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AND  
ADVOCACY  
SUMMIT**  
**LEAD. ENGAGE. INSPIRE.**

# Supercharge Member Engagement with AAPA Resources and Social Media Best Practices

## Disclosures

Paulette Bleam: No relevant relationships with ineligible companies to disclose within the past 24 months (or list disclosures here)

Aimee Brierly: No relevant relationships with ineligible companies to disclose within the past 24 months (or list disclosures here)

# Introduction



**Paulette Bleam**

Director of Social Media  
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**Aimee Brierly**

Director of Internal Communications,  
Interim Vice President  
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## Description

- Discover how to turn data into dynamic action, demonstrate PA value, and drive real change via social media channels.
- Explore nationwide survey data co-released by AAPA and the Harris Poll.
- Unveil pivotal data points that fuel the very heart of the PA mission: enhancing patient access to quality care.

## Learning Objectives

- Drive heightened engagement among CO members on social media.
- Attract new followers and reach target audiences by incorporating key data and AAPA resources
- Amplify your CO's mission and demonstrate PA value by elevating the power of social media and identifying key activation moments
- Bolster your role as a patient advocate by using new public opinion research conducted by the Harris Poll on behalf of AAPA

# Agenda

- Understanding the Social Media Landscape
- The Role of Social Media in Advocacy
- Strengthening Advocacy Efforts Through Data
- AAPA - The Harris Poll: Public Opinion Research
  - Best Practices and Considerations
  - Call to Action & Discussion

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# Understanding the Social Media Landscape

# The Power of Social Media

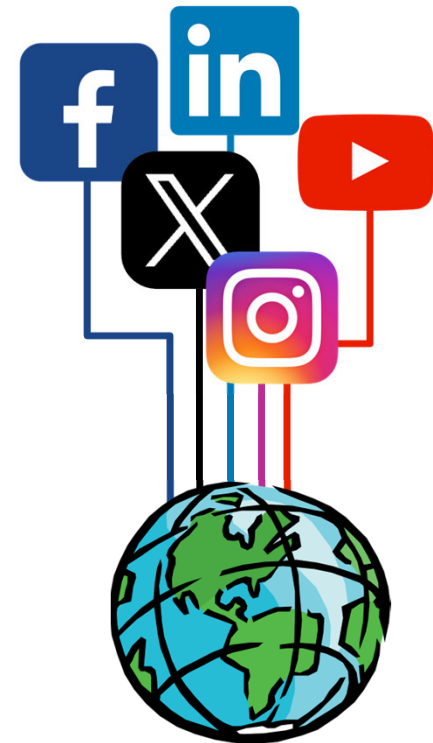
**4.8 billion social media users worldwide** as of January 2023

The average person will spend **5.7 years\*** on social media

\*If they join from the age of 16+ to the average life expectancy of 70

## The average social media user:

- Spends almost **2.5 hours** on average every day using social media
- Uses **7.2 different social platforms** every month





# Amplify Your Message & Extend Your Reach

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*Leverage social media to connect with legislators and other PA advocates*

## Tailor content for different platforms

- **X** (previously Twitter) for reaching legislators/media with concise messaging
- **Facebook** for features and member engagement
- **Instagram** for visual storytelling
- **LinkedIn** for thought leadership and networking

## Utilize social media's unique features to maximize engagement:

- Share pictures and/or video reels
- Tag individuals/organizations
- Use hashtags
- Capitalize on trends

**AAPA** American Academy of Physician Associates @AAPAorg · Jun 15 · ...  
Thank you to Nevada Governor @JoeLombardoNV for signing bill AB364 into law! This new law revises the Nevada State Board of Medical Examiners to include PA representation. Congratulations, @Nevada\_PAs!  
🔗 [bit.ly/441ETSh](https://bit.ly/441ETSh) #PAsGoBeyond



**colorado\_pas** Thank you to everyone who came to testify in support of SB 23-083 during the Public and Behavioral Health and Human Services Committee hearing of the Colorado House of Representatives.

Through the effort of our bill sponsors, lobbyists and government affairs team we have once again moved this bill closer by passing UNANIMOUSLY 11-0 tonight.

We still NEED YOU! Please consider calling your Reps and helping this bill have strong support in the full House soon!!

