



Social media in health communication campaigns

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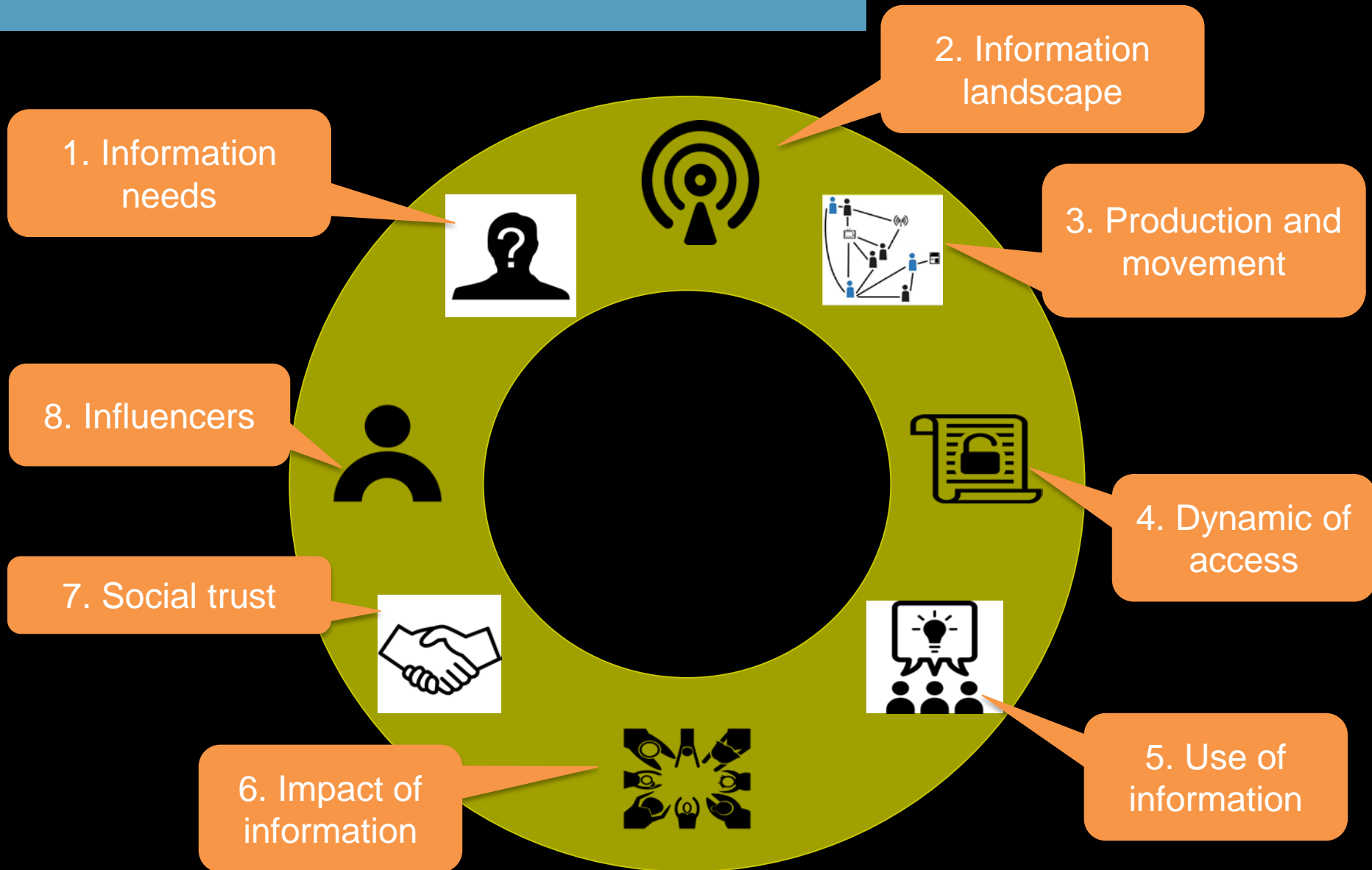
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Why Social Media?

