

Using Social Media and Analytics to Increase Engagement of Health Care Assistants During COVID-19

Listening to the heart

In the spring and summer of 2020 we held a series of online sessions for BC Health Care Assistants (HCAs) working in long-term care, home support and indigenous communities.

HCAs told poignant stories of challenges of working during COVID-19, how they practiced self-care and unexpected positive experiences.

Problem

1. HCAs were feeling overwhelmed
2. HCAs weren't accessing resources intended to support them
 - *Because they were unaware of resources?*

Purposes

BCCPC created a film *Stories of the Heart*, based on what the HCAs shared, with these objectives:


1. To honour Health Care Assistants
2. To increase HCAs' awareness of resources for their education and support

Introduction

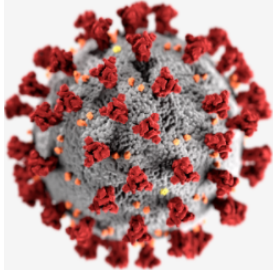
Trailer for Stories of the Heart film:



Resources we were trying to draw people too:



BC Centre for Palliative Care COVID-19 Resource Library



Public Health Image Library (#23312)
Centers for Disease Control and Prevention

The team at BC-CPC has gathered links to education, recorded webinars, publications and other practice support tools that have been developed or adapted for the time of COVID-19. They are intended for formal Health Care Providers caring for people affected by life-limiting illness. The resources have not been reviewed in detail and are not created or endorsed by BC-CPC.

This page will be updated on an ongoing basis. To suggest resources to be added or to report inactive links, contact [Kathleen Yue](#).

For a schedule of upcoming live webinars related to palliative care in the time of COVID-19, take a look at our [Events](#) calendar.

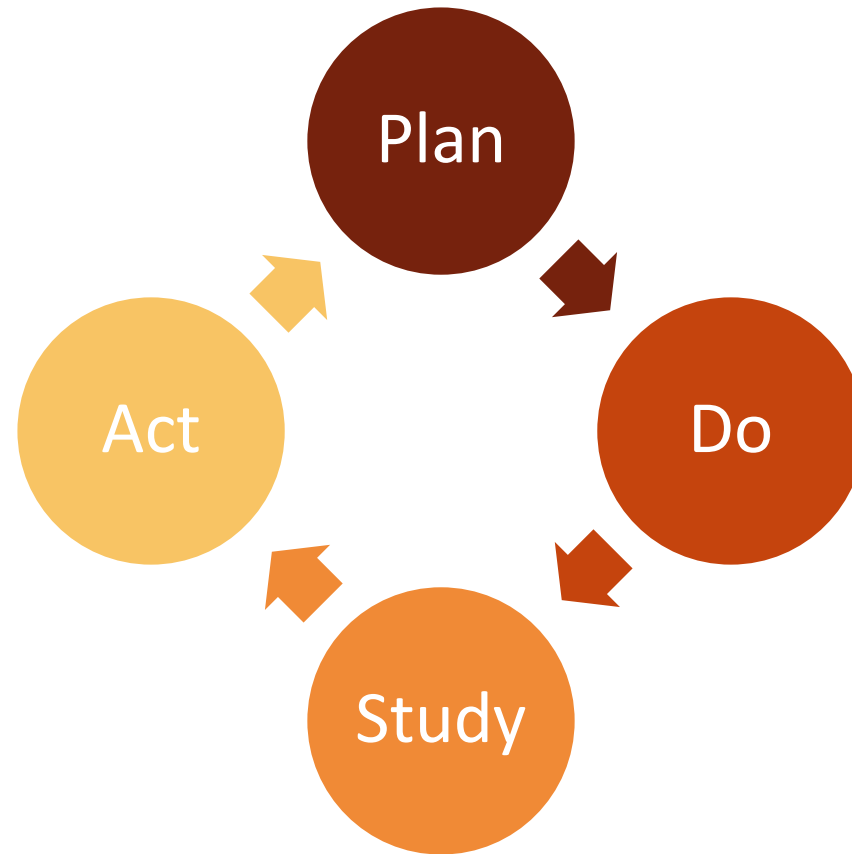
We would appreciate your feedback on this resource library. Click the 'Feedback Survey' button on the left hand side of the screen to fill out a short survey.