#pasgobeyond #legislation #thepawillseeyounow #colorado @aapaorg



# in LinkedIn: The “Professional” Platform

More than **61 million companies** on LinkedIn


- **2.7 million companies** post on LinkedIn every week
- **"Less is more"** due to posts having a longer shelf life on LinkedIn - post less than 7x/week
- **Posts with images see 2x higher comment rates**



## Facebook: The “Pay to Play” Platform

The leading social network with **2.9 billion monthly active users**

- Most popular social platform with the highest potential ad reach - estimated **2.08 billion** people
- The average Facebook (business) Page posts **1.7 times per day**.
  - More than half (52.5%) have links attached

 American Academy of Physician Associates  
Published by Hootsuite · August 13 at 1:35 PM · ...

Major Marc Latta, DHSc, PA-C has pivoted several times in his career, from cardiac surgery to teaching to aviation medicine. Now, he's focused on transforming the lives of Black men through an organization that offers support and community. <https://bit.ly/3y4Zlne>



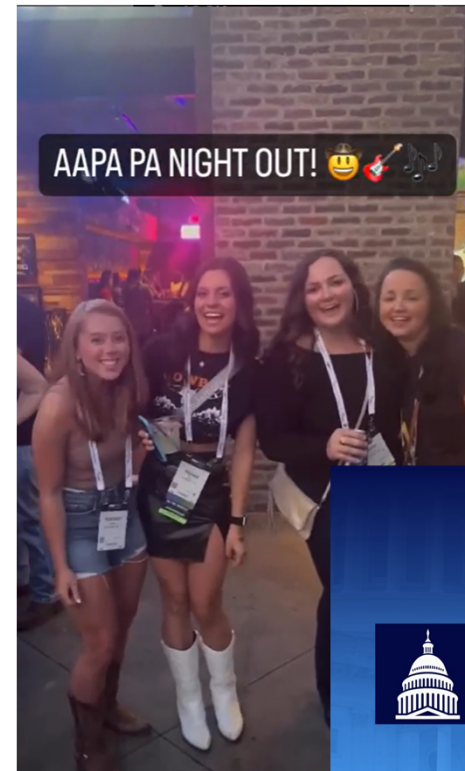
## Instagram: The “Visual” Platform

Over **2.35 billion monthly active** users.

The platform is estimated to reach **over 2.5 billion by the end of 2023.**

- **Video Reels see the best ROI** for expanding reach
  - Users reshare video reels **1 billion times a day** through direct messages

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**AAPA**  
American Academy of  
Physician Assistants

# X (Previously Twitter): The “Breaking News” Platform

X currently has **~450 million monthly active users**

- The most popular social media site for news
- Tweets with **hashtags get 100% more engagement**
- Fast paced – at least 4-6 posts daily (~ every 18 minutes)



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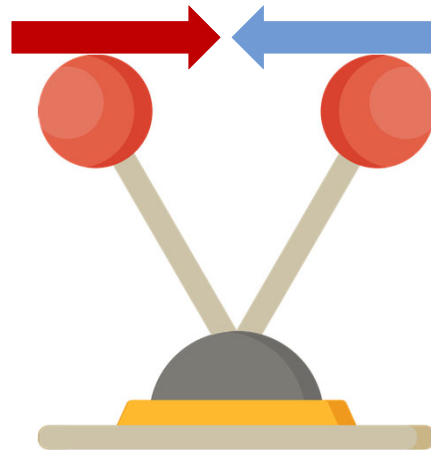
# Role of Social Media in Advocacy: A Case Study

# Social Media: a Push/Pull Lever

**PUSH MESSAGES:** Motivate lawmakers, policymakers and advocates to take action

- Generate awareness – use visually engaging materials to attract attention and make it hard to ignore
- Inform audiences about key issues and demonstrate impact

**GOAL:** Draw attention to the urgent need for action on advocacy priorities and efforts



**PULL MESSAGES:** Unify supporters and various audiences through collective action and voice.

- Use messages that show widespread support and highlight grassroots activism
- Share content relevant to lawmakers' interests – demonstrate shared priorities and investment in issues

