

Carianne T. Muse, MPH

- ▶ MPH in Health Behavior and Health Education
- ▶ 5 years in Public Health Research
- ▶ 8 years in Public Health Consulting with the CDC
- ▶ Strategy, Informatics, Evaluation and Program Management consultant for Booz Allen Hamilton
- ▶ Parent of two girls; two-year old Ella has bilateral, sensorineural hearing loss
- ▶ Georgia Hands and Voices Board of Directors
- ▶ AG Bell Parent Representative to the Joint Commission on Infant Hearing
- ▶ Georgia Pathway to Language and Literacy Program Manager

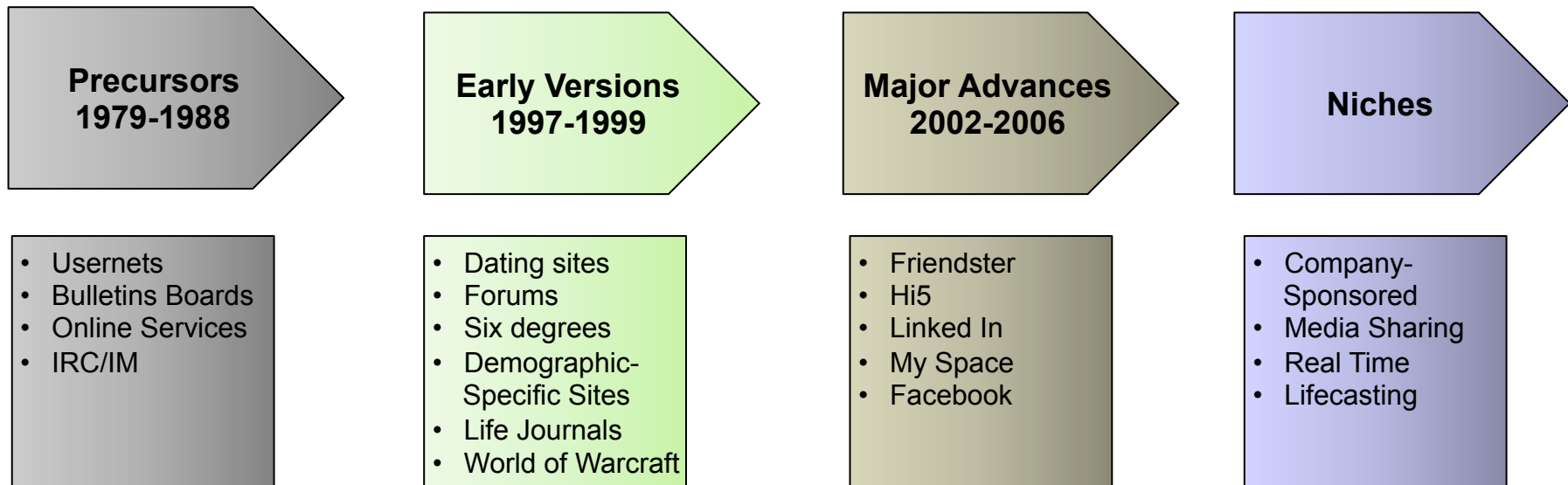


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- ▶ Evolution and Definitions of Social Media
- ▶ Uses and Best Practices of Social Media
- ▶ EHDI-related Examples
- ▶ Discussion



The Evolution of Social Media 1979-today



Source: Webdesignerdepot.com,
10/24/2011



What is “Social Media”?

▶ Merriam-Webster online says:

- forms of electronic communication (as [Web sites](#) for social networking and microblogging) through which users **create online communities** to share information, ideas, personal messages, and other content (as [videos](#)) (First use: 2004)

▶ Wikipedia says:

- The term **Social Media** refers to the use of web-based and mobile technologies to turn communication into an **interactive dialogue**.
- Andreas Kaplan and Michael Heinlein define social media as "a group of Internet-based applications that build on the ideological and technological foundations of [Web 2.0](#), and that allow the creation and exchange of [user-generated content](#)."
- Social media are media for **social interaction**, as a superset beyond social communication. Enabled by ubiquitously accessible and **scalable communication techniques**, social media substantially change the way of communication between organizations, communities, as well as individuals.



How is the term “Social Media” used?