Search By

Audience	▼	Topic	▼	Location	▼
Audience		Topic		Location	
Resource Type	▼				
Resource Type					

GO

Process





Plan

Premiere video launch, inviting HCAs whose stories were used to attend

Do

HCAs attended the launch via Zoom, many were tearful and expressed appreciation, thanking us for listening and sharing their stories

Study

“ Comments on the film:

“As a community care aid I really feel like someone cared about how we feel out there on our own and helped get this across with this film”

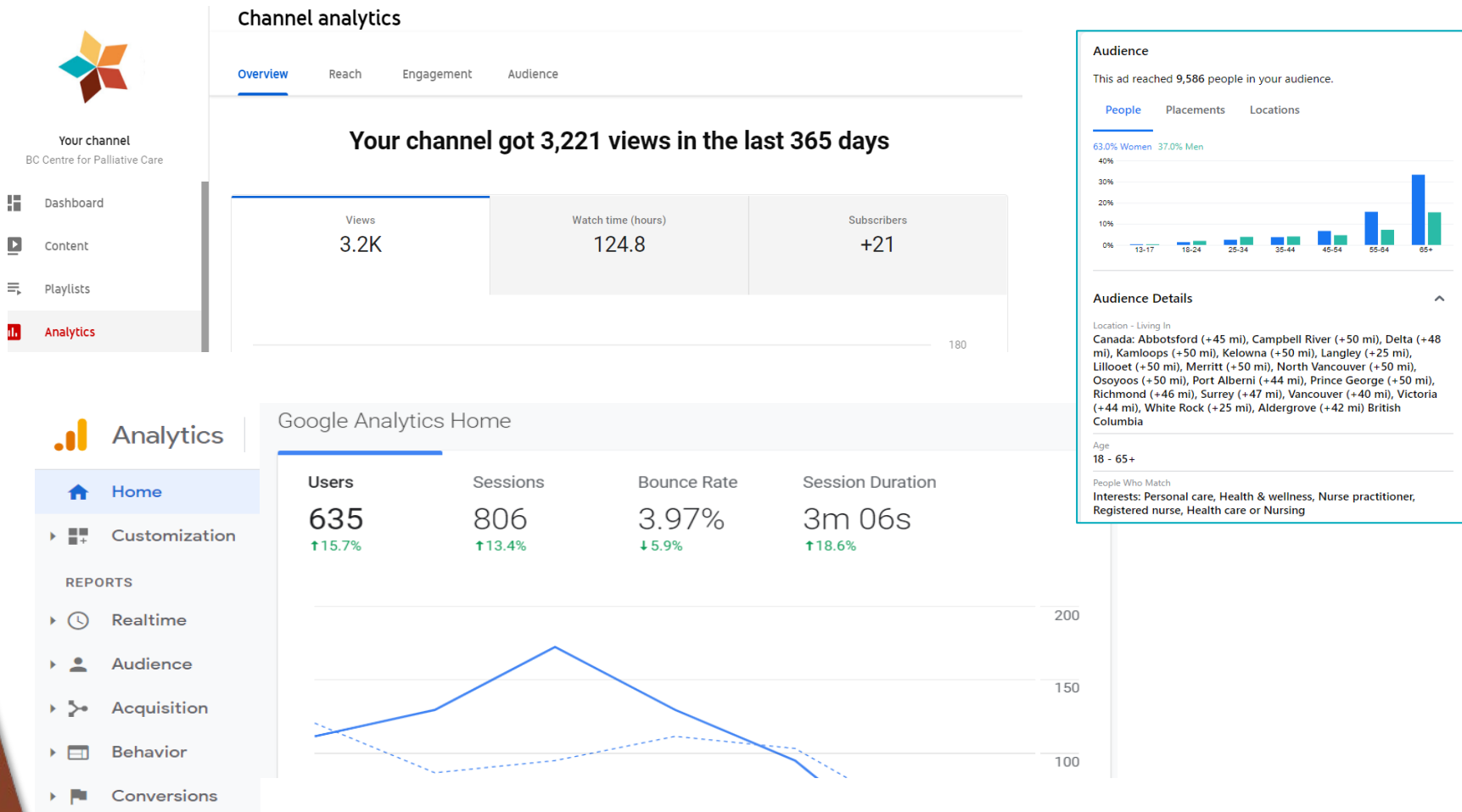
“This film was powerful. It was also, at times, hard to watch, as it brought a lot of buried emotions to the surface”