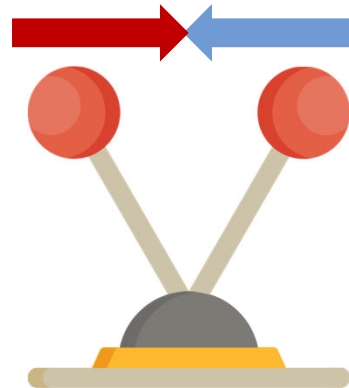
**GOAL:** Cultivate community and amplify collective voice

# Case Study: World Wildlife Fund

*Protects wildlife and endangered species*

**PUSH** out timely information to audience

**PULL** audience inward with a call to action



wwf\_act 13w

A major solution to the crisis of plastic pollution is on the horizon: a global treaty that country leaders are gathering to negotiate on in two weeks for the second International Negotiating Committee meeting (INC-2). Leaders will be discussing the specific measures that the treaty must include before the first draft of the text is developed later this year. WWF has issued specific recommendations for how to make the treaty strong and successful. Amplify our call! Sign our petition through the link in our bio and help us get to 30K signatures before the start of the meeting. #NoPlasticPollution



# Case Study: Save the Children

Global leaders in child health, education and protection

**PUSH** messages that raise awareness around key issues



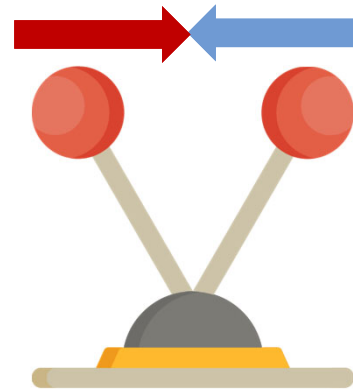
**5 WAYS CHILDREN ARE IMPACTED BY HEATWAVES**

Save the Children

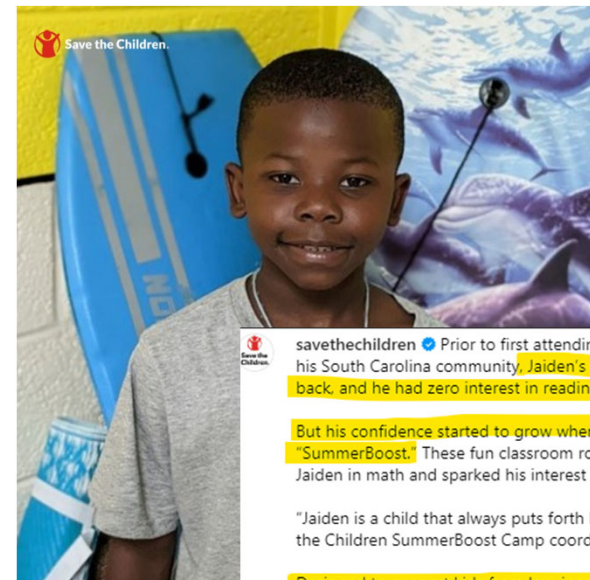


savethechildren As temperatures soar around the world and heat waves become more frequent, children are being put at risk.

The climate crisis is a child rights crisis. And we need immediate action to protect children's futures.



**PULL** engagement through impactful stories



savethechildren Prior to first attending the camp last year in his South Carolina community, Jaiden's learning had been held back, and he had zero interest in reading.

But his confidence started to grow when he got to participate in "SummerBoost." These fun classroom rotations encouraged Jaiden in math and sparked his interest in fiction.

"Jaiden is a child that always puts forth his best effort," says Save the Children SummerBoost Camp coordinator, Pam.

Designed to support kids from low-income, rural communities who normally fall behind during break, SummerBoost has helped launch Jaiden ahead!

"He likes seeing his reading level increase," says Pam. "He now scores 81% above kids his age — he's operating at a 4th grade level."

How amazing! Great job, Jaiden.

