

# A COVID-19 Social Media Monitoring and Outreach Dashboard

*for*

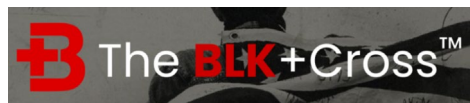
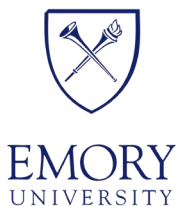
# Community-Based Trusted Messengers

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Georgia Tech

CySoc Workshop  
6 June 2022

# Supporting community partners to counter COVID-19 vaccine hesitancy

- Coalition of research and community-based partners in Georgia
- Specific focus on Black and Latinx communities
- Recognizing the community-specific, racialized nature of mis/disinformation



# Community-based trusted messengers

- Individuals affiliated with community-based partners
- Knowledgeable of local and cultural contexts
- Have established community and interpersonal relationships

Local health practitioners and public health authorities, faith leaders, young adults at local universities and non-profit organizations

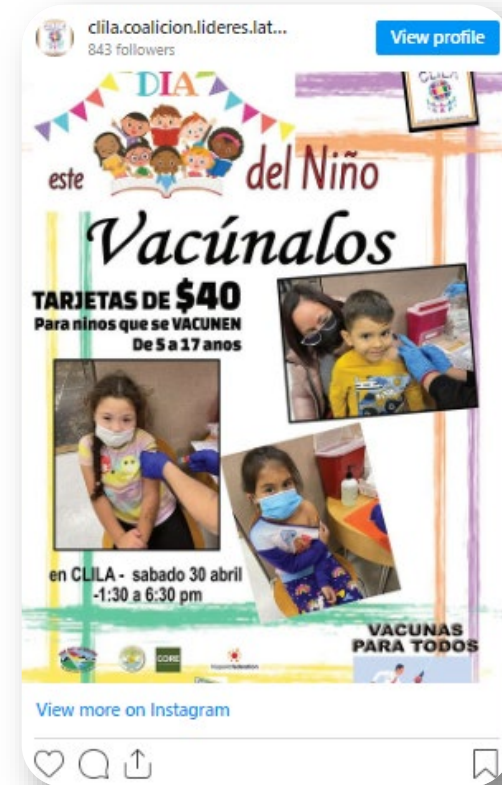
# Social media as...



A source of  
mis/disinformation



A source of  
information



A channel for  
outreach

# What digital tools can support *community-based trusted messengers*?

Contrast with:

“lay” users

dedicated social media trackers

This screenshot shows a search engine interface with 'boosters' entered in the search bar. Below the search bar, there are 'Top stories' from various sources, including a news article about a mayor's stance on masks and a CDC update on booster recommendations. To the right, a social media feed for 'boosters' is visible, featuring tweets from users like Roxanne Hoge and World News Tonight. The interface includes navigation options like Home, Explore, Notifications, Messages, Bookmarks, Lists, Profile, and More.

This screenshot displays a dedicated social media tracking dashboard. The top navigation bar includes 'Reports', 'Incidents', 'Sources', and 'Analysis'. A summary bar shows '96,501 Total Reports', '194 Reports/min', '96,294 Unread', '18 Flagged', '12 Incidents', and '6 Escalated Incidents'. A prominent blue banner indicates '146 new reports available'. Below this, there are search filters for keywords, status, media, source, linked incident, and date/time. A table lists reports with columns for Time, Media, and Sources. On the right, there are sections for 'Notifications', 'Explore', and 'Lists'. A 'Posts' section shows search results for 'covid' in lists, with a featured post from Cleveland Clinic about a man's long-haul COVID journey.

Date Range

From

05/28/2022

To

06/04/2022

COVID-19 Topics

- All
- Vaccines
- Boosters
- Treatments
- Variants
- Long COVID
- Testing
- COVID x Diabetes
- Georgia

Account Filters

Type of account

- All
- Institutional
- Non-Institutional

Account location

- All
- Georgia
- Non-Georgia

Account identity

- All
- Black/African American
- Hispanic/Latinx

Account categories

- All
- Government
- Media
- Faith
- Health
- Diabetes

**The US Traveller** @Sammua... · Jun 4, 2022  
 It would be fantastic for the USA to welcome all international travellers without the need for a pre-departure COVID test 1 day before departure.