“Thank you for truly hearing me and telling our stories. It was good soul medicine and touched my heart.”

Analytics we used...

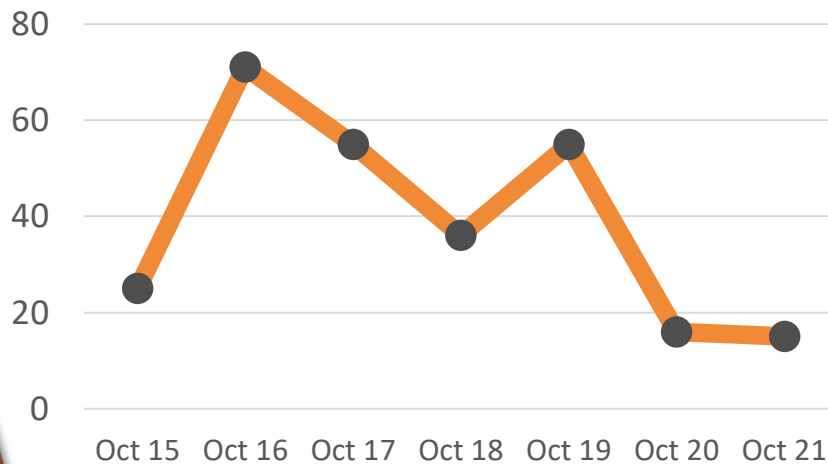
Facebook, YouTube, Website (Google)

Study

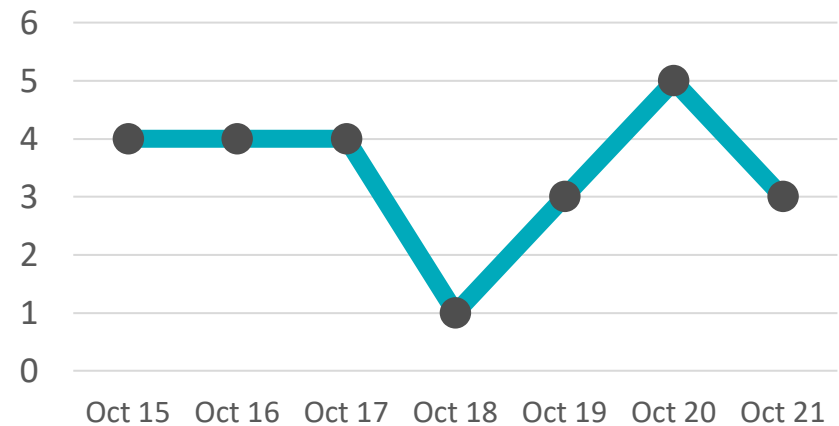


Initial viewership through social media channels was lower than hoped. BCCPC's social media channels have limited engagement and do not have demographic of followers we were hoping to engage (HCAs)