- ▶ As an umbrella term that covers all uses of the new social technologies — aka social collaboration, community collaboration and social computing. It connotes an online environment established for the purpose of [mass collaboration](#).
- ▶ As a term for environments on the Web 2.0 referring to social sites open to the general public.
- ▶ As a term for environments created by non-Web organizations to enhance collaboration between employees or between a business and its customers, prospects, suppliers, etc. — aka Enterprise 2.0, social business, [social enterprise](#) and social organization.

--Harvard Business Review Blogger and author of “The Social Organization”

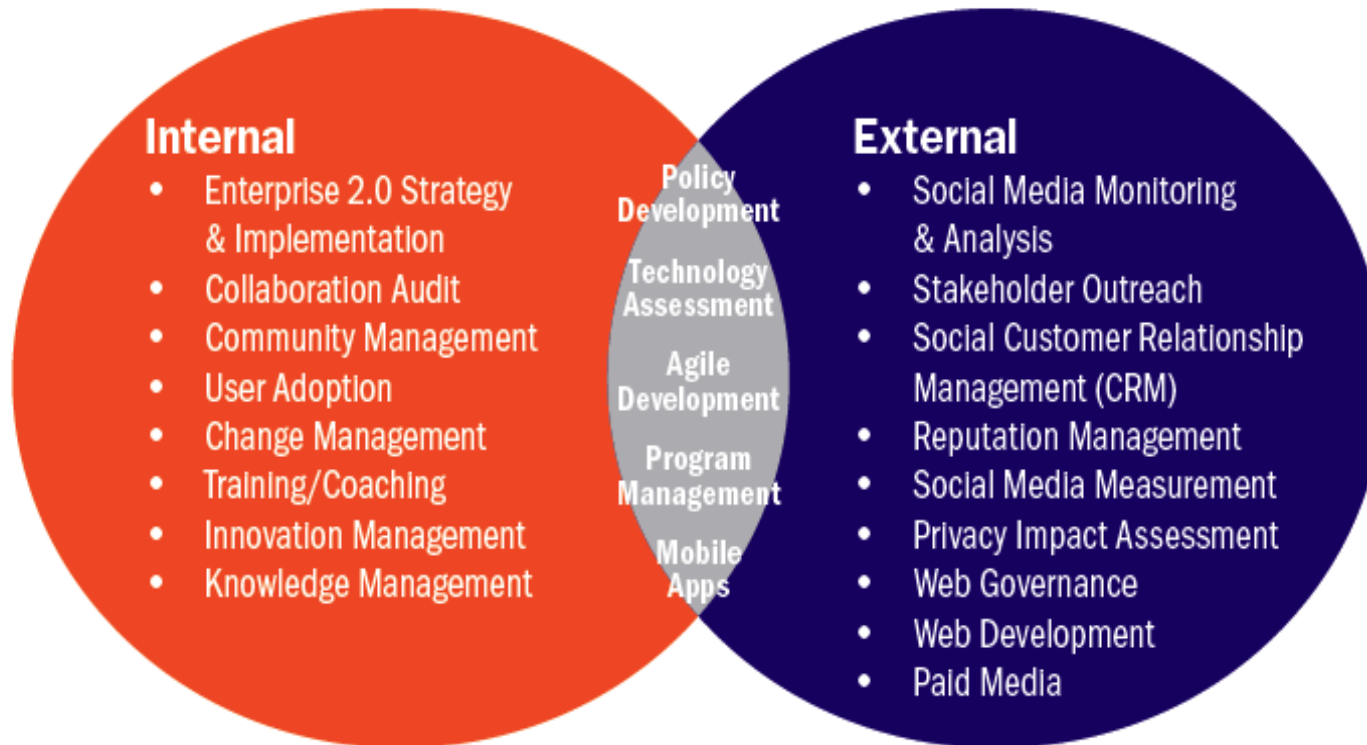


Social Computing provides the data that businesses can leverage for significant business value

- ▶ **Social computing** is a general term for an area of [computer science](#) that is concerned with the intersection of [social behavior](#) and [computational systems](#). (Wikipedia)
- ▶ Applying computer science to design of social media
 - Google Analytics
 - Facebook Algorithms
 - Tagging
 - Crowdsourcing



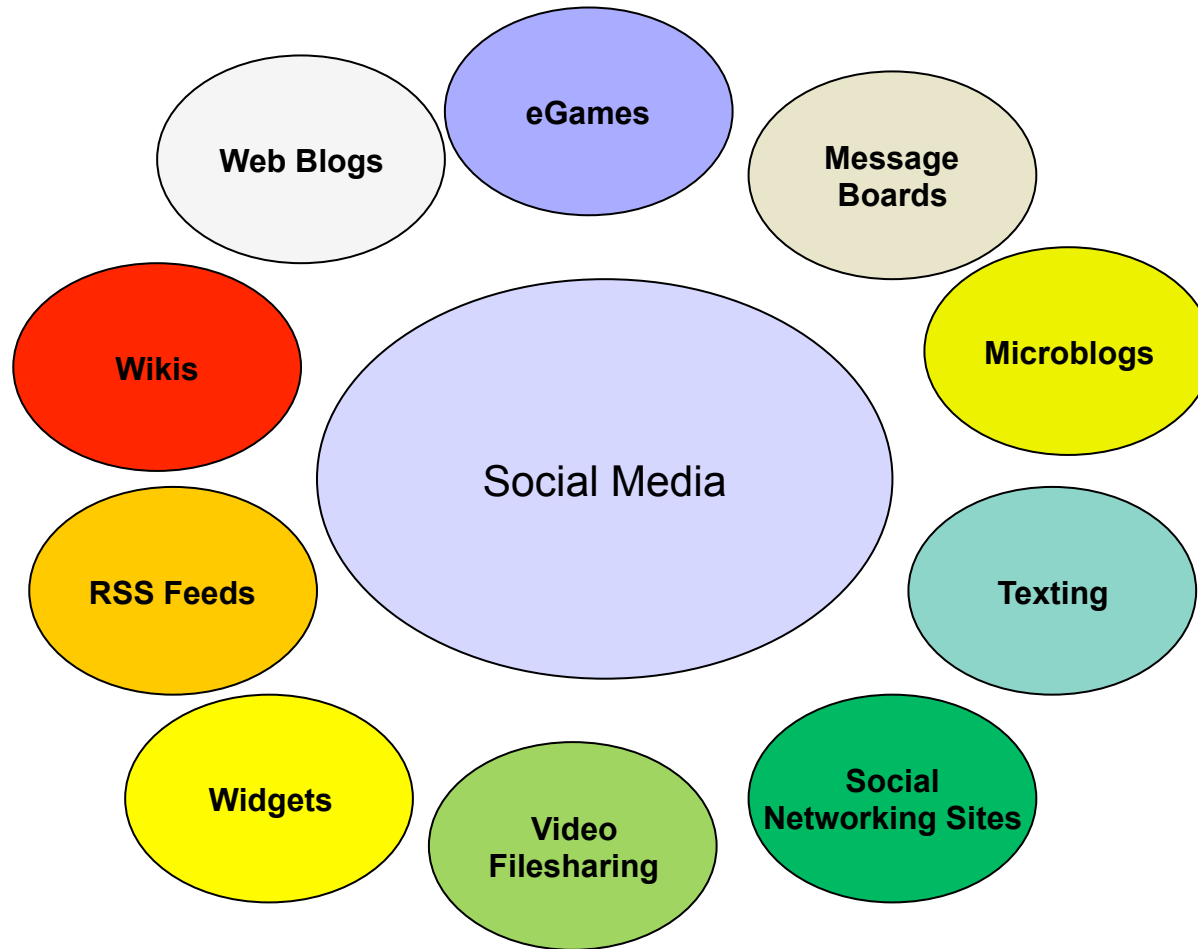
Booz Allen says that Social media is more than the tools, it is about what the tools enable organizations and networks to do



- ▶ Just as the Internet connected people with information, social media connects people with other people.
- ▶ Within an organization, social media can increase collaboration and capture the institutional knowledge of employees before they retire.
- ▶ Externally, social media gives organizations and the public a platform on which to directly communicate, engage, and share ideas and concerns.



Social Media leverages a wide variety of technology platforms and tools to facilitate online interaction



What is the impact of social media on our culture? (Wikipedia)

- ▶ The number of social media users age 65 and older grew 100 percent throughout 2010, so that one in four people in that age group are now part of a social networking site.
- ▶ As of June 2011, Facebook had 750 Million users.
- ▶ Facebook tops Google for weekly traffic in the U.S.
- ▶ If Facebook were a country it would be the world's 3rd largest.
- ▶ U.S. Department of Education study revealed that online students out performed those receiving face-to-face instruction.



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Six core Principles to maximize business value of Social Media Strategies

Core Principles	Tips
Participation	Mobilize the Masses to participate
Collective	People must swarm to the effort
Transparency	Allow the community to validate and organize the content
Independence	Create the ability to deliver any time, any place, any member collaboration
Persistence	Capture contributions must endure for scaled value, captured in a persistent state for others to view, share and augment
Emergence	Allow communities to self-direct for greater productivity

-Adapted from Anthony Bradley's
Harvard Business Review Blog



In May 2011, an article on Social Media for Health Promotion was published by Korda and Itani

- ▶ Social media, known as the “**participative Internet**” (Jones & Fox, 2009), encompass a broad set of Internet-based communications, tools, and aids.
- ▶ These online communications offer **easy, cost-effective** access to large numbers of people across geographic distances.
- ▶ Technologies that expand interactivity and collaborative content sharing, referred to as “Web 2.0 social media,” include **Internet-based social network-ing** services such as Facebook and MySpace, Twitter, wikis for collaborative content development, blogs, and two-way mobile messaging platforms that connect people through cell phones and personal digital assistants.
- ▶ Health promotion professionals have been quick to recognize the potential of social media for **reaching broad audiences in social marketing campaigns and enabling and empowering** consumers in their health and health care–related interactions (Thackeray, Neiger, Hanson, & McKenzie, 2008).



CDC has Developed a Health Communicator's Social Media Toolkit for developing a Social Media Strategy for programs/organizations



Key Elements of Social Media Strategy for Health Communication

- ▶ Define the Target Audience
- ▶ Determine the Objectives
 - Highlight a Campaign
 - Encourage a Behavior
 - Reinforce a Message
 - Encourage Interaction
 - Obtain Feedback
 - Collaborate with Partners
- ▶ Define Audience Communication Needs
- ▶ Goal Integration
 - Mission Support
 - Event-based opportunities
- ▶ Message Development

CDC's Enterprise-wide Social Media Strategies

Dissemination ↓ Engagement	Tools	Resources					
		Time/Staff			Cost		
		Low	Moderate	High	Low	Moderate	High
	Buttons/Badges	✓			✓		
	Content Syndication		✓		✓		
	RSS Feeds	✓			✓		
	Image Sharing	✓			✓		
	Podcast Posting	✓			✓		
	Online Video Sharing	✓			✓		
	Widgets ^{1, 2}	✓			✓		
	eCards ³	✓			✓		
	Micro-blogs		✓		✓		
	Podcast Creation		✓			✓	
	Online Video Production		✓			✓	
	Blogs		✓			✓	
	Mobile Technologies/ Texting		✓				✓
	Virtual Worlds		✓				✓
	Social Networks			✓	✓		

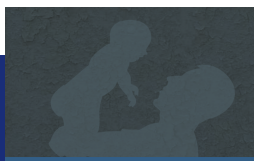


Target Audience Case Study: Reaching expectant mothers, age 18-49 to build awareness about newborn hearing screening

TABLE 2
Social Media Use by Audience Segment

<i>Audience</i>	<i>Social Media Use</i>
Generation Y (~18-29 years)	<p>14% of web users 18-29 years old downloaded podcasts in 2006 (Centers for Disease Control and Prevention [CDC], 2007)</p> <p>76% watch online video in 2007 (CDC, 2007)</p> <p>23% are interested in using a mobile device for accessing their personal health records (Deloitte, 2010)</p> <p>56% say they look up treatment information online (Deloitte, 2010)</p> <p>As of 2010, 90% of this age-group own a cell phone, using them to send text messages, take and send pictures, and access the Internet (Smith, 2010)</p>
Generation X (~30-49 years)	<p>57% watched online video in 2007 (CDC, 2007)</p> <p>37% of cell phone users 30-49 years old sent text messages in 2006 (CDC, 2007)</p> <p>28.9% of 35- to 54-year-olds downloaded mobile applications in 2009 (Smith, 2010)</p> <p>44% of 18- to 49-year-olds played computer or video games in 2006 (CDC, 2007)</p> <p>22% are interested in using a mobile device for accessing their personal health records online (Deloitte, 2010)</p> <p>57% say they are interested in using the Internet to find treatment information (Deloitte, 2010)</p>

-Source: Korda and
Itani, 2011



Evaluation of Social Media Strategies from the CDC Toolkit

Type of Evaluation	Definition	Sample Questions
Input Evaluation	Measuring the quality of the process	<ul style="list-style-type: none">• How many audience tested messages have been developed?
Output Evaluation	Measuring the direct impact	<ul style="list-style-type: none">• How many messages were posted on Twitter?• How many were re-tweeted?• How many followers did we acquire this month?
Outcome Evaluation	Measuring long-term changes in the knowledge, attitudes, beliefs in the population/audience	<ul style="list-style-type: none">• What do expectant moms know about newborn hearing screening?



CDC's Top Lessons Learned about Social Media

- ▶ Make Strategic Choices and Understand the Level of Effort
- ▶ Go where the people are
- ▶ Adopt Low-Risk tools first
- ▶ Make sure messages are science-based
- ▶ Create portable content
- ▶ Facilitate viral information sharing
- ▶ Encourage participation
- ▶ Leverage networks
- ▶ Provide multiple formats
- ▶ Consider Mobile Technologies
- ▶ Set realistic goals
- ▶ Learn from metrics and evaluate your efforts



Korda and Itani (2011) promote using a theoretical framework as a roadmap for social media program design and development for health promotion

- ▶ A recent meta-analysis of 85 studies by Webb et al. (2010) that found interventions that were strongly based in theory had greater impact than those that were not.
- ▶ Interventions that incorporated more behavior change techniques tended to have larger effects than interventions that incorporated fewer techniques.
- ▶ Still, many health behavior change websites are not theory driven and fail to incorporate proven, evidence-based approaches.
- ▶ A study by Evers et al. (2003) found that of 37 public health behavior change sites, few were theory driven or used evidence-based approaches.

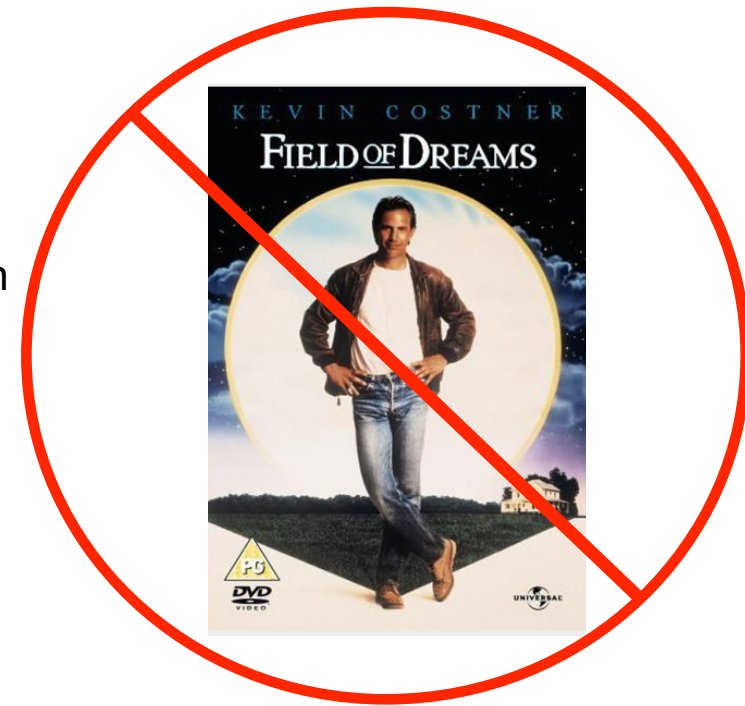


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Centers for Disease Control and Prevention

CDC 24/7: Saving Lives. Protecting People. Saving Money through Prevention.

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Social Media at CDC

Current Social Media Campaigns



Teen Pregnancy Toolkit

Take advantage of CDC social media tools to promote your teen pregnancy prevention efforts.

- This quick reference guide can be used as a companion to the [Social Media Toolkit for Health Communicators](#) [PDF- 2.42MB]



CDC Vital Signs

CDC Vital Signs, includes an MMWR Early Release, a fact sheet and website, a media

release, and a series of announcements via social media tools. CDC Vital Signs offers recent data and calls to action for important public health issues.



Gateway to Health Communication and Social Marketing Practice

The site takes information from CDC and other public and private resources, and creates distinct categories, making it easier for you to find exactly what you need.

[See All Social Media Campaigns »](#)

CDC Social Media Tools

Connect with CDC



Twitter



Facebook



Blogs



[CDC's YouTube Channel](#)



[CDC's Flickr site](#)

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Through Prevention.

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CDC is dedicated to protecting health & promoting quality of life through p...

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162,036 like this

2,429 talking about this

Likes See All

CDC

Government Organization · Atlanta, Georgia



Wall

CDC · Everyone (Top Posts)

Share: Post

Write something...



CDC via Million Hearts
Saturday is World Stroke Day - Learn What You Can Do



Stroke Prevention
www.cdc.gov

A stroke (aka brain attack) occurs when a clot blocks blood supply to the brain or when a blood vessel in the brain bursts. Anyone can have a stroke. In honor of World Stroke Day, CDC recommends ways to reduce threat of strokes. You can greatly reduce your risk for stroke through lifestyle changes &...

Like · Comment · Share · about an hour ago ·

51 people like this.

View all 4 comments 47 shares

Write a comment...



CDC

Teens urge health care professionals across the nation to talk to their teen patients about pregnancy and how using contraception can help improve the lives of young people.



A Message to Health Care Professionals: Teen Pregnancy
www.youtube.com

Create a Page

You and CDC

9 friends like this.

1 friend worked here.

American Public Health Association, CDC - Parents Are the Key to Safe T...

People You May Know See All



Paula Hackstadt March
13 mutual friends
Add Friend



Natalie Llewellyn commented on her own status: "Hmm idk...its halloween"



Sara Stonberg Kogon likes Benjamin Netanyahu - בנימין נתניהו's photo.



Yalonda Smith Lewis commented on Kevin J. Harrell's status: "Sounds like a fail to me"



Natalie Llewellyn I have learned a lot this week and have been wayyy too busy..can't wait till this weekend and get some much needed rest!



Lane Green Rhoden and Campbell Delk are now friends.



April Mathis Voris



Caryl Hilliard Ederer



Chris Walzer



Christopher A. Franchino



Dianne Stone Muse



Emily Flight Curtin



Jill B Surrency Roark



Joan Brooks



Khry Reinseth



Phil Dornfeld



Shane Diekmann



Yalonda Smith Lewis

Search

Booz | Allen | Hamilton

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CDC 24/7: Saving lives, protecting people, reducing health costs

SEARCH

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Public Health Matters Blog

Sharing our stories on preparing for and responding to public health events

[Emergency Preparedness & Response](#) > [Public Health Matters Blog](#)

Preparedness 101: Zombie Apocalypse

Categories: [General](#)

May 16th, 2011 11:48 am ET - [Ali S. Khan](#)



There are all kinds of emergencies out there that we can prepare for. Take a zombie apocalypse for example. That's right, I said z-o-m-b-i-e a-p-o-c-a-l-y-p-s-e. You may laugh now, but when it happens you'll be happy you read this, and hey, maybe you'll even learn a thing or two about how to prepare for a *real* emergency.

A Brief History of Zombies

We've all seen at least one movie about flesh-eating zombies taking over (my personal favorite is [Resident Evil](#)), but where do zombies come from and why do they love eating brains so much? The word zombie comes from Haitian and New Orleans voodoo origins. Although its meaning has changed slightly over the years, it refers to a human corpse mysteriously reanimated to serve the undead. Through ancient voodoo and folk-lore traditions, shows like the Walking Dead were born.



In movies, shows, and literature, zombies are often depicted as being created by an infectious virus, which is passed on via bites and contact with bodily fluids. Harvard psychiatrist Steven Schlozman wrote a (fictional) medical paper on the zombies

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- [Response](#)
- [Vectorborne](#)
- [Waterborne](#)

Posts by Month

- [October 2011](#)



If you're ready for a zombie apocalypse, then you're ready for any emergency

emergency.cdc.gov



EHDI Podcast: <http://www2c.cdc.gov/podcasts/player.asp?f=5834>

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Podcasts at CDC

Podcasts

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Listen to/view CDC podcasts on your computer or download them for reliable health and safety information when and where you want it. New to podcasting? See [Podcast Help](#) and [RSS Help](#)

Features Browse Search Subscribe **Listen/Watch**

Early Hearing Detection and Intervention: Can Your Baby Hear?



This podcast discusses how important it is that every child receives a hearing screening as soon as possible after birth. It also gives specific ways that parents and health providers can find out if a child has a possible hearing loss and where to get further information. (Created 6/5/2007 by the Early Hearing Detection and Intervention Program, NCBDDD). Created: 6/15/2007 by National Center on Birth Defects and Developmental Disabilities . Date Released: 6/25/2007 . Series Name: CDC Featured Podcasts.

[More info on this topic »](#)

Press Play to listen to this CDC Podcast
Running time = 10:46

To save the Podcast, right click the "Save this file" link below and select the "Save Target As..." option.

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Tell us what you think about CDC podcasts >>

Podcasting Resources
[Podcasting Best Practices](#)

[Audio Script Writing Guide](#)

[Children's Privacy Policy for Podcasts](#)

Contact Us:

 Centers for Disease Control and Prevention
1600 Clifton Rd
Atlanta, GA 30333

 800-CDC-INFO (800-232-4636)
TTY: (888) 232-6348
24 Hours/Every Day

 cdcinfo@cdc.gov

<http://twitter.com/#!/CDCgov> #ncbddd #putkids1st

twitter Home Profile Messages Who To Follow carianet

← Back to Home Save this search

Results for #ncbddd

Tweets · Top Refine results »

CDCgov CDCgov
Congenital heart defects account for 24% of infant deaths due to birth defects. go.usa.gov/9SJ #PutKids1st #NCBDDD
21 Oct

CDCgov CDCgov
If your child does not pass hearing screening, ask doctor for a full hearing test ASAP. go.usa.gov/X9u #PutKids1st #NCBDDD
14 hours ago

Chase_TheHour Chase Wright
Yikes RT @CDCgov: About 1 in 50 pregnant women report binge drinking in the past 30 days. bit.ly/sCLx2W #PutKids1st #NCBDDD
25 Oct

CDCgov CDCgov
About 1 in 50 pregnant women report binge drinking in the past 30 days. go.usa.gov/XgJ #PutKids1st #NCBDDD
25 Oct

TBiv Tom E Bush IV
Idiots. RT@CDCgov About 1 in 8 pregnant women report drinking alcohol in the past 30 days. go.usa.gov/X1R #PutKids1st #NCBDDD
24 Oct

WAPApac WAPA
CDCgov: #NCBDDD has developed a global initiative to eliminate

Trends: Atlanta · change
#DressLikeFlo Promoted
#beavisandbutthead
Game 7
Tomorrow is Friday
Berkman
#youknowloveyouwhen
#AfricanSupaHot
Charlie Brown
Ron Washington
Pujols

About Help Blog Mobile Status Jobs Terms Privacy
Shortcuts Advertisers Businesses Media Developers
Resources © 2011 Twitter

Start Internet | Protected Mode: On 100% 6:53 AM 10/28/2011

Open Groups: Georgia Hands and Voices on Facebook

<http://www.facebook.com/#!/groups/287686399277/>



The screenshot displays the Facebook interface for the "Georgia Hands & Voices" group. The top navigation bar includes the Facebook logo, a search bar, and the user's profile "Carianne Tucker Muse". The main content area shows three posts:

- Terri Russell Patterson**: "Come on out and enjoy Deaf Day at the Zoo sponsored by Georgia Perimeter College ITS on November 12 from 9:30am to 6:30pm. For more details contact: Chezon chezon@gmail.com (425) 243-4275 or use this link for purchasing tickets." Below the text is a link to "Zoo Atlanta Web Store :: Ticket Selection" and a "Like" button. Comments from Jennifer Taylor Jezyk and Debra Turner are visible.
- Susan TenEyck**: "I have been informed that AASD will be holding a school festival on November 3rd. Can you tell me what happens at this school festival? Thanks". Comments from Susan TenEyck and Debra Turner are visible.
- Susan TenEyck**: "Information on the new Sorenson ntouch VideoPhone." Below the text is a link to "October 2011 Newsletter | Sorenson VRS@" and a description of Sorenson VRS (SVRS) services.

The right sidebar shows a list of group members, including Alix Flannigan Cloud, April Mathis Voris, Brian Klotz, Cecilia Merediz Andrews, Chris Walzer, Christopher A. Franchino, Dianne Stone Muse, Emily Flight Curtin, Jill B Surrency Roark, Joan Brooks, Katrinda McQueen, and Yalonda Smith Lewis.



Closed Groups: CI Moms

<http://www.facebook.com/#!/groups/cochlearimplantmoms/>
Using YouTube as true Social Media

The screenshot shows the Facebook interface for the 'CI Moms' group. The top navigation bar includes the Facebook logo, a search bar, and the user's name 'Carianne Tucker Muse'. The left sidebar contains the 'FAVORITES' section with links to News Feed, Messages, and Events, and the 'GROUPS' section with a list of groups, including 'CI Moms' which is currently selected. The main content area displays the group's profile, a 'Write Post' button, and a post by Carianne Tucker Muse. The post includes a video of a baby and text about a cochlear implant surgery. Below the post are comments from other group members. The right sidebar shows a list of group members and a search bar for the group.

Text-based social media for education: Text4baby

www.text4baby.org

The screenshot shows the homepage of the Text4baby website. At the top, there is a navigation bar with links for Home, En Español, Partner Resources, e-newsletter, and Follow Us, along with social media icons for Facebook, Twitter, and YouTube. The main header features the Text4baby logo, which includes a stylized 'B' with signal waves, and the text 'text4baby' and 'FOUNDING SPONSOR Johnson & Johnson'. Below the logo is a search bar and a navigation menu with links for Sign up, About, Partners, Get Involved, News, and Contact Us. The main content area is divided into several sections. On the left, a large image of a smiling woman holding a baby is accompanied by the text 'Has your baby arrived?' and two numbered steps: 1. Text BABY to 511411, Envía BEBE al 511411 para Español; 2. Get free health tips every week to help throughout baby's first year. Below this is a 'Click to Sign Up' button and a 'Learn More' button. To the right, there are four smaller sections: 'Latest News' with a link to 'Text4baby Launches National TV PSA Campaign', 'Health Info for Moms' with a link to 'Click here for phone numbers that connect you to the help you need.', 'Featured Initiative' with a link to 'State Enrollment Contest', and 'Our Partners' with a link to 'CTIA The Wireless Foundation'. The footer contains information about the program being part of the National Healthy Mothers, Healthy Babies Coalition, the founding sponsor being Johnson & Johnson, and the website being powered by VOXIVA. There are also links for Privacy Policy and Terms and Conditions.

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She's One Smart Mom, She's Got text4baby

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Sign up | About | Partners | Get Involved | News | Contact Us

Has your baby arrived?

- 1 Text **BABY** to **511411**
Envía **BEBE** al **511411** para Español
- 2 Get free health tips every week
to help throughout baby's first year

OR [Click to Sign Up](#) [Learn More](#)

1 2 3 4

Latest News

Text4baby Launches National TV PSA Campaign

Knowledge is the Key to a Healthy Pregnancy

Moms-to-be get free advice by text

Health Info for Moms

[Click here](#) for phone numbers that connect you to the help you need.

Featured Initiative

[State Enrollment Contest](#)

Our Partners


[CTIA The Wireless Foundation](#)




A program of the National Healthy Mothers, Healthy Babies Coalition © 2011. All rights reserved. Founding Sponsor: Johnson & Johnson Powered by: VOXIVA

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Online Communities: Georgia Pathway to Language and Literacy


www.georgialiteracy.org

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 [Refer A Friend](#)

Register NOW!

Click to Register with **Georgia Pathway** to receive important information, future updates to this site.



Linguistic interactions with children are strongly related to literacy outcomes at all age levels.

[more...](#)

► Tuesday, October 11, 2011
GEