



Going Beyond the Basics of Digital Communications for Improvement



Who the Heck?



Courtney Chu
@CourtsFelix



Courtney Felix
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Writer ✍ Games, play and health researcher 📖 Canada Learning Code volunteer 🇨🇦 📄 Noodle enthusiast 🍝

📍 Vancouver
📅 Joined April 2009

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So Why Are We Here?

By investing in planning, data collection, skills and resources, teams can understand their audiences and communicate persuasively to support change.

Your project has a measurement strategy...right? It should also have a strategy to communicate why you need to improve and how you plan to do it!





Here's the Plan

- How can digital communications help your improvement work?
- Overview of social media– as well as the digital communications you might be overlooking.
 - What's right for your project?
- How to optimize content for each platform.
- Analytics and why they should shape your content.
- Questions.





#QualityCafe
@BCPSQC



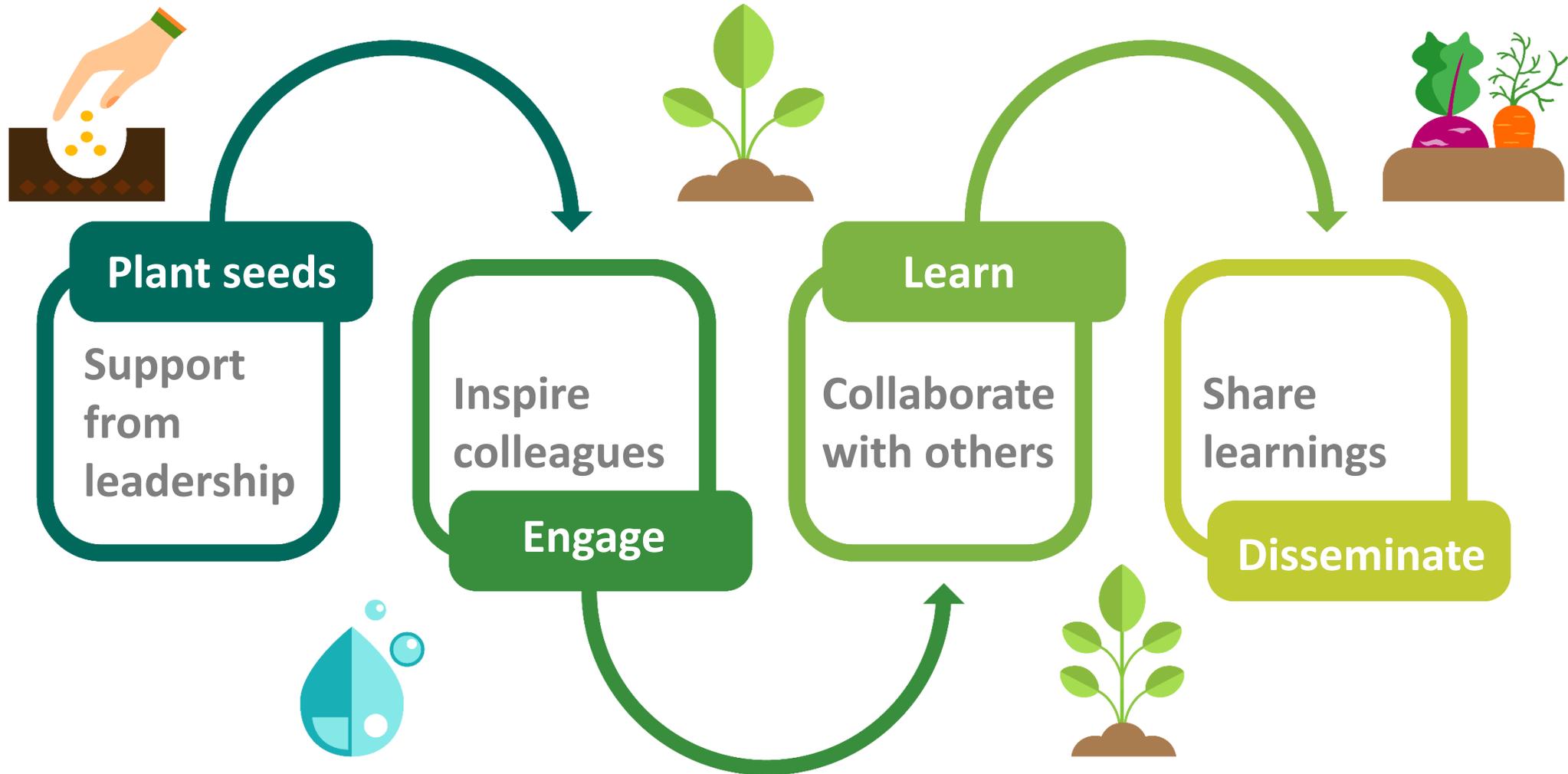
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#❤️

How Can Digital Communications Help?





We're Better Together!





Rank Your Digital Communication Knowledge



Background vector created by freepik - www.freepik.com

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Audience

- Make sure you're reaching the right people.
- This may mean one or several groups.
- Communication goals for each of the groups may also differ.



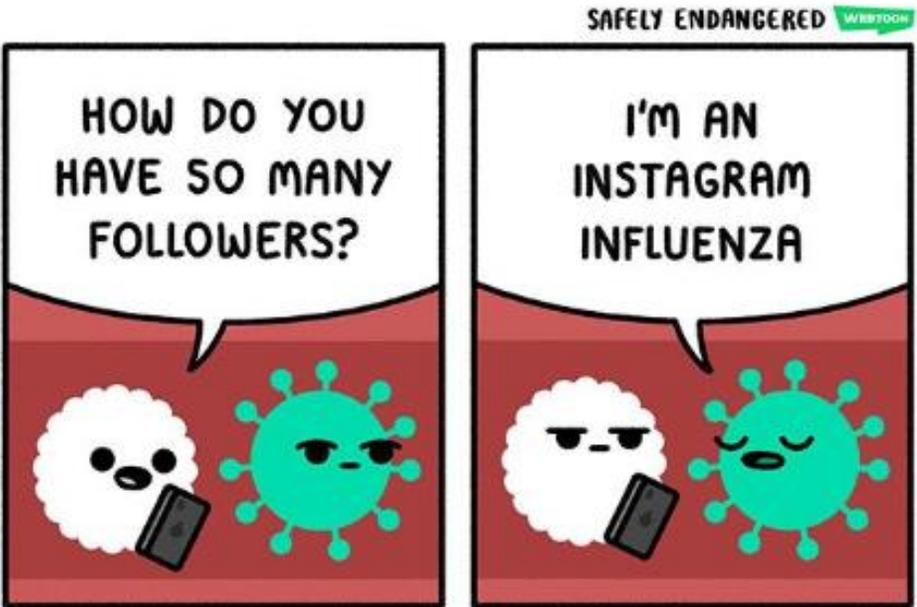


Not Every Channel Will Work For You

What are your communications goals?

- Why do you need to communicate?;
- What do you want to achieve?; and
- Support the project's overall objective.

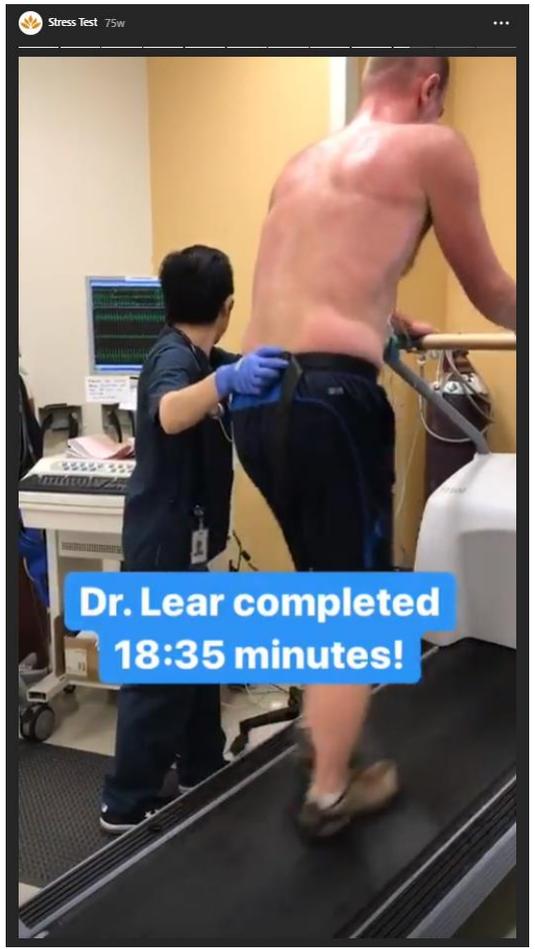
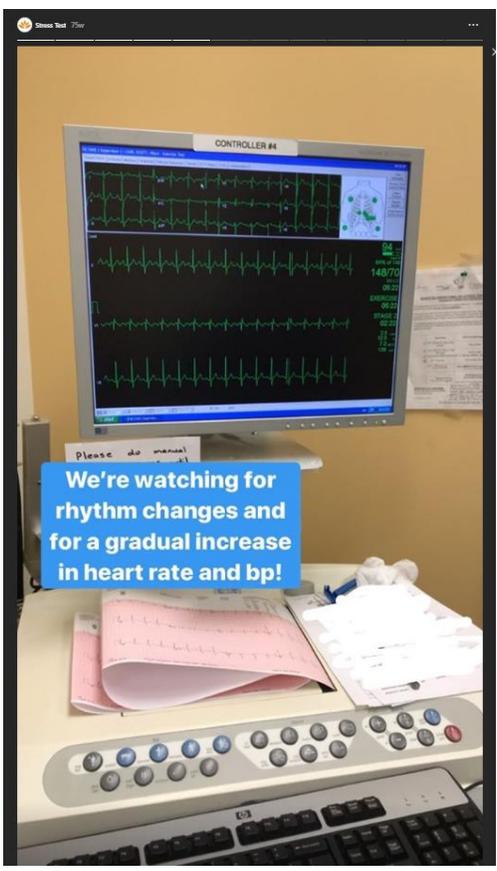