Views of film in first week = 273



Visitors to Resource Database in first week of video release = 24



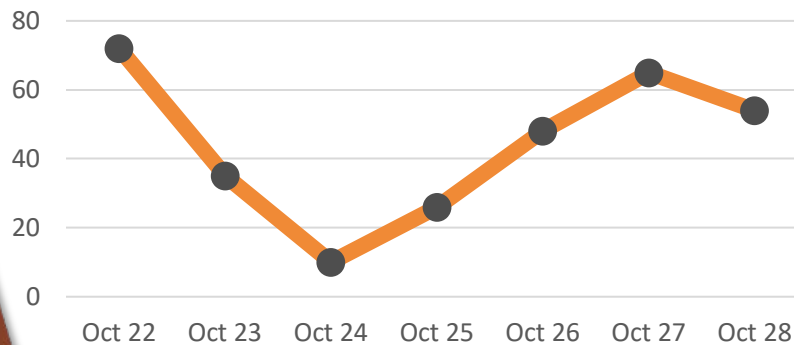
Plan

Email LEADERS of HCAs to send to their staff

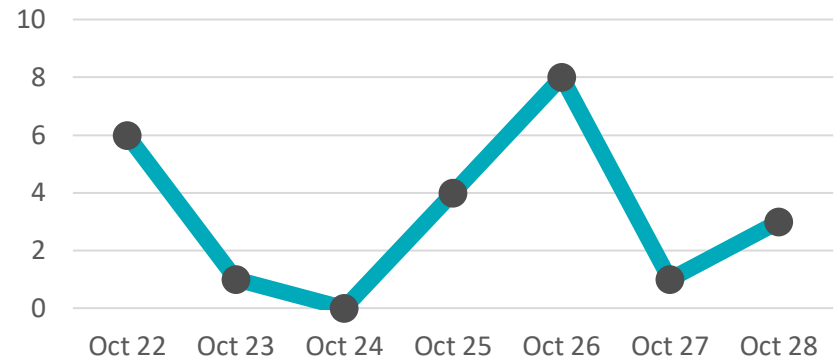
Study

We saw an uptake in viewers to the video,
no increase in views for the resource database

Views of film in second week =
337



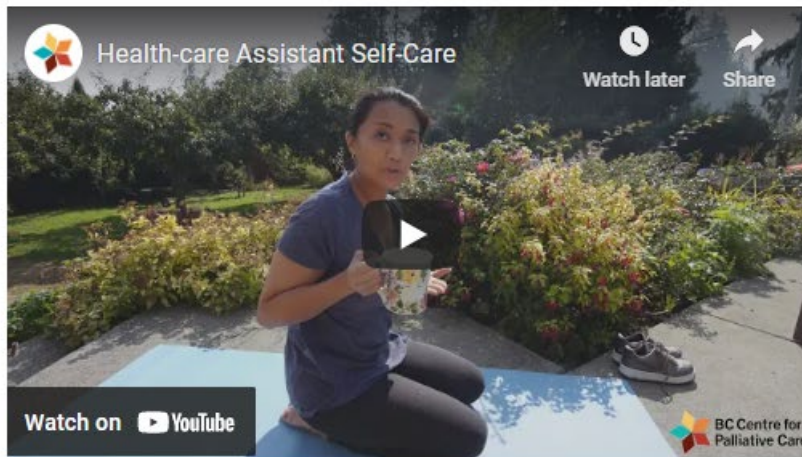
Visitors to Resource Database in
second week of video release = 23



Plan

New webpage to increase access of resources

Stories of the Heart - Resources and supports for BC Health Care Assistants

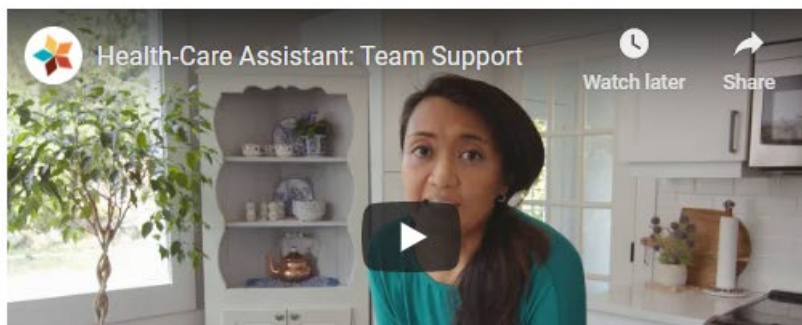


Self-care

[Self-Reflection to Support Grief & Growth](#) (28:06 min)

[Care for Caregivers](#)

Need more? [Here's our full resource library.](#)



Social connection and team support

[Social Connection](#) (13:23 min)

