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Director of Communications

COMMUNICATIONS PLAN
Wearables & Wellness Devices and App Surveys
[Release Date: August 17, 2016]

Objectives	
1	To inform and educate our members, industry, and consumers about: 1) Wearables & Wellness Devices- data protections that may not be covered by specific sector legislation and to add specific guidance in areas where general privacy statutes are applicable; and 2) App Surveys- an analysis of whether the 25 top free and paid apps on the iOS and Android app stores provide users with a privacy policy before download or purchase.
2	To inspire relevant parties to take action to make any necessary improvements to their product to ensure adequate data privacy protections for users.
3	To inform the public about our work through pitches to mainstream media, social media, and our website. All of these platforms should work in tandem to spread our message.
4	To attract new members to FPF while maintaining the interest and enthusiasm of existing members.

Target Audiences	
1	FPF Advisory Board and Supporters
2	Industry
3	Consumers
4	Policymakers
5	Advocacy Groups
6	Media
7	Public

Channels	
1	Press Release
2	Press Pitches
3	Blog
4	Social Media

Press Release		
Action Item	Notes	Completed (Yes/No)
Write draft press release	Use previous release as guide	Yes
Incorporate any RWJF feedback	Barbara to contact	Yes
Incorporate any working group feedback	Kelsey sent email request on July 12	Yes
Obtain final approval	Review with Kelsey, John, and Jules	Yes
Distribute to master media list	Send via Mail Chimp; ensure most recent list is uploaded	Yes
Post on FPF website	Post immediately after distribution	Yes
Send copy of press release to advisory board	Send immediately after distribution	Yes
Prepare and schedule posts for social media	Twitter, Facebook, and LinkedIn	Yes

Media		
Action Item	Notes	Completed (Y/N)
Research reporters to target	-look at CDT Fitbit coverage* -look at Glow fertility app coverage** -trade associations -Pew Research Center (Lee Rainie)	Yes
Obtain names of suggested reporters from RWJF	Will connect with RWJF communications contact	N/A
Pitch embargoed copy of press release	Seek exclusive and/or interviews	N/A

Blog		
Action Item	Notes	Completed (Y/N)
Write draft blog	Using report and findings as guide	Yes
Incorporate any RWJF feedback	Barbara to contact	Yes
Incorporate any working group feedback	Kelsey sent email request on July 12	Yes
Obtain final approval	Review with Kelsey, John, and Jules	Yes
Post on FPF website	Post immediately after distribution	Yes
Prepare and schedule posts for social media	Twitter, Facebook, and LinkedIn	Yes

Outcomes & Metrics		
Item	Opens	Clicks
Press Release	145 (255 successful deliveries)	15
Item	Total Retweets	Total Likes & Clicks
Tweet #1 Tweet #2 Tweet #3 Tweet #4 Tweet #5 Tweet #6 Tweet #7	54	33 Likes 63 Clicks
Item	Total Reach	Total Likes
Facebook Post #1 Facebook Post #2 Facebook Post #3 Facebook Post #4	1,338	15
Item	Total Impressions	Total Likes & Clicks
LinkedIn	1,080	1 Like 5 Clicks

Media Mentions			
Date	Story	Outlet	Reporter
August 18, 2016	Substantial number of apps weak on privacy policies	Politico Morning eHealth	Darius Tahir
August 18, 2016	FPF releases best practices for health apps and wearables	IAPP	N/A
August 18, 2016	Future of Privacy Forum Releases Best Practices for Consumer Wearables and Wellness Apps and Devices	Mother Earth News (press release reprint)	N/A
August 18, 2016	Best Practices for Consumer Wearables	Frederik Hermann (press release reprint)	N/A
August 18, 2016	Report finds health, fitness apps lag in privacy polices compared to other apps	mobi health news	Heather Mack
August 18, 2016	FPF Releases Guide for Consumer Wearables and Wellness Apps and Devices	Hogan Lovells Chronicle of Data Protection	Katherine Gasztonyi

Media Mentions			
Date	Story	Outlet	Reporter
August 18, 2016	Some mHealth Apps Aren't Making Privacy a Priority	mHealth Intelligence	Eric Wicklund
August 19, 2016	Many health and fitness apps lack privacy policies	IT Knowledge Exchange	Tayla Holman
August 22, 2016	Apps and Platforms Briefing	Business Insider Intelligence	N/A
August 22, 2016	Mobile health apps lag in easy access privacy policies	Fierce Health Care	Judy Mottl
August 22, 2016	Apps More Likely To Come With Privacy Policies	MediaPost	Wendy Davis
August 2016	Future of Privacy Forum guidelines address wearables and wellness apps	eHealth Law & Policy	Simon Fuller (editor)
August 23, 2016	Think Tank Issues Health Apps, Wearables Privacy Guide	Bloomberg Law	Jimmy H. Koo
August 24, 2016	Lots of Fitness Apps Don't Have a Privacy Policy	SHAPE Magazine	Macaela Mackenzie
August 29, 2016	mHealth App Privacy, Security Improving	Health IT Outcomes	Katie Wike
August 31, 2016	Mobile Health App Privacy Policies Not Easily Accessible	HealthIT Security	Elizabeth Snell

CDT Fitbit Paper (May 2016)*		
Reporter	Affiliation	Coverage
David Harlow	Health Blawg	A Wearables Privacy Manifesto? Inside the Fitbit Collaboration With the Center for Democracy and Technology
Andrea Alvarez	SCTX STATE	CDT/Fitbit: Ethics and Privacy in Wearable Research
Alex Ruoff	Bloomberg	Fitbit Touts Research Protections Amid Expansion

CDT Fitbit Paper (May 2016)*		
Reporter	Reporter	Reporter
Aditi Pai	mobihealthnews	Fitbit acquires Coin's wearable payments technology assets
Daniela Hernandez and Deepa Seetharaman	The Wall Street Journal	Facebook Offers Details on How It Handles Research
IAPP	IAPP	CDT, Fitbit collaborate on best R&D privacy practices for wearables

Glow Fertility App (July 2016)**		
Reporter	Affiliation	Coverage
Lora Kolodny	TechCrunch	Serious privacy flaws discovered in Glow fertility tracker app
Lulu Chang	Digital Trends	Using Glow to Try to Get Pregnant? You May Want to Reset Your Password
John McCarthy	The Drum	Glow app security loophole left users' fertility cycles exposed
Malorie Maddox	WOWT	Security questions about Glow Women's Health app
James R. Hood	Consumer Affairs	Fertility apps present privacy issues women may not have considered
Andrea Peterson	The Washington Post	Be careful, ladies: Period-tracking apps could reveal your most intimate information
Lauren Goode Response Received – will take a look	The Verge	Fertility app Glow warns users of security loophole
Jerry Beilinson	Consumer Reports	Glow Pregnancy App Exposed Women to Privacy Threats, Consumer Reports Finds

Other Contacts

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