The Best Vector Control Content for Social Media

Tips you can use immediately
Realness
Truth
Authenticity
Great news!
People trust the internet less than they used to!
People trust the internet less than they used to.

How much of the information on the internet do you think is reliable?

Graph source:
The 2018 Digital Future Report
Center for the Digital Future at USC Annenberg
Great(er) news!
People trust government sources more than any other source online.
How much information posted by these organizations and individuals do you think is generally reliable and accurate?
(Internet users who regularly visit websites – most or all)

Graph source: The 2018 Digital Future Report   Center for the Digital Future at USC Annenberg
Not Washington
Not the federal government...


% who trust the govt in Washington always or most of the time
Trust in local and state government: steady for 40+ years
U.S. confidence in local & state government a great deal or fair amount 1972 - 2018

Graph source: Gallup's annual Governance poll 1972 -2018
Authenticity
Best vector control content for social media

• Use your vector experts
• Go live!
• Keep it interesting
Use your experts
Use your experts – Example 1:

Vector people are usually doing interesting things.

Source: Dr. Keira Lucas – Collier County Mosquito
Use your experts – Example 1a:

Vector people are usually doing interesting things.
Use your experts – Example 2:

Vector control people take weird videos

Source: Nick Cepparulo in Hunterdon County, NJ
Use your experts – Example 2a:

Vector control people take weird videos

Source: Dr. Ajit Karna - Texas Department of State Health Services
Go live!
Facebook has “Live”
Twitter has “Live” formerly known as “Periscope”
The authenticity of Live + expertise of local voices
Go Live!– Example 1:

Vector control tour of a typical back yard showing breeding spots.
Go Live!—
Example 2:

Hundreds of people watch @isabetabug* Live every day teach about insects!

*(based in The Academy of Natural Sciences of Drexel University in Philadelphia)*
Go Live!—
Example 3:
County Supervisor did a facebook live with OC Vector
Keep it interesting
Box Elder Mosquito Abatement District, Utah
We're targeting mosquito larvae in standing water throughout Naples Manor on 1/30 with our Buffalo Turbine, which is dispensing a mist of Bti larvicide. Find info about Bti at https://bit.ly/2QGhEIu.

It's time to #FightTheBite! Our surveillance indicates high numbers of mosquitoes in the wooded areas west and north of Avenue 11. These Aedes mosquito are most prevalent targeting them at their most active time. Details at https://bit.ly/2QGhEIu.

Our Buffalo Turbine truck is rolling through the streets of Henderson Creek today and making its way toward Naples Manor. The device is dispensing a mist of Bti, a natural bacteria that isn't harmful to people, pets, animals or plants. It only affects mosquito larvae which can be living in containers of standing water. Learn more about Bti at https://bit.ly/2hLums.
St. Tammany Mosquito Abatement, Louisiana
Drone Videos via Dr. Greg Williams
Hudson County, NJ
San Gabriel Valley Mosquito & Vector Control District

With all the excitement over the Super Bowl, don’t ignore the mosquito bowl that could be happening in your yard. #tipNoss #SuperBowl
Summary
The public trusts you.
Best vector control content for social media

• Use your vector experts
• Go live!
• Keep it interesting
Thank you!
Contact me at jtaylor@clarke.com.

Let’s follow each other on Twitter - @ProductJT
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