Instagram



Channels: Instagram



bcchf Follow

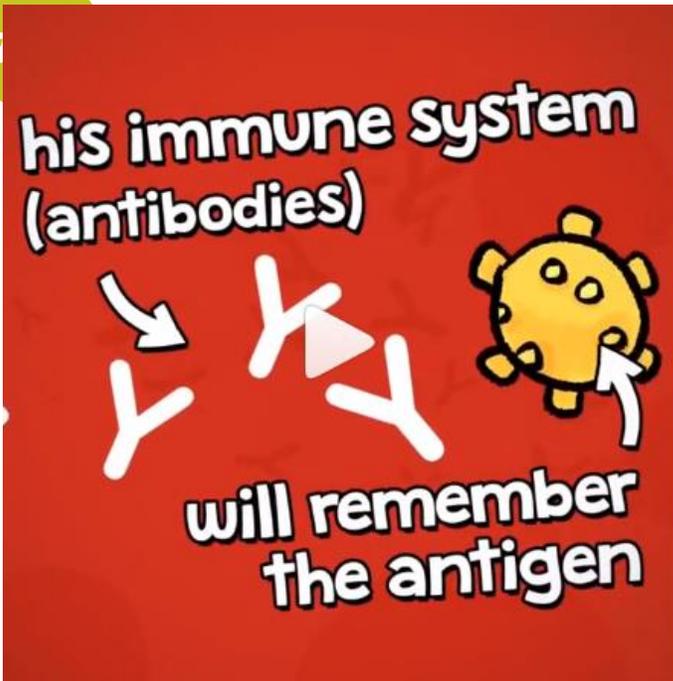
1,685 posts · 9,822 followers · 220 following

BC Children's Hospital

BCCH Foundation
We work with children, families, caregivers and donors to raise funds to support child health. Share your story with us by using #ShareMyBCCH.
bcchf.ca/sunnyhill

#FCWGala Sunny Hill Van Firefig... Canucks Visit #SnowballF... FOT #CBgala





CDC cdcgov • Follow

cdcgov Welcome back, baby Jack!

In our second #HowVaccinesWork video, Jack and his parents learn how #vaccines help strengthen babies' immune systems. Vaccines introduce a small number of weakened or dead antigens (parts of germs) to make the immune system go to work. Check it out!

#healthybaby #momlife #dadlife #moms #dads #parenting #healthychildren #vaccines #preventdisease #CDC #publichealth

Load more comments

jenjencurls @artbyericanorwood if you have the means, I suggest you go to a place like Africa, where many kids

8,835 views
1 DAY AGO

Add a comment...



GE Cell Therapy - Follow 26w

**ANNIKA & ANDREAS ARE OUR
#BIOPROCESS EXPERTS**

Ask them questions about
the Testa Center

Escribe algo...



Channels: Instagram

The right fit for your project if your aim is to:

- Show impact or need for change.
- Feature the stories of multiple people.
- Deliver short tips and tricks/answer quick questions.
- Testimonials.







Jason Leitch @jasonleitch

19 Jun

@ck4q @Rosgray a match made in improvement heaven....

[View conversation](#)



Christina Krause @ck4q

19 Jun

Sounds good! I was going to send you a note! Shall we set up a call to connect? Will DM you! @Rosgray @bcsepsis @worldsepsisday

[Expand](#)



BCPSQC @BCPSQC

19 Jun

Global learning! RT @bcsepsis Yes we should! RT @Rosgray: we're planning in Scotland too, we must compare notes and results! @ck4q @BCSepsis

[Expand](#)



BC Sepsis Network @BCSepsis

19 Jun

Yes we should! RT @rosgray: we're planning in Scotland too, we must compare notes and results! @ck4q @bcsepsis @worldsepsisday

[Expand](#)



Ros Gray @Rosgray

19 Jun

we're planning in Scotland too, we must compare notes and results! @ck4q @bcsepsis @worldsepsisday

[Hide conversation](#) [Reply](#) [Retweet](#) [Favorite](#)

9:19 AM - 19 Jun 12 via Twitter for iPhone · [Details](#)



Christina Krause @ck4q

19 Jun

Excited for first @BCSepsis Network mtg today! 57 BC hospitals working to improve #sepsis care & planning for @WorldSepsisDay!

[Expand](#)



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#❤️

**Fraser Health** @Fraserhealth · 13 Dec 2013Getting Shelley prepped and starting anesthesia [ow.ly/i/41gP5](#) [ow.ly/i/41gPL](#)

#fhbrainchat

**Fraser Health** @Fraserhealth · 13 Dec 2013

VIDEO: Shelley gets a haircut. Dr. Matishak doesn't plan to quit his day job.

[ow.ly/rKPYa](#) #fhbrainchat**Fraser Health** @Fraserhealth · 13 Dec 2013

In the ER, Shelley is transferred from the stretcher to the operating table.

[ow.ly/i/41goq](#) [ow.ly/i/41gow](#) #fhbrainchat**Fraser Health** @Fraserhealth · 13 Dec 2013Dr. Matishak marks Shelley's surgical site with a sticker. [ow.ly/i/41ge7](#)[ow.ly/i/41ger](#) #fhbrainchat**Fraser Health** @Fraserhealth · 13 Dec 2013Dr. Matishak asks Shelley if she's slept well and then jokes "not to worry because I did". [ow.ly/i/41ghF](#) #fhbrainchat

1



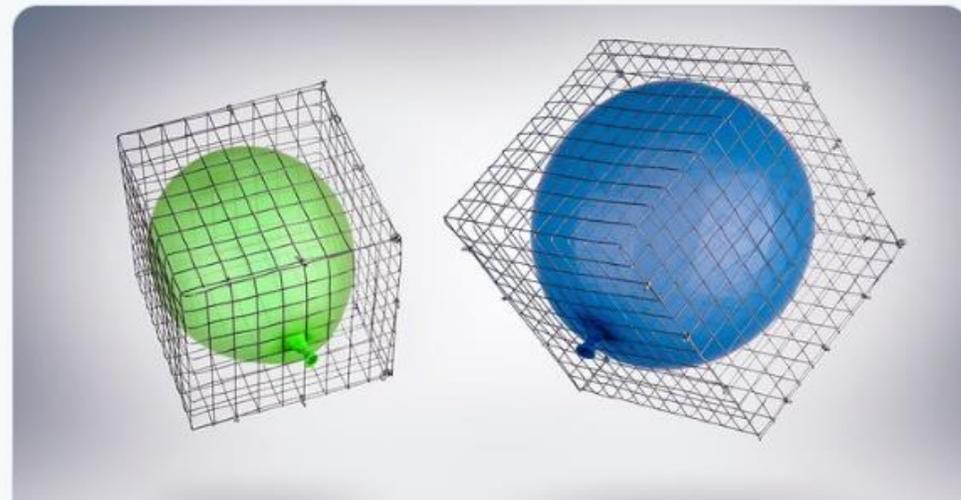
1

**Fraser Health** @Fraserhealth · 13 Dec 2013Meet Shelly. Shelly has a brain tumour which needs surgery. She's agreed to let us share her journey. [ow.ly/i/41g00](#) #fhbrainchat

1



2

**Helen Bevan** @helenbevan · 5hMany leaders want to give more freedom & power to their frontline teams & unleash them from bureaucracy. But the leaders fear chaos/danger/lack of control. Here's a great article on how to give your team just the right amount of autonomy: [hbr.org/2019/07/how-to...](#) Via @HarvardBiz

How to Give Your Team the Right Amount of Autonomy
 Be clear about which decisions you need to be involved in.
[hbr.org](#)



21



64



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Channels: Twitter

The right fit for your story if your aim is to:

- Tell your story with new audiences.
- Create stronger ties with others doing similar work.
- Share your work/initiative on a broader scale.
- Increase transparency.
- Have conversations.
- Tell a story gradually in multiple parts.



mohamed hassan

@BCPSQC

BCPSQC.ca





Facebook



@BCPSQC

BCPSQC.ca





Channels: Facebook



FEB 21 Health Talks 2018: Livestream!
Public · Hosted by BC Patient Safety & Quality Council

★ Interested ✓ Going ...

