A blurred photograph of a crowd of people, likely at a conference or meeting, with a blue and yellow color scheme. The image is out of focus, showing the silhouettes and general shapes of people in the background.

Modern Communication Media and Occupational Hygiene: Is MySpace Really Our Space?

DOHS Annual Conference
March 24, 2010
Max R. Lum Ed.D., MPA
Director, Office of Health Communication
and Global Programs, NIOSH

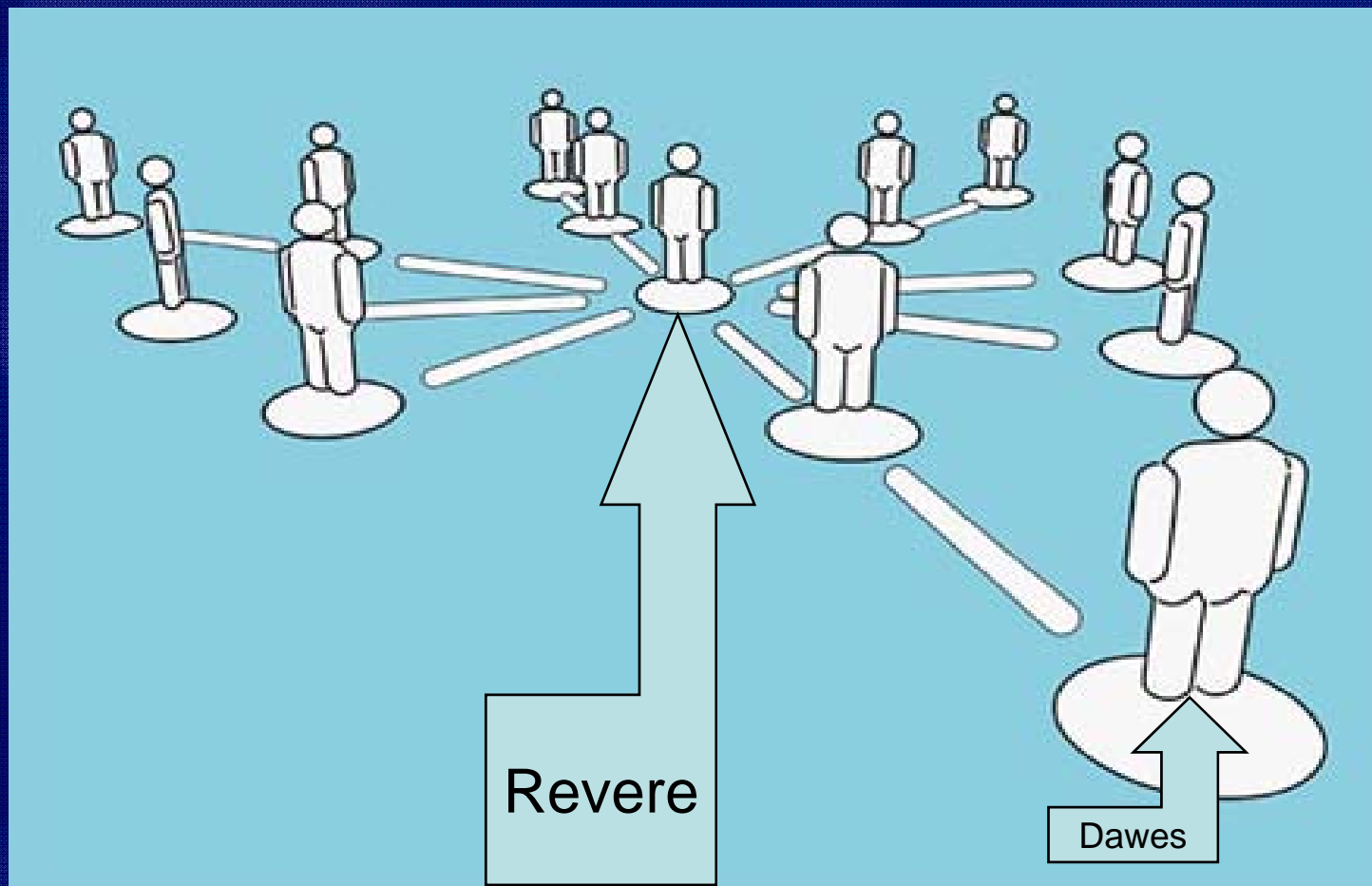
Paul Revere's Monument



William Dawes' Monument



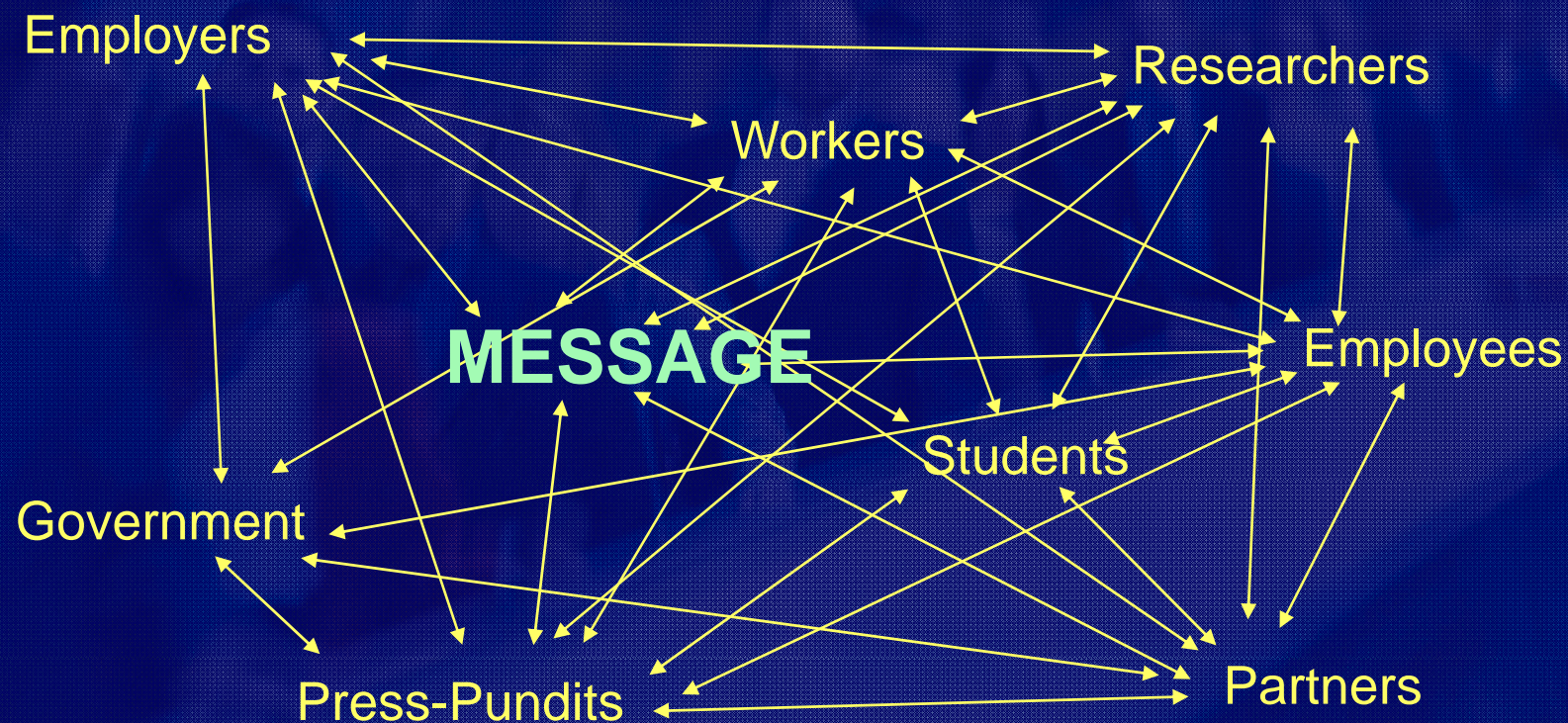
Networks are Essential



Historic Communication Network Pattern



Current Communication Pattern



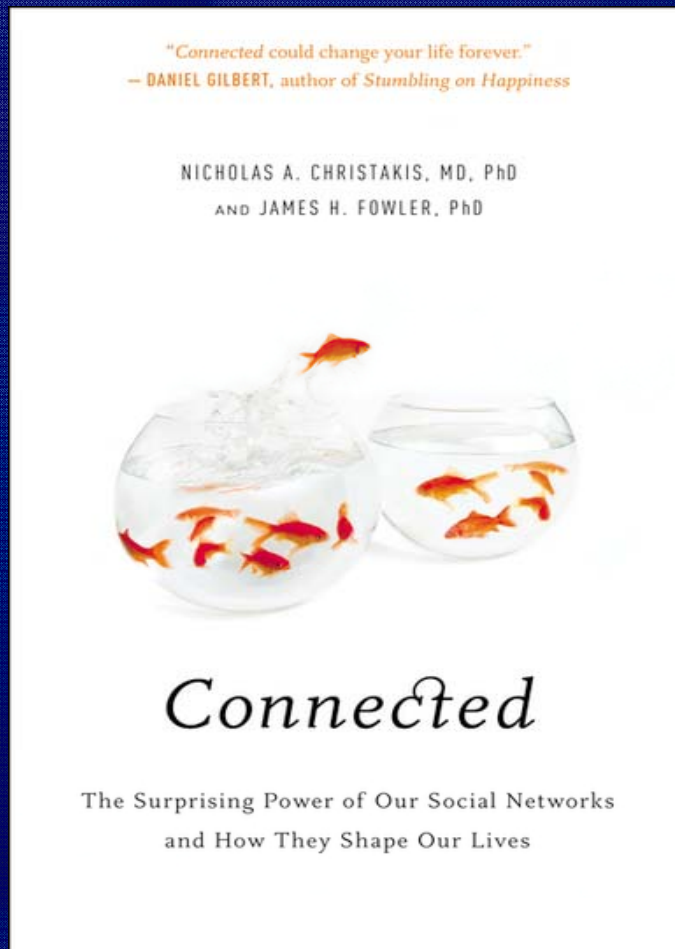
Social Media Helps us Tap into the New Networked World

Definition:

Social media falls under the marketing umbrella and defines activities that:

- integrate technology
- social interaction, and
- the construction of words, and visual media to promote sharing.

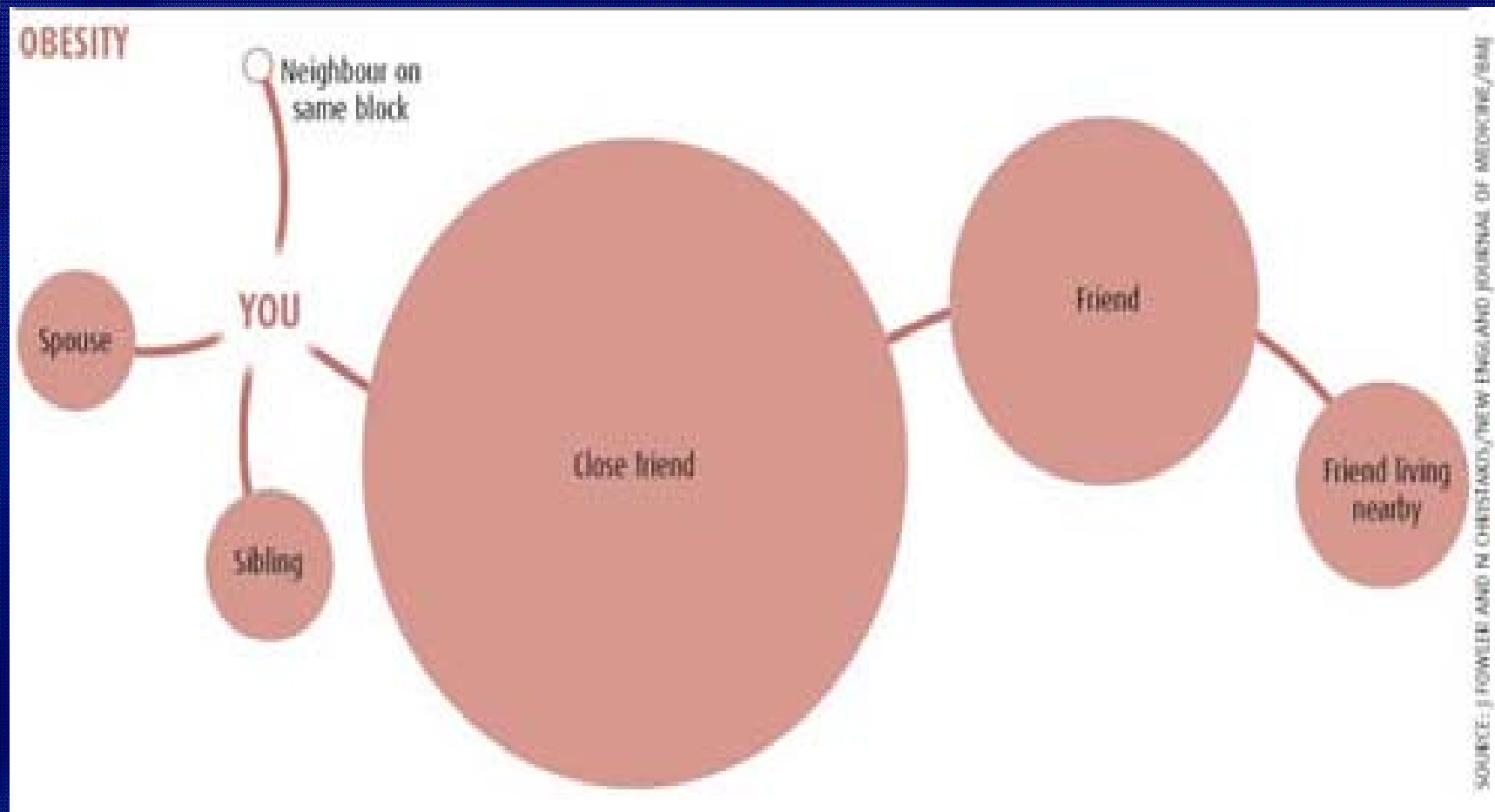
Social Networks Influence Behavior



Knowledge and influence
reside in networks

Network analysis has
implications for public policy

Finding: Social networks have clusters of people within them that reach out to three degrees of separation. Influence is related to their friends, their friends' friends, and their friends' friends' friends—that is, to people well beyond their immediate environment



Today's Theme: Tapping into the tools of social media

Communicating with workers, organizations, individuals and ourselves to build our community of practice

Social Media Applications

- Google-reference, social networking
- Blogs-reference, social networking
- Twitter-reference, mini blog
- Wikipedia- reference
- MySpace- social networking
- Facebook- social networking
- YouTube- video sharing
- Flickr-photo sharing

Newsletters, Journals, Research and Many Conferences are Outbound Media But only part of the solution.....



Outbound vs. Inbound Media

Media

Old

Television

Radio

Newspapers

All of this is media. Old media is stuff that's been around for a while. New media is stuff that is, well, new, new technologies, new distribution, new ideas.

Social media is a subset of new media and its defining feature isn't age as much as interactivity. A blog, by itself, is not necessarily interactive (especially if comments are off). A Twitter account with no social interaction is useless.

In the end, though, it's all media, all communication.

ChristopherSPenn.com

New

Blogs

Podcasts

YouTube

Comments

Social

FaceBook

Twitter

Wikipedia



Are Blogs the New Newspapers?



“Beats me. It’s yesterday’s news, it’s hard copy, and you have to pay for it.”

Blogs are Relevant

Blog sites

- Consumers are four times more likely to read local newspapers than blogs.



USC Media Myths and Realities A
Public of One. USC Annenberg,
2008

Blogs vs. Newspapers

Search history



"A new blog is created every second of every day"



The NIOSH Science Blog



Department of Health and Human Services
Centers for Disease Control & Prevention

National Institute for Occupational Safety and Health

NIOSH Science Blog



Body Art

Body art..... This may seem like an odd topic for a science blog, but not when you consider the artists' risk of exposure to bloodborne pathogens. Body art is popular and growing with an estimated 16,000 body artists working in the U.S. today. Body art, which typically consists of tattoos and body piercings, is an art form where the artists' canvas is the human body.

When working on this unique medium, artists may come in contact with a client's blood if they are stuck with the needle that they are using on a client (or stuck with a used needle during disposal), or if the client's blood splashes into the eyes, nose, or mouth. Contact with another person's blood may expose workers to [bloodborne pathogens](#) such as hepatitis B virus, hepatitis C virus, or human immunodeficiency virus (HIV). These bloodborne pathogens can be dangerous and may cause permanent illness. If an artist gets one of these viruses, he or she may become ill and be unable to support his or her family. Also, since bloodborne pathogens can be spread through contact with blood and other bodily fluids such as semen and vaginal secretions, sexual partners could also be at risk of getting a bloodborne disease.

In the early 1990s as the body art industry grew, professional associations were formed to promote better business practices in the industry and address safety and health issues. Because of concerns voiced by artists in the industry, NIOSH researchers visited several tattooing and piercing studios and found certain practices used in body piercing and tattooing could increase the chance of an artist coming in contact with blood. NIOSH met with many of the tattooing and piercing professional organizations, other government agencies, scientists and the artists themselves to learn more about body art work practices and what could be done to lower artists' chance of exposure to bloodborne diseases.

To lower exposure to blood, NIOSH recommends using safe work practices and staying informed about problems affecting body artists. Recommendations for protecting tattoo artists and body piercers from bloodborne pathogens can be found on the [NIOSH Body Art](#) web page. A few examples include:

NIOSH Science Blog

[Home](#)

[Archive](#)

[Comment Policy](#)

[FAQ](#)

Get Updates

[Get e-mail updates](#)

[E-mail this page](#)

[RSS Feed](#)

[Subscribe to NIOSH eNews](#)

Recent Posts

3/3/08—[Training Videos for Miners](#)

How do you take miners miles below ground to teach them how to protect themselves...

2/19/08—[Contingent Workers](#)

The use of part-time, temporary, and contract workers has risen dramatically...

2/4/08—[Body Art](#)

Artists may come in contact with a client's blood if they are stuck with the needle that they are using on a client...

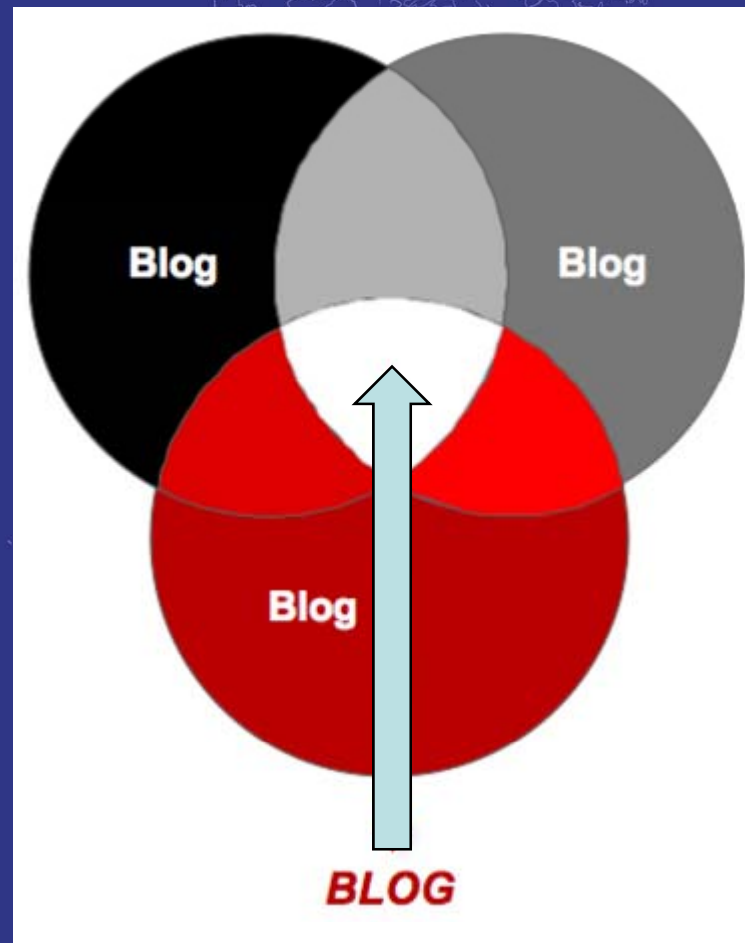
1/22/08—[NIOSH Dose Reconstruction Program](#)

Dose reconstruction is a scientifically complex process. In fact, the entire Compensation Program involves many challenging issues...

01/07/08—[Talking Safety, Youth @ Work](#)

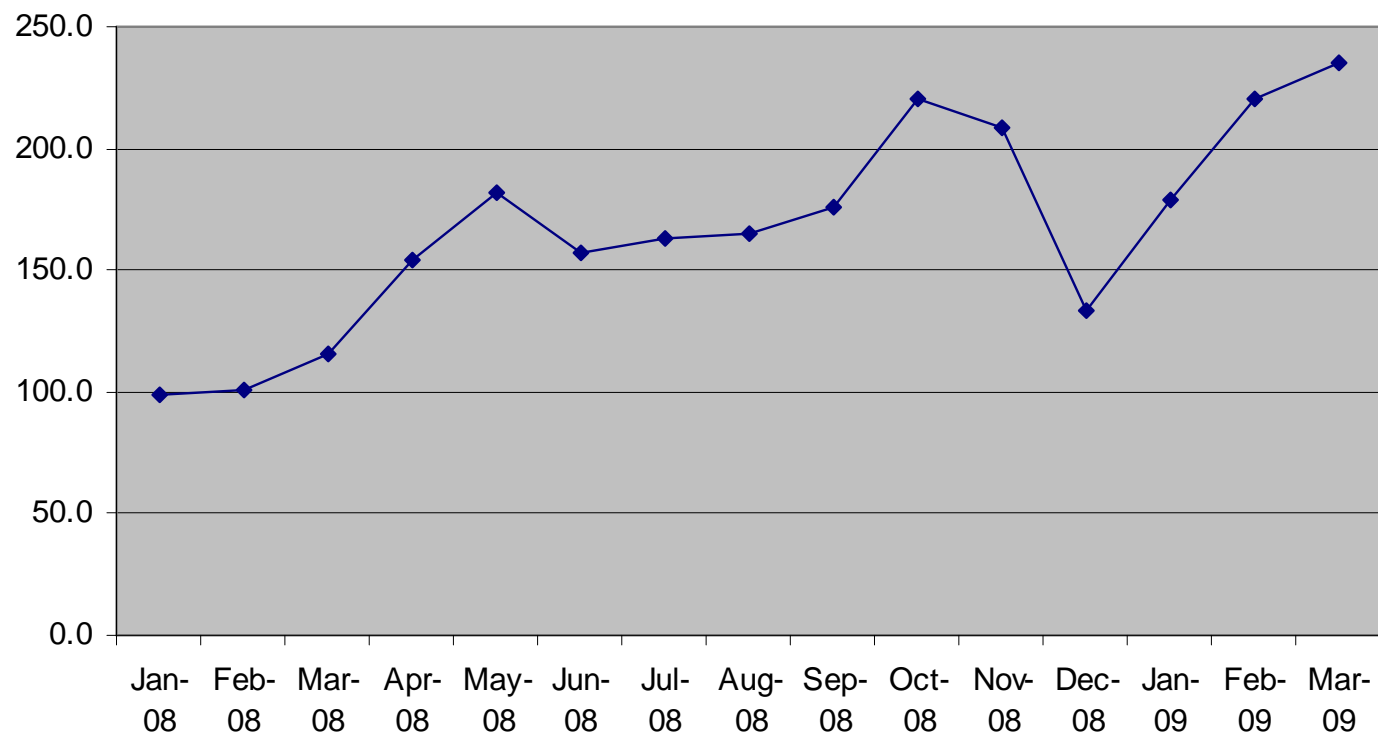
Few would argue that most work provides numerous benefits for young

Other Blogs Recognize Your Blog



Growth Trend

Average daily visits (by month)



Blogs are Conversations

784 comments-265 replies



Blogs Help Us:

- Link our science with a “product” driving readers to our website
- Attract links from other bloggers, sites
- Provide regular, fresh and relevant scientific information and elicit rapid feedback