#MakeSummerFair #BackToSchool #Math #Reading #Literacy

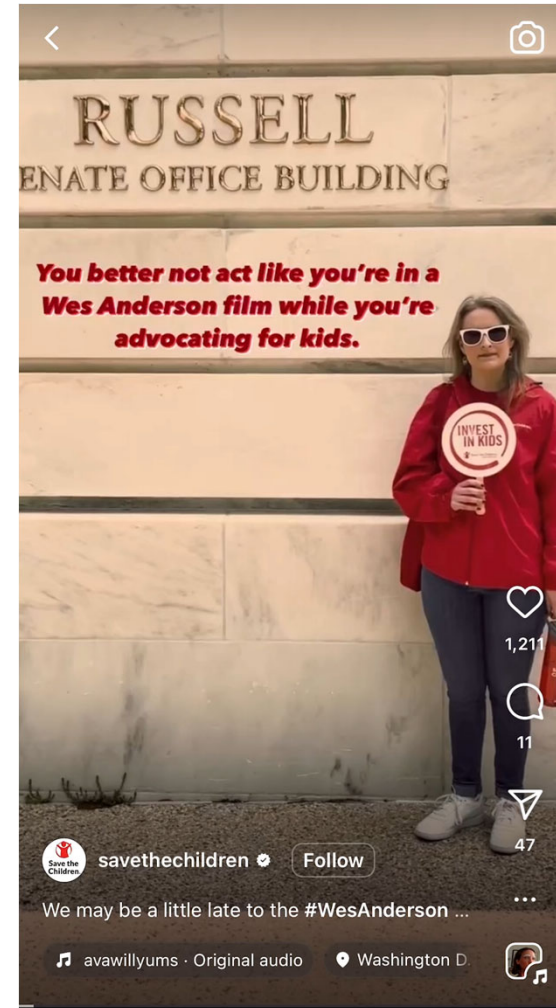
# Case Study: Save the Children

Global leaders in child health, education and protection

Capitalizing on social media trends to amplify messaging (**PUSH**) and maximize engagement (**PULL**)



Barbie movie meme template

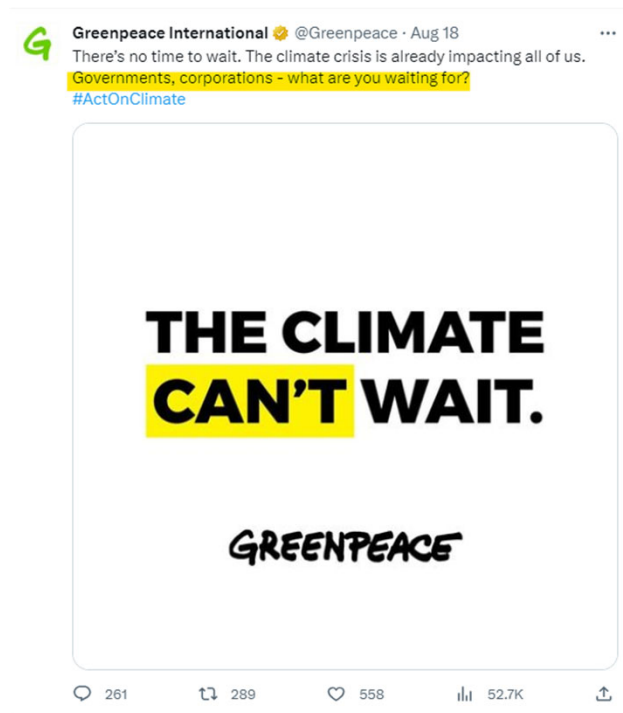
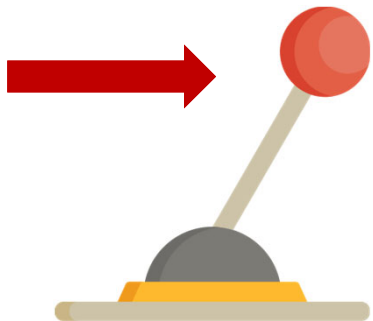


Wes Anderson movie Instagram reel/TikTok trend

# Case Study: Greenpeace

Promotes sustainable solutions for environmental problems

**PUSH** direct messages to lawmakers/target audiences



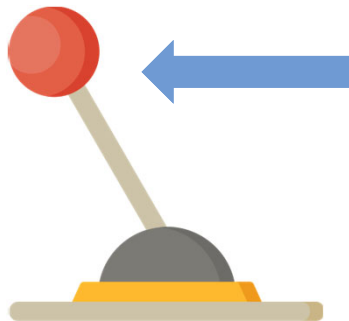
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# Case Study: Greenpeace

