



12 March 2018

Women: Subjects, Consumers, and Thought Leaders of Media

United Nations Commission on the Status of Women

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DIANA MASON, AND CYNTHIA VLASICH**

1. WELCOME AND INTRODUCTIONS
2. MEDIA OVERVIEW, ACCESS, AND RESPONSIBILITIES
3. SOCIAL MEDIA
4. THE WOODHULL STUDY AND HOW IT RELATES
5. BECOMING A MEDIA RESOURCE
6. QUESTIONS AND ANSWERS

#1

Welcome and Introductions

Sigma Theta Tau International

Mission Statement

The mission of Sigma Theta Tau International Honor Society of Nursing, is advancing world health and celebrating nursing excellence in scholarship, leadership, and service.

www.SigmaNursing.org

Our Speakers

- **Julie J. Adams**, Director of Marketing and Communications, Sigma
- **Marnie Colborne**, Sigma United Nations Youth Representative
- **Aden Hamza**, Sigma United Nations Youth Representative
- **Diana J. Mason**, Senior Policy Service Professor and Co-Director the Center for Health Policy and Media Engagement, George Washington University School of Nursing
- **Cynthia Vlasich**, Director of Global Initiatives, Sigma
- Moderator: **Connie Sobon Sensor**, Sigma United Nations Liaison

Sustainable Development Goals

Today's discussion encompasses the following United Nations Sustainable Development Goals:

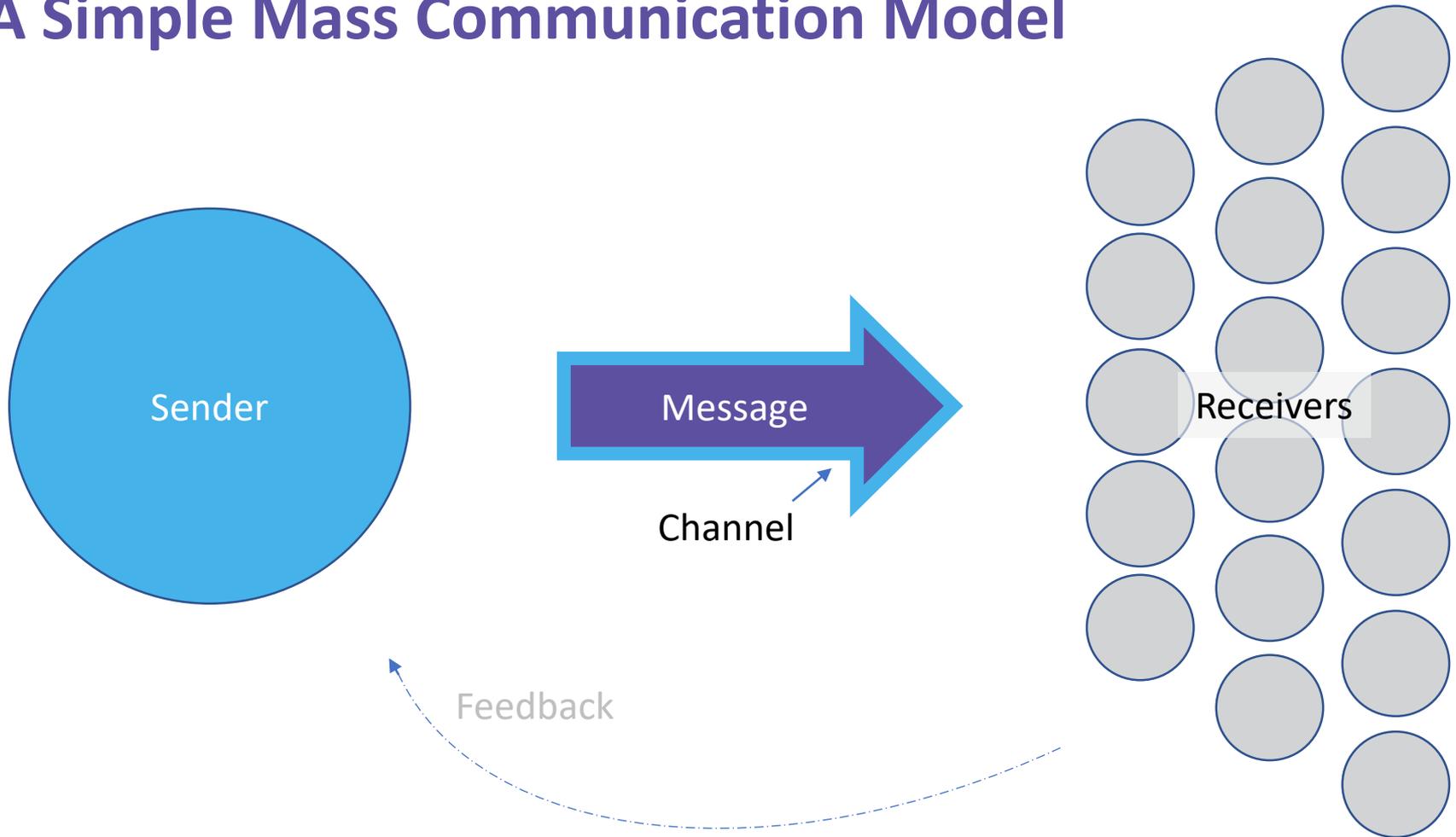
- **3 - Good Health and Well-Being**
- **5 - Gender Equality**
- **11 - Sustainable Cities and Communities**
- **12 - Responsible Consumption and Production**
- **16 - Peace, Justice and Strong Institutions**

#2

Media Overview, Access, and Responsibilities

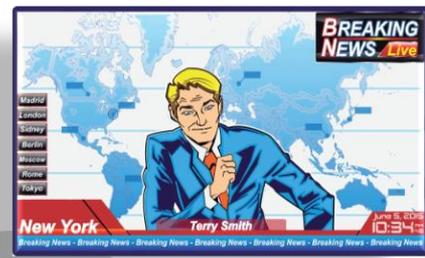
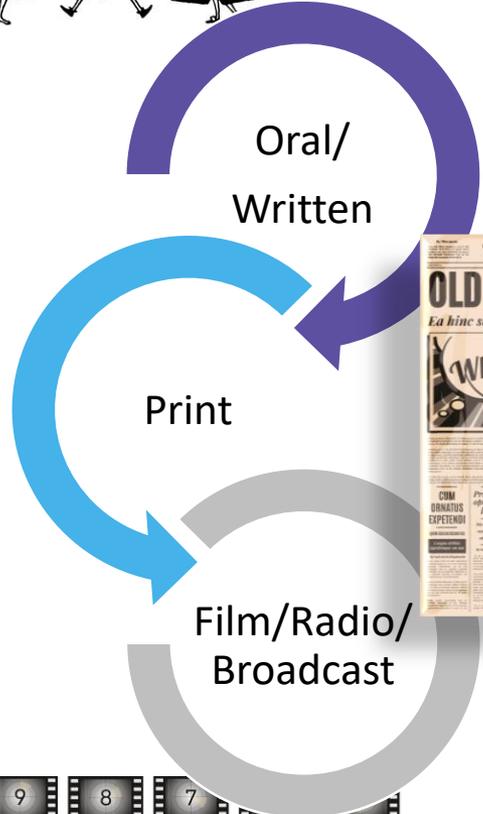