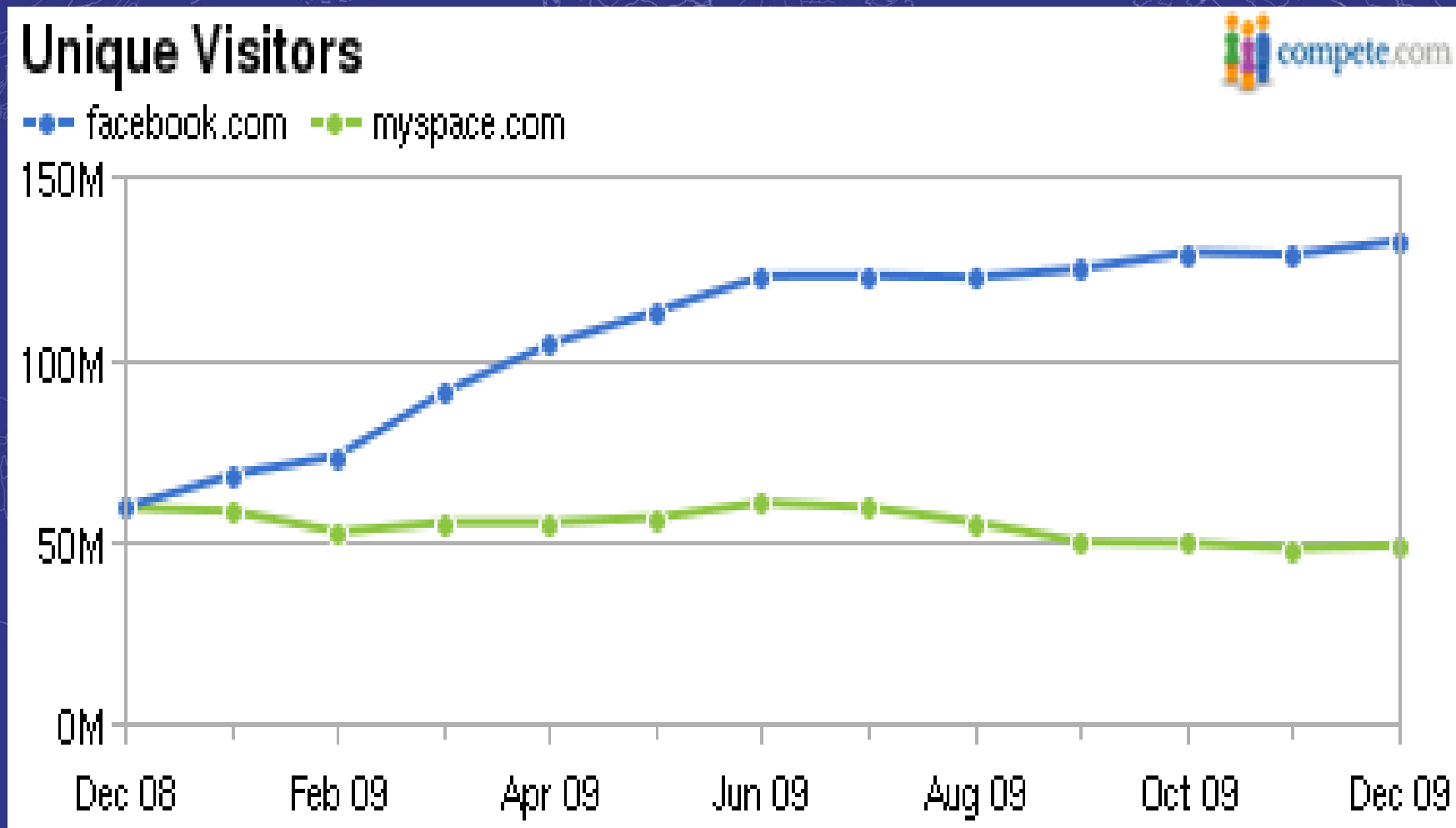
Social Networking Sites are not Just for Kids

- The study reveals that older demographic groups are participating in online social networks in growing numbers. More than 30 million mothers are online (US) and 70 percent visit social networking sites.

USC Media Myths and Realities *A Public of One*. USC Annenberg, 2008

The Facebook logo, consisting of the word "facebook" in a white, lowercase, sans-serif font on a dark blue rectangular background.

Facebook vs. Myspace



Myspace is a Social Media Solution

 **myspace.com.**
a place for friends

MySpace

powered by Google

Home | Browse | Search | Invite | Film | Mail | Blogs | Favorites | Forum | Groups | Events | Videos | Music | Comedy | Classifieds

Flixster Movies on MySpace

Hi Aber.



 3 Friends
 16 Ratings
 5 Reviews

My Movies

Find a movie

Search movie titles, actors, directors

your friends said...



Paul

Braveheart

15 hours ago


freeeeedom!!!



Paul

The Lord of the Rings - The Return of the King


15 hours ago


awesome end to the trilogy!




The Chronicles of Narnia: The Lion, The Witch and

NIOSH Myspace Fire Fighter Page




Web Search

POWERED BY Google





NIOSH National Institute for Occupational Safety and Health
Fire Fighter Fatality Investigation & Prevention Program





"NIOSH Fire Fighter Fatality Investigation & Prevention Program"


Mood: productive
View My: [Pics](#) | [Videos](#) | [Playlists](#)


 Send Message


 Add to Friends


 IM / Call

 Add to Group

 Forward to Friend

 Add to Favorites

 Block User

 Rank User

MySpace URL:

Fire Fighter Fatality Investigation & Prevention's Latest Blog Entry [[Subscribe to this Blog](#)]

Improved Criteria for Emergency Medical Protective Clothing ([view more](#))

[[View All Blog Entries](#)]

[NIOSH Science Blog](#)
Join the discussion on the [NIOSH Science Blog](#)

Each year an average of 105 fire fighters die in the line of duty. To address this continuing national occupational fatality problem, NIOSH conducts independent investigations of fire fighter line of duty deaths. This is a new site but as the page continues to evolve we will post bulletins about and links to NIOSH investigation reports and other fire fighter safety resources.

MyspaceFF Business Card

**NIOSH FIRE FIGHTER FATALITY INVESTIGATION
& PREVENTION PROGRAM**



**FIRE
FIGHTERS
FIRST
AT**

myspace.com/firefightersfirst



www.cdc.gov/niosh/fire

Sponsored by Abbott Laboratories



Reinforce the value of the laboratory professional in the eyes of the health care system and the general public.

Address the issues that labs face today, from laboratory science program closings to reimbursement coding complexities.

Serve as a community that encourages sharing experiences, insight and ideas for improving the laboratory profession and the lives of those who practice

Social Network Affiliated with J&J

Social Network

4276 people and 3003 children from all 50 US states and 82 countries.

Over 10,000 Visitors of Day

Chat Rooms

Forums

Over 500,000 posts

Upcoming Activities & Events

E.g Family Support Weekend In Marco Island Marriot Resort

Diabetes Team

Answer your personal questions

Care Suggestions

School

In the News

The screenshot shows the homepage of the 'children with DIABETES' website. The header features the organization's logo, name, and tagline: 'The online community for kids, families and adults with diabetes'. Below the header is a navigation bar with links to Chat Rooms, CWD Forums, Conferences, Ask the Diabetes Team, Care Suggestions, School, and News. The main content area includes a video player for a clip from 'Friends for Life 2008', a sidebar with links to various resources like 'What's New' and 'Family Support Network', and a 'Current Poll' section on the right asking about insulin pump usage. The footer mentions 'CWD Focus on Best Practices'.

MySpace Helps us:

- Provide and receive information to a target community and receive input
- Assist with networking with a hard to reach community
- Drives traffic to our research (Web Site)

YouTube is a Social Media Solution


You Tube
Broadcast Yourself™

[Sign Up](#) | [Account](#) | [History](#) | [Help](#) | [Log In](#) | [Site](#)

[Home](#) [Videos](#) [Channels](#) [Community](#)

[Videos](#) [Search](#) [settings](#) [Upload](#)

Most Powerful Thing... Deck Safety Awareness for Purse Seiners



[Share](#) [Favorite](#) [Add to Playlists](#) [Flag](#)

Rate: ★☆☆☆☆ 1 rating Views: 461

Comments: 1 Favorited: 0 times Honors: 0 Links: 5

Comments & Responses

Show: [average \(-5 or better\)](#) [Help](#)

[Post a video response](#)
[Post a text comment](#)

[alexmatchim](#) (2 months ago) Reply 0

just to let you know, i just receive your video this morning. great quality, thank you very much :)

[View all 1 comments](#)

Would you like to comment?

[Join YouTube](#) for a free account, or [log in](#) if you are already a member.

[From: Fish SafeInfo](#)
Joined: 1 year ago
Videos: 12 [Subscribe](#)

About This Video

This is a short version (preview) of NIOSH's vi.
[\(more\)](#)
Added: December 08, 2007

Embed [customize](#)
<object width="425" height="355"><param name="movie" value="http://

More From: Fish SafeInfo

Related Videos

Display: [List](#) [Grid](#)

- [FISHING BOAT GOING HOME](#)
01:41 From: [BMORRELL8](#)
Views: 10,961
- [NVG-sill Alesund 2006](#)
03:40 From: [urbanbryngeld](#)
Views: 2,914
- [Mackerel Underwater Footage](#)
02:50 From: [urbanbryngeld](#)
Views: 1,376
- [Commercial Fishing Salmon in S.E Alaska, f/v Quandary](#)
05:05 From: [hollisi22](#)
Views: 7,629
- [Herring Seining on the SeaLife II](#)
08:33 From: [jawkneebebad](#)
Views: 4,402

Promoted Videos

- [Speed of Smell](#)
03:27
cockpit
- [3rd Rock From The Sun](#)
04:08
CarseyWerner
- [JDMA Webisode 309A](#)
09:47
Oxygen
- [Squeeee s ep3 - S...](#)
05:55
Squeeees

[Google](#) [Add to iGoogle](#) [Videos](#) [Search](#) [Face The Candidates](#)

GlaxoSmithKline Video

Humorous YouTube video designed to raise awareness of restless leg syndrome.

241,483 Views

Viewers also leave comments, and talk to each other on the video page.