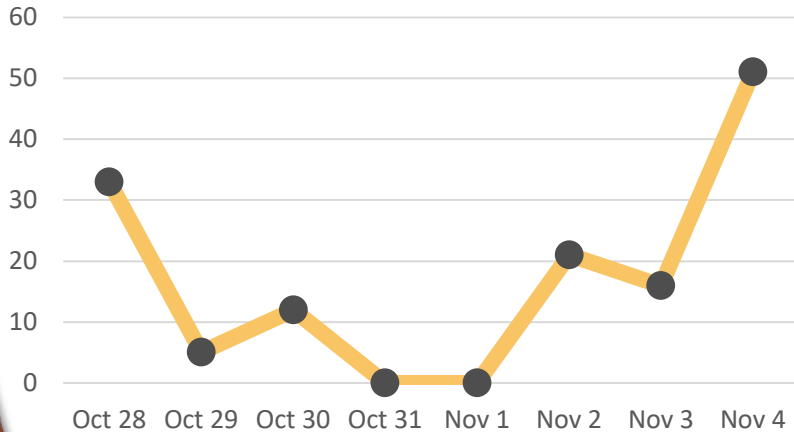
[Healthcare Peer Support Workers – CareforCaregivers](#)

Need more? [Here's our full resource library.](#)

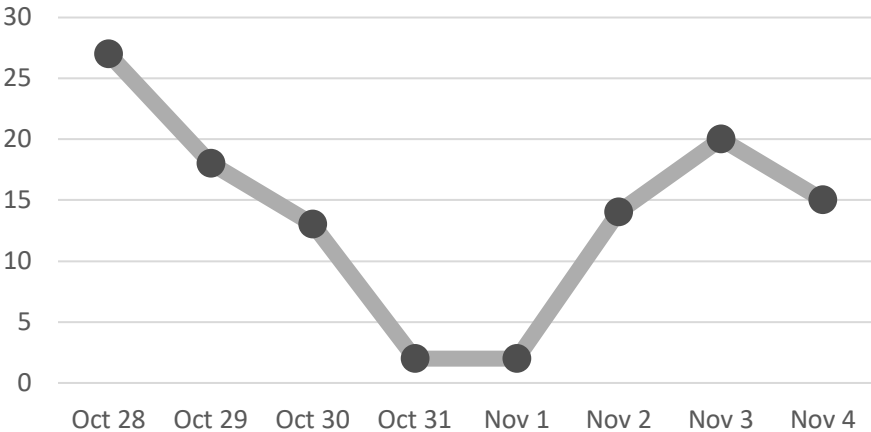
Do

Oct 28th we published a webpage on BCCPC website and 5 vignettes of the film were embedding on this webpage and published on our YouTube channel