🕒 Wednesday, February 21, 2018 at 7 PM – 8:45 PM
about 11 months ago

📍 BC Patient Safety & Quality Council
750 Pender St W # 201, Vancouver, British Columbia V6C 2T7 [Show Map](#)

About Discussion

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Patient Voices Network
@PatientVoicesBC

- Home
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- Boost**
- Manage Promotions

Help make BC's health care system better!
PVN provides volunteer opportunities to make your voice heard and have a real impact on improving quality of care

Like Join

👍 Liked 📄 Following ▾ ➦ Share ...

[Sign Up](#)

Create Post 📺 Live 📅 Event 📈 Offer 📧 Job

 Write a post...

 Photo/Video  Get Messages  Feeling/Activ... ...

Create an Ad For Your Page 🔒 Only you can see this



Boost a Post



Get More Website Pu

5.0 5 out of 5 · Based on the opinion of 4 people



Our Story
The Patient Voices Network is a community of patients, families and caregivers working together with...
+ Finish your story to tell people more about your business.



Channels: Facebook

CHANGE DAY BC AMBASSADORS [Join Group](#)

Change Day BC Ambassadors [Members](#) [Events](#) [Photos](#) [Files](#)

Join this group to post and comment. [+ Join Group](#)

RECENT ACTIVITY

added to the group.
March 30 at 9:50am

Like

2 people like this. [Seen by 8](#)

[View 5 more comments](#)

I see change day usa is coming up soon too! lets share ideas
April 1 at 9:04pm · Like [1](#)

Yes! I can talk with you about what we're doing. For now, see USACHangeDay.org.

USACHangeDay: Better Healthcare One Pledge at a Time
USACHangeDay harnesses the passion, commitment...

COMPLETE YOUR PROFILE [Edit](#)



CDC was live.

February 14 at 10:59 AM · [🌐](#)



Did you know? Congenital heart defects are conditions that affect more than 2 million children and adults in the United States. We're LIVE with CDC experts and special guests to discuss lifelong care issues related to living with a heart defect.

Please leave your questions in the comments below and we'll do our best to answer them during today's event.

**A Heart-to-Heart Chat:
Living with A Heart Defect**

[👍](#) [❤️](#) [😲](#) 148 95 Comments · 140 Shares · 6.9K Views

[👍 Like](#) [💬 Comment](#) [↪️ Share](#) [🌐](#)

Most Relevant ▾

[😊](#) [📺](#) [🎭](#)





Channels: Facebook

The right fit for your project if your aim is to:

- Create connections (not just you and others, but audience to audience as well).
- Increase transparency and build trust.
- Collaborate with others.
- Share documents and tell stories at full length.



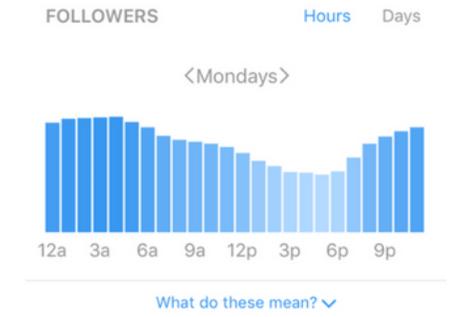


Content



Listen to Your Audience

- The more you know about your audience the better.
- Test content, analyze your wording – see what resonates.
- Ask questions (on or offline).
- Listen in - use your analytics to find out what your audience is interested in, where they are, who they follow.



Messages

- What does the audience need to hear in order to understand, engage and act?
- Essential information only.
- A few clear messages will work better than many vague ones.
- Keep to one thought per message.





The Perfect Post

- Ideal length of post:
 - Twitter: 71 – 100 characters.
 - Facebook: 40 – 80 characters.
 - Instagram: 138 – 150 characters.
- Use a URL shortener.
- Mention and tag others in posts.

SOCIAL MEDIA CHARACTER COUNTER

ATM

What would you like to share on Twitter?

I learned so much during @BCPSOC's Quality Cafe! Did you know the length of a post really matters?

Characters 98 / out of 280
Perfect!

Hashtags 0 / out of 3
Less than recommended

Twitter
Facebook
LinkedIn
Instagram
xCancel



The Perfect Post

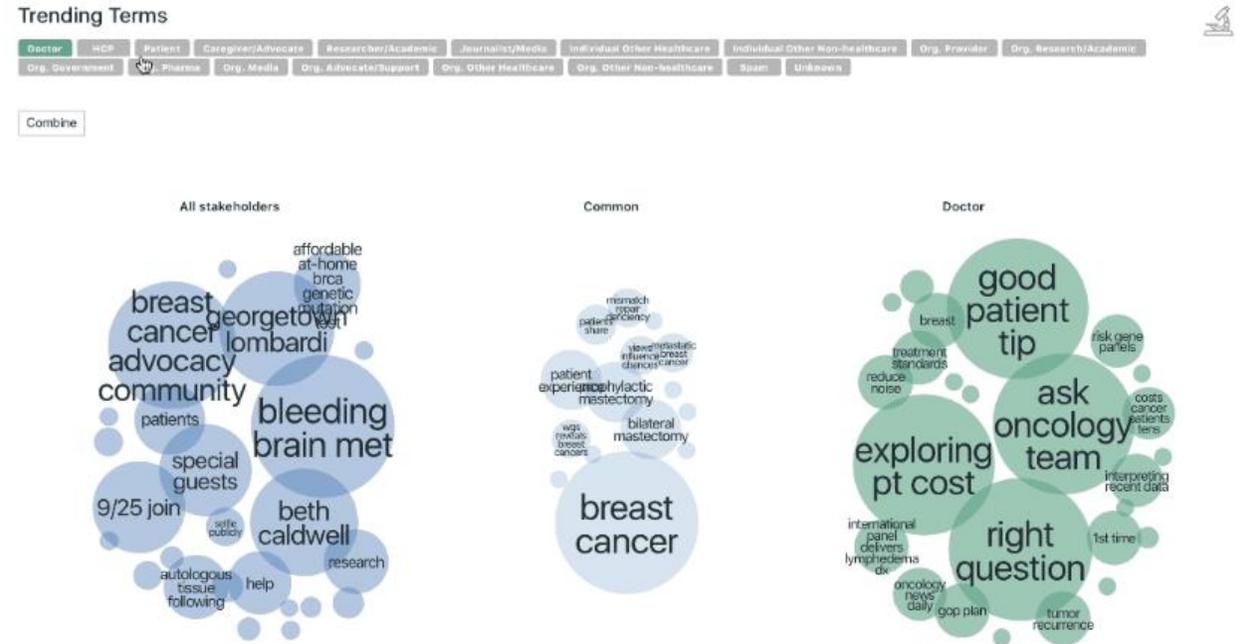
- Use images (they matter, even on Twitter!).
 - Make sure they're clear, high quality and relevant.
 - Check ideal dimensions.
- Post frequently.
- Be extra responsive after posting new content.
- Be consistent.





Hashtags Why?

