

of information using digital communication tools like ‘immersive content’ to increase comprehension and understanding for multicultural or non-traditional audiences.

Methods Some key areas to be addressed include:

- Adopting an appropriate social media strategy
- Build a content plan
- Building your OSH message
- Choose your channels
- Building communities of interest
- Research data discussion from focus groups of millennials on OSH education
- Research data discussion on leadership and culture transformation

Results This presentation presents evidence promoting the need for a strong OSH content plan that will deliver engaging materials and aligns with overall messaging and appropriate channels selected for use.

Conclusion This strategy cannot be achieved in isolation, but has to be integrated in parallel with all other traditional communication channels and in concert with an overall communication plan, and create a culture to nurture and sustain a social media transformation.

1682j CAMPAIGNS ARE NOT A SCIENCE. WHY? BECAUSE IT'S THE STORIES THAT MOVE THE WORLD

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Introduction Speak Up Stay Safe is a British Safety Council campaign that seeks to show young people – and those that work or volunteer with young people – that OSH should be taken seriously but is an enabler to good work and successful activities. In doing so we have learnt that campaigning requires stories to produce memorable messages that promote real change. All too often OSH campaigns simply describe a problem and give little time to produce imaginative idea on what to do about it. Questions of narrative, language and image should be considered in OSH messages.

Methods Speak Up Stay Safe starts from the premise that as the audience is intended to be young people, they should be at the heart of the campaign and feature in its content and design. The campaign has taken a flexible approach by trying things out to see what works, for example by extending the campaign to include a media competition or the voluntary sector where there is concern that OSH can dissuade adults from volunteering with young people.

Results Results are measured through site visits (including on YouTube), retweets and Facebook likes. We have seen the campaign has become an important source of induction for young workers and has also provided opportunities for existing youth networks to introduce OSH in a way that makes sense to them.

Conclusion An inventive use of language and image is becoming even more important in making content more visible – if ‘Google robots’ pick up repetition and dull language, then it will be downgraded and information will become less visible. Variety, relevance, linkage and a clear message all contribute to the campaign that has seen it grow beyond the UK. One of the campaign videos has also contributed to a different campaign that is highlighting the mental health challenges for

construction workers – which again is a testament to the flexible nature of the campaign.

1682k DIGITAL TRANSFORMATION. HOW IS IT CHANGING THE COMMUNICATION PARADIGM?

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Introduction The goal of this presentation is to better understand how digital transformation upsets the communication activity and drives public communication to reinvent itself in order to win viewer’s attention and consequently rethink its strategy according to viewer’s interest.

Methods Within a specific French Government digital strategy, the new rules for both Media and communicators have been collected and a new public communication strategy has been defined taking place in the updated Social Media landscape. We used some new tools to improve the surveillance of the ‘bad buzz’ strengthened by new feedback reports. We also created a Vision Camp event with our stakeholders.

Results We were able to provide a new framework in order to test any Social Media opportunity with ‘newsroom’ management. The Social Media activity came from the dark our funny side to a known and professional story with some strong results – from the live surveillance to the top of the trending topic. Our Social Media strategy was quoted by the French Government and we implemented some training courses. We also scheduled some hackathons, based on the Vision Camp, with both High Graduate Schools, startups and Research Institutes.

Conclusion Digital transforms the communication strategies with some specific audience typologies. For communicators, this is a new paradigm which redefines both strategy and communication actions. Communicators have to adapt themselves in order to create, disseminate and promote in a new way, thinking influencers and public first highlighted by native video contents. This information circulation and accelerating questions the media and so the press relations role and position.

1682l INFLUENCING SEARCH ENGINE OPTIMISATION TO DRIVE AUDIENCES TO OUR INFORMATION. LESSONS LEARNED FROM GOOGLE, BING, WEIBO, AND YAHOO

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Introduction Search engines have become the global gateway for information. Despite the expanded use of search engines there is little evidence of how governments and quasi-government organisations are optimising their search engine strategies to guide searchers to their safety and health information. The objective of this presentation is to discuss our findings summarised as the seven cardinal factors of search engine optimisation.

Methods Within a specific NIOSH program we collected data and performed a series of basic content analysis reviews and extracted a range of metrics including but not limited to what specific actions resulted in changes of page rank for selected topic pages, the effect of selected referring domains, the importance of authority and the impact of social media