

THE USE OF SOCIAL MEDIA TO PROMOTE EXERCISE ADVICE AND INFORMATION TO COMMUNITIES THAT ARE AT RISK OF INACTIVITY

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23 1/2 HOURS was translated into Arabic and a targeted social media campaign was launched in the UK, USA and Arab countries to generate viral spread.

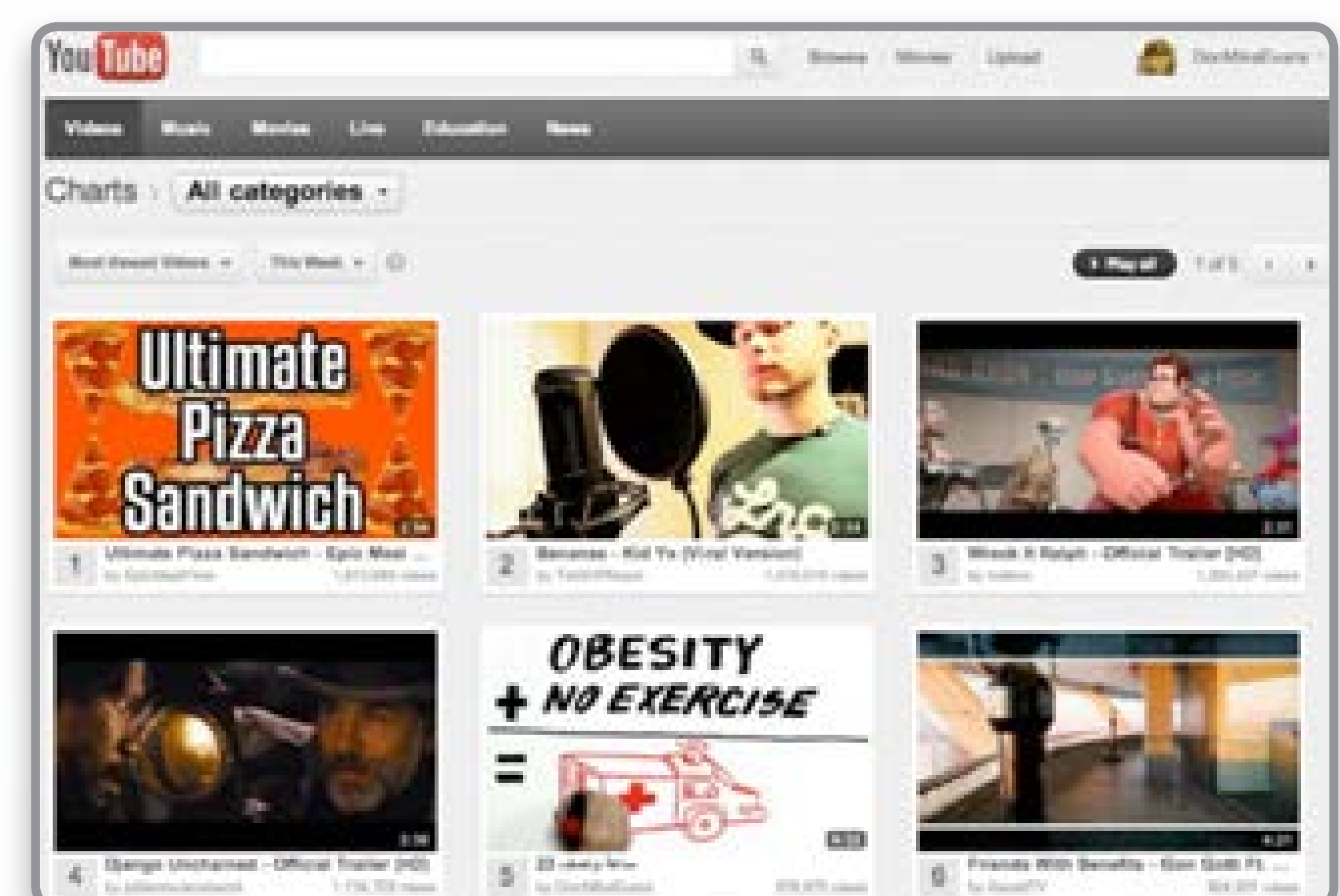
Impact



1.3 MILLION views in 10 weeks!



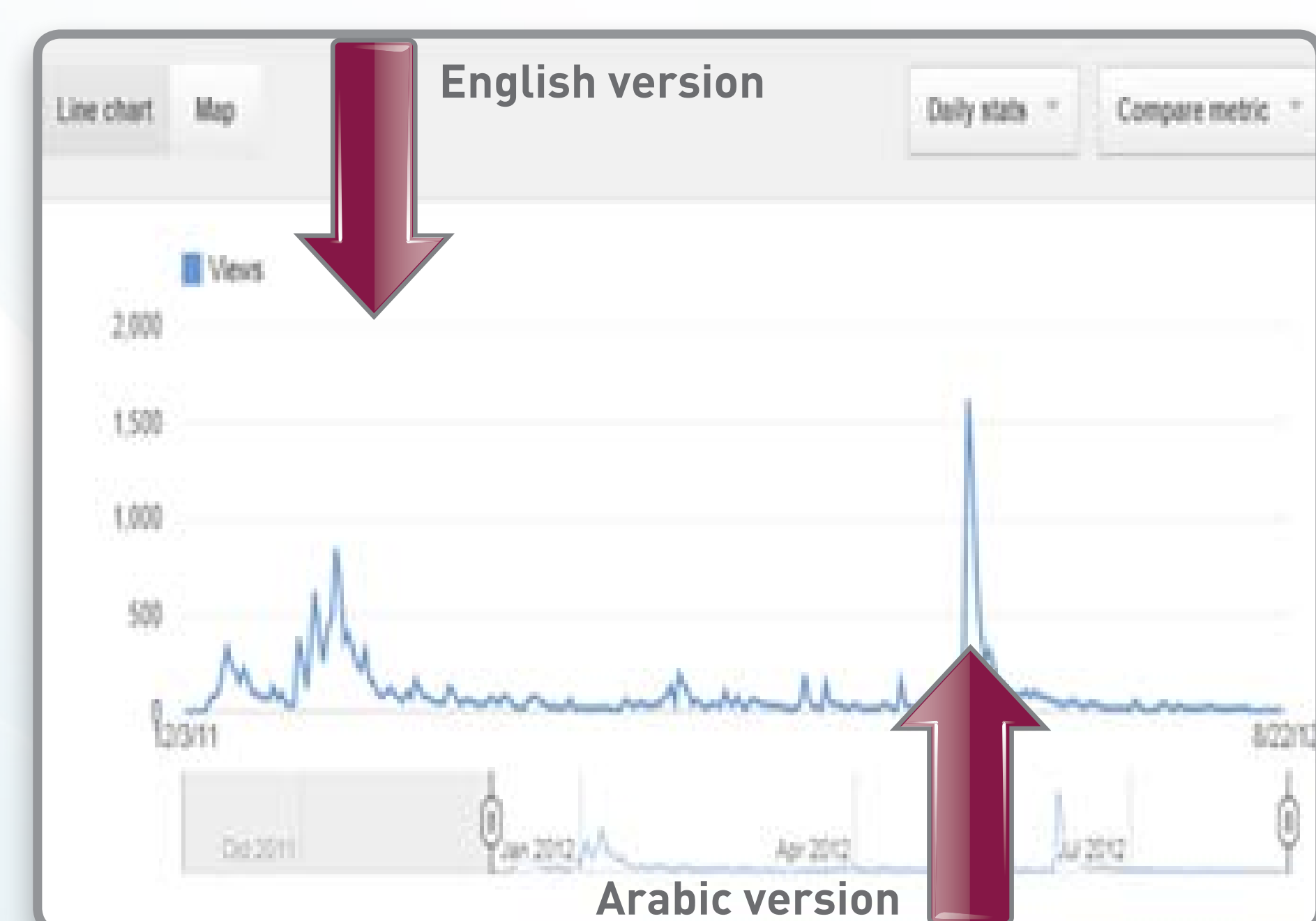
5th most popular page viewed.



92% of the total viewing figures covered the Arab region. Of these 76% were male and 24% female. There were significant viewing differences in the sex ratio by country and age range.



The Arabic version encouraged people from that region to view the English version also!



Conclusions

Viral social media spread of important health messages works!
 Specific targeted viral media campaigns need further study.

If we use the same methods as we have always done, then inactivity will still be a global problem!

Facebook and Twitter will revolutionise the way we deliver and implement key health messages around physical activity!

Contact



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