A Simple Mass Communication Model

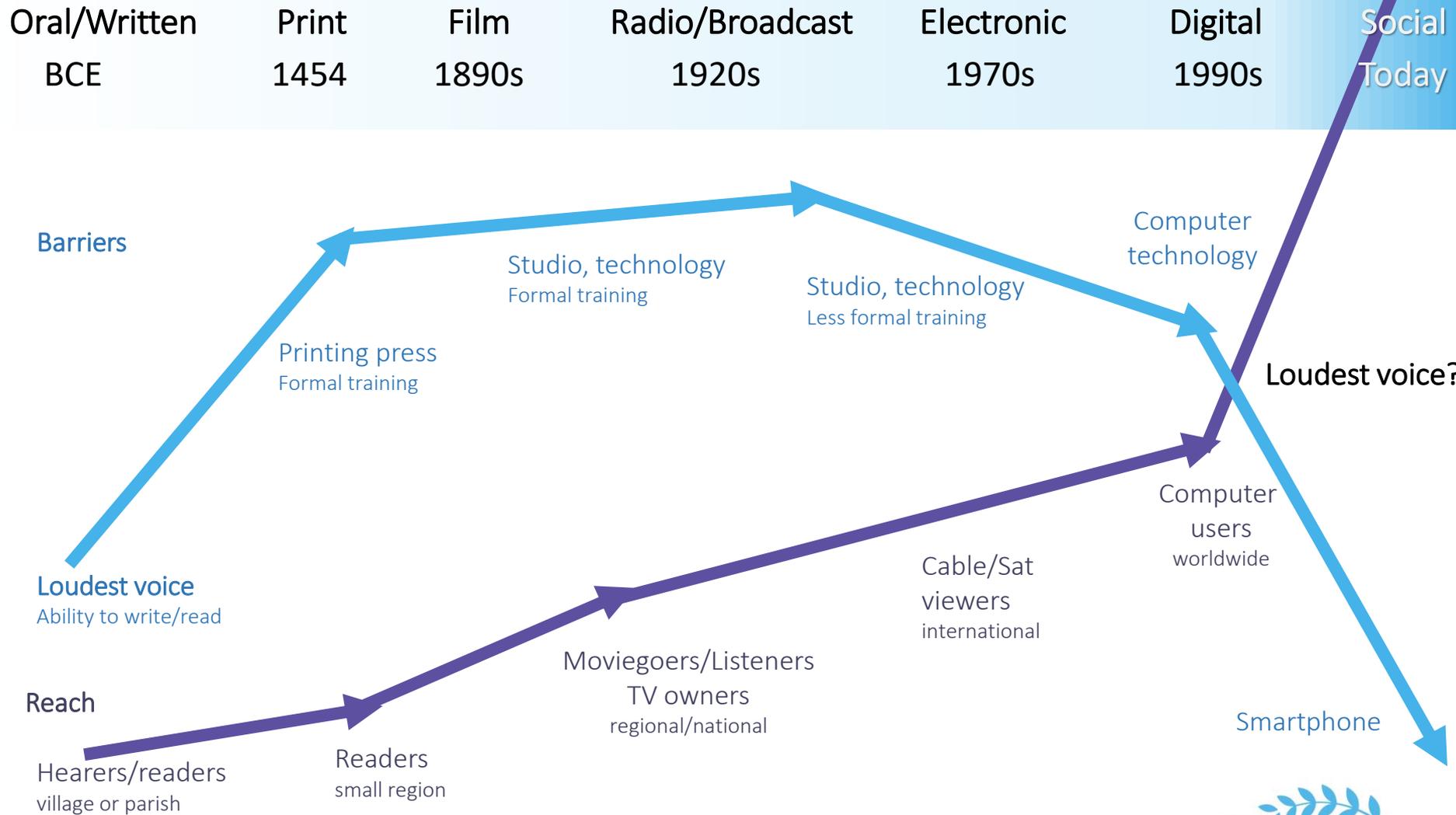


Loosely based on David Berlo's SMCR Model of Communication

Progression of Mass Media



Media Barriers and Reach



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Traditional Mass Media

- Newspapers
- Radio
- Movies
- Broadcast television
- Journalism meant training, ethics, and responsibilities

Today's Mass Media

- Online and on-demand
- User-generated content
- Influencer blogs
- Partisan news organizations
- Deliberate deception
- Social media
- Not bound by journalistic integrity



Mass Media Can Shape Public Perception



Consider:

- How are women portrayed? How has that evolved over the past century?

When You See How Women Are Portrayed . . .



Image copyrights: GIPHY



Today's Media Consumers Reinforce Their Biases

- Selective exposure:



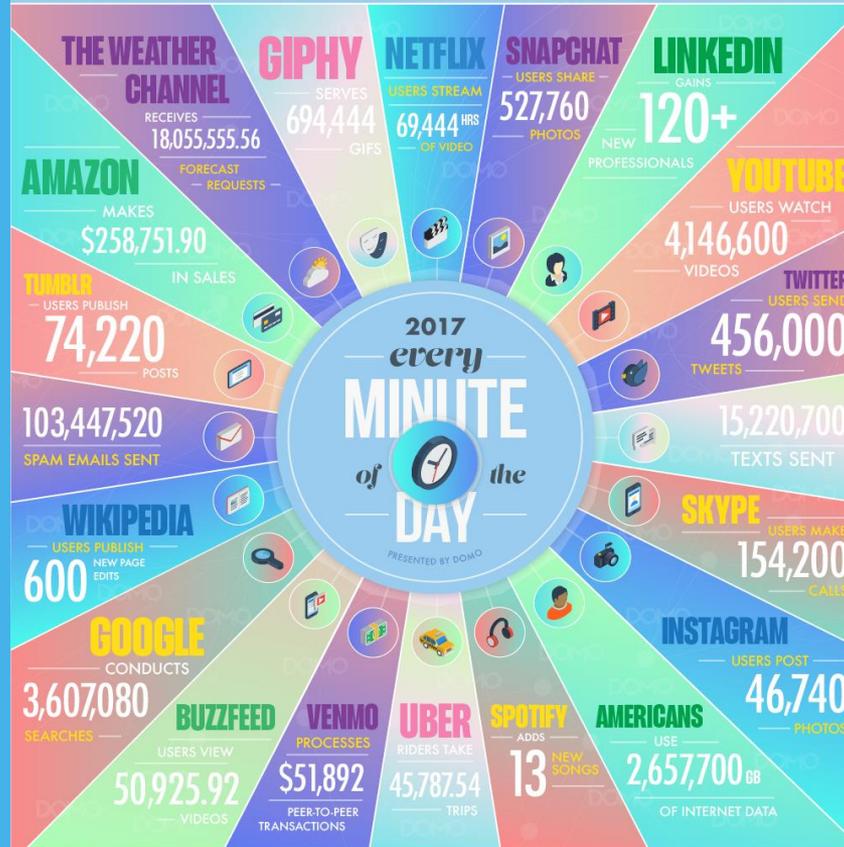
Brought to you by
Human Nature



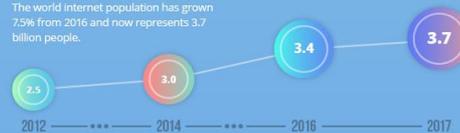
DATA NEVER SLEEPS 5.0

How much data is generated *every minute*?

90% of all data today was created in the last two years—that's 2.5 quintillion bytes of data per day. In our 5th edition of Data Never Sleeps, we bring you the latest stats on just how much data is being created in the digital sphere—and the numbers are staggering.



The world internet population has grown 75% from 2012 and now represents 3.7 billion people.



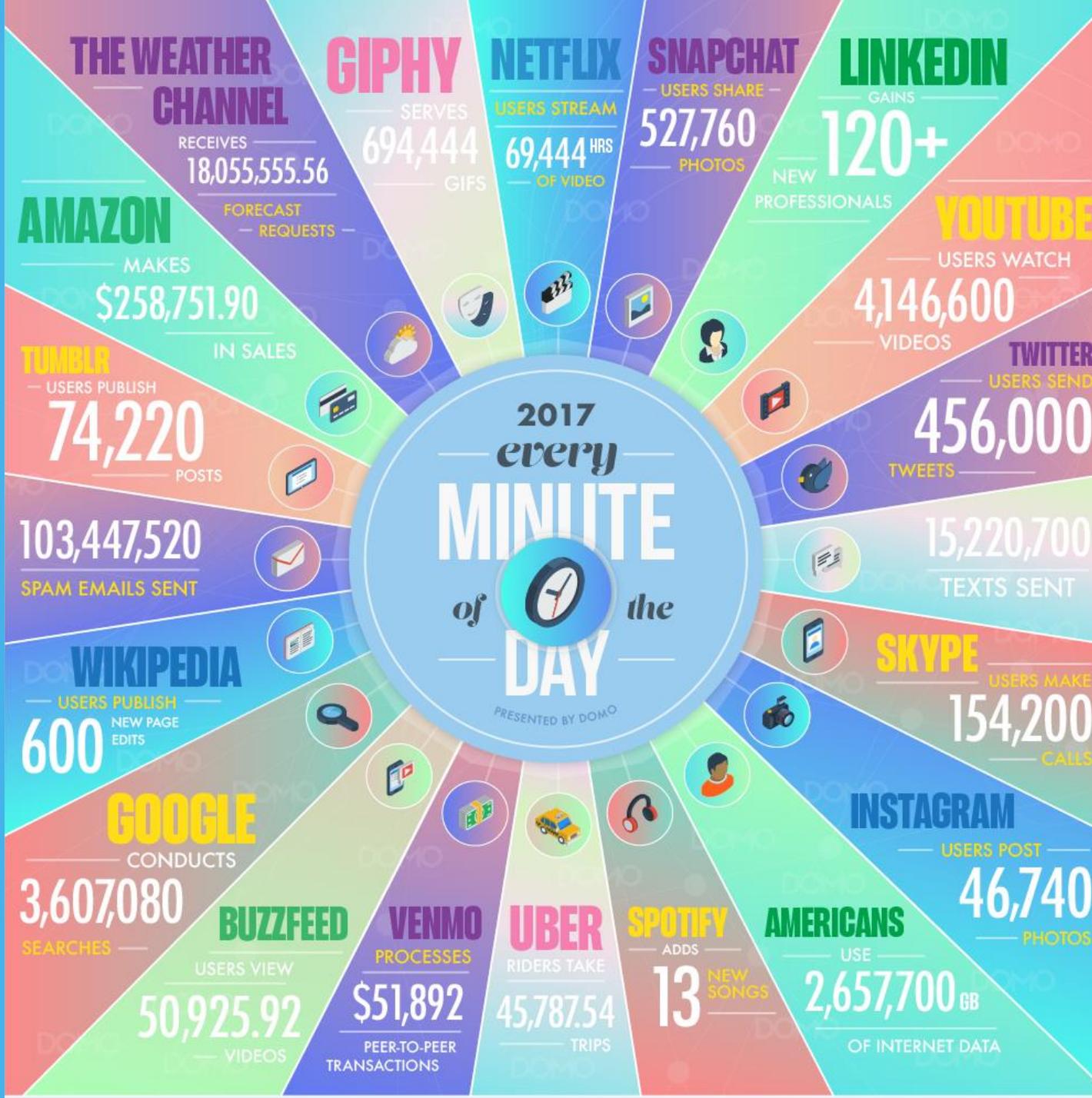
GLOBAL INTERNET POPULATION GROWTH 2012-2017 (IN BILLIONS)

With each click, swipe, share, and like, businesses are using data to make decisions about the future. Domo gives everyone in your business real-time access to data from virtually any data source in a single platform for smarter decision-making at any moment.

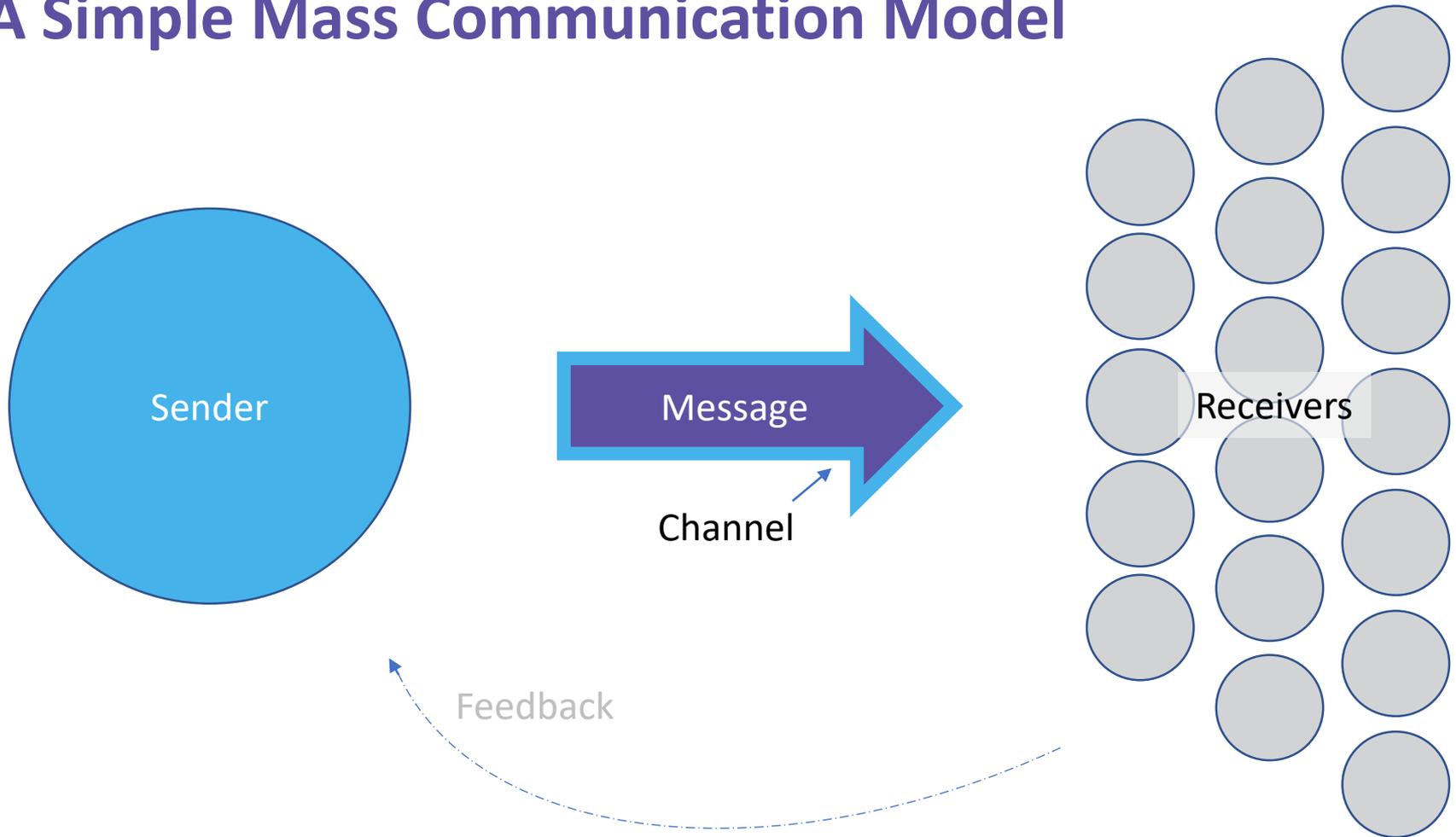
Learn more at domo.com

SOURCES: EXPANDED RAINBOWS.COM, WEARESOCIAL.COM, WIKIPEDIA, FORBES, ADWEEK.COM, FORTUNE.COM, BLOOMBERG.COM, ONEREACH.COM, IBM, BUZZFEED, INTERNET LIVE STATS, INTERNET WORLD STATS, BBC



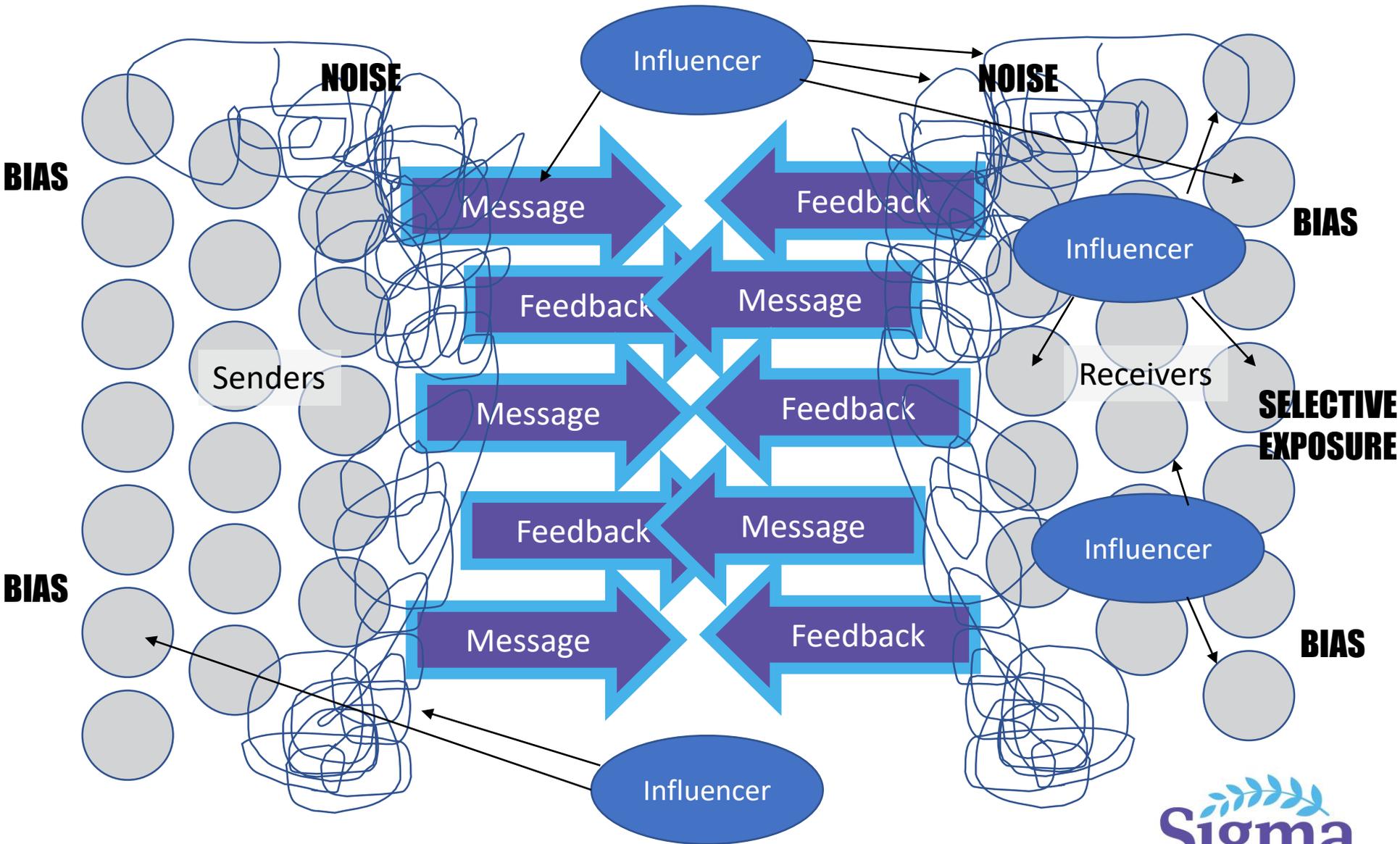


A Simple Mass Communication Model



Loosely based on David Berlo's SMCR Model of Communication

A Modern Mass Communication Model



Incorporating transactional and interactive model elements

Women and Media Access

- Women remain under-represented as protagonists and positive role models in media and in leadership roles in media companies.
- Why participate?
- The media conversation is taking place with or without you.
- Participating in media with a critical eye can help you:
 - Learn
 - Validate
 - Think and challenge your thinking
 - Stay teachable
 - Stretch your mind
 - Impact under-representation



Be a Responsible Media Participant

- Don't indiscriminately believe (post, retweet) everything you hear, see, or read.
- Know the difference between untrustworthy and reputable sources.
- Check your sources. Has this information been widely corroborated?
- Ask and investigate.



FACTCHECK.ORG
ANNENBERG POLITICAL FACT CHECK

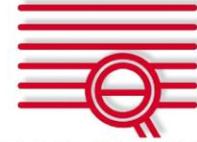


HOW TO SPOT FAKE NEWS



CONSIDER THE SOURCE

Click away from the story to investigate the site, its mission and its contact info.



READ BEYOND

Headlines can be outrageous in an effort to get clicks. What's the whole story?



CHECK THE AUTHOR

Do a quick search on the author. Are they credible? Are they real?



SUPPORTING SOURCES?

Click on those links. Determine if the info given actually supports the story.



CHECK THE DATE

Reposting old news stories doesn't mean they're relevant to current events.



IS IT A JOKE?

If it is too outlandish, it might be satire. Research the site and author to be sure.



CHECK YOUR BIASES

Consider if your own beliefs could affect your judgement.



ASK THE EXPERTS

Ask a librarian, or consult a fact-checking site.

#3

Social Media

How many people use the following platforms?

a) Facebook

b) YouTube

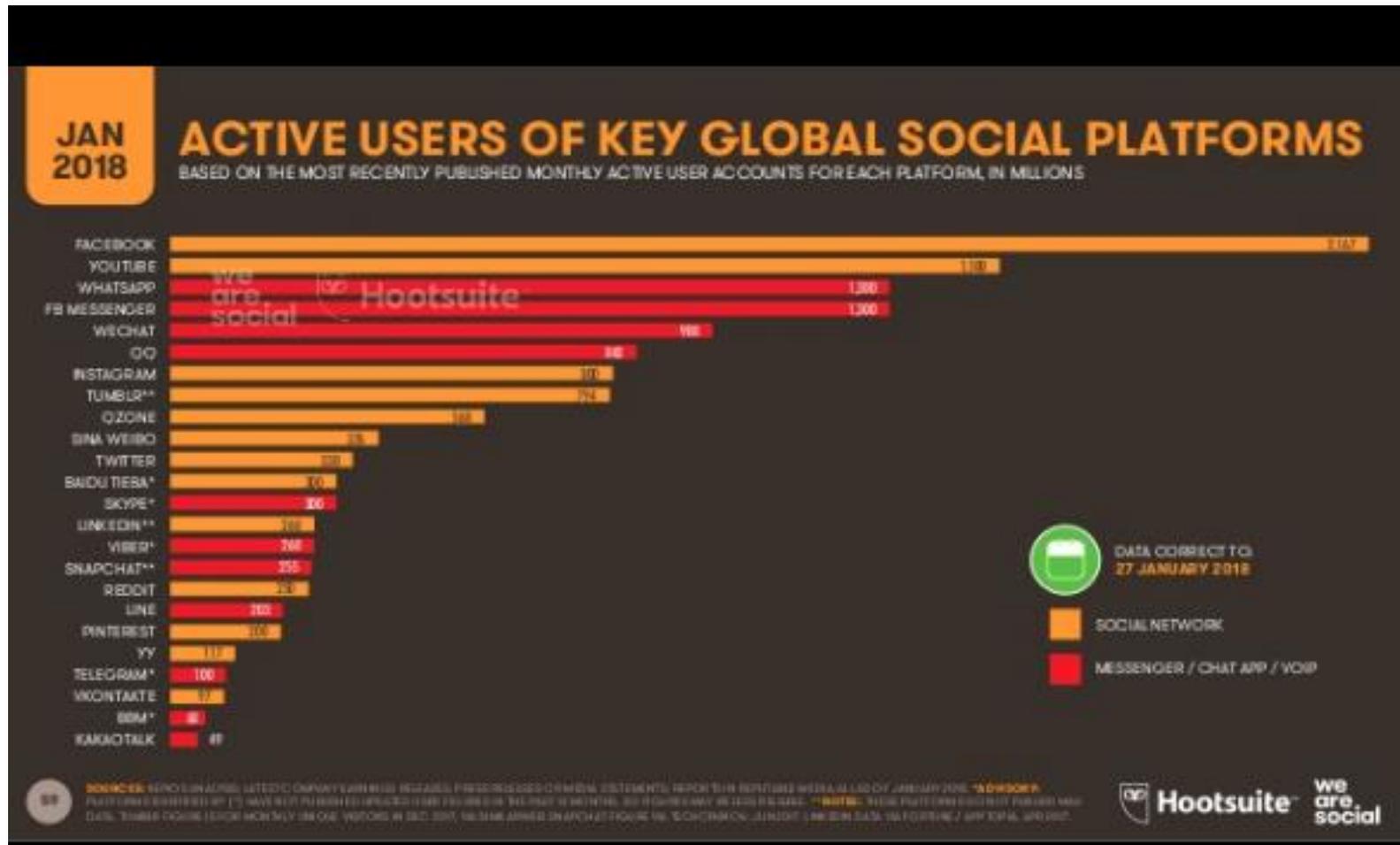
c) Twitter

d) Instagram

e) Whatsapp

f) Qzone

Global Social Platforms



Source: WeAreSocial.com

Who is using Social Media?

The number of social media users continues to increase, with over 350 million new account users over 2017

Regionally

- The Americas (North and South) has the largest portion of their population on social media
- Africa and MENA regions show the most growth of social media users as a % of their population
- Rural communities in the U.S. and Europe often use less social media than urban/sub-urban communities
- Age and level of education are often determinants of social media engagement in U.S. and Europe

Gender Gap?

~50% of active social media users are estimated to be women

But...

Globally the gender gap in access to internet remains

Women in Social Media

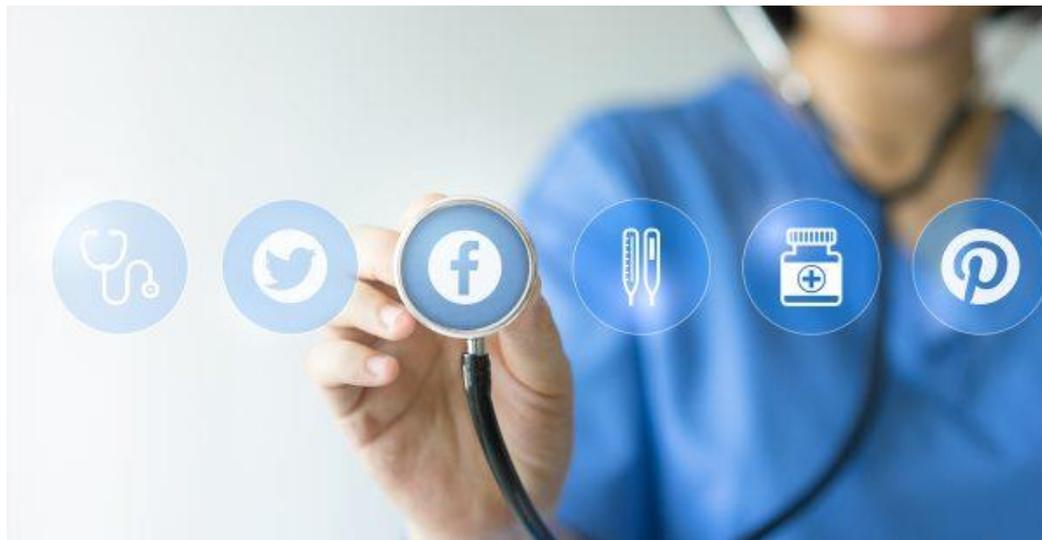
- Women have the opportunity to use social networks to generate new knowledge, narratives and engage in the marketplace (UN Secretary General; UNESCO)
 - Female bloggers use social media for information, recreation and engagement(Chen)
- “New media” has the potential to disrupt stereotypical narratives (UNESCO; Collins, 2011)
- Women use social media more for relations, expanding networks, social connections and exchanging social information, particularly for the most marginalized (Krasnova, 2017; Women & the Web; Barker 2009)

Barriers

- Online harassment is higher for female social media users (UNWOMEN;Rizwan, 2017;HuffPost)
 - Female journalists are targeted more frequently than men, often experiencing gendered harassment (UNESCO)
- Negative impact on body image/self-esteem/self-confidence
- Access to internet

Social Media and Health

- 31% of healthcare professionals use social media for professional networking (Referral MD, 2017)
- More than 40% of consumers say that information found via social media affects the way they deal with their health (Referral MD, 2017)
- 18-24 year olds are two times as likely to use social media compared to 45-54 year olds (Referral MD, 2017)
- Social media can connect practitioner and patient virtually



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Social Media and Health

- The use of Twitter for health promotion and education for Arab women seeking gynecological information (Bahkali, 2015)
- The use of social media connected women affected by spontaneous coronary artery dissection to a doctor, generating the first research study of its kind (Timi, 2013)
- Social media helps debunk stigma surrounding mental health
- Social media helps connect vulnerable populations
- Social media can be used as a resource tool for recruiting participants in studies



Social Media and Youth

- Social media can help develop thought leadership amongst youth and young adults
- Social media can be used for as an empowering tool for raising awareness surrounding important issues

#HashtagActivism

#girlsrising #weareslient #IAmAGirl #womenshould

Social Media and Youth



#YouthnitedNations



#Nurses4theSDGs

Social Media and Nursing

- Policy – Engaging nurses in policy discussion and development
- Education – how social media can transform nursing education
- Practice – how social media can be used in practice

#NursingNow2020
@NursingNow2020

Resources

UNwebtv.org

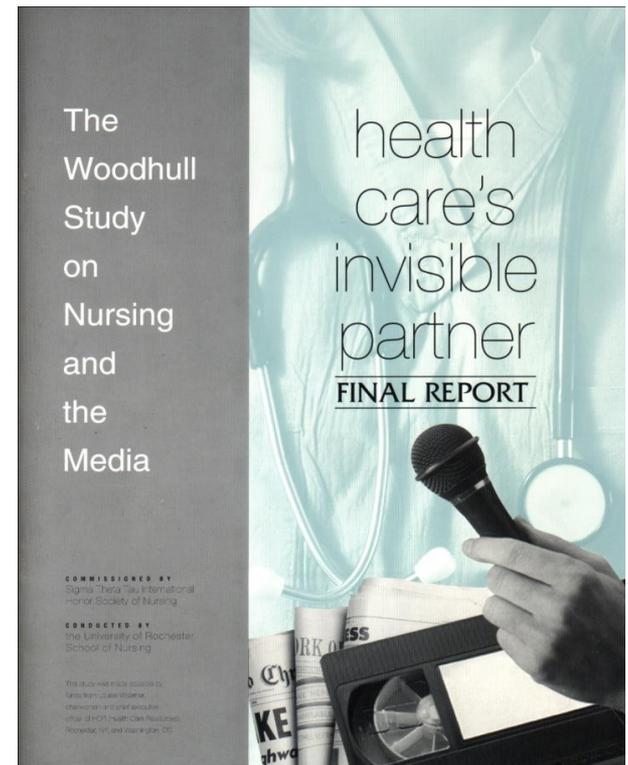
- NGO Communications workshop – December 2016
- NGO Communications workshop – December 2017