- Increase the timely dissemination and potential impact of health and safety information
- Leverage audience networks to facilitate information sharing
- Expand reach to include broader, more diverse audiences
- Personalize and reinforce health messages that can be more easily tailored or targeted to particular audiences
- Facilitate interactive communication, connection and public engagement
- Empower people to make safer and healthier decisions

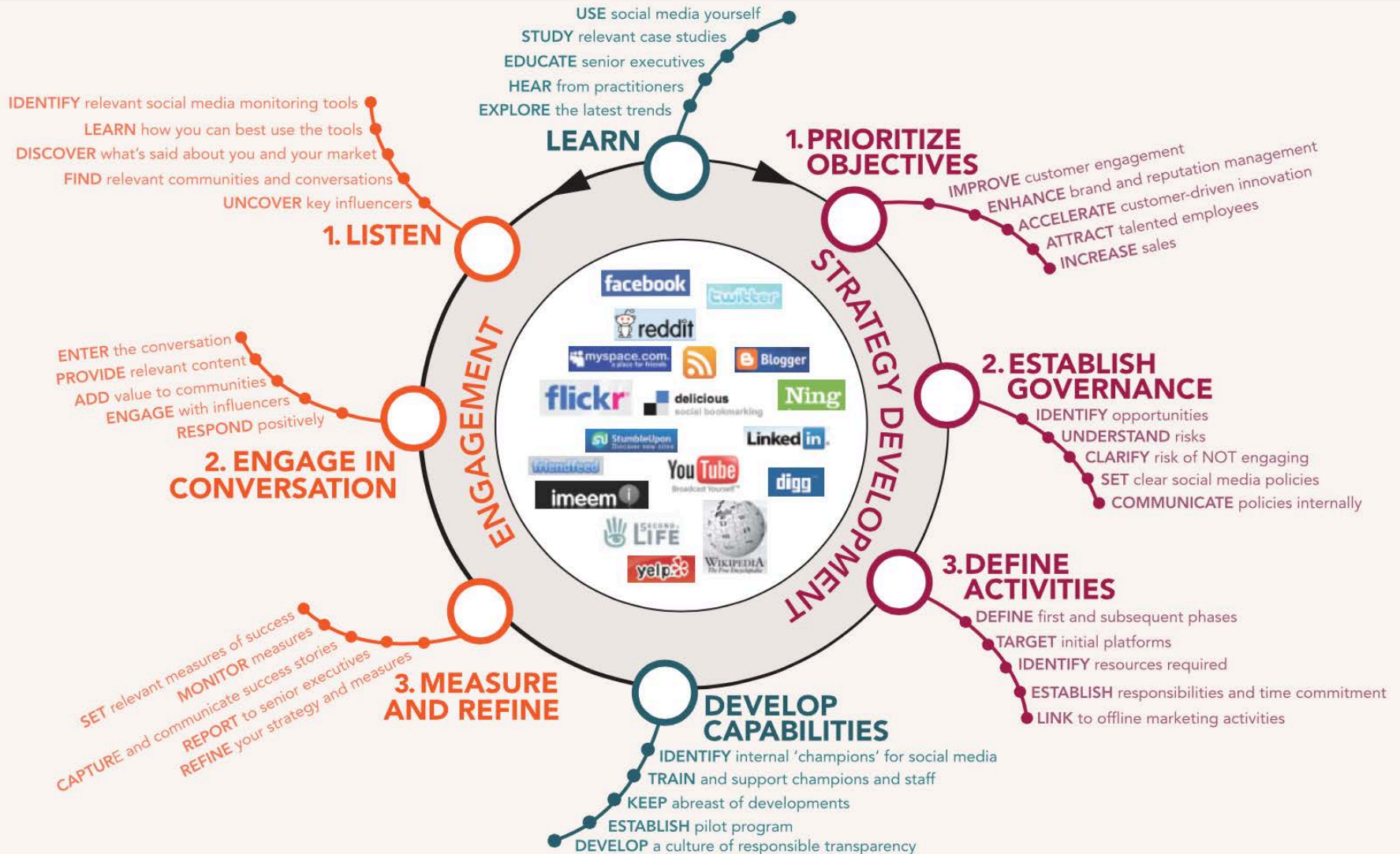
Using Information Ecosystems as a Design & Evaluation Tool





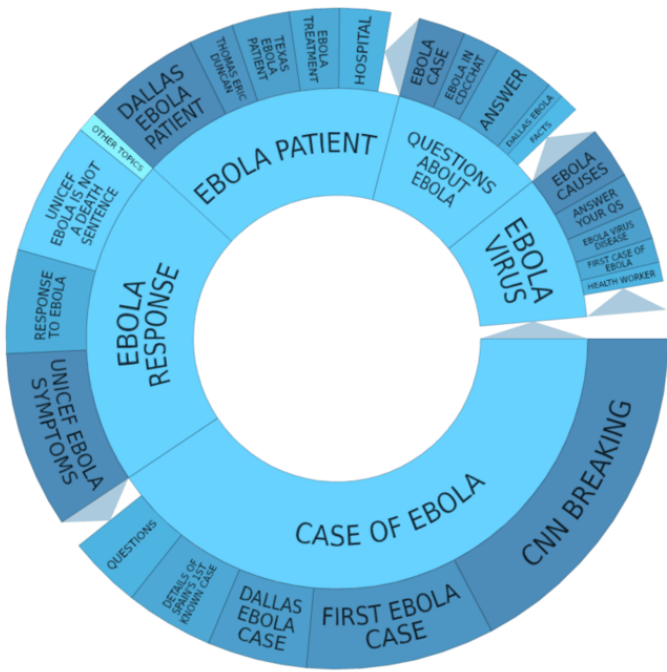
Social Media Strategy Framework

Beta version 2

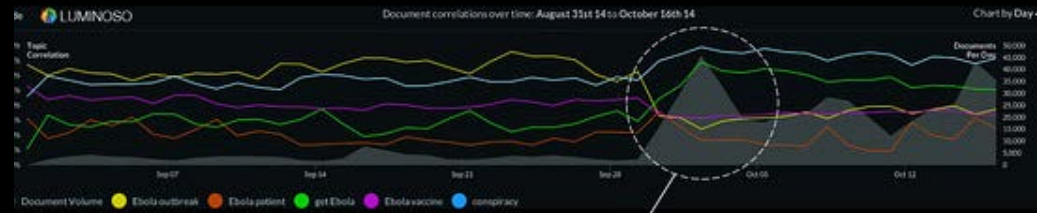
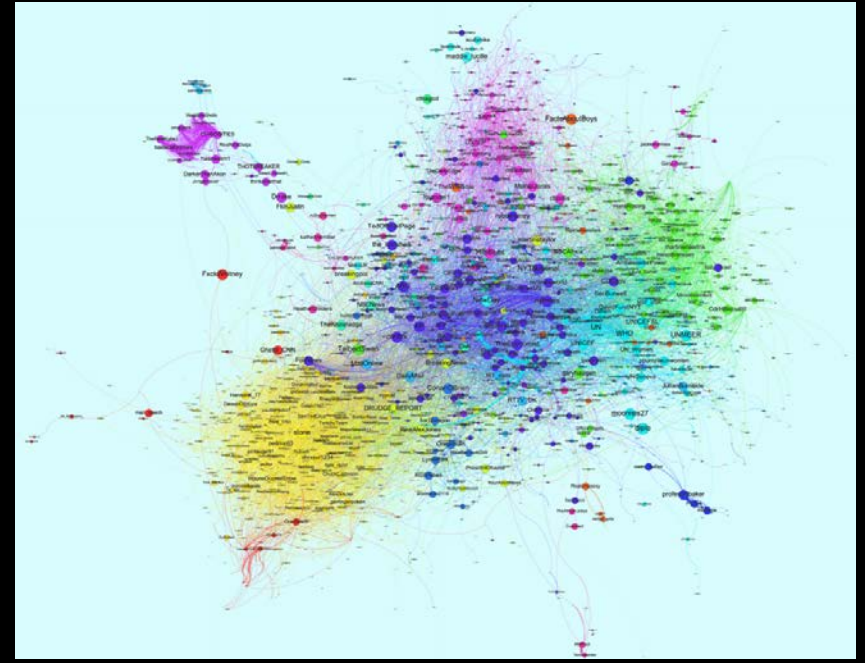


- 1. Make Strategic Choices and Understand the Level of Effort**
- 2. Go Where the People Are**
- 3. Adopt Low-Risk Tools First**
- 4. Make Sure Messages Are Science-based**
- 5. Create Portable Content**
- 6. Think about unintended consequences**

- 1. Facilitate Viral Information Sharing**
- 2. Encourage Participation**
- 3. Leverage Networks**
- 4. Provide Multiple Formats**
- 5. Consider Mobile Technologies**
- 6. Set Realistic Goals**
- 7. Learn from Metrics and Evaluate Your Efforts**



Ebola — Topics from 10/1/14 to 10/14/14



 Conspiracy theories and conversation about contracting the Ebola virus spiked on Twitter shortly after Thomas Eric Duncan tested positive for Ebola.

Thanks!



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