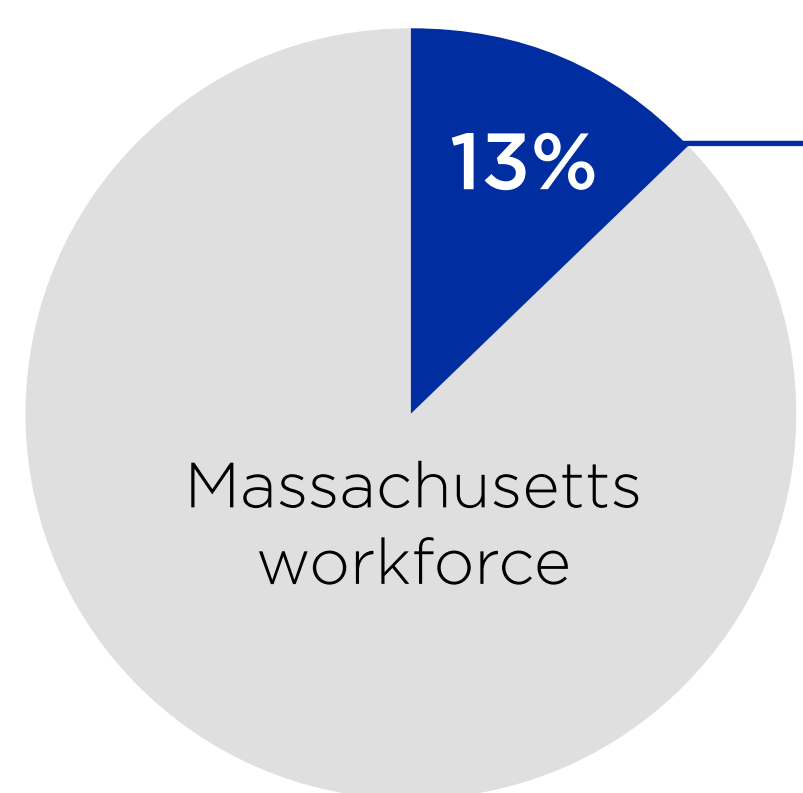


“Getting hurt is not in your job description”

Multiple agencies work together to launch a social media campaign targeting young workers in Massachusetts

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Background



Young workers — those under 25 — make up 13% of the Massachusetts workforce. They have nearly double the rate of medically-treated work injuries compared to adults. (See Fig. 1 below.)

Risk factors include:

- **Employment in higher than average risk industries** like restaurants and nursing homes
- **Lack of experience** that puts all new workers at higher risk
- **Inadequate health and safety training as well as supervision**

The Massachusetts Youth Employment and Safety (YES) Team brings together representatives from multiple government agencies that share responsibility for protecting youth at work. Established in 2003, the YES Team has a history of successfully collaborating to promote safe jobs for teen workers. Examples include e.g: outreach campaigns around changes in state child labor laws, policy changes requiring health and safety training in youth job programs, conferences, and an annual statewide Safe Jobs for Youth poster contest for teens that ran from 2011 to 2015.



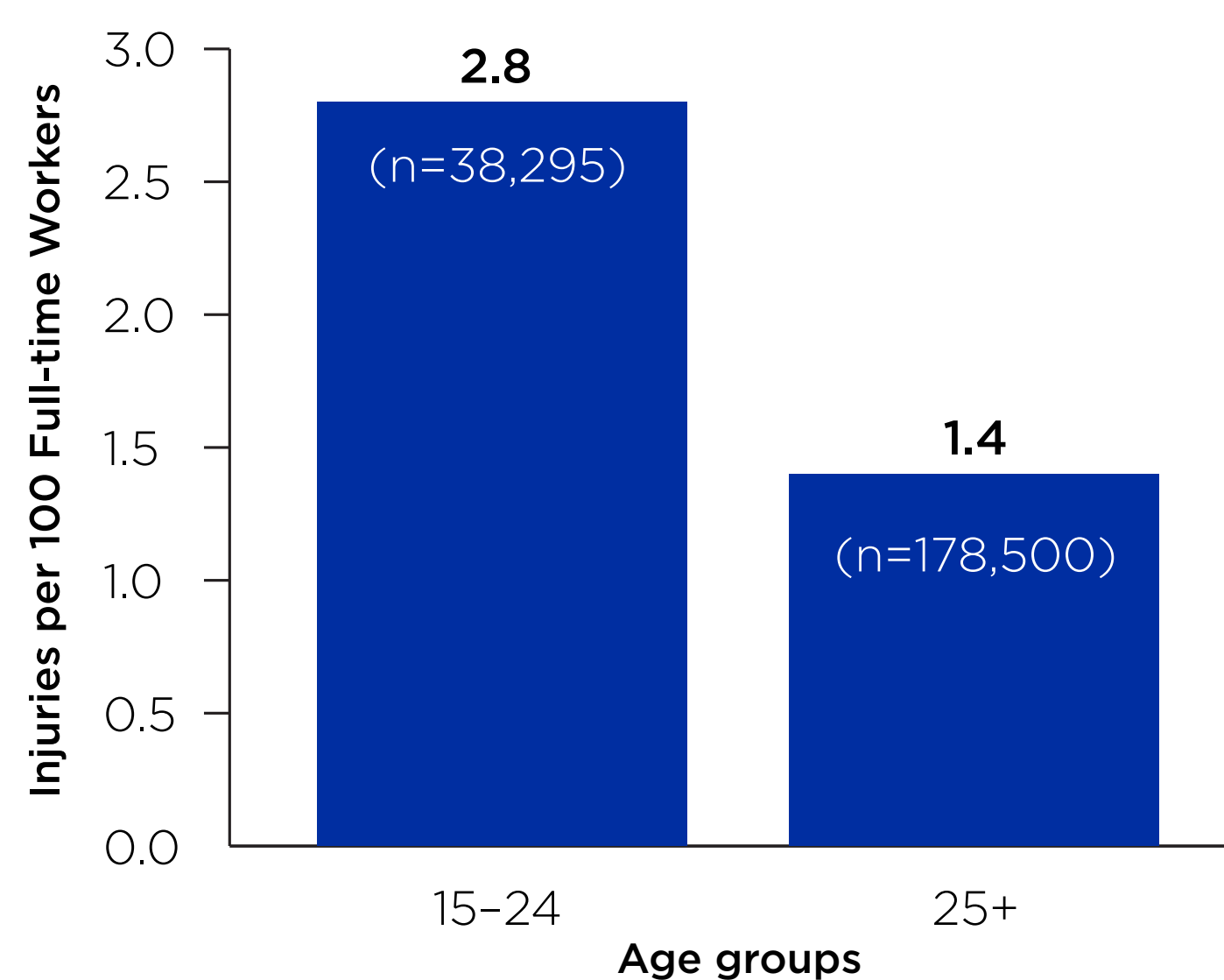
Massachusetts YES Team Agencies

- Department of Public Health
- Department of Labor Standards
- Office of the Attorney General
- Department of Elementary and Secondary Education
- Commonwealth Corporation
- Department of Industrial Accidents
- Federal Occupational Safety and Health Administration Region I
- Federal Wage and Hour Division Northeast Region

In 2016, the YES Team expanded its focus to include young adults (age 18-24). This raised new challenges about reaching this target population, many who are not in school. With YES Team input, the Commonwealth Corporation conducted a survey about social media use, targeting both youth and adult partners who work with young people.

Survey findings confirmed previous reports that social media is a means to reach young adults and teens. The team then collaborated to develop a social media campaign to engage young workers about workplace health and safety, as well as their on-the-job rights. The Department of Labor Standards enlisted the MassIT Digital Communications team — a professional campaign development service available for free to state agencies — to work with the YES Team.

Rates of work-related ED visits among workers, by age, MA, 2009–2013



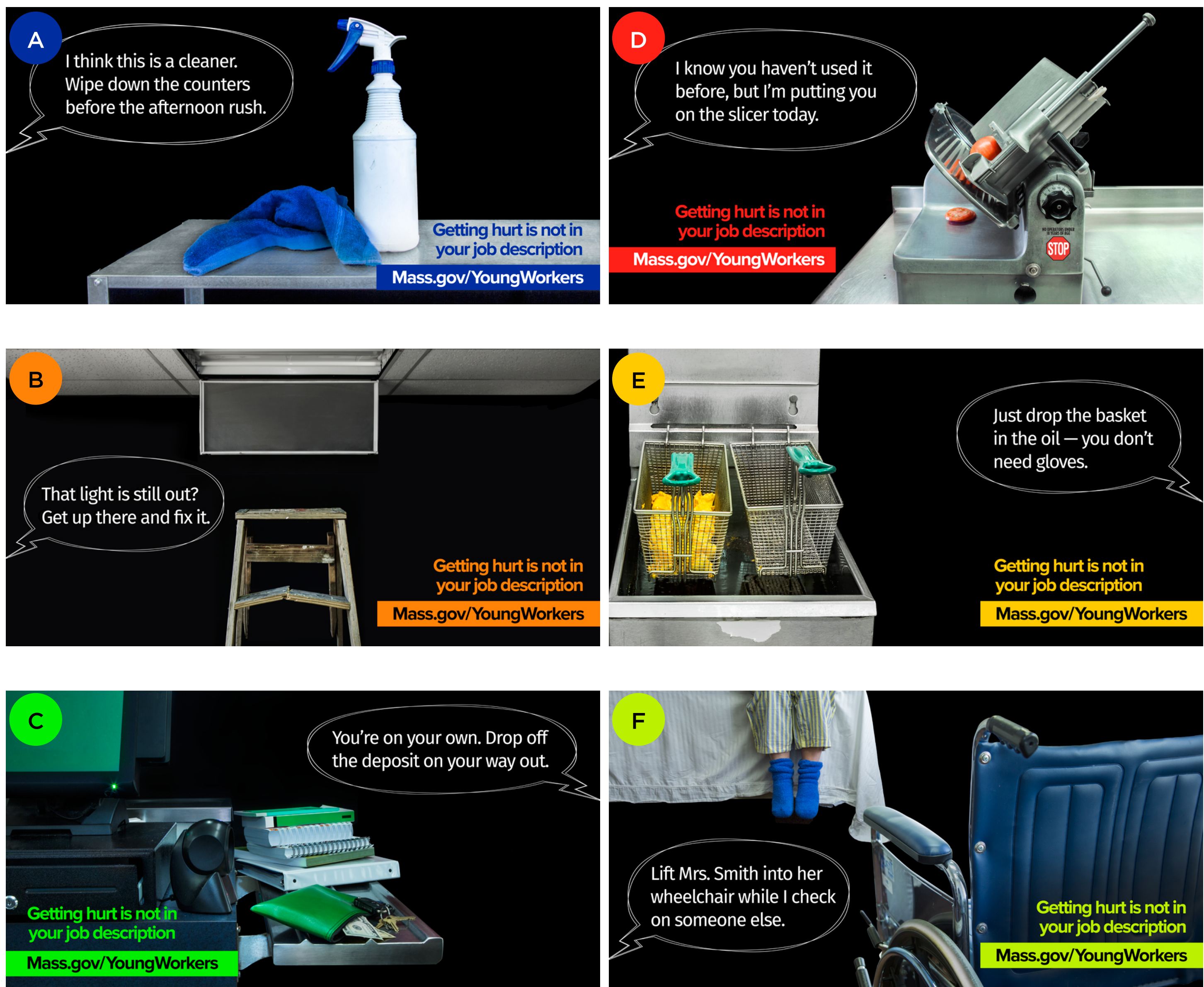
(Fig. 1)

Methods

Campaign Development

The YES Team, with the Digital Communications team:

1. Identified youth and adults who work with youth as the target audience.
2. Agreed that messaging should focus on empowerment of youth rather than individual behaviors.
3. Developed three message concepts and taglines with accompanying graphics — by the Digital Communications team — for focus group testing.
 - “Getting hurt is not in your job description”
 - “Job injuries can change your life”
 - “Workplace danger is probably not what you think”
4. Held 6 focus groups with youth and adults serving youth to test concepts.
5. Chose “**Getting hurt is not in your job description**” as the final campaign concept and tagline.
6. Created a single website with content from all agencies, including work permits, child labor laws, workplace hazards, and workers’ rights, on one page. Social messaging directed people to this page.
www.Mass.gov/YoungWorkers
7. Designed and photographed 6 scenarios with input from subject matter experts. Each scenario included the chosen tagline to unify the campaign.



Launch

Facebook Media Buy — A communications company was hired to run a Facebook media buy specifically targeting young people between 16-24. Demographic information and specific interests identified by the YES Team — watches YouTube, listens to Hip Hop, affiliated with YouthBuild, etc. — aided in targeting this group. The Facebook campaign ran from June 13–30.

Other Social Channels — In addition to Facebook, the YES Team and Mass.gov — via the Digital Communications team — tweeted, blogged, and posted on Instagram. During the month of July, digital billboards throughout the state displayed one of the ads.

