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Title: Evaluating the Social Media Boosted Poll Feature for Surveying Older Adults in Northeast Ohio

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"Previous studies documented that boosted posts can increase survey response rates. This project was an evaluation of the use of boosted Facebook surveys in Northeast Ohio older adults. We wanted to determine if using Facebook was a useful form of collecting community assessment data for older Northeast Ohio county residents, and if we could generate better response rates by using boosted poll survey.

Over three weeks, Lake County General Health District's staff paid \$50 per week to boost a three-question survey on their Facebook page, and the same questions were posted with no boosting on the Stark County Health Department Facebook page. For Lake County, there were 241 total responses for all the questions, while Stark County had 21 responses. In Lake County, 187/240 (77.92%) were 65 years or older, for 168/241 (69.71%) said that posts were not at the top on the page, and 139/239 (58.16%) said Facebook surveys are a good way to reach them. For Stark County, the responses were 1/21 (4.76%), 18/21 (85.71%), and 17/21 (80.95%), respectively.

In conclusion, we saw Lake County's boosted survey had higher participation rates than Stark County's non-boosted survey overall and in the target population of 65 years and above. In addition, more than half of each county's respondents stated that Facebook surveys are a good way to ask them questions.

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