11 Other Videos On Youtube



Flickr is a Social Media Solution

Unprotected workers exposed to dust from nearby operations on Flickr - Photo Sharing! - Windows Internet Explorer

http://www.flickr.com/photos/niosh/2366224885/

File Edit View Favorites Tools Help

Unprotected workers exposed to dust from nearby op...


You aren't signed in [Sign In](#) [Help](#)

flickr
Home The Tour Sign Up Explore

Search

Unprotected workers exposed to dust from nearby operations

ALL SIZES



Illustrates how unprotected ancillary personnel (e.g., flagmen, inspectors, foremen) can be exposed to dust generated by nearby operations.

Uploaded on March 27, 2008
by [NIOSH - Nat Inst for Occupational Safety & Health](#)

NIOSH - Nat Inst for Occupational Safety & Health's photostream

235 uploads

browse

Tags

- concrete
- sawing
- highway
- roadway
- construction
- mixed exposures
- NIOSH
- workers
- safety
- health
- dust
- worker

Done

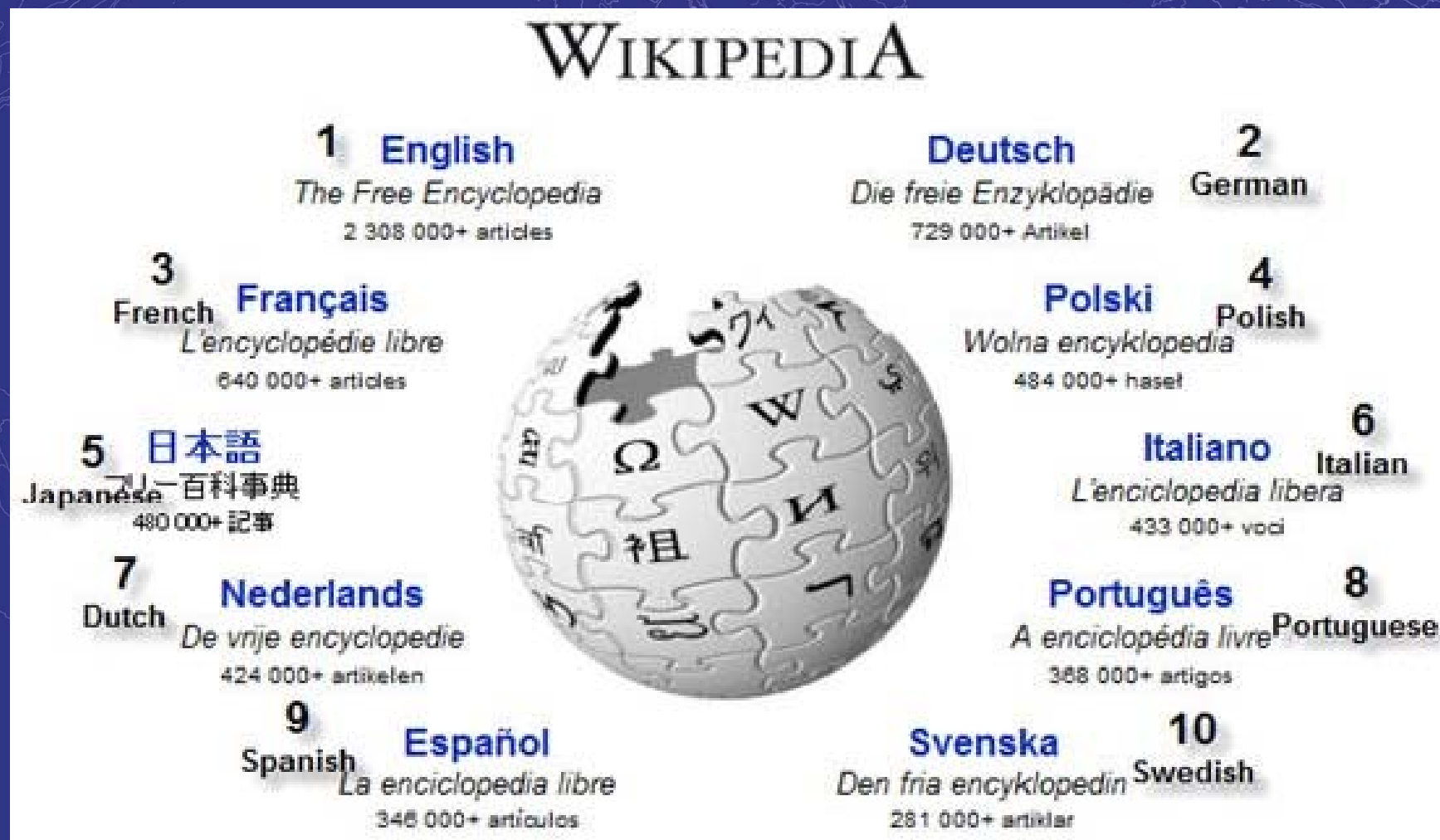
start

Inbo... Jane ... Jane ... NIOS... Unpr... scree... 10:41 AM

YouTube and Flickr Helps Us:

- Encourage conversations
- Provide educational information
- Evaluate our products
- Share visual media with safety themes

The Free Open Source Encyclopedia



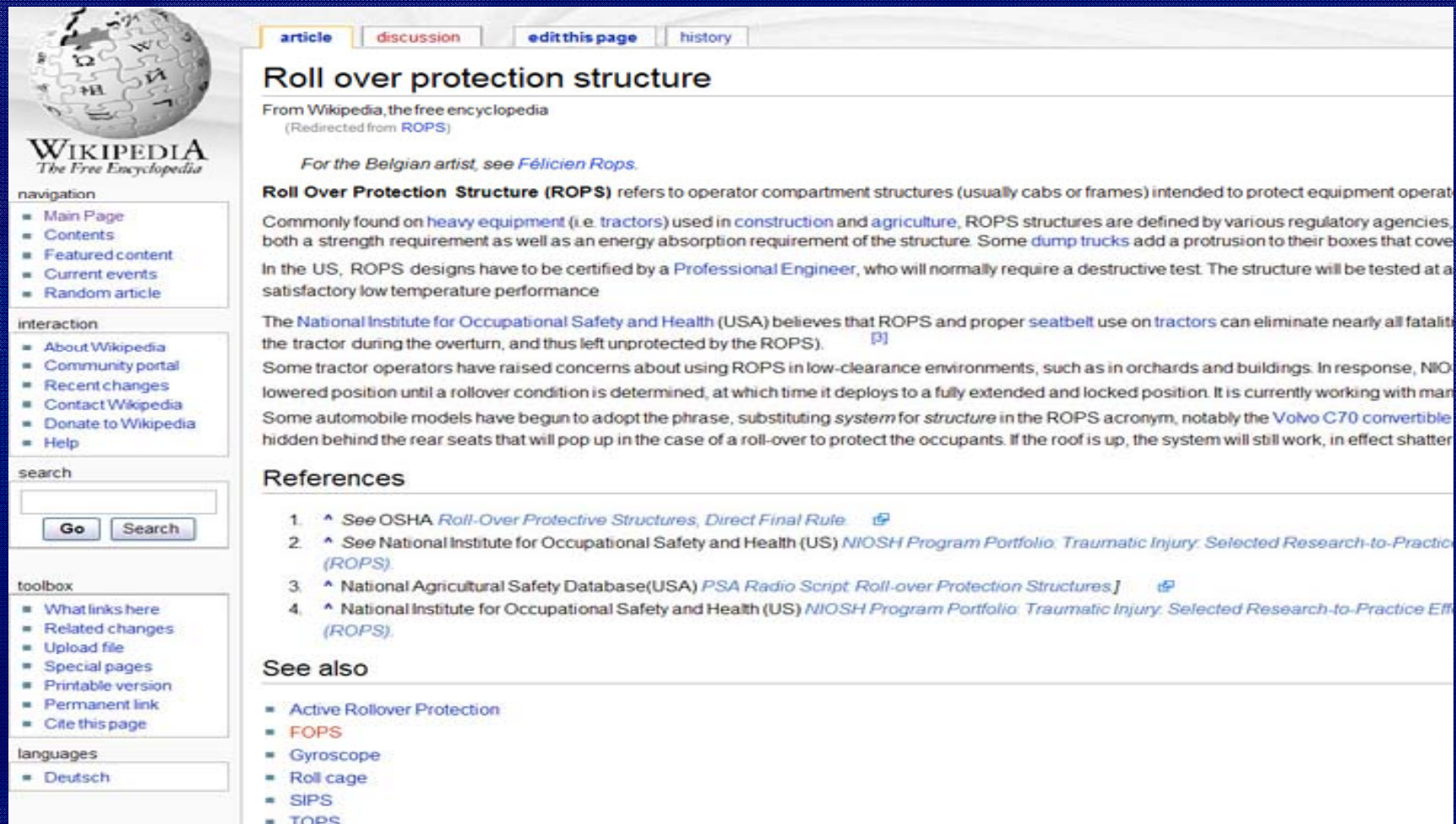
Wikipedia Overview

- Wikipedia allows anyone with a computer to create articles or edit content
- The “community” regulates content, often vigilantly
- Articles contain external links in the form of citations and links

Wikipedia accounts for a staggering one out of 180-200 page visits to the Internet



ROPS on Wikipedia



Roll over protection structure

From Wikipedia, the free encyclopedia
(Redirected from **ROPS**)

For the Belgian artist, see [Félicien Rops](#).