**Kelley K \*** covid-georgia.com  
 @KelleyKga

They also need to drop vax requirements for incoming travelers.

6:43 PM · Jun 4, 2022

4 hearts, Reply, Share

Explore what's happening on Twitter

Topics: Vaccines

Account: Georgia, Known Misinfo Spreaders, Health

Use as basis of a post

Copy link

Copy text

**Rickey Smiley Morning Show** @TheRSMS  
 "The Chi" Star Jasmine Davis Reportedly Left Show After Submitting Fake Vax Card



rickey-smileymorningshow.com  
 "The Chi" Star Jasmine Davis Reportedly Left Show After Submitting Fake Vax Card

5:45 PM · Jun 4, 2022

Reply, Share

Explore what's happening on Twitter

Topics: Vaccines

Account: Georgia, Institutional, Media

Use as basis of a post

Copy link

Copy text

**GPB News** 5 hours ago  
 Researchers are drawing attention to a rise in poisonings in children involving the sleep aid melatonin — including a big jump during the pandemic.

Last year, U.S. poison control centers received more than 52,000 calls about children consuming worrisome amounts of the dietary supplement — a six-fold increase from about a decade earlier.



GPB.ORG  
 Thousands of kids are getting sick from downi...  
 Last year, U.S. poison control centers got 52,000 calls ab...

1 like, Comment, Share

Topics:

Account: Georgia, Institutional, Media

Use as basis of a post

Copy link

Copy text

Retweeted by @FultonComm5:

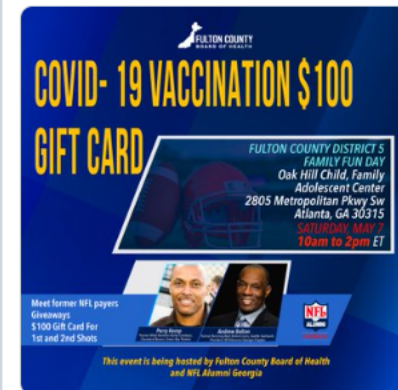
**Fulton County Board of Health** @FultonHealth

Join us @FultonComm5 's Annual Family Fun Day with @NFLAlumni Today 5/7 to get vaccinated at Oak Hill Center. There will be giveaways for those receiving their 1st and 2nd doses!

See you soon!

Details: 404-613-1205 or  
[bit.ly/d5ffd2022](https://bit.ly/d5ffd2022)

#VaxupFulton #covid19



9:00 AM · May 7, 2022

1 heart, See the latest COVID-19 information o...

Explore what's happening on Twitter

Topics: Vaccines, Georgia

Account: Georgia, Institutional, Government

Use as basis of a post

Copy link

Copy text

Retweeted by @FultonComm5:

**Fulton County Board of Health** @FultonHealth

Join us @FultonComm5 's Annual Family Fun Day with @NFLAlumni Saturday 5/7 to get vaccinated at Oak Hill Center. There will be giveaways for those receiving their 1st and 2nd doses!

See you soon!

Details: 404-613-1205 or  
[bit.ly/d5ffd2022](https://bit.ly/d5ffd2022)

#VaxupFulton #covid19



4:01 PM · May 6, 2022

1 heart, See the latest COVID-19 information o...

Explore what's happening on Twitter

Topics: Vaccines, Georgia

Account: Georgia, Institutional, Government

Use as basis of a post

Copy link

Copy text

# Data pipeline for social media monitoring

- Curated lists of public social media accounts on Facebook, Instagram, and Twitter
  - CrowdTangle and Twitter APIs
  - Media, health authorities and experts, known misinformation spreaders, local community organizations
  - Focus on Black- and Latinx-audience and Georgia-based accounts
- Content collected using search by COVID-related keywords
- Filtered by topic-wise keyword lists and account-type lists

Resource Type

- All
- PDFs
- FAQs
- Social Media Posts
- Images
- Videos
- Articles

FILTER BY CONTENT

COVID-19 Topics

- All
- Vaccines
- Boosters
- Treatments
- Variants
- Long COVID
- COVID x Diabetes
- Georgia
- Mandates

Narratives

- All
- Conspiracy
- Vaccines are Unnecessary
- Lack of Clarity
- Vaccines are Not Safe
- Do Your Own Research
- Specific Unanswered Concerns

FILTER BY ACCOUNT

Account Categories

- All
- Government
- Media
- Faith
- Health

COVID-19 Vaccine FAQs

General COVID-19 Vaccine Questions

WHAT IS A VACCINE?

