



IMPACT

MARKETING + COMMUNICATIONS

SOCIAL MEDIA RESOURCES FOR PUBLIC HEALTH

SEPTEMBER 25, 2013

- **Health Resources and Services Administration (HRSA)**
HRSA CAREAction: Social Media and HIV
<http://hab.hrsa.gov/newspublications/careactionnewsletter/june2011.pdf>
IMC created this newsletter for HRSA that discusses how social media is helping HIV care providers enhance patient support, testing, outreach, and adherence and retention programs.
- **U.S. Centers for Disease Control and Prevention (CDC)**
Guidelines and Best Practices for Social Media Tools
www.cdc.gov/SocialMedia/Tools/guidelines/index.html
The CDC has developed lessons learned, best practices, and security information for using social media in public health that is available for outside organizations to use as a reference.
- **CDCynergy, Social Marketing Edition**
www.orau.gov/cdcynergy/soc2web/default.htm
CDCynergy is an interactive training and decision-support tool designed to help public health professionals plan, manage, and execute public health communication programs.
- **The CDC's Health Communicator's Social Media Toolkit (PDF)**
www.cdc.gov/socialmedia/tools/guidelines/pdf/socialmediatoolkit_bm.pdf
This toolkit provides guidance and lessons learned for integrating social media into health communication campaigns, activities, and emergency response efforts.
- **Pew Internet & American Life Project**
The Social Life of Health Information, 2011
www.pewinternet.org/Reports/2011/Social-Life-of-Health-Info.aspx
This report shows how Americans are tracking and sharing health information.
- **U.S. Department of Health and Human Services (HHS) Center for New Media**
www.hhs.gov/digitalstrategy/working-better/center-for-new-media.html
HHS has developed policies and guidelines for using social media in public health that is available for outside organizations to use as a reference.

- **AIDS.gov**

- New Media Toolkit**

- www.aids.gov/using-new-media/

- This resource provides an introduction to the basics of new media and detailed instructions on using specific tools in response to HIV/AIDS. Developed for HIV care providers, the information can be easily adapted to other public health issues.

- **Mayo Clinic Center for Social Media**

- <http://socialmedia.mayoclinic.org/>

- This resource is a membership-based social network for health care providers and public health officials.

- **Mayo Clinic's Social Media University (SMUG)**

- <http://social-media-university-global.org>

- <http://social-media-university-global.org/curriculum>

- <http://social-media-university-global.org/curriculum/core-courses/>

- Social Media University, Global (SMUG) is a post-secondary educational institution dedicated to providing practical, hands-on training in social media to lifelong learners.

- **Nonprofit Tech for Good: A Social Media Guide for Nonprofits**

- <http://nonprofitorgs.wordpress.com/>

- Nonprofit Tech for Good (formally Nonprofit Tech 2.0) is a leading social and mobile media resource for nonprofit professionals.

- **Social Media Examiner**

- <http://socialmediaexaminer.com>

- This free online magazine provides information and advice about using social media tools.

- **We Are Media**

- <http://bethemedia.wikispaces.com/>

- A wiki dedicated to providing resources for nonprofit practitioners just starting out with social media integration.

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202-288-2258 or 202-588-0300 | jwilkins@impactmc.net | @ImpactMC1 | facebook.com/ImpactMarCom
www.impactmc.net | 1100 H Street, NW Suite 1010 Washington, DC 20005