BCCPC Webpage views

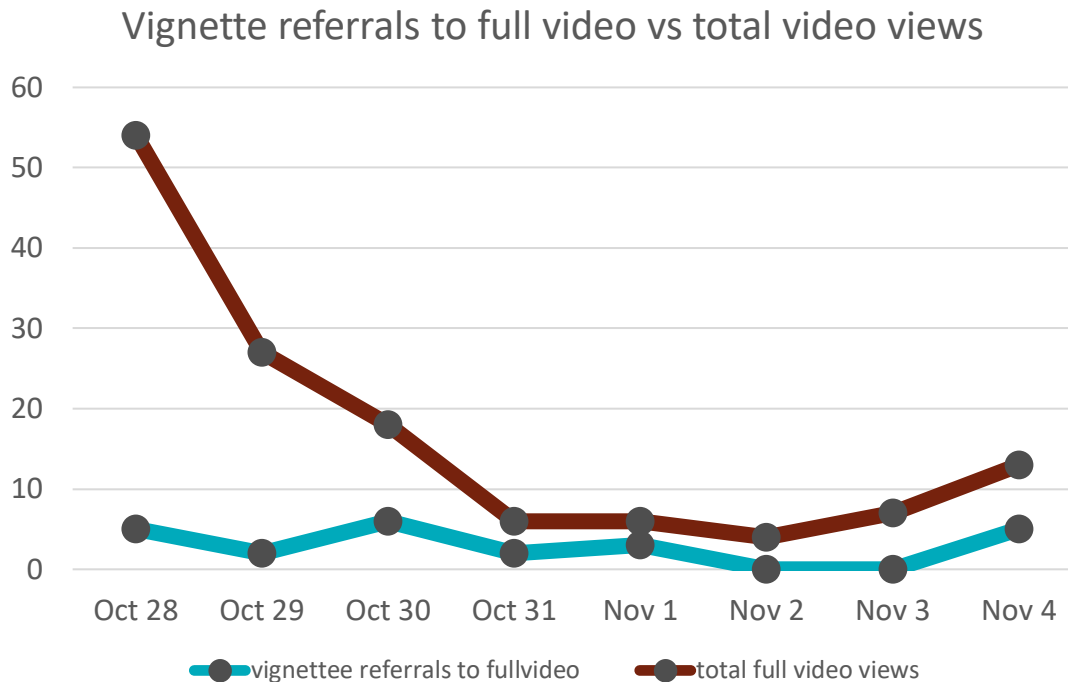


5 vignette views



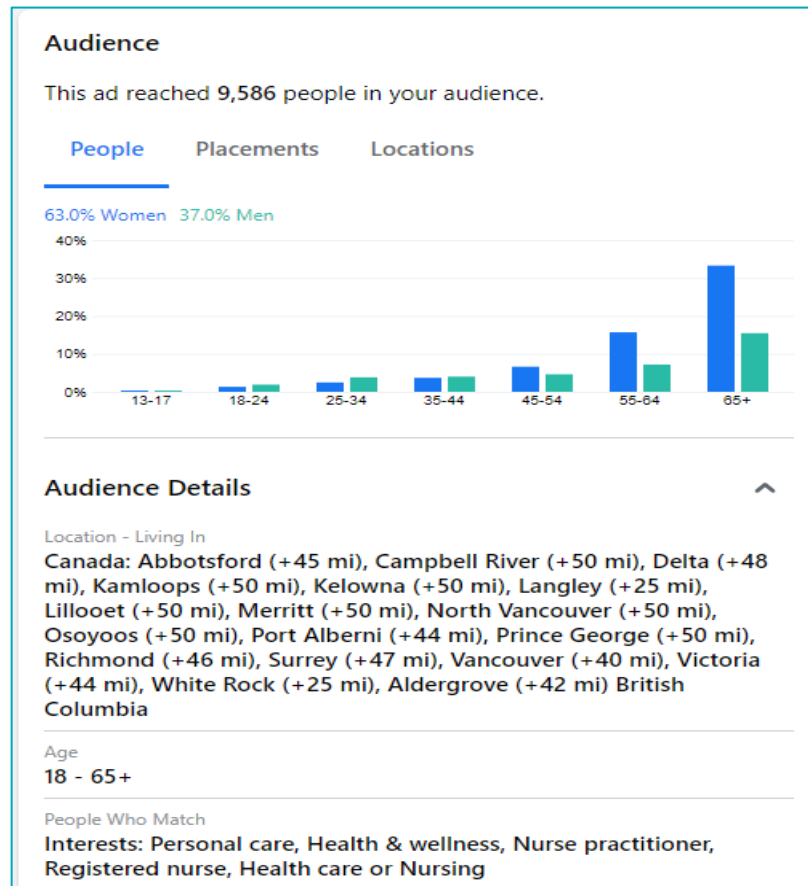
Study

Vignettes did not greatly impact the views of the full video



Act

Nov 3 we tried paid promotion on Facebook to see how that would impact the viewers on the resource pages and the videos