*Promotes sustainable solutions for environmental problems*

**PULL** by highlighting grassroots activism and mobilizing collective action



## VICTORY



Sixteen young plaintiffs alleged the Montana state government violated their right to a healthy environment **AND WON**



greenpeace GLOBAL CLIMATE STRIKE FRIDAY SEPTEMBER 15

Join the different protests, mobilisations, demonstrations, and more happening in your country! Go to the link in our bio to find the nearest action near you and strike for climate justice 🌱

Lucía Alejandra Prieto

2d

# AAPA Case Study: HR6087

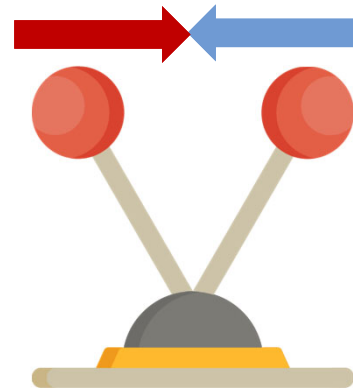
*Improving Access to Workers' Compensation for Injured Federal Workers*

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**PUSH** audience to take action and support legislation



♡ aapaorg Advocacy action needed! AAPA calls on PAs to voice support for two bills recently reintroduced in the new Congress: the Improving Access to Workers' Compensation for Injured Federal Workers Act (S. 131/H.R. 618), and the Promoting Access to Diabetic Shoes Act (S. 260/H.R. 704). Link in bio!



**PULL** audience together to engage and celebrate important legislative victory



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# Strengthening Advocacy Efforts Through Data

# Demonstrating Impact



## Cost of Home: 4 years

The collective advocacy efforts of 400+ state and local Habitat organizations have helped 6.6 million people gain increased access to home affordability and stability.



“It was very exciting, and glad to take the keys. Like, finally! Everything is done. We were very happy, dancing, and everything. I mean, it’s a big dream for us.”

Shamsa, Habitat homeowner



# Furthering Advocacy Efforts




 **The Commonwealth Fund** 22,879 followers 13h •  [+ Follow](#) 

It's no secret that the U.S. health system needs reforming. But some states are performing better than others in the health care sector.

Learn what some are doing right, and what others are doing wrong, in the 2023 state scorecard.  
<https://buff.ly/3pam80p>




**2023 Scorecard on State Health System Performance**  
commonwealthfund.org • 2 min read

 **The Commonwealth Fund** 22,879 followers 1d •  [+ Follow](#) 

Compared to other high-income countries, rural Americans are significantly more likely to struggle to pay medical bills and skip needed care due to costs.

See here for lessons the U.S. can glean from other countries to advance [#healthequity](#).



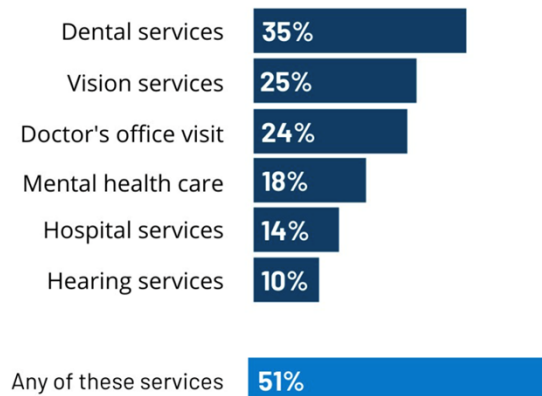
**Rural Americans Struggle with Medical Bills and Health Care Affordability**  
commonwealthfund.org • 1 min read



# Harnessing the Power of Public Opinion

## Half of Adults Have Put Off Medical Care in the Past Year Due to Costs

Percent who say they delayed or went without any of the following because of costs:



Source: KFF Health Tracking Poll (March 15-22, 2022)

**KFF**

## STAT OF THE WEEK

# 61%

61% of parents of teenagers say their child has been vaccinated against COVID-19, up from 49% in November.