GO TO WEBSITE →

IS A COVID-19 VACCINE NECESSARY?

WHAT ARE THE BENEFITS OF GETTING THE COVID-19 VACCINE?

Vaccine for Patients Who Have Had COVID

THE HAD COVID OR TESTED POSITIVE FOR HANTAVIRUS (SHOULD I STILL GET THE VACCINE)?

Yes, the CDC recommends that even if you have had COVID or tested positive for antibodies, you should still receive the vaccine. This is because an infection is possible and because if you weren't fully vaccinated with COVID-19.

Persons who received a COVID-19 test who were NOT tested and an antibody therapy or convalescent plasma are eligible for vaccination 10 days after their COVID-19 test and 7-14 days after convalescent plasma.

Vaccine Safety and Efficacy

ARE THE COVID-19 VACCINES SAFE?

**morehousehealthcare.com**

COVID-19 Vaccine FAQs | Morehouse Healthcare

Get answers to common COVID-19 vaccine questions.

RESOURCE TYPE **FAQ**

CONTENT **Vaccines**

ACCOUNT **Georgia** **Institutional** **Health** **Project Partners** **Trusted Resources**

Copy Text

Copy Image

Copy Link

Make Post

VACCINE INFORMATION FACT SHEET FOR RECIPIENTS AND CAREGIVERS ABOUT THE PFIZER-BIONTECH COVID-19 VACCINE TO PREVENT CORONAVIRUS DISEASE 2019 (COVID-19) FOR USE IN INDIVIDUALS 5 THROUGH 11 YEARS OF AGE

FOR 5 THROUGH 11 YEARS OF AGE

Your child is being offered the Pfizer-BioNTech COVID-19 Vaccine to prevent Coronavirus Disease 2019 (COVID-19) caused by SARS-CoV-2.

This Vaccine Information Fact Sheet for Recipients and Caregivers comprises the Fact Sheet for the authorized Pfizer-BioNTech COVID-19 Vaccine for use in individuals 5 through 11 years of age.<sup>1</sup>

The Pfizer-BioNTech COVID-19 Vaccine has received EUA from FDA to provide a two-dose primary series to individuals 5 through 11 years of age.

The Pfizer-BioNTech COVID-19 Vaccine has also received EUA from FDA to provide a third primary series dose to individuals 5 through 11 years of age who have been determined to have certain kinds of immunocompromise.

This Vaccine Information Fact Sheet contains information to help you understand the risks and benefits of the Pfizer-BioNTech COVID-19 Vaccine, which your child may receive because there is currently a pandemic of COVID-19. Talk to your child's vaccination provider if you have questions.

This Fact Sheet may have been updated. For the most recent Fact Sheet, please see [www.cvdvaccine.com](http://www.cvdvaccine.com).

WHAT YOU NEED TO KNOW BEFORE YOUR CHILD GETS THIS VACCINE

WHAT IS COVID-19?

COVID-19 disease is caused by a coronavirus called SARS-CoV-2. You can get COVID-19 through contact with another person who has the virus. It is predominantly a respiratory illness that can affect other organs. People with COVID-19 have had a wide range of symptoms reported, ranging from mild symptoms to severe illness leading to death. Symptoms may appear 2 to 14 days after exposure to the virus. Symptoms may include: fever or chills; cough; shortness of breath; fatigue; muscle or body aches; headache; new loss of taste or smell; sore throat; congestion or runny nose; nausea or vomiting; diarrhea.

<sup>1</sup>You may receive this Vaccine Information Fact Sheet even if your child is 12 years old. Children who will turn from 11 years to 12 years of age between their first and second dose in the primary regimen may receive, for either dose, either: (1) the Pfizer-BioNTech COVID-19 Vaccine authorized for use in individuals 5 through 11 years of age; or (2) COMIRNATY (COVID-19 Vaccine, mRNA) or the Pfizer-BioNTech COVID-19 Vaccine authorized for use in individuals 12 years of age and older.

