PDCA STORYBOARD

DIVISION/OFFICE:	Office of Community Health Resources
SECTION:	Community Health Resources
MEMBERS:	Jennifer Fearday, Tom Schlueter, Brandi Wamhoff, Lindsay Bow, Ana Solorzano, Dan Eder
PROJECT TITLE:	Developing a Sharing Network to Increase Facebook Likes
DATES OF PROJECT:	8/31/2015 – 11/5/15

PLAN
Identify an opportunity and Plan for Improvement

1. Getting Started

The Kane County Health Department Facebook page is a valuable communication tool to inform the public of emergencies, current activities going on at the health department, and various public health topics. If a person were to click to Like the page, when KCHD puts up a new post then that post has a chance to show up on the individual's newsfeed. By trying to increase the number Facebook Likes we can improve our reach to the community.

As of 8/3/15 KCHD had 549 Likes, and KCHD's Facebook page has been in operation for 5 years. The data tells us that KCHD has slowly gained Likes throughout the years of operation but has a high potential to exponentially grow.
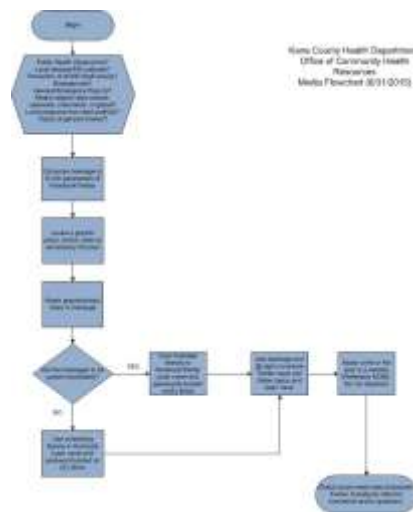
2. Assemble the Team

The Community Health Resources section, who oversees both quality improvement and communications, were involved in the process.

By analyzing the baseline data and creating the team, the group determined an Aim Statement: By November 4th the number of Facebook Likes will have a 10% increase.

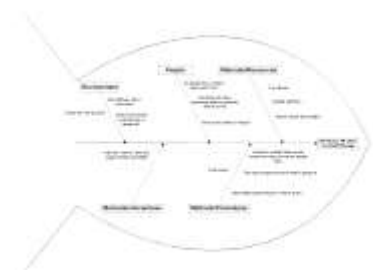### 3. Examine the Current Approach

The Communications Coordinator at the health department created documents on the process that occurs for determining what messages to post and the procedures for posting. Facebook Analytics also contains numerous metrics on specific posts, best times of day to post for audiences, top previous posts, and numerous other indicators. The team utilized this information during a meeting on 8/31/15 to understand the current approach which could help identify potential causes to a low number of Facebook Likes and potential solutions for implementation.

4. Identify Potential Solutions

After analyzing the current approach to Facebook posts, the team then conducted a Cause and Effect Diagram to determine potential root causes to not have a high number of Facebook Likes.

Some of the common causes involved the internal environment around being able to use Facebook during work time, posts aren't "social", content issues, and not have a defined partnership to share important posts to drive traffic.

The team took the root causes and created a list of potential solutions based on the barriers and challenges that were determined. The team was then surveyed to determine what they thought was the best possible solution to try during the testing phase.

5. Develop an Improvement Theory

From the Cause and Effect Diagram and the survey results, the strategy was to create a sharing network among local partners that have a Facebook page. The team determined that they would reach out to about 30 organizations. They created a standard message about the project that we would ask them to share a specific post on a specific day and time, with the message itself being to Like the health department's Facebook page.

The Communications Coordinator sent them an email on 10/30 notifying them we would be posting at 12:00 pm on 11/3. He would then notify them again after the post was live on Facebook.

DO
Test the Theory for Improvement

6. Test the Theory

The message itself said why the health department's Facebook page is important, asked the audience to Like the page, and also to share the post. Prior to the post the number of Facebook Likes was 612, meaning that 674 Likes would meet the aim statement of a 10% increase. The message was posted around 12:00 pm on 11/3. The testing period to see if Likes increases was from 12:00 on 11/3 until the next Facebook post that went live on 11/5.

CHECK
Use Data to Study Results
of the Test

7. Check the Results

During the time from the planned Facebook post until a new post was put up from the health department, the number of Likes increases from 612 to 687. During this testing phase the health department saw an increase of 12.6% which surpassed the aim statement of 10%.

There were other data sets that proved valuable during the study. For one, the Reach of the Facebook post was 6,066, which makes it the highest post in the health department's history of using Facebook. We saw that 77 people Liked the page but 22 also liked the individual post. There were 20 different groups that shared the post. There were also 320 post clicks, which indicates that individuals clicked on the photo but also that some individuals clicked on the link to the health department's website. The data also indicated that while some organizations Liked the page at the beginning of the test that many of the Likes came from local residents who reside in Kane County.

ACT
Standardize the Improvement and
Establish Future Plans

8. Standardize the Improvement or Develop New Theory

The project was deemed a huge success by the team. To standardize the process the team will be working on formalizing the sharing network, communicating the results of the test with them, and building on the existing number of organizations involved in the network. The team will next focus more on Facebook reach and test another specific

message with the sharing group to see if it still is successful in having a high reach.

9. Establish Future Plans

To celebrate the success of the project the team will share their story through various means such as communications with internal staff and stakeholders, telling the story in internal and external newsletters, and various other means.

The team will continue to maintain the sharing list by continuously evaluating the list and adding new agencies. The Communications Coordinator will continue to build relationships with these groups and also inform them to notify the health department of important health messages they would like us to share so it is a mutually beneficial partnership.

The team will also be working with other sections in the health department that have social media pages for their programs to help build an internal network and connect it with the external sharing network.

Also, when the health department determines its next targeted message they will look at a previous post with a similar message/topic to try to make comparisons between the original post and the strategic post utilizing the sharing network.

From the root cause analysis and the possible solutions, there are also numerous other potential activities that arose that could become future PDCA or quality planning projects.