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So, you’re ready to pump up your social media game?

Awesome! It’s a deceptively large amount of work, but this planning document should get you off to a good start.

Why social media? According to Helman et al., who published a review of the myriad ways social media can meaningfully impact public health:¹

“Social media are designed to be engaging, but often are used as a mechanism by public health organizations and practitioners for mass information dissemination rather than engaging audiences in true multi-way conversations and interactions.”

What are current social media platforms?

Facebook, Twitter, Snapchat, Pinterest, LinkedIn, TikTok, Instagram (and more)

Get your bearings before getting started. Before getting started, get some social media training for your staff and develop a policy for your Health Department.

NACCHO’s Social Media Toolkit - July 2019 - [HERE](#) - This is a relatively up-to-date trove of social media information.

Policy. Start with a Health Department Policy.

- [HERE](#) is a sample policy template from the [Health Center Advocacy Network](#)
- In the [NACCHO Social Media Toolkit](#) - See Page 7, “Developing a social media policy for a local health department” & the Appendix for 3 sample policies.

¹ Heldman, A.B., Schindelar, J. & Weaver, J.B. Social Media Engagement and Public Health Communication: Implications for Public Health Organizations Being Truly “Social”. Public Health Rev 35, 13 (2013). <https://publichealthreviews.biomedcentral.com/articles/10.1007/BF03391698>

Social Media Planning for Health Departments

Where should you start? Start where you do most things as a Health Department: **Assessment → Plan → Implement → Evaluate**

1	Assess	<p>Figure out what the primary social media networks are for your community ... and whether they want to engage with public health on those networks.</p> <p>HERE is a survey template that you can put on paper or transfer to an online survey platform. This is very basic. Feel free to add or amend this template to best suit your community's needs.</p> <p>Want to create a QR code that could send people to the survey simply using their phone's camera? This might be handy to post in your waiting room or at a booth at the fair.</p> <ul style="list-style-type: none"> - THIS BLOG on Hubspot provides step-by-step instructions for creating a QR code. - Or try this Google-based QR code generator.
2	Plan	<p>HERE is a Planning Spreadsheet to use with your staff</p>
3	Implement	<p>HERE: See One, Do One, Teach One - Basic Explainers</p> <ul style="list-style-type: none"> - Create a Post on Canva - Consider Branding - Scheduling Facebook Posts - You Make - Scheduling Facebook Posts - Content by Others <p>Tricks of the Social Media Trade</p> <ul style="list-style-type: none"> - Pexels: Pexels offers free stock photos and videos which are free to use as long as you are not reselling the image. - Canva: Canva is a free graphic design platform where you can create posts that look polished and professional - Facebook <ul style="list-style-type: none"> - Create a PAGE for your organization. Pages are administered by individuals. In order to create or interact with a FB page, you must login first through a personal PROFILE.
4	Evaluate	<p>Things you might track to see how you're doing.</p> <ul style="list-style-type: none"> - See who has viewed your Page. Facebook explains: https://www.facebook.com/help/257762887594688 - Number of comments / interactions - Number of posts - Number of Page Followers