

Facebook & FacingDisability.com: Creating a Spinal Cord Injury Community on Social Media



Photos: Rona Talcott

Objective: Social networking is playing an ever-larger role in daily life. Facebook reports that the average person spends 50 minutes per day on the site, and that number is even higher for people aged 18-34. FacingDisability.com is a website that contains more than 2,000 videos; it is a gateway to healthcare information from spinal cord injury (SCI) experts and to the life experience of more than 100 family members in coping with SCI. This poster presents data showing how FacingDisability.com has used Facebook to create an ever-increasing (SCI) community.

Design/Methods: In Dec. 2015, FacingDisability.com was awarded a Facebook grant of \$400 per month for three months (January-March) as part of a new Facebook program called "Action Sprout," designed to help non-profits increase engagement with their Facebook pages by purchasing advertising. The early results were so promising that a decision was made to continue to buy Facebook advertising (spending \$180-\$200 per month) to attempt to increase engagement even more.

Results: The FacingDisability.com Facebook project, which began on January 1, 2016, is now consistently delivering 115,000-190,000 content impressions (the number of people seeing a

Facebook post) per month, which is about five times our monthly average for 2015. The number of Facebook fans (unique individuals who "like" our page) is seven times higher than in 2015.

More importantly, the project has also greatly increased user engagement. Comments on the FacingDisability.com Facebook page are now as high as 200 per month. The most engaging posts are those that deal with personal experiences or insights, novel ideas or ingenious adaptive devices. For example, there were 111 comments about an adaptive driving device, 101 comments about the movie "Me Before You," and 65 comments related to a mother's personal essay: "Five Things I Wish I Had Known After My Daughter's Spinal Cord Injury."

The project has quadrupled the number of people per month coming to the FacingDisability.com website from Facebook. Website traffic has also been increased by the number of Facebook "shares"—users sending someone else directly to the website.

Our advertising strategy is continuing to develop. Decisions about specific posts to advertise ("boosting" a post in Facebook terms) are based on choosing items likely to bring people to our website and introduce them to a new resource or concept regarding SCI.

Conclusion: In a world in which almost all health care organizations are working to increase online presence and user engagement through social media, the opportunities provided by Facebook advertising may be worth exploring.

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YOU ARE NOT ALONE

When Coping With A Spinal Cord Injury

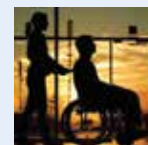


Some of our most engaging Facebook posts:



Try Our Quiz: 'What The Heck Is It?'

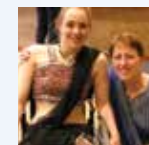
This is an adaptive spinner knob that enables smooth, comfortable one-handed use of the steering wheel for someone with good grip. It enables the driver to turn the steering wheel from the knob instead of turning the wheel itself. Spinner knobs are made out of durable materials and are easy to install...



"Me Before You" Could Be An Invitation To Suicide

"Live Boldly! Live Well! Just Live!" shout the ads for the fear-jerking melodrama "Me Before You," which is based on the best-selling novel by Jojo Moyes. But that's not the message of the movie, not by a long shot.

Better Dead than Disabled is more like it...



5 Things I Wish I Had Known After My Daughter's SCI

One day, a friend asked me to share what I wish I had been told at the beginning...when my daughter Beth was injured. She has C6-7 spinal cord injury which resulted in quadriplegia.

Find the best medical options, seek support right away and don't lose yourself in fear...

 facingdisability.com
for families facing spinal cord injuries