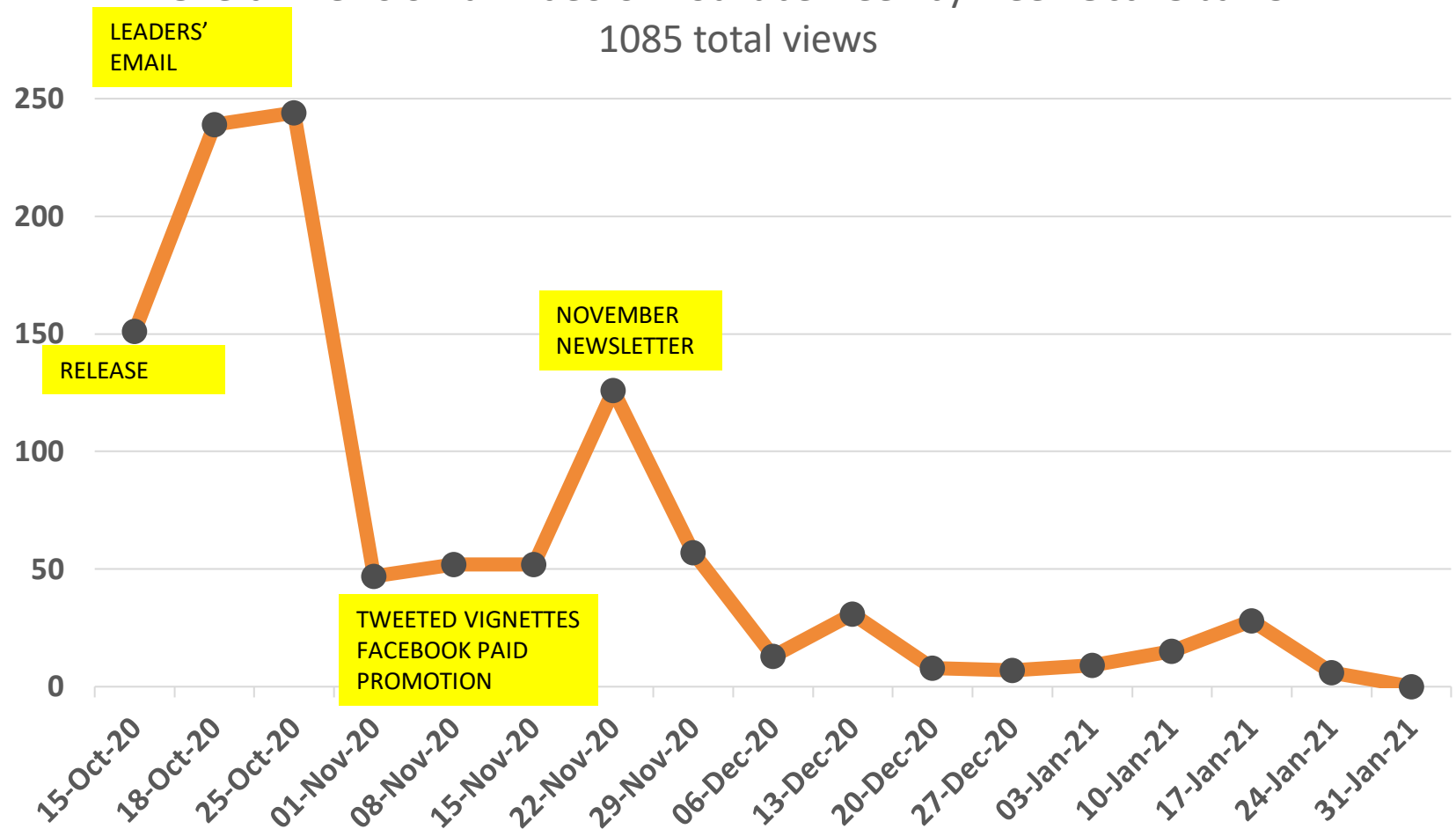
Outcomes

- We anticipated that the stories described in the video would resonate with HCAs (and other HCPs) watching the film
- We also hoped that HCAs would feel understood and valued through the film and sharing it
- We anticipated an increased uptake our of resource database.