Roll Over Protection Structure (ROPS) refers to operator compartment structures (usually cabs or frames) intended to protect equipment operators. Commonly found on [heavy equipment](#) (i.e. [tractors](#)) used in [construction](#) and [agriculture](#), ROPS structures are defined by various regulatory agencies, both a strength requirement as well as an energy absorption requirement of the structure. Some [dump trucks](#) add a protrusion to their boxes that cover the operator. In the US, ROPS designs have to be certified by a [Professional Engineer](#), who will normally require a destructive test. The structure will be tested at a satisfactory low temperature performance.

The [National Institute for Occupational Safety and Health](#) (USA) believes that ROPS and proper [seatbelt](#) use on [tractors](#) can eliminate nearly all fatalities during the tractor during the overturn, and thus left unprotected by the ROPS). ^[3]

Some tractor operators have raised concerns about using ROPS in low-clearance environments, such as in orchards and buildings. In response, NIOSH lowered position until a rollover condition is determined, at which time it deploys to a fully extended and locked position. It is currently working with manufacturers. Some automobile models have begun to adopt the phrase, substituting *system* for *structure* in the ROPS acronym, notably the [Volvo C70 convertible](#) hidden behind the rear seats that will pop up in the case of a roll-over to protect the occupants. If the roof is up, the system will still work, in effect shatterproof.

References

- [↑] See OSHA *Roll-Over Protective Structures, Direct Final Rule*. ^[4]
- [↑] See National Institute for Occupational Safety and Health (US) *NIOSH Program Portfolio: Traumatic Injury: Selected Research-to-Practice Efforts (ROPS)*.
- [↑] National Agricultural Safety Database(USA) *PSA Radio Script: Roll-over Protection Structures*. ^[5]
- [↑] National Institute for Occupational Safety and Health (US) *NIOSH Program Portfolio: Traumatic Injury: Selected Research-to-Practice Efforts (ROPS)*.

See also

- Active Rollover Protection
- FOPS
- Gyroscopic
- Roll cage
- SIPS
- TOPS

Collaborating in the Public Space?

Global Road Safety on Wikipedia



The screenshot shows the Wikipedia article titled "Global road safety for workers". The page layout includes a sidebar on the left with navigation links (Main page, Contents, Featured content, Current events, Random article), a search box, and interaction links (About Wikipedia, Community portal, Recent changes, Contact Wikipedia, Donate to Wikipedia, Help). The main content area has tabs for "article", "discussion", "edit this page", and "history". The article text discusses the economic, societal, and legal ramifications of protecting workers from automobile-related injury, disability, and death. It mentions that road traffic crashes are a leading cause of occupational fatalities throughout the world, especially in developing countries. The text also notes that businesses and society bear direct and indirect costs, including increased insurance premiums, the threat of litigation, loss of an employee, and destruction of property. A "Contents" box lists sections: 1 Background, 2 Institutional efforts, 3 Intervention models (with sub-sections 3.1 WIPE model, 3.2 Stuckey-LaMontagne model, 3.3 Mooren model), 4 See also, and 5 References. The "Background" section begins with the statement: "Road crashes worldwide kill over a million people every year and cost as much as 3% of global gross domestic product (GDP)."

Log in / create account

article discussion edit this page history

Global road safety for workers

From Wikipedia, the free encyclopedia

Global road safety for workers refers to the economic, societal, and legal ramifications of protecting workers from automobile-related injury, disability, and death. [Road traffic crashes](#) are a leading cause of occupational fatalities throughout the world, especially in [developing countries](#).^[1] In addition to the suffering of the workers and their families, businesses and society also bear direct and indirect costs.^[2] These include increased insurance premiums, the threat of litigation, loss of an employee, and destruction of property.^[3]

Contents [\[hide\]](#)

- 1 Background
- 2 Institutional efforts
- 3 Intervention models
 - 3.1 WIPE model
 - 3.2 Stuckey-LaMontagne model
 - 3.3 Mooren model
- 4 See also
- 5 References

Background

Road crashes worldwide kill over a million people every year and cost as much as 3% of global gross domestic product (GDP).^[4] Around the world, it is estimated that work-related incidents make up 25% the road toll (50% if commuting is included).^[5] Because rapid motorization generally accompanies economic development, a large percentage of occupational automobile crashes occur in low and middle-income countries.^[4] Workers

[\[edit\]](#)

Road Safety-Add Your Ideas

Institutional efforts

[\[edit\]](#)

Efforts to protect workers on the road have been undertaken by international organizations such as the [United Nations](#), [World Health Organization](#), [World Bank](#), and [International Labour Organization](#). The WHO coordinates the United Nations Road Safety Collaboration, an effort drawing together government, business, and non-government organizations.^[7]

Organizations such as the [Global Road Safety Partnership](#) (GRSP) and the [Fleet Forum](#) focus on safety in lower- and middle-income nations. They coordinate efforts among local and national governments and businesses.^{[8][9]} Organizations such as [Driving for Better Business](#) advocate change by outlining the business benefits of improved road safety for workers.^[10] The [Make Roads Safe](#) campaign, funded by the UK's FIA Foundation, seeks to influence policies, budgets, and agendas at organizations such as the UN, World Bank, and G8, and to raise public and political awareness for global road safety.^[11]

Intervention models

[\[edit\]](#)

WIPE model

[\[edit\]](#)

Developed at the [Centre for Accident Research and Road Safety](#) – Queensland (CARRS-Q), the WIPE model seeks to identify the societal, business, legal, and financial reasons to focus on occupational road safety. The acronym WIPE stands for **W**hy focus on fleet safety? **I**nitial and continuing status review; **P**ilot, implement and change manage interventions; **E**valuation. The WIPE model assumes that managers will write a business case focusing on the cost savings of protecting workers; perform a safety audit of their organization; launch a pilot program related to personnel training or vehicle improvements; and evaluate the outcomes of the pilot, demonstrating its impact.^{[12][13][14]}

Stuckey-LaMontagne model

[\[edit\]](#)

Australians Rrwth Stuckey and A.D. LaMontagne advanced a similar systems-based approach. It focuses on the impact of occupational light vehicles (OLV) as a leading cause of traumatic deaths. Their model presents the worker as the locus of injury at the center of work- and road-related determinants of risk. The model sets occupational road safety in the wider policy and societal framework.^{[15][16]}

Mooren model

[\[edit\]](#)

Australian researcher Lori Mooren developed a 10-step process model with which organizations can perform gap analyses, establish benchmarks, host fleet safety improvement workshops, and develop fleet safety manuals and improvement programs. A number of businesses and government entities have reviewed their management practices against the model, including [Johnson & Johnson](#), [ALDI Stores](#), [Toyota Australia](#), [Brisbane City Council](#), and [TNT Malaysia](#).^{[17][18]}

See also

[\[edit\]](#)

How are we Going to Measure?