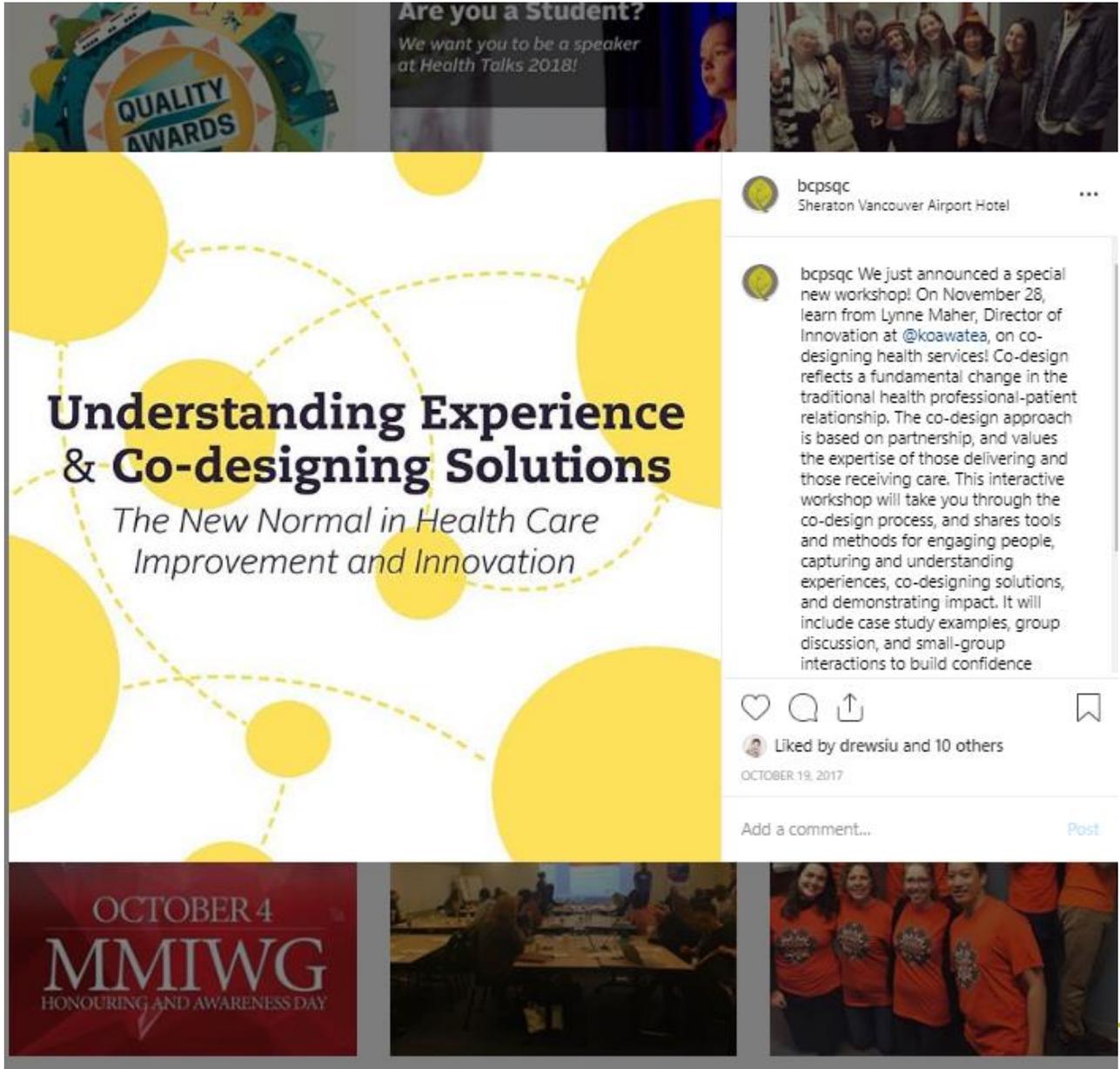
- Organize your content.
- Make you discoverable.
- Help you engage with others doing similar work.
- Allow you to tell longer stories and group them together.
- Get followed.



How to Use Hashtags

- Search for interesting hashtags (what do similar people in your field use?).
- Do use them to find out what your audience is interested in.
- By the numbers:
 - Facebook: one or two.
 - Twitter: one or two .
 - Instagram: five to ten.





How could this post be improved?

- A) You should only use photos on Instagram
- B) Caption is too long
- C) Not an interesting visual
- D) B and C



We love [#learning](#) about [#DigitalCommunications](#) at [#QualityCafe](#)! We're so lucky to have such an engaged group of learners who want to know about [#Instagram](#), [#Twitter](#), [#Facebook](#), [#newsletters](#) and [#SciencePosters](#)! I hope the [#QualityImprovement](#) world is ready - we can't wait! 🤔



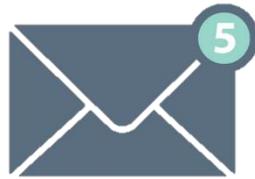
How could this post be improved?

- A) Emoji is not appropriate
- B) Too many hashtags
- C) Too many characters
- D) Link is too long



Newsletters





Channels: Newsletters

- Easy to manage.
- Admin and data taken care of.
- Visually appealing.
- Targeted.
- Great internal and external focused tool.

CHANGE QUEST

Your Mission, Should You Choose to Accept It

As a bit of friendly competition among Change Day BC Ambassadors, we've started a game called **Change Quest!** It challenges you to complete missions and then gives you points for completing them. And it's all done by using an app for Android and iPhone devices called GooseChase.

Teams were quick out of the starting gates when we unleashed the Change Quest Missions on May 13.

It's not too late for you to join the competition! If you want to show off your stuff and earn points, accolades and bragging rights, [check out details here!](#)

Change Quest Standings
The standings are changing by the minute! As of this writing here are the top 5 teams:

1. VernonChangeDay
2. Team RuralTCS
3. IHQualityWest
4. DeltaView
5. Peggy Scott

PLEDGES IN ACTION!!!

Ben Pledged to Talk about Mental Health

During Mental Health Week, Ben Ridout shared **the story behind his pledge** and the steps that he is taking to #GetLoud about his mental health. [Read it here](#) - and remember that you can like it, join it and share it with colleagues.

You can also read many more inspiring articles on the [stories page of ChangeDayBC.ca](#). Would you like to share your story? Do you have a colleague whose pledge should be profiled? [Send us a note.](#)

Part 2 | Value-Based Healthcare by Design: Identifying Promising Innovations in a Canadian Context

Value-Based Healthcare Webinar Series

Friday March 15, 2019
12:00 p.m. - 1:00 p.m. (ET)

Are you a health system leader, patient organization, government official or industry representative? Do you have an interest in transforming how health services are designed, organized, delivered and evaluated? In part 2, participants will hear about a performance-based contracting innovation that's delivering better care closer to home, and a novel approach for applying a set of [value-based healthcare \(VBHC\)](#) assessment criteria in practice.

If the answer is **YES**, register now for Part 2 of our VBHC webinar series happening on Friday, March 15 from 12:00 p.m. to 1:00 p.m. (ET).

Webinar speakers include:

- Jennifer Zelmer, President & CEO, CFHI
- Paul L'Archevêque, Dirigeant de l'innovation au Ministère de la Santé et des Services sociaux
- Erik Sande, President, Medavie Health Services

Register today



Channels: Newsletters

How many things could be improved on this newsletter?

- A) Between 1 - 3
- B) Between 5 - 8
- C) 10+



December 2010

MEDIA LESSONS

Mrs. Powell's classes came in last month to work on a weather project. First students were taught how to use Photo Story. Then students picked a topic from their weather unit. They found related pictures and included relevant information. Finally, they added motion and background music to create some fantastic movies. Check out Kalli's finished project: [Hurricanes](#)



STAFF DEVELOPMENT

I worked with teachers this month showing my top pics for free online Web 2.0 tools. Web 2.0 refers to websites that encourage user interaction. The favorites of those attending include [Easy Define](#), [Map Wing](#), [Marvel Squad](#), [Comic Creator](#), [Wordle](#), and [Youblisher](#). Check out these and many more free Web 2.0 tools at <http://tinyurl.com/free-web2-0>



HAPPY HOLIDAYS

The links listed below are educational websites and activities for the holidays.

- [K6 Educator](#)
- [Education World](#)
- [Family Education](#)
- [Awesome Library](#)



The WJMS Book Club will meet Thurs. Dec. 2nd until 4:30 to discuss [The Crossbones](#).



LITERARY BIRTHDAYS:



Joseph Conrad	December 3
Links & Lesson Plan	
James Thurber	December 8
Joel Chandler Harris	December 9
Emily Dickinson	December 10
Jane Austen	December 16
Edwin Arlington Robinson	December 22
Rudyard Kipling	December 30

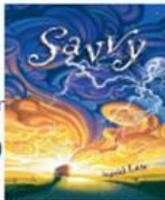
SCHOLASTIC

The Scholastic Book Fair is scheduled for Monday, December 6th through Tuesday, December 14th. Stop by and purchase items for the people on your Christmas list while helping to supporting the library.



SAVVY

INGRID LAW



The Beaumonts are an unusual family. On their 13th birthdays (and sometimes before then) each family member gets their savvy -- an unpredictable special ability that runs in their family. One of Mibs's brothers causes storms and another generates electricity, and neither is able to control his savvy too well yet. Now Mibs is about to turn thirteen, and they all wonder what her savvy will be. But just before her birthday, her father is in a car accident, and now lies in a coma in the hospital. And Mibs just hopes that whatever her savvy is, it will be something that can save him.



Channels: Newsletters

- Do: Tailor based on your audience.
- Do: Make it visually appealing (easy to do with so many templates).
- Don't: Get carried away by font/design options.
- Do: Remember if all else fails – it's text.
- Don't: Send your whole website.





Storyboards

#



SPACE EXES

PIGS IN SPACE: EFFECT OF ZERO GRAVITY AND AD LIBITUM FEEDING ON WEIGHT GAIN IN CAVIA PORCELLUS

Colin B. Purrington

6673 College Avenue, Swarthmore, PA 19081 USA

ABSTRACT:

One ignored benefit of space travel is a potential elimination of obesity, a chronic problem for a growing majority in many parts of the world. In theory, when an individual is in a condition of zero gravity, weight is eliminated. Indeed, in space one could conceivably follow ad libitum feeding and never even gain an gram, and the only side effect would be the need to upgrade one's stretchy pants("exercise pants"). But because many diet schemes start as very good theories only to be found to be rather harmful, we tested our predictions with a long-term experiment in a colony of Guinea pigs (*Cavia porcellus*) maintained on the International Space Station. Individuals were housed separately and given unlimited amounts of high-calorie food pellets. Fresh fruits and vegetables were not available in space so were not offered. Every 30 days, each Guinea pig was weighed. After 5 years, we found that individuals, on average, weighed nothing. In addition to weighing nothing, no weight appeared to be gained over the duration of the protocol. If space continues to be gravity-free, and we believe that assumption is sound, we believe that sending the overweight — and those at risk for overweight — to space would be a lasting cure.