Overall Video Views

Overall views of full video on YouTube week by week Oct 15-Jan 31

1085 total views

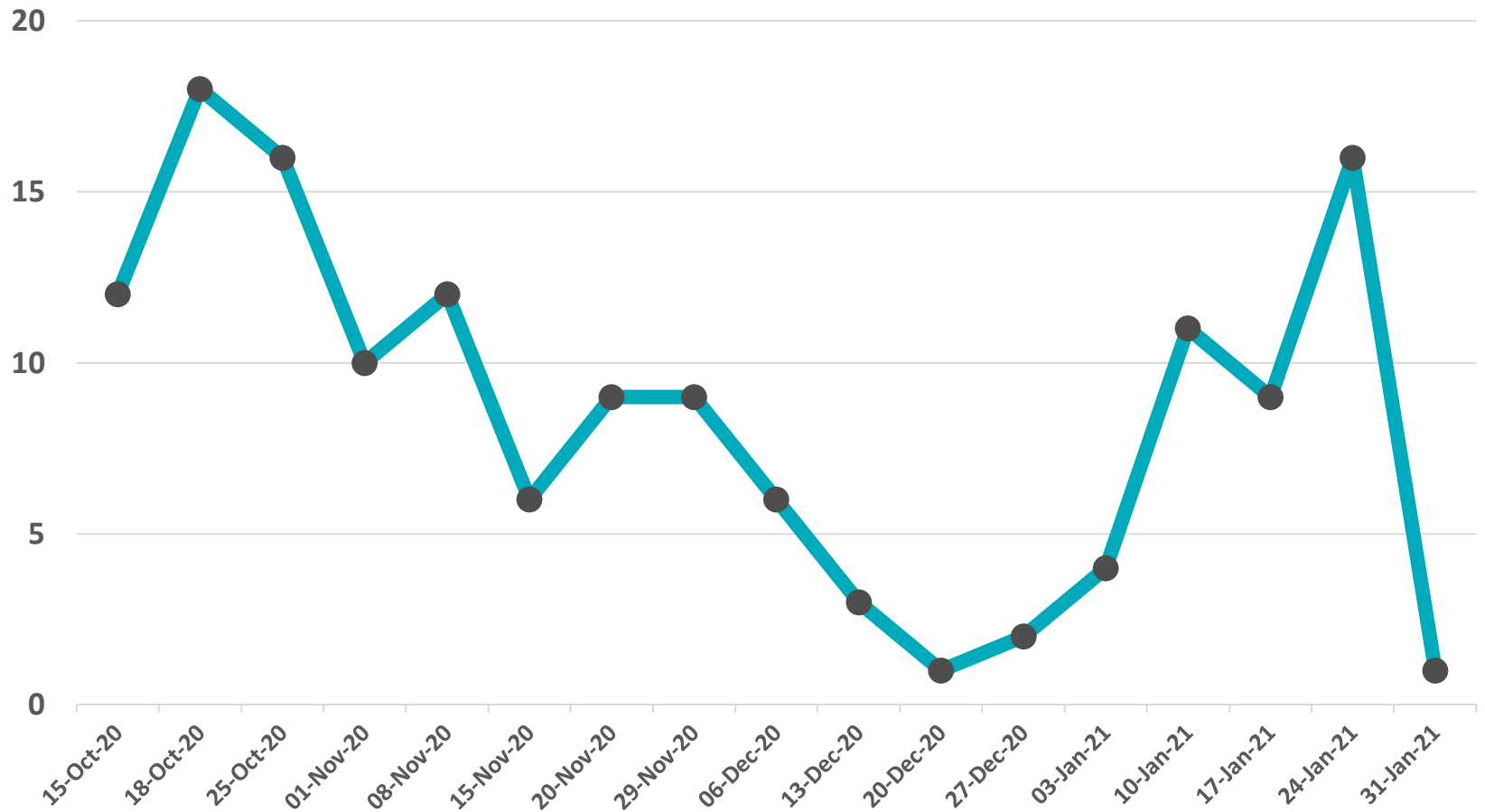


Overall Viewers



Views of Resource Database week by week Oct 15-Jan 31

145 total views



Outcomes

The film is 13:11. To date, the average length viewers have watched the film is **4:09**

From this we conclude that if another film compilation idea is done under 5 min may bring more audience retention.

Direction to look below and click on the link is at the end of the film

Link to full video: [Stories of the Heart](#)

Any ideas how to engage this group?

**Message or video chat us during the
Showcase with your ideas!**