Measurement: Exposure Comparison of Hits on Wikipedia and the NIOSH Web

NIOSH page	Views	Equivalent Wiki article	Views
NIOSH home	81,639	NIOSH	2,627
Fire Fighter Fatality	13,826	Firefighter	31,842
Ergonomics & MSD	10,839	Ergonomics	69,664
Bloodborne Infectious Disease	9,384	Blood-borne disease	3,081
Stress at Work	9,219	Workplace stress	5,519
Chemical Safety	3,889	Chemical substance	16,900
Respirators	3,883	Respirator	7,329
NPPTL Lab Site	2,742	Personal protective equipment	14,034

Measurement: Click-throughs

- A “click-through” occurs when a user clicks an outside link and lands on NIOSH content
- The Wikipedia articles driving the most traffic to NIOSH tend to have high view rates themselves
- Wikipedia hosts over 700 links to NIOSH

Measurement: The Niche Areas

- The Wiki articles that drive traffic most efficiently, however, tend to address niche areas for NIOSH

Wikipedia Niche Market is Important



The NIOSH Key Niche Market

NIOSH Page	% of traffic from Wikipedia
RTECS: p - Phenylenediamine	81.82%
ERSH database: ETHYLENE GLYCOL	73.48%
ICSC: CHLORAMINE-T	67.50%
Pocket Guide: 1,2-Dichloroethylene	60.71%
ERSH database: FENTANYL	57.95%
ICSC: ZINC SULFATE	57.69%
ERSH database: COLCHICINE	53.16%
Pocket Guide: Aluminum	51.32%

Top Recipients of Wikipedia traffic

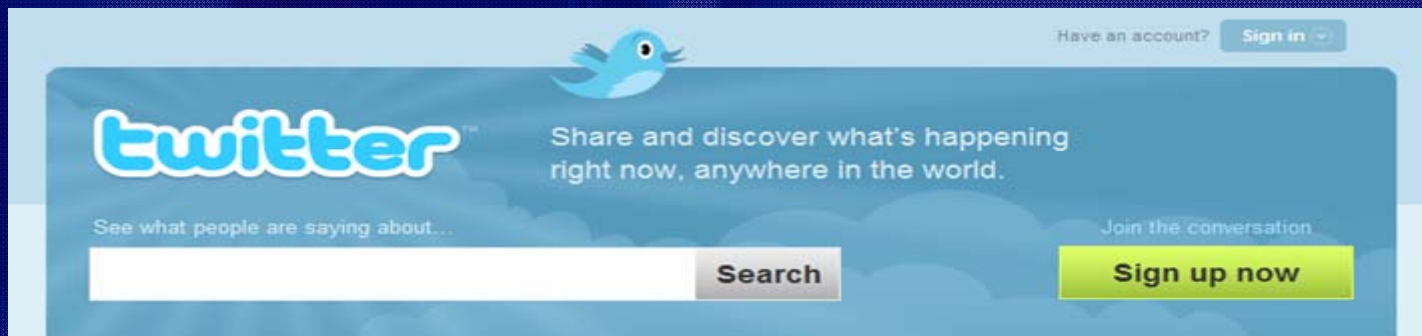
- Isocyanates 4,384
- NIOSH home page 3,693
- Respirator fact sheet 1,685
- Dutch International Chemical Safety Cards 1,544
- Confined spaces 1,552
- NPPTL Respirators 1,303
- Stress at work 1,171

Wikipedia Helps Us:

- Market our research products
- Identify new audiences and partners
- Enable user generated content
- Drive audiences to our research (Web site). Over 215,000 visitors annually

Twitter.

Twitter matters because of what it is: at its heart, a platform that offers an exchange of ideas and information on an unprecedented scale.



Twitter



A mini-blog
140 character limit
It's Mobile
Followers are key

Twitter...What's it Good For?

- public libraries (Cahill 2009, Cuddy 2009)
- health community (Berger 2009)
- political campaigns (Cetina 2009, Henneburg et al 2009)
- business (Dudley 2009; Power and Forte 2008)
- journalism (Ettama 2009)
- civil unrest and protests (Fahmi 2009)
- social activism (Galer-Unti 2009)
- live coverage of events (Gay et al 2009)
- eyewitness accounts (Lariscy et al 2009)
- government (Macintosh 2009)
- education (Parslow 2009).
- emergency response (CDC, 2009)

The NIOSH Twitter Site

The screenshot shows a Windows Internet Explorer browser window displaying the NIOSH Twitter profile. The browser's address bar shows the URL <http://twitter.com/NIOSH>. The page features the NIOSH logo and a vertical banner on the left with the text "National Institute for Occupational Safety and Health" and the website www.cdc.gov/NIOSH. The main content area shows a "Following" status and a tweet asking if organizations are sponsoring a conference related to safety or health, with a link to <http://go.usa.gov/INw>. Below this, there are links to a 10-year review of the NIOSH Radiation Dose Reconstruction Program, NIOSH's history and mission, and the Center for Occupational and Environmental Health. The right sidebar displays statistics: 1,962 following, 71,102 followers, and 251 listed. It also shows a list of followed accounts, including @NIOSH/health-media, @NIOSH/health-and-safety-orgs, @NIOSH/hhs-twitter-accounts, and @NIOSH/cdc-twitter-accounts. The bottom of the browser window shows the Windows taskbar with various application icons and the system clock.

NIOSH SafeAtWork2010 (NIOSH) on Twitter - Windows Internet Explorer

<http://twitter.com/NIOSH>

File Edit View Favorites Tools Help

NIOSH SafeAtWork2010 (NIOSH) on Twitter

NIOSH

✓ Following

Is your organization sponsoring a conference related to safety or health? <http://go.usa.gov/INw> Add events to the NIOSH calendar
about 2 hours ago from The Remote

10 Year Review of the NIOSH Radiation Dose Reconstruction Program <http://go.usa.gov/IRI> Docket 194 Open For Review & Comment
about 3 hours ago from web

Do you know NIOSH's history, mission and goals? <http://go.usa.gov/INT>
about 10 hours ago from The Remote

Center for Occupational and Environmental Health www.coehce.org/ North, Calif. Education and Research Center
#NIOSH Supported #ERC
about 14 hours ago from The Remote

Mountain & Plains Education and Research Center

Name NIOSH SafeAtWork2010
Location Washington, DC 20201
Web [http://www.cdc.gov/...](http://www.cdc.gov/)
Bio The National Institute for Occupational Safety and Health (our retweet, listing or following does not mean endorsement)

1,962 following 71,102 followers 251 listed

Tweets 1,905

Favorites

Lists

- @NIOSH/health-media
- @NIOSH/health-and-safety-orgs
- @NIOSH/hhs-twitter-accounts
- @NIOSH/cdc-twitter-accounts

View all

Actions

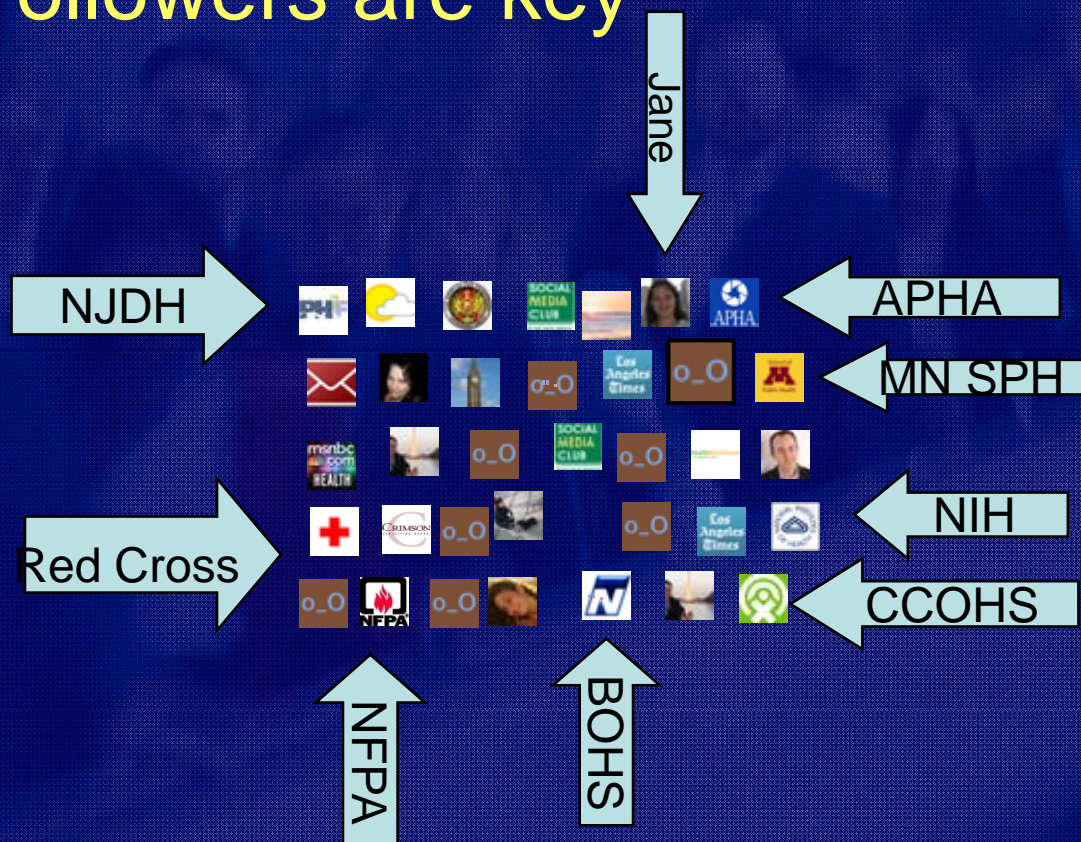
- message NIOSH
- block NIOSH
- report for spam

Following

start Quick Launch SocialMe... SocialMe... TwitterSt... Employe... NIOSH S... 1:49 P

