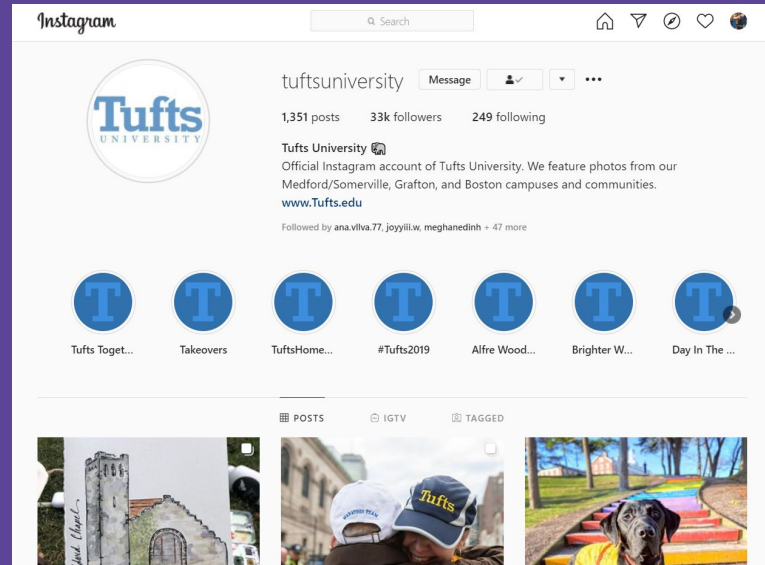
1.2K

2.6K



MY SOCIAL MEDIA SUCCESS: 3 QUESTIONS

- With Tufts fully online after spring break, everyone's lives changed
 - What's been hardest?
 - Has there been a silver lining?
 - What are you doing to stay safe?



Tufts Together

While we're all physically apart, connect with other students who are sharing how they're staying safe, explaining why this is so hard, and focusing on silver linings.

MY CONSULTATION WITH KATIE STROLLO, DIRECTOR, DIGITAL EXPERIENCES, UNIVERSITY COMMUNICATIONS AND MARKETING, TUFTS UNIVERSITY

- Asked the communications teams at the various Tufts schools to help us find students who would participate
- Found **3 students** who were interested and filmed themselves answering the 3 questions
- Came up with **Tufts Together** as a name



TUFTS TOGETHER

- Callout at the end of the Instagram story asking viewing students to share their own story
- Promotes connectedness and support as well as sharing advice



MASSACHUSETTS
LOCAL BOARD OF HEALTH

Social Media Toolkit for COVID-19

Guidance for Communicating
Critical Information and Updates to Your
Local Community through Social Media

June 2020
Academic Public Health Volunteer Corps



The Social Media Toolkit for COVID-19 provides guidance on **using social media to communicate effectively about COVID-19 on a local level** to provide much needed local information, updates, and support to communities.

Using this toolkit, you will be able to:

- 1 Select social media platforms
- 2 Create messages tailored to your community
- 3 Develop outreach strategies
- 4 Leverage social media during COVID-19 and beyond

[DOWNLOAD THE TOOLKIT](#)

[SITES.TUFTS.EDU/SOCIALMEDIATOOLKIT](https://sites.tufts.edu/socialmediatoolkit)

OFFLINE IS IMPORTANT TOO

Did you... wash your hands?

Is this effective?





NEWS LITERACY: IN YOUR (WASHED) HANDS

The responsibility to promote evidence-based information is on all of us.

- Read before you share
- Understand before you promote
- Be thoughtful when reposting

More resources: healthnewsreview.org

WE HOPE WE HAVE INSPIRED YOU

Lisa Gualtieri, PhD, ScM

Associate Professor

Department of Public Health & Community Medicine

Tufts University School of Medicine

Email: lisa.gualtieri@tufts.edu **Twitter:** @lisagualtieri

Jesse Greenfield, MPH

Email: jesse.greenfield@tufts.edu

LinkedIn: <https://www.linkedin.com/in/jesse-greenfield-mp/>

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