INTRODUCTION:

The current obesity epidemic started in the early 1960s with the invention and proliferation of elastane and related stretchy fibers, which released wearers from the rigid constraints of clothes and permitted monthly weight gain without the need to buy new outfits. Indeed, exercise today for hundreds of million people involve only the act of wearing stretchy pants in public, presumably because the constrictive pressure forces fat molecules to adopt a more compact tertiary structure (Xavier 1965).

Luckily, at the same time that fabrics became stretchy, the race to the moon between the United States and Russia yielded a useful fact: gravity in outer space is minimal to nonexistent. When gravity is zero, objects cease to have weight. Indeed, early astronauts and cosmonauts had to secure themselves to their ships with seat belts and sticky boots. The potential application to weight loss was noted immediately, but at the time travel to space was prohibitively expensive and thus the issue was not seriously pursued. Now, however, multiple companies are developing cheap extra-orbital travel options for normal consumers, and potential travelers are also creating news ways to pay for products and services that they cannot actually afford. Together, these factors open the possibility that moving to space could cure overweight syndrome quickly and permanently for a large number of humans.

We studied this potential by following weight gain in Guinea pigs, known on Earth as fond of ad libitum feeding. Guinea pigs were long envisioned to be the "Guinea pigs" of space research, too, so they seemed like the obvious choice. Studies on humans are of course desirable, but we feel this current study will be critical in acquiring the attention of granting agencies.

MATERIALS AND METHODS:

One hundred male and one hundred female Guinea pigs (*Cavia porcellus*) were transported to the International Space Laboratory in 2010. Each pig was housed separately and deprived of exercise wheels and fresh fruits and vegetables for 48 months. Each month, pigs were individually weighed by duct-taping them to an electronic balance sensitive to 0.0001 grams. Back on Earth, an identical cohort was similarly maintained and weighed. Data was analyzed by statistics.

RESULTS:

Mean weight of pigs in space was 0.0000 +/- 0.0002 g. Some individuals weighed less than zero, some more, but these variations were due to reaction to the duct tape, we believe, which caused them to be alarmed push briefly against the force plate in the balance. Individuals on the Earth, the control cohort, gained about 240 g/month ($p = 0.0002$). Males and females gained a similar amount of weight on Earth (no main effect of sex), and size at any point during the study was related to starting size (which was used as a covariate in the ANCOVA). Both Earth and space pigs developed substantial dewlaps (double chins) and were lethargic at the conclusion of the study.

CONCLUSIONS:

Our view that weight and weight gain would be zero in space was confirmed. Although we have not replicated this experiment on larger animals or primates, we are confident that our result would be mirrored in other model organisms. We are currently in the process of obtaining necessary human trial permissions, and should have our planned experiment initiated within 80 years, pending expedited review by local and Federal IRBs.

ACKNOWLEDGEMENTS:

I am grateful for generous support from the National Research Foundation, Black Hole Diet Plans, and the High Fructose Sugar Association. Transport flights were funded by SPACE-EXES, the consortium of wives divorced from insanely wealthy space-flight startups. I am also grateful for comments on early drafts by Mañana Athletic Club, Corpus Christi, USA. Finally, sincere thanks to the Cuy Foundation for generously donating animal care after the conclusion of the study.

LITERATURE CITED:

NASA. 1982. Project STS-XX: Guinea Pigs. Leaked internal memo.
Sekulić, S.R., D. D. Lukač, and N. M. Naumović. 2005. The Fetus Cannot Exercise Like An Astronaut: Gravity Loading Is Necessary For The Physiological Development During Second Half Of Pregnancy. Medical Hypotheses. 64:221-228
Xavier, M. 1965. Elastane Purchases Accelerate Weight Gain In Case-control Study. Journal of Obesity. 2:23-40.

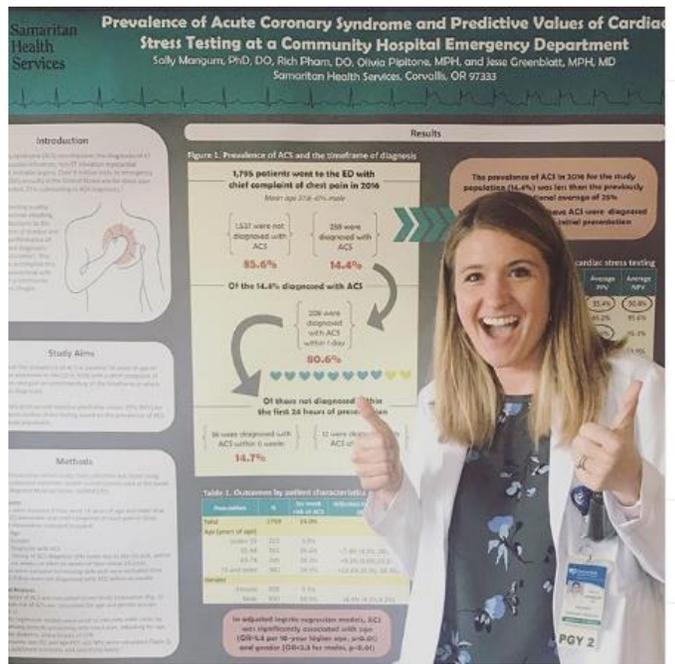




Channels: Storyboards



courageings @courageings · Jul 10
Hey twitter friends not at #ISDM2019! If I didn't get a chance to take a photo of a poster you were requesting, maybe you might find it in @rb33canada's thread!



drsallymangum • Follow
Oregon

b1w

ktddidthat Loved your poster!!
60w 1 like Reply

claudiaocchiptini ❤️🥰❤️!
60w 1 like Reply

progressivespine 🙌
60w 1 like Reply

yogainternships love this! 🍷
60w 1 like Reply

woffyshine Beautiful work mood
54w Reply

122 likes
MAY 11, 2018

Add a comment... Post

RB33 @rb33canada · Jul 10
Last day at International SHARED DECISION Making Conference #ISDM2019 @LavalUniversity in Quebec City

Just sharing some of the many posters from committed researchers and patients working in #SDM internationally. I didn't get to photo all of them and this is probably half 1/10

Show this thread



4 likes



Channels: Storyboards



Visual and UX design principles can improve the effectiveness of Morrison's Better Poster and poster presentations

Derek B. Crowe¹, Melanie Rogala³, S.P. Margolis^{1,2}, Luke H. Shaw^{1,3}, David Sanchez², Sarah Rutherford², Amber V. Odhner²

¹ University of Rochester, Rochester, NY
² Karlsruhe University, Ehrenrang, Gethen
³ College at the Bog of Eternal Stench, Labyrinth

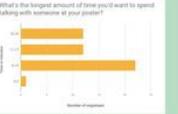
Correspondence: derek_crowe@urmc.rochester.edu



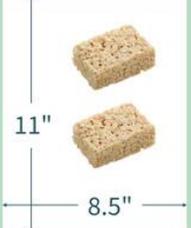


Let's choose a design that considers the preferences of presenters and audience members at poster sessions

What's the largest amount of time you'd want to spend talking with someone at your poster?



11" x 8.5"



10/20

Highlights

- A well-crafted message is more important than any layout design.
- Visual design strategies can be employed to incorporate lessons from Morrison's Better Poster without sacrificing valuable poster space.
- Posters are performances and audience members should have a voice in their experience.
- All academic disciplines can help us approach our world with curiosity.

Summary

Mike Morrison's better poster style encourages scientists to distill their message, a critical step in creating effective posters. Dramatic physical layout constraints are the primary mechanism employed to help users consolidate their story, though this strategy costs a significant portion of the available poster space. Principles of visual design can guide users to achieve the same effective communication as intended by Morrison without sacrificing valuable real estate, as demonstrated here in a series of better poster layouts. These designs also incorporate user experience (UX) considerations of realistic time and social expectations during audience interactions at poster presentations. Multiple variations are offered in attempt to accommodate a wide variety of preferences and use cases. Also they're just some free powerpoint templates on a website you monitor can do whatever you want with them.

Methods

Mix it up. Sprinkle in some text in this space too, just give it space. Don't be afraid to play. Get messy, make mistakes, I can come up with a bunch more Magic School Bus-themed design clichés to fill this space, but that's what placeholder text is for. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Conclusion

Please use this whole space however you see fit. The white borders are modular; move them around according to your specific situation. Nothing is set in stone, but try to keep elements on a grid and maintain a bunch of space around them. Don't be afraid of some empty space - the content should dictate the form. I've said everything I need to say. And there some. So whatever, leave it empty.

Chicken chicken chicken/chicken (chicken)



Funding and Citations

I am just dyppling to see what grants you're on. While you're at it, can you do a quick google image search for a few pweated legs? Points if I can't read them. And would you mind just pasting some citations in here too? I'm definitely going to look them up later and I prefer searching by DOI over title.