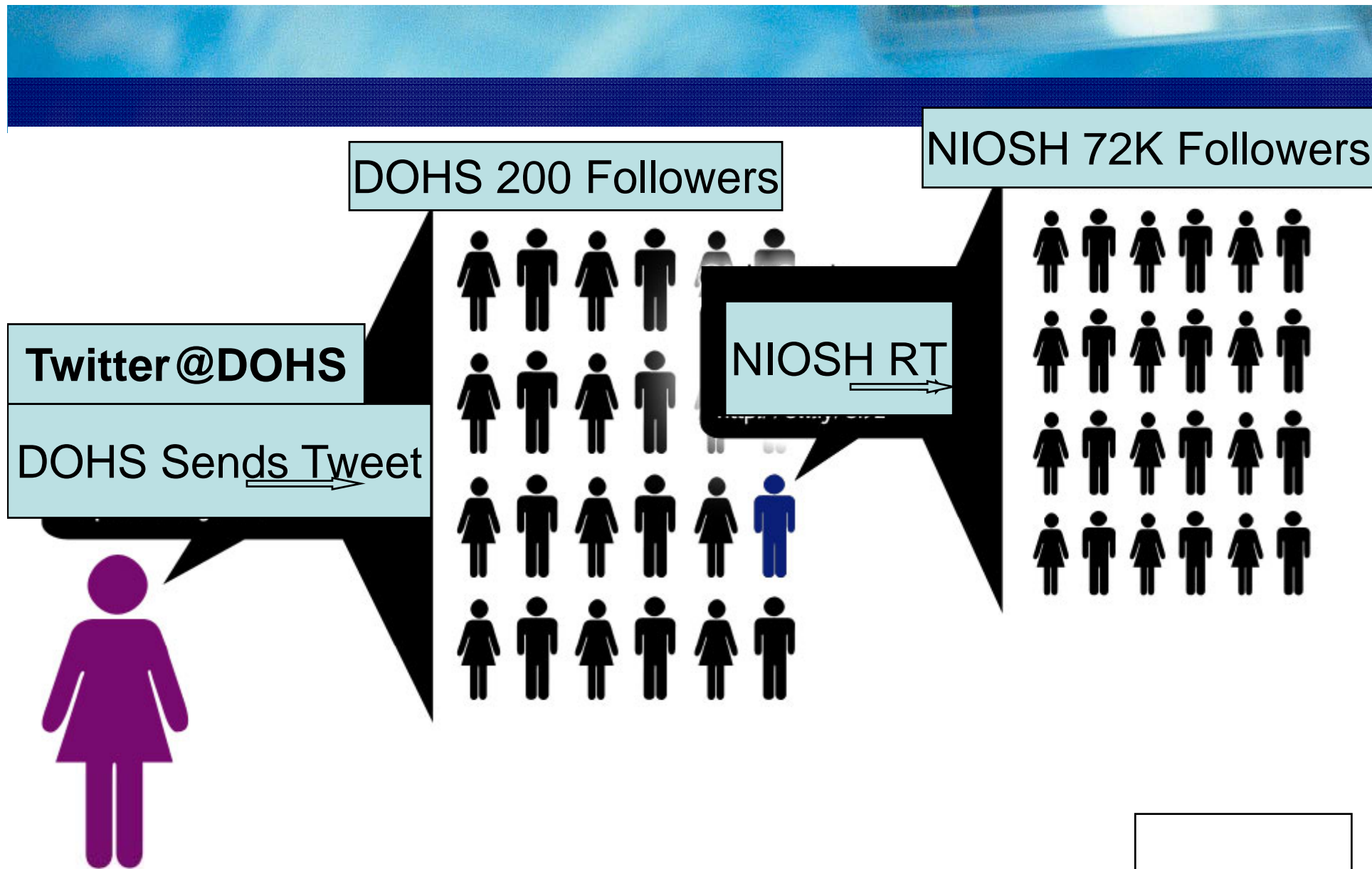
Twitter Followers

Followers are key



Twitter

- Re-Tweets change everything.



Theory and Ideology

Useful versus Enjoyable

- Bohme (2006) outlines a propensity of society to classify technology of all forms into
 - “useful and therefore valuable”
 - “enjoyable, therefore irrelevant”.

A Word of Caution

- Addiction to Bright Shiny Objects

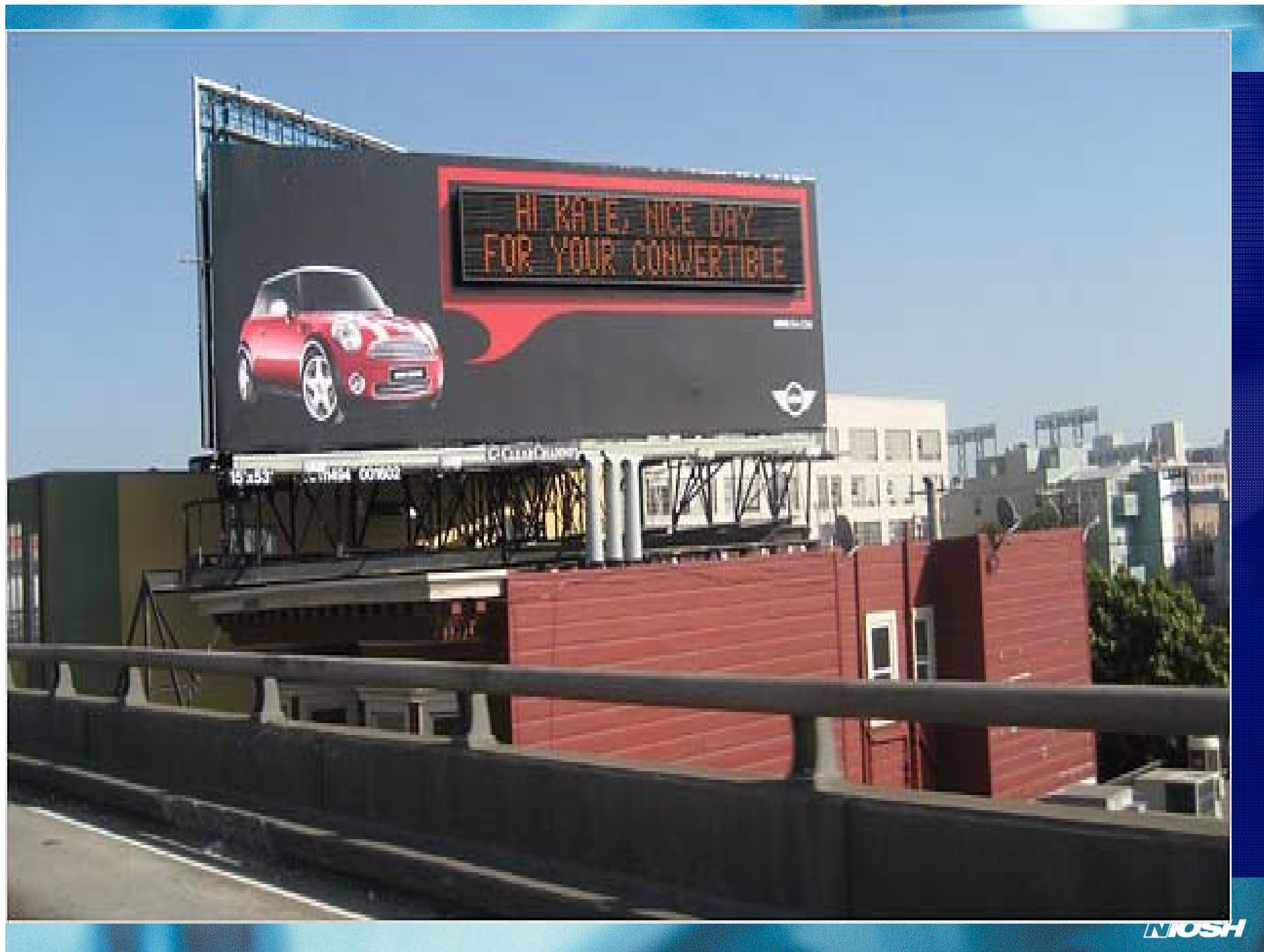


Web 2.0 The Mother of all Bright Shiny Objects



Symptoms of BSO syndrome

- Overuse of buzzwords
- An insatiable desire to use the latest tool
- A tendency to dismiss without investigating
- Excess use of the word “viral”
- Lack of interest in metrics and research
- Total disregard for the customer



Social Media: The Benefits

- Get cost-effective marketing through a channels that lets you better target partners and customers.
- Tap into the ultimate global resource and get honest, current insight on topics ranging from current safety and health research to best practices
- Forge vital connections, reaffirm and engage new partners in the global environment
- Use the strengths of networking to market your products and safe practices for understanding, application, and compliance

Thank You...

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