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Abstract

Title:

Monitoring the activity and success of a local National Children’s Study Facebook page: impacts of online advertising and frequency of posts by NCS staff.

Names and Affiliations:

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Description of research

Introduction: Increasing the number of people who “like” our page is a key goal of the NCS Wisconsin Study Center’s Facebook design and content. On average, our Study Center generates 1.8 posts and gains 4 new likes per week. During the month of May, 2011 we conducted a Facebook campaign aimed at increasing traffic to our page and the number of “likes.”

Methods: In conjunction with a local NCS community-wide outreach campaign, most posts during the month of May 2011 were devoted to a common children’s health topic. Our staff generated 11 posts during this period. We also used Facebook ads and other online advertising to steer residents of Waukesha County, Wisconsin to our Facebook page.

Results: We noted a considerable increase in traffic to our Facebook during the month of May 2011. Online advertising (all sources) resulted in 180 clicks to our page. There was a 211% increase in the number of new people who “liked” our page in May compared to the previous month, and little change in the number post views.

Conclusions: Based on these findings, both online advertising and the frequency of posts appear to have a positive influence on our number of Facebook page fans. Online advertising also appears to be an effective method of increasing traffic to our NCS Facebook page.

Figure

NCS Waukesha Facebook users 5/3 – 5/27, 2011