J Pers Soc Psychol. 2011 Dec;101(6):1239-52. doi: 10.1037/a0024508. Epub 2011 Jul 4.
 Nat Commun. 2011 Feb 22;2(3):303. doi: 10.1038/ncomms1198.
 Sci STKE. 2004 Apr 26;2004(230):RE6.

Chicken Chicken Chicken: Chicken Chicken, Doug Zongker University of Washington





Channels: Storyboards

- Do: Give visual cues to stress important information.
- Don't: Use more than three fonts in a layout.
- Do: Embrace white space.
- Don't: Make lines too short or too long.
- Do: Convey emotion with colour and fonts.
- Do: Use colour wisely and follow a scheme.





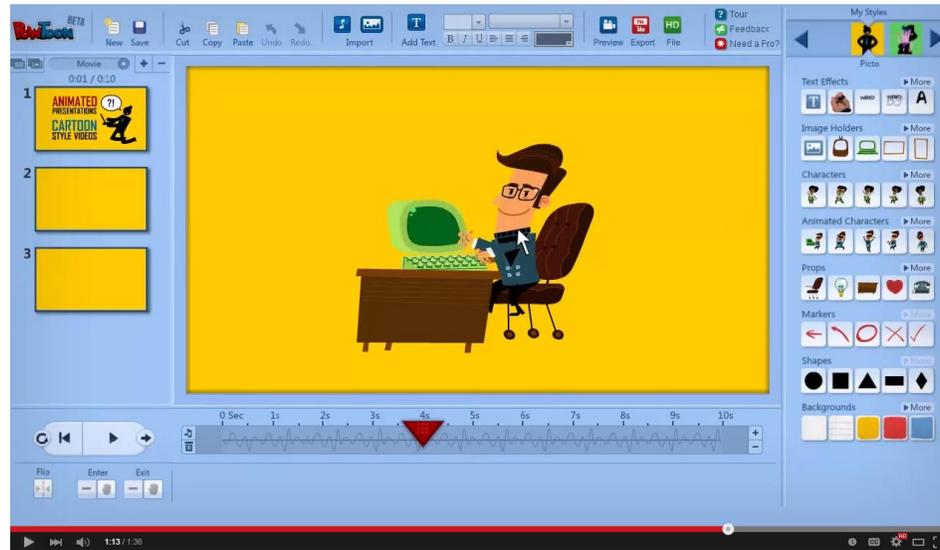
Tools & Analytics



Video Tools

Some tools for videos:

- Powtoon
- VideoScribe
- Scratch
- Animoto
- YouTube
- Inshot
- iMovie



iMovie ⁴⁺
Turn videos into movie magic
[Apple](#)

#10 in Photo & Video
★★★★☆ 1.5K Ratings
Free



InShot Video Editor Music, Cut
Simple & Powerful
[InstaShot Inc.](#)

#20 in Photo & Video
★★★★★ 4.8, 184.2K Ratings
Free · Offers In-App Purchases

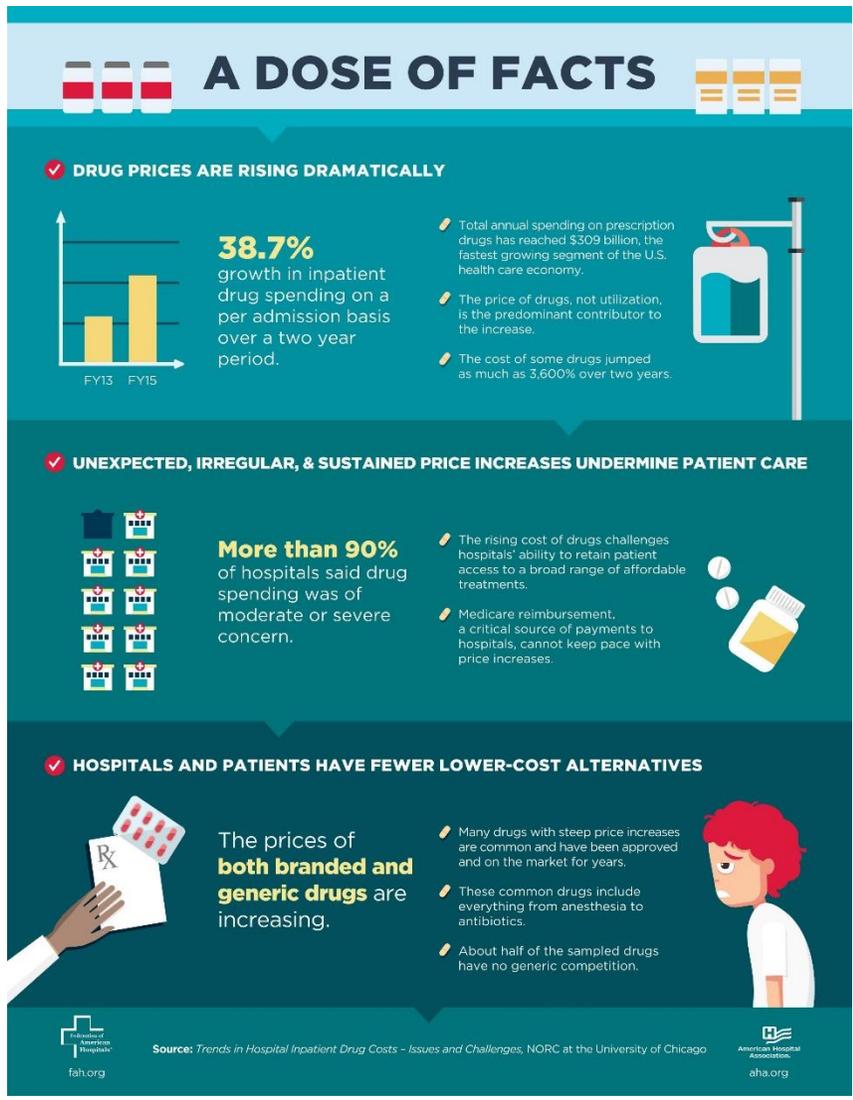
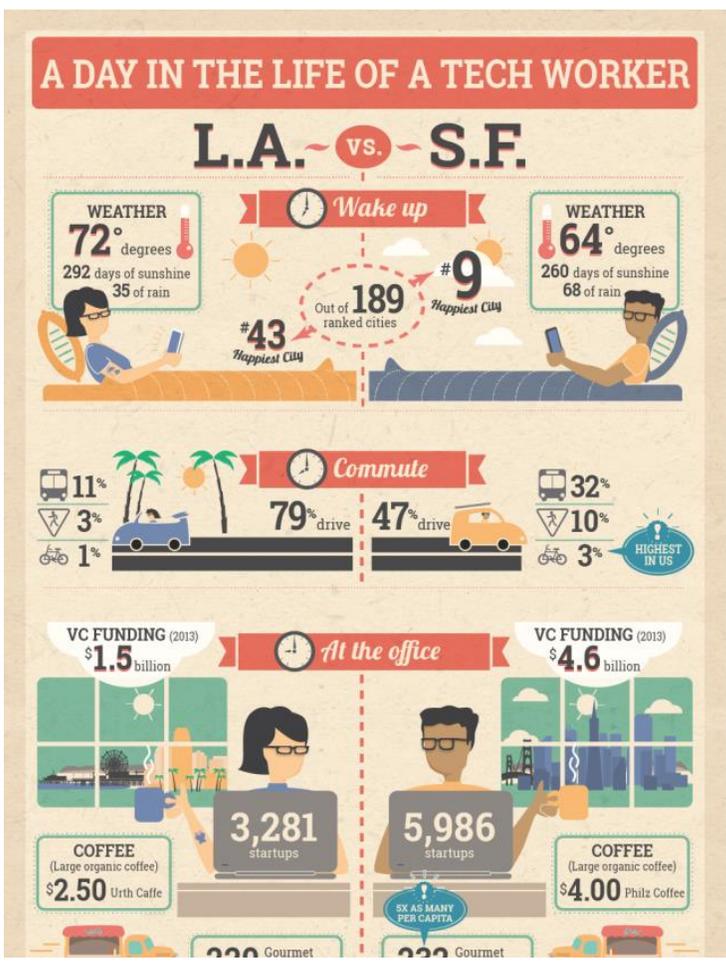


Clips ⁴⁺
Say it with video
[Apple](#)