#4

The Woodhull Study and How it Relates

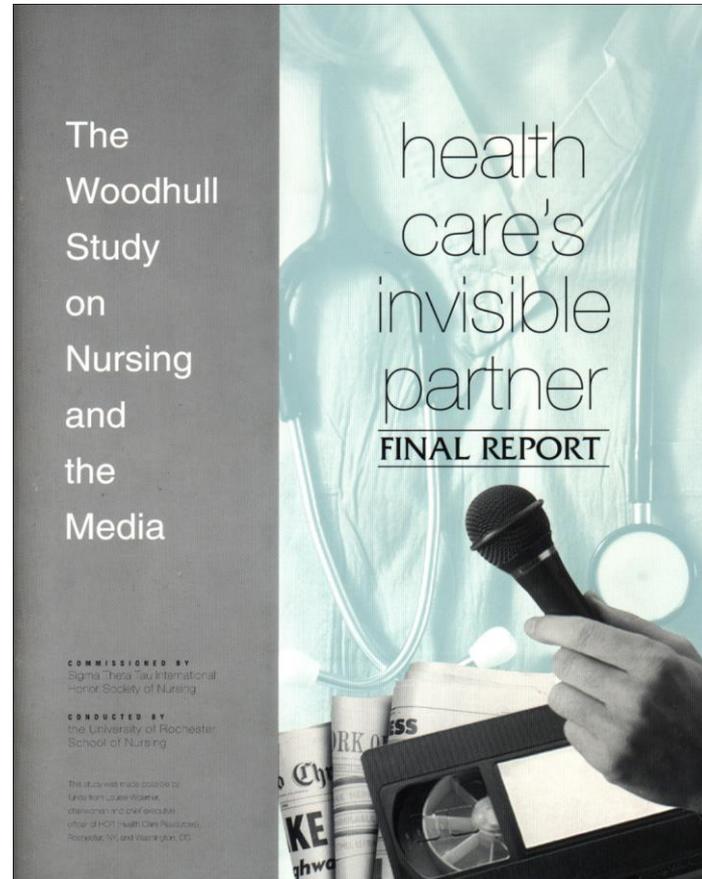
THE WOODHULL STUDY OF NURSING AND THE MEDIA: HEALTH CARE'S INVISIBLE PARTNER, 1998

- Nancy Woodhull, Founder and CEO, USA Today
- University of Rochester School of Nursing
- September 1997
- 2 national newspapers, 5 metro daily papers, 4 weeklies, 5 trade pubs



Nurses cited in health-related articles:

- 4% in 7 major newspapers
- 1% in news magazines
- 1% in trade publications



Additional Findings:

- Nurses would have been more germane to many of the stories than sources cited
- Nurses not named in photos

Have we made any progress since 1997? And does it matter?

- Parallels with women's representation in media
- **Women's Media Center, 2015:**
 - Women on camera only 32% of the time in evening broadcast news, and write 37% of print news stories.
 - Between 2013 and 2014, female bylines and other credits increased just a little more than 1%.
 - Commentators on Sunday morning talk-shows are more than 70% male.
 - Update to be released soon.



Why Nurses' Voices Matter

- Holistic views of people and health
- Focus is on the person, not just the disease
- 24/7 with patients
- Patient and family engagement
- Solutions to challenges

Woodhull Study Revisited, 2018

- Phase 1: Replication of original study with Berkeley Media Studies Group
- Phase 2: Qualitative Interviews with health journalists re: experiences with using nurses as sources
- Preliminary Findings from Phase 2:
 - Who responds
 - Nurses are for nursing stories
 - Understanding what nurses do
 - Convincing editors
 - Finding nurses
 - PR/Communications directors
 - C-Suite

Nursing's Responsibility

- Overcoming fears
- Identifying expertise
- Defining what it means to be an “expert”
- Media training
- Learning to be responsive
- Framing and messaging
- Managing affiliations and approvals

#5

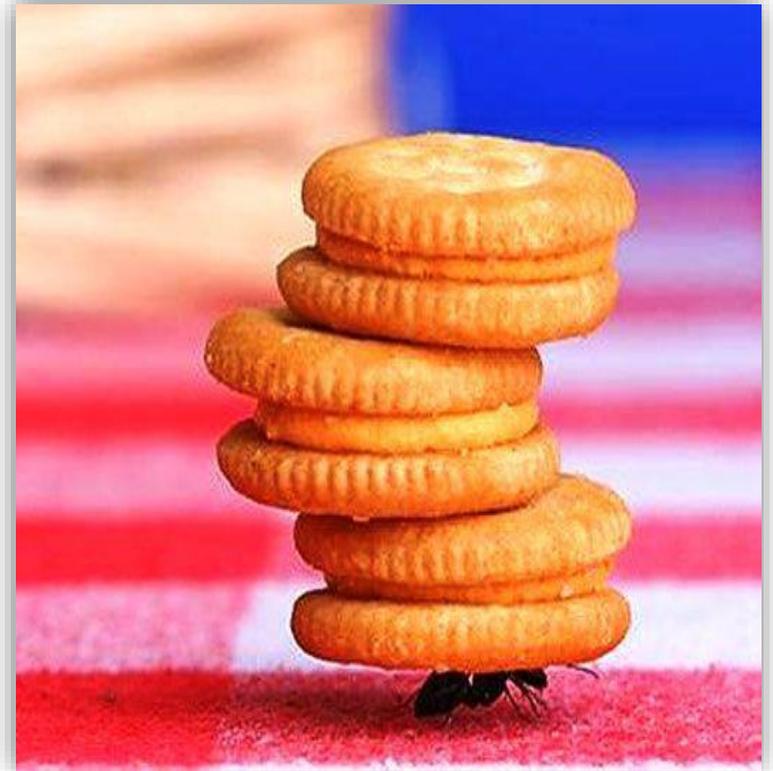
Becoming a Media Resource

Make sure you know WHY you want to become a media resource



Make sure you're “all in” before you begin:

- This is a demanding role:
- Expectations:
 - Availability
 - Current and Continued Expertise
 - Long-term commitment



Laying the Groundwork:

1. Identify and Claim:
 - Your area of expertise
2. Identify and expand, if needed:
 - Who you are affiliated with:
 - Communities
 - Organizations
 - Groups
 - Your own entities
3. Raise your profile re: your expertise.
 - Get active with your 'affiliates' (above)
 - Let your voice be heard related to your expertise:
 - Online posts/articles/videos
 - Presentations (free and paid)
 - Letters
 - Conversations/Word of Mouth
 - Suggest articles