**DEKALB COUNTY**  
Board of Health [www.dekalbhealth.net](http://www.dekalbhealth.net)

Pfizer COVID-19 Vaccine EUA Fact Sheet (ages 5-11)

RESOURCE TYPE **PDF** **FAQs**

CONTENT **Vaccines**

ACCOUNT **Georgia** **Institutional** **Health** **Project Partners** **Trusted Resources**

Copy Text

Copy Image

Copy Link

Make Post

PLEASE GET TESTED PEOPLE.

NOT ABOUT SYMPTOMS, IT'S ABOUT EXPOSURE.

ALIVE & IN COLOR

FULTON COUNTY BOARD OF HEALTH

RESOURCE TYPE **Image**

CONTENT **Testing**

ACCOUNT **Institutional** **Health** **Trusted Resources**

Copy Text

Copy Image

Copy Link

Make Post



# How can we link mis/disinfo to communication resources in a way relevant to trusted messengers?

**Black in the Empire**  
@blackintheempir

Under Trump

They are making this too fast, I don't trust the FDA and CDC, I don't know if I wanna take a Trump vaccine

Under Biden

Shut up you anti- science, right wing conspiracy theorist antivaxxer and do what the Gov't tells you

5:54 AM · Feb 10, 2022

406 See the latest COVID-19 information...

Read 15 replies

CONTENT Vaccines

ACCOUNT Georgia

Known Misinfo Spreaders

Look at Relevant Resources →

Copy Text

Copy Image

Copy Link

Make Post

aliveandincolor  
230 followers

View profile

ALIVE IN COLOR

DR. KIZZMEKIA CORBETT

Dr. Corbett and her team designed the vaccine concept incorporated in mRNA-1273 from viral sequence data and deployed it to Moderna.

#BikVaxHistory

GO TO VIDEO →

COVID-19 Vaccines: Safe and Sound Science

Georgia Department of Public Health · 3.5K views · 1 year ago

### The Journey of a Vaccine

How a new v. is developed, approved, and manufactured

The U.S. Food and Drug Administration (FDA) sets rules for the four phases of clinical research so that researchers can learn about the effects of new therapies while keeping volunteers safe. This includes trials of new vaccines to protect against infection; researchers always test vaccines with adults first.

**Phase 1**

20-100 healthy volunteers

Researchers try to answer these questions:

- Is this vaccine safe?
- Are there any serious side effects?
- How does the vaccine dose relate to any side effects?
- Is the vaccine causing an immune response?

**Phase 2**

Several hundred volunteers

Researchers try to answer these questions:

- What are the most common short-term side effects of the vaccine?
- What is the body's immune response?
- Are there signs that the vaccine is protective?

**Phase 3**

One thousand or more volunteers

Researchers try to answer these questions:

- How do disease rates compare between people who get the vaccine and those who do not?
- How well can the vaccine protect people from disease?

FDA approves a vaccine only if:

- It is safe and effective.
- Its benefits outweigh the risks.

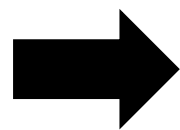
**Phase 4**

Treatment is approved by the FDA and made available to the general public.

FDA closely monitors the safety of the vaccine after the public begins using it. Researchers continue to collect data on the vaccine's long-term benefits and side effects.

# Early themes from user study with young adult “Peer Champions”

- Perceived gap in awareness, beliefs, and information preferences between themselves and vaccine-hesitant peers
- Different envisioned use cases and information preferences:
  - Searching specific interests vs. browsing
  - To-the-point vs. “cross-referencing” information
  - Research for self vs. sharing things with others



How do we design for inherently diverse, unclear, emergent uses and preferences?

# Going forward

- Developing semi-automated methods for misinformation-to-resource matching, integrating partner/user feedback
- Continuing design and development of dashboard to incorporate different types of communication resources
- Engaging with more partner-users and understanding diverse approaches and use cases

# Thank you!

**Keep in touch:**

amychen@gatech.edu

[tid.gatech.edu](http://tid.gatech.edu)

[github.com/TID-Lab/covid](https://github.com/TID-Lab/covid)