SOURCE: KFF COVID-19 Vaccine Monitor (January 11-23, 2022)

**KFF**



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# AAPA-Harris Poll Public Opinion Research



**The Harris Poll**

Harris Insights & Analytics LLC, A Stagwell Company

# Project Summary



National Quantitative Survey: 2,500 respondents



10 Qualitative Patient Interviews



Oversampling 10 States

California, Florida, Massachusetts, North Carolina, Oklahoma, South Dakota, Tennessee, Texas, Virginia, Washington

## Goals and Objectives

- Showcase the **value PAs bring to healthcare teams** and their positive impact on health outcomes.
- **Shine a light on unresolved healthcare workforce and access issues.**
- **Increase AAPA's share of voice and credibility** with the media and thought/opinion leaders.
- **Leverage public sentiment to increase the urgency for short- and long-term** policy solutions that support the PA profession, improve quality of care, and eliminate access barriers.
- **Develop and refine current messaging** to refute common opposition narratives.



## Survey Areas of Exploration

- **Perceptions Experiences**

- Views of the U.S. Healthcare System/Report Card/Not Meeting Need

- **Barriers and Pain Points As It Relates to:**

- Accessing, Coordinating, and Affording Care

- **Receiving Care:**

- How and Why is Care Delayed
- Understanding Patient-Provider Interactions/Importance of Building Trust
- Importance of Primary Care

- **PA Role**

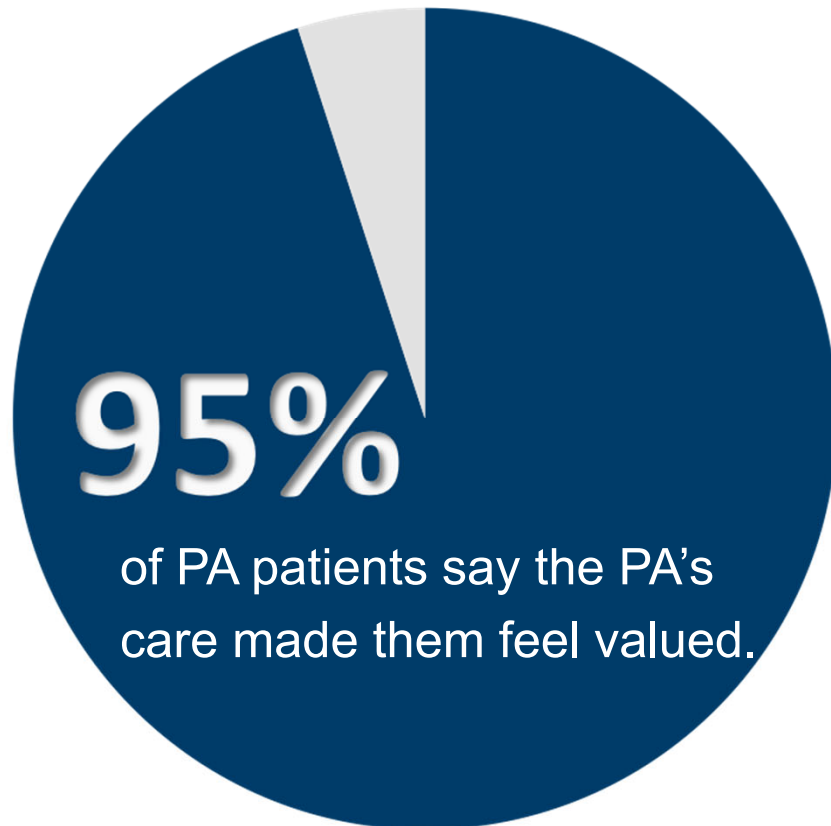
- Experiences with PA Care/Outlook for the Future of Care
- Support for PA Law Changes

# Patients' Experience in the Healthcare System

- **Nearly 3 in 4 (73%)** of U.S. adults say the **healthcare system fails** to meet their needs in some way.
- **More than two-thirds (68%)** are concerned that healthcare workforce **shortages will impact them** as a patient.
- Adults spend the equivalent of an entire **8-hour workday** each month coordinating care



## The Value of PAs



- 91% say PAs provide safe and effective care.
- 90% say PAs increase access to care/make it easier to get a medical appointment.
- 89% say PAs improve patient outcomes.
- 79% rate the medical care they received from a PA in the past 12 months as good or excellent.



## Majorities see PAs as key to fixing the system



# 9 in 10

Americans agree PAs are part of the solution to the shortage of healthcare providers

“I’m able to see [PAs] very quickly as opposed to my doctor. The access is really good. [PAs] are **attentive, thorough, friendly, and accessible**” – Female, 65+

# Data Reinforces Key Messages

## Patient-PA relationships improve healthcare

- Patients with a relationship with a PA are **more likely to give their healthcare an "A" grade** compared to those without a PA relationship (37% vs. 26%)
- Among those seen by a PA, **89% believe** PAs improve health outcomes, while **88% say** PAs improve the quality of healthcare.

## PAs are essential to the future of patient-centered, team-based healthcare

- Patients overwhelmingly support **PAs as part of the solution** to address the shortage of healthcare providers (91%).
- They recognize that **PAs increase access to care** and make medical appointments easier to obtain (90%).

# Social Media Resources: Member Engagement & External Awareness



A new @aapaorg – @harrispoll survey confirms #PAsGoBeyond every day to provide quality care for their patients, #healthcare teams, and communities. Learn more: {{URL}}



As demand for #healthcare grows in the U.S., so does the PA profession. Today, more than 168,000 PAs are delivering comprehensive care across every specialty and practice area. {{URL}} @aapaorg @harrispoll #PAsGoBeyond



Findings from an @aapaorg – @HarrisPoll survey reveal a #healthcare system in crisis, but 9 in 10 U.S. adults say PAs increase access to care. PAs are a key part of the solution and bring quality, timely care to patients. {{URL}} #PAsGoBeyond

# Best Practices and Considerations

Purpose Clarity

Data Attribution and Accuracy

Contextualization

Visual Representation

Consent and Privacy

Target Audience

Engagement Strategy

Moderation and Response

Ethical Consideration

Regular Updates

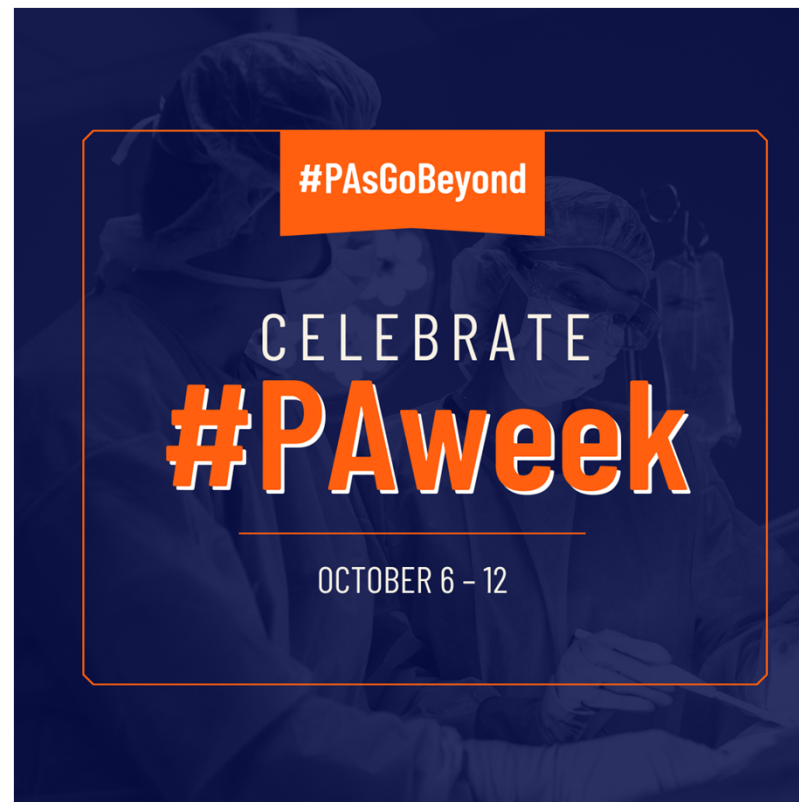
**MEASURE. TRACK. ADAPT.**

## Your First Assignment... Celebrate PA Week!

Spread the word about the PA profession with your audiences during October 6-12!

### Here's How:

- Share resources from the PAs Go Beyond toolkit – [PAsGoBeyond.com](https://www.aapa.org/pas-go-beyond)
- Gather stories to share
  - Post about a PA who goes beyond
  - Post about what inspires you to go beyond as a PA
- Tag [@aapaorg](https://www.aapa.org) and use [#PAweek](https://www.aapa.org) and [#PAsGoBeyond](https://www.aapa.org)



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**Questions?**