#156 in Photo & Video
★★★★☆ 3.4, 601 Ratings
Free



Graphics Tools





Graphics Tools

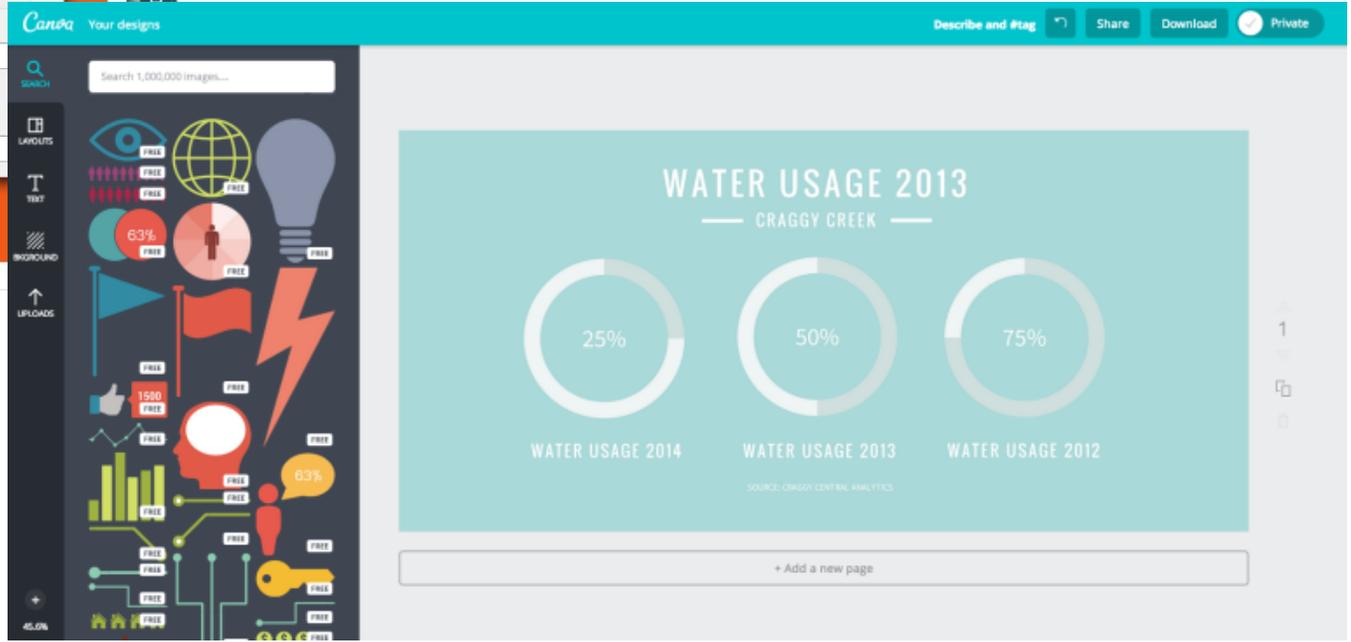
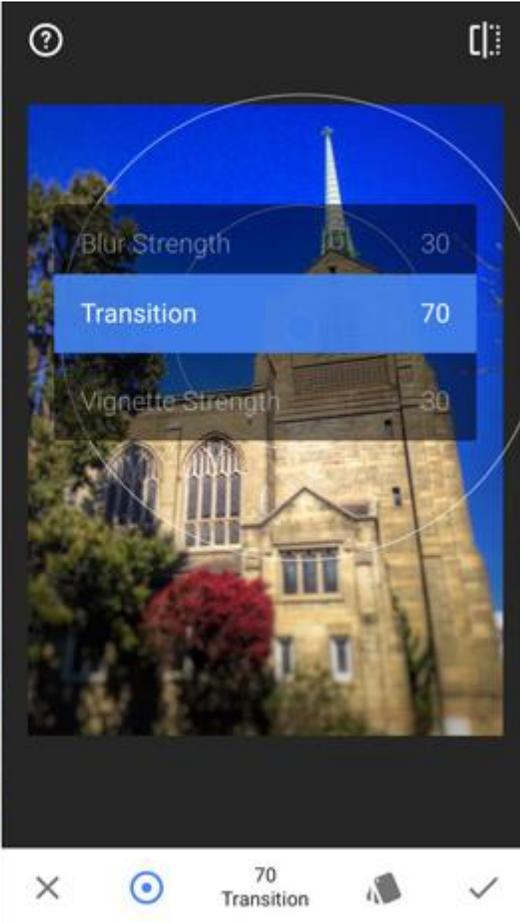
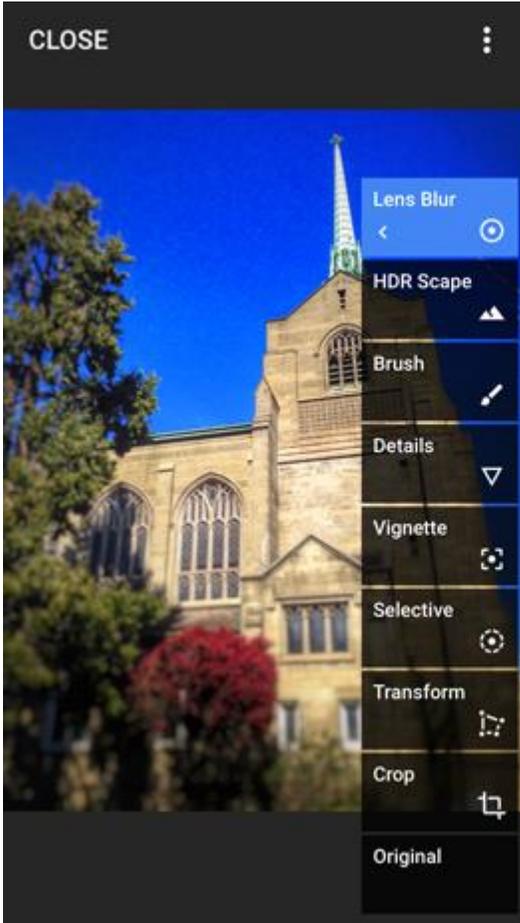
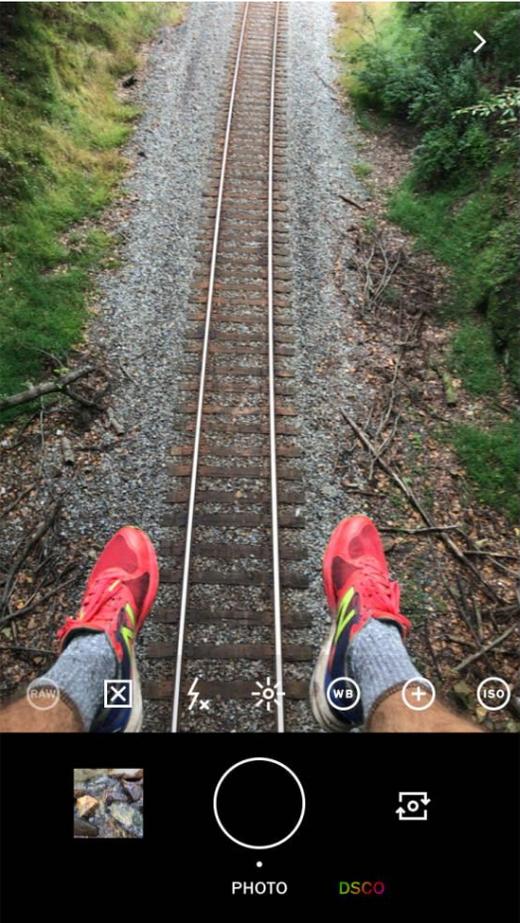


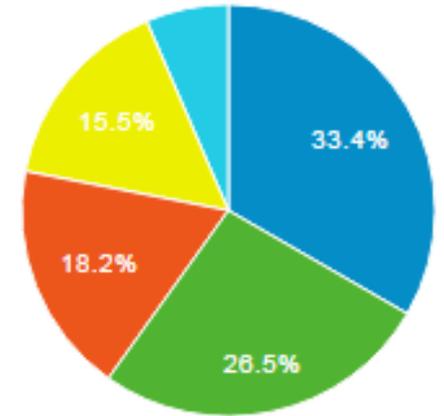


Photo Editing Tools





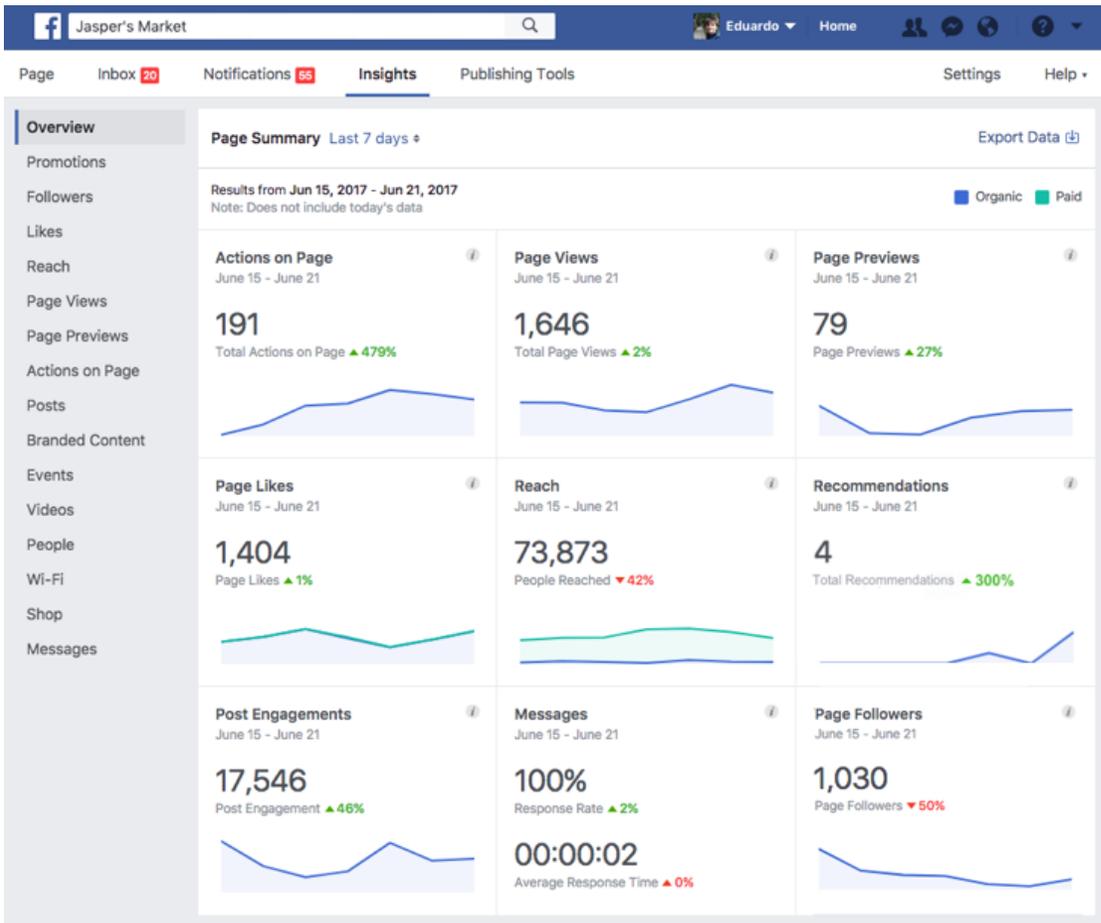
Digital Analytics



- Organic Search
- Social
- Email
- Direct
- Referral



Digital Analytics



Your 5 Most Recent Posts

Legend: Reach: Organic / Paid (orange), Post Clicks (blue), Reactions, Comments & Shares (red)

Published	Post	Type	Targeting	Reach	Engagement	Promote
01/26/2018 12:19 pm	The #bobhairstyle is classic and timeless, and it's one of the	Image	Global	113	3 0	Boost Post
01/22/2018 3:28 pm	You don't need to have lots of #hair to have numerous	Image	Global	657	15 1	Boost Post
01/07/2018 11:53 am	We hear it all the time...if you have #curlyhair, you want	Image	Global	229	4 2	Boost Post
01/04/2018 4:44 pm	Why tame your #hair? You were born with beautiful locks. Get	Image	Global	678	13 5	Boost Post
12/23/2017 7:13 pm	Who says you can't be cute and trendy? Check out some of these	Image	Global	914	8 2	Boost Post

[See All Posts](#)





Digital Analytics

Tweet activity Export data

Your Tweets earned **50.5K impressions** over the last 28 days
That's **no change in impressions** from the previous 28-day period

YOUR TWEETS
So far today, your Tweets have earned **902 impressions**. This is lower than your 28-day average of 1.8K impressions per day.

Engagements
Showing last 28 days with daily frequency
ENGAGEMENT RATE: **0.9%** (Today: **1.4% engagement rate**)

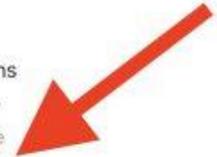
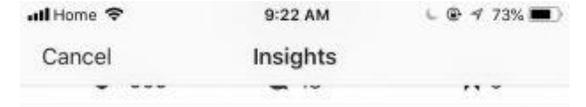
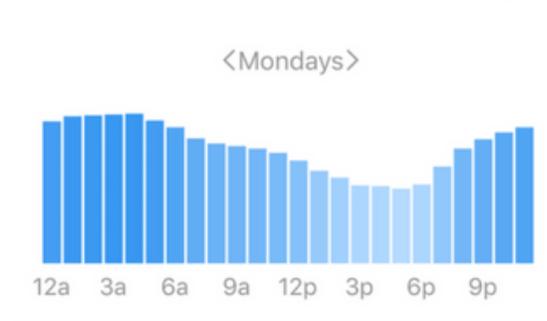
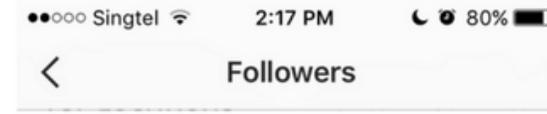
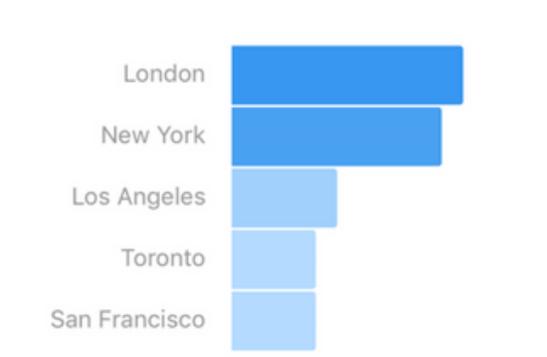
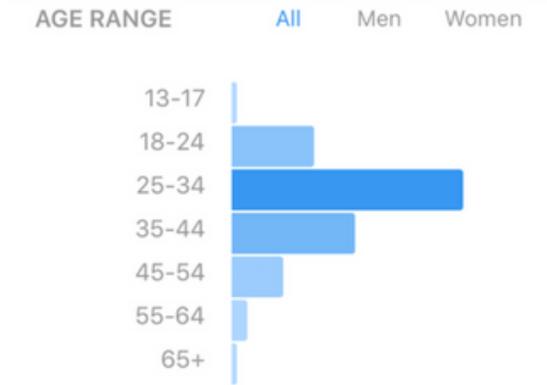
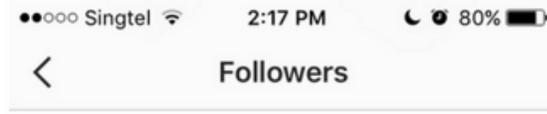
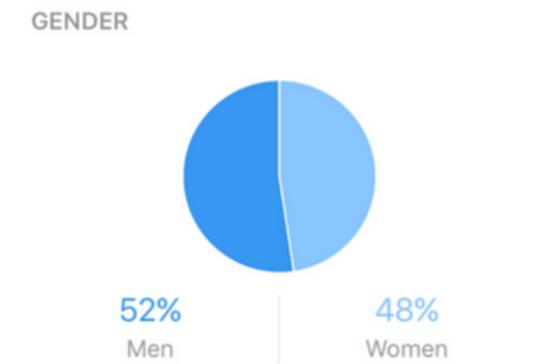
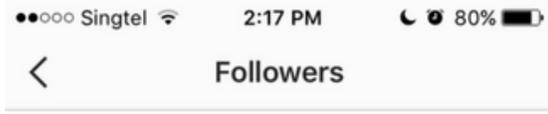
LINK CLICKS
210 (Today: **2 link clicks**)

Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
AJ Kohn @ajkohn · Aug 8 Reading: Gardens, Not Graves bit.ly/1ljQID (Tending to your chronological content. Ugh! I need to do this.) #content #blogging			616	10	1.6%
AJ Kohn @ajkohn · Aug 8 Saving: How We Read bit.ly/1lilBcy (I absolutely adore this piece. Awesome information here.) #ux #readability			619	17	2.7%
AJ Kohn @ajkohn · Aug 8 Reading: Decoding the Google Answer Box Algorithm bit.ly/1r0kzNO (Not decoded really but good observational data here.) #seo			992	17	1.7%





Digital Analytics





Digital Analytics



Jun 2017 - 30 days

TWEET HIGHLIGHTS

Top Tweet earned 5,387 impressions
 It's **#WMTY17!** Are you having a conversation about what matters today? We'd love to hear about it!
pic.twitter.com/w7GmncxT18

WHAT MATTERS TO YOU?
 Share your experience with having a 'what matters to you' conversation?
IT'S TODAY! **#WMTY17**

Retweets: 29, Likes: 13

[View Tweet activity](#) [View all Tweet activity](#)

Top mention earned 1,399 engagements

Helen Bevan
 @helenbevan - Jun 9

Mindshift: a free book of 28 activities to use with teams, innovators & change agents
mindshift.bcpsqc.ca/wp-content/upl...
 Brilliantly curated by **@BCPSQC**
pic.twitter.com/3g4IVrfMLH

Campfire				
Counting Together	🌸			🌿
Flame Throwing		🌸		
Fresh Perspectives			🌸	
Mrs Jackson			🌸	
Interactive Biz			🌸	
Just Listen		🌸		🌿
Kill the Elephant			🌸	
Lots and Lots	🌸			
Make a Team With...	🌸	🌸		🌿
Method 101			🌸	
MindShift			🌸	

Retweets: 101, Likes: 154

JUN 2017 SUMMARY

Tweets	131	Tweet impressions	109K
Profile visits	2,783	Mentions	267
New followers	68		



Analytics

- Make it meaningful.
- Numbers are important, but fill in the story.
- Don't wait until the end!
- Don't be too hard on yourself.





Questions?





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