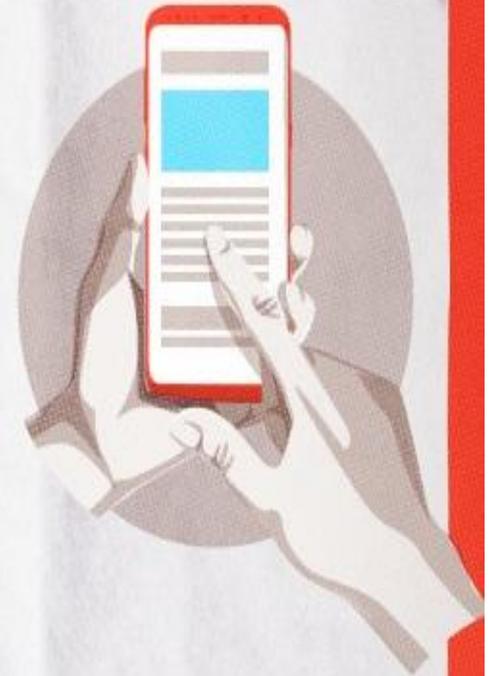
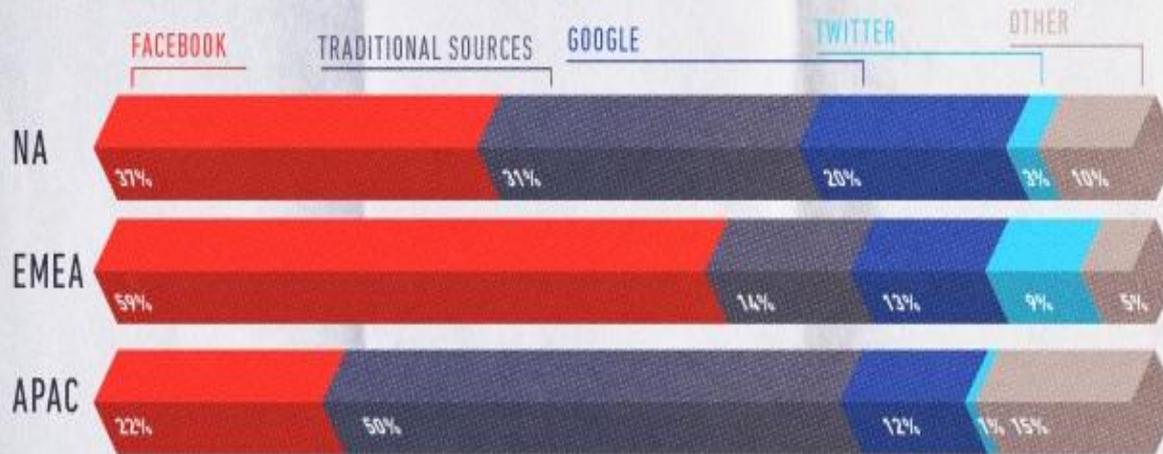


For Broadcast and Print Media:

- Print:
 - Contact the editor and/or reporters;
- Broadcast:
 - Contact the producer, reporters and/or GM
- Premise for your contact:
 1. Suggest stories/provide leads *related to your expertise*
 2. Add data to what has been written/reported *related to your expertise*
 3. Offer to be a source for other, similar stories *related to your expertise*
- Polite, Friendly, Helpful
- Mention your:
 - Expertise
 - Credentials and/or experience that validate your expertise
 - Offer to be a source for other stories
 - Provide contact information*
- **You may need to do this on repeated occasions;**
- ***You must be available when they contact you, they are frequently on a FAST (within hours) deadline.**



Who is **THE #1 GATEKEEPER** for news today?



<https://www.ogilvy.com/media-center2017/press-releases/june-19-2017-facebook-emerges-as-leading-news-source-according-to-annual-global-ogilvy-media-influence-survey/>

Where do you live and who are you trying to reach?

For Social Media – design your plan:

BIG QUESTIONS:

1. Who do you want to present yourself as, online?
2. What type of PRESENCE best reflects how you want to present yourself?
3. What areas of expertise or perspective will you provide that people don't get elsewhere else?
4. What topics will you post about; what issues will you target; what will be your key messages (relate to your area of expertise)



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For Social Media – design your plan: next questions

5. Where will you post:

- Identify the site(s) on which you want to demonstrate your expertise
- Create a public profile on those sites
- Consider launch of your own website
- Consider personal safety walls – not everything you say will be popular

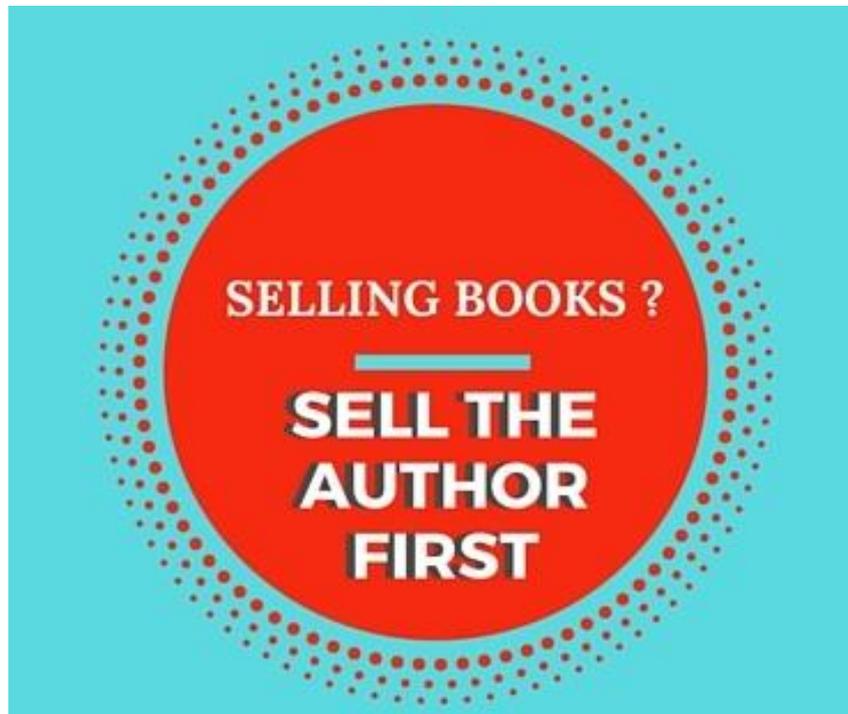


For Social Media – design your plan: next questions

6. How often will you post
7. How much time are you willing to devote to this work
8. What format will you use: short blasts Twitter; Blogs, FB posts, commentaries on various sites, videos/commentary on your sites, responses to articles/other posts
9. Who will you link to (prior posts, other individuals, organizations, etc.) and who will you 'follow'



Build Your Personal Brand



Remember:

Make sure you know WHY you want to become a media resource.



Make sure you're “all in” before you begin.



Slides and speaker information

- Presentation available through the Virginia Henderson Global Nursing e-Repository at www.nursinglibrary.org
- Julie J. Adams, julie@sigmanursing.org
- Marnie Colborne, colborne.marnie@gmail.com
- Aden Hamza, adenhamza1@gmail.com
- Diana J. Mason, djmasonrn@gmail.com
- Cynthia Vlasich, cynthia@sigmanursing.org
- Moderator: **Connie Sobon Sensor**, connie.sensor@gmail.com

#6

Questions and Answers



12 March 2018

Thank You!