

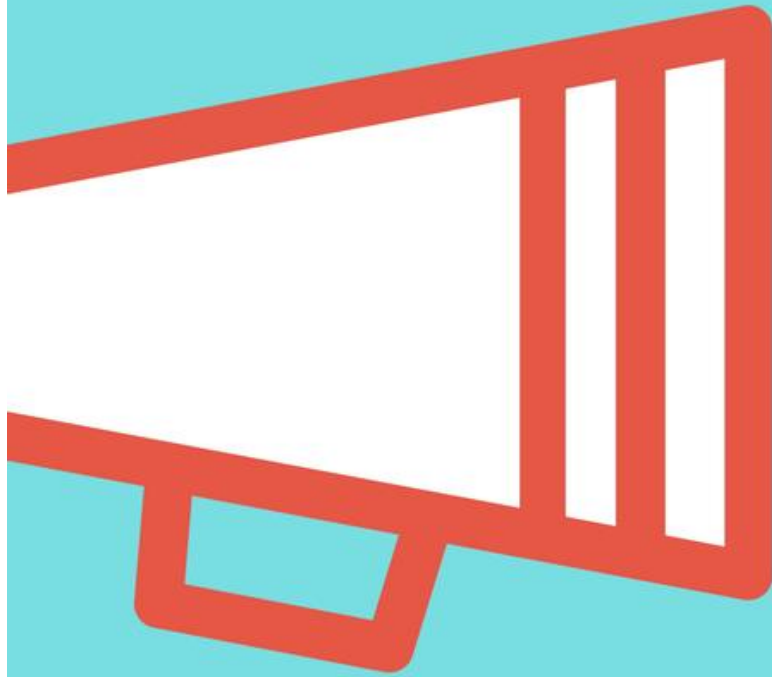
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A GUIDE TO USING **social media**
FOR INCREASING HEALTH OUTCOMES

DARYL GRIFFITH & SHAE WARD

V.01





a quick note

Social media is an integral part of any organization's success strategy. In fact, in today's day and age, organizations cannot afford to ignore social media.



Let's meet our panel!

Daryl Griffith



Community Outreach & Advocacy Coordinator
@ Equitas Health!

Kevin Maloney



Director and Founder
@ RiseUPtoHIV

Emma Parker



Photographer
Emma Parker's Photography

Charles Abernathy



Health Literacy Program Coordinator
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"The presenters have no actual or potential conflict of interest in relation to this program or presentation."

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Why should you use social media?

everyone uses it

consumer feedback in real-time

cost-effective

increases website & program traffic

relationship building

targeted messaging

stay up to-date with latest news

increased consumer loyalty

customization

thought leadership



Activity # 1

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Proper Implementation

Step 1: Develop your brand, messaging, and the outcomes desired from being on social media.

Step 2: Understand your focus population and where they live online.

Step 3: Create a strategy to merge the information from steps 1 & 2.

Step 4: Post ! Post ! Post!

Step 5: Continuously evaluate and update your social media strategy to ensure that it is effective.



Your Brand

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Your Audience

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Activity # 2

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Social Media Strategy Tips

Meet people where they are, but don't flood community spaces.

Create original content, but don't be afraid to share from other pages.

#hashtagsmatter, but only on certain platforms

consistency is key, but keep people guessing



**Increasing Health Outcomes
Education.**

Awareness.

Action.



Trial and Error : A Pilot Study

Sex Ed in the Streets vs. Active Online Outreach



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Panel Q&A

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Thank you!

Please contact us for more information on our programs, and social media implementation tips!

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