Reviewer's report

Title: Social media use by community-based organizations conducting health outreach: A content analysis

Version: 1 Date: 1 June 2013

Reviewer: Mike Bailey

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Major Compulsory Revisions
None

Minor Essential Revisions
None

Discretionary Revisions
Consider in your use of websites and search terms to generate your list of eligible organizations to augment your terms to include faith-based organizations, community development corporations, and neighborhood associations. Many of these organizations engage in public health activities which directly involve the community. Admittedly many of the activities these organizations engage in may not address health directly but issues such as housing, employment and hunger are proximate determinants with health implications.

This also suggests you may want to consider detailing what you mean by health promotion.

May want to augment/rethink basis for assessing frequency of postings. Authors refer to recommendations from the social media platforms themselves rather than considering the many nuances to determining recommended posting frequency. Although this may have been beyond the study may need to consider currency and durability of the post and other qualitative aspects which would lead one to reconsider recommendations from Facebook and Twitter.

What is the relative value of brand promotion for a non-profit? If most of the posts dealt with self-promotion should consider digging deeper into what that represents. If it represents an notification that certain services are available and their audience should use them then frequent (ideally automated posts) make sense - if promotion is simply promoting the name or brand then less frequent posts would make sense. It was not clear with the definition provided if service offerings and availability is part of self-promotion.

Although unfamiliar with the demographics of the 3 locations you may want to consider referring to data (Census?) that represents number of Internet users. Also if CBOs are concerned directly with the health of the poor it is less likely this audience will be accessing social media (compare census data on poverty with
internet users and your audience is likely to be smaller). Therefore you would want to consider CBOs use of SMS in reaching audience (and particularly clients) comparing that with reach of social media platforms that require Internet access.

Harder to draw conclusions from this study without first considering demographics and capacity for Internet access of targeted audience.

**Level of interest:** An article whose findings are important to those with closely related research interests

**Quality of written English:** Acceptable

**Statistical review:** No, the manuscript does not need to be seen by a statistician.

**Declaration of competing interests:**

I declare that I have no competing interests