Campaign Toolkit — The Department of Public Health (DPH) developed a campaign toolkit, which provided an overview of the campaign and sample messages organizations could use to spread the word about the campaign. The toolkit was primarily disseminated via email networks. The campaign media files were made available on request.

Challenge — There was a delay in the original launch date — scheduled for May — due to the process of getting multiple agency approvals.

Evaluation

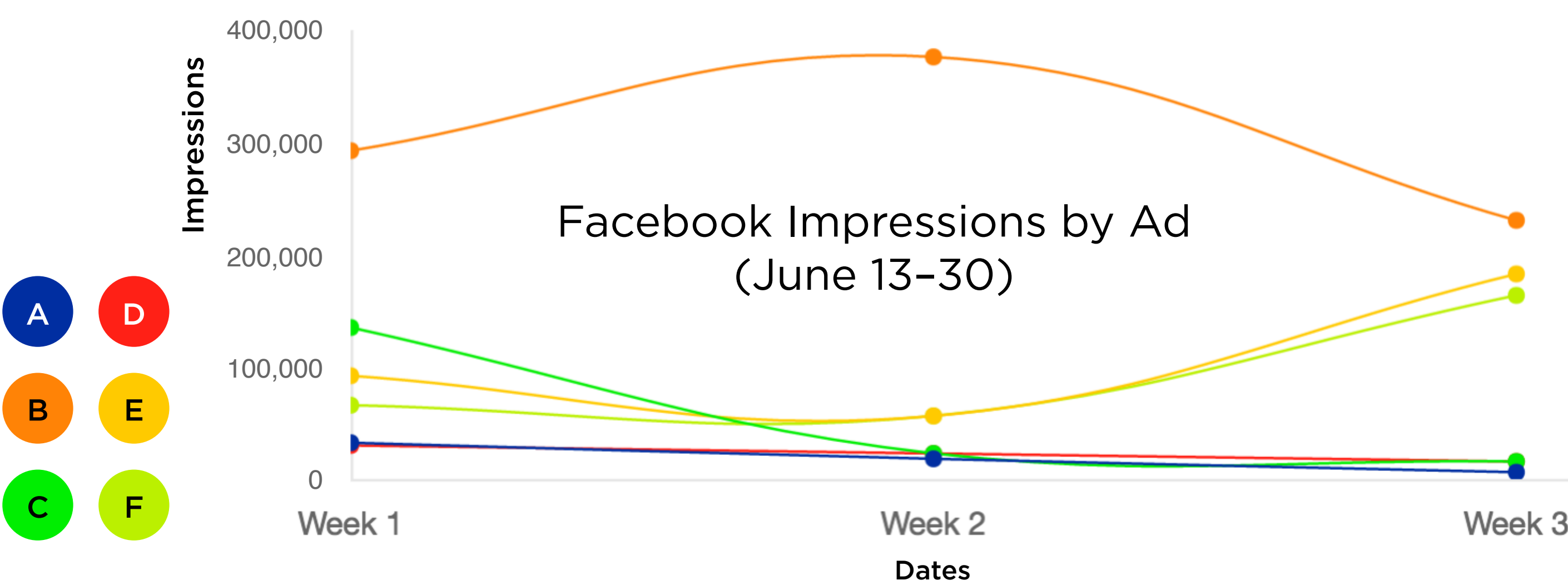
Facebook — The communications company that ran the campaign tabulated the Facebook statistics to measure how well the ads performed. Statistics included number of times an ad was viewed, website clicks, cost per click, and an overall measure of people who took action.

Twitter — The YES Team captured the number of retweets and likes by users, with attention paid to the affiliation of those users to inform potential future outreach.

Website Traffic — Google Analytics was used to count the number of website hits to the YES Team webpage during the campaign.

Results

Facebook Ad Exposure — Ads were shown **1,417,576** times to **175,390** people, with **17,560** people taking some form of action such as liking or sharing the ad.

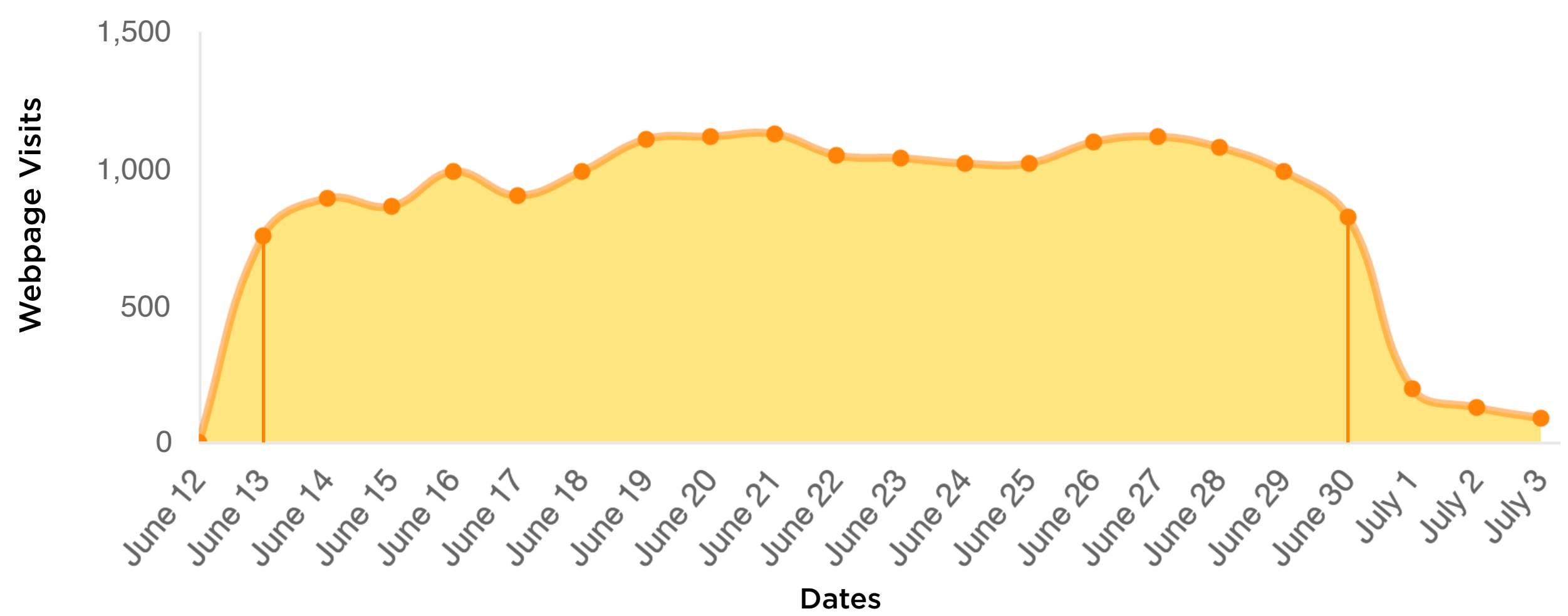


Website Clicks from Facebook — **38,493*** website clicks at a cost of **\$0.12** per click were generated from the Facebook ads. It exceeded the 20,000 website clicks at a cost of \$0.25 per click that was calculated based on other similar DPH campaigns.

Twitter Engagement — There were a total of 69 retweets and 72 likes from the original 60 tweets from the agencies. Among these, with possible leads for future outreach, were likes from various local Boards of Health and public schools in Massachusetts.

Campaign Toolkit Requests — DPH received 9 requests for media files from the campaign toolkit. Other organizations that shared the campaign included the National Institute for Occupational Safety and Health (NIOSH), the 84 Movement, and the Oregon YES Team.

Website Traffic — Google analytics captured nearly **21,000*** hits to the YES Team webpage from June 13–30.



Conclusion

- Using social media is an effective way to reach young workers.
- Having experts in social media involved was a key to success. Designating a YES Team member with health communication expertise as liaison with the Digital Communications team was also important.
- While involvement of multiple agencies created challenges in getting final approvals and evaluation, multiagency collaboration strengthened the campaign both in terms of content and reach.
- A one-stop website was a significant by-product of this campaign.
- The YES Team and the Digital Communications team are proposing to repeat and improve on the campaign in the future.



Massachusetts Department of Public Health

References available upon request.

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Thanks to all our partners on the YES Team and the MassIT Digital Communications Team who helped on the campaign and with this poster.

*Numbers vary because not every URL click from Facebook results in a page visit. Internet connectivity issues on mobile devices, voluntary user drop off, and other factors contribute to the difference in numbers. This is a normal statistical discrepancy for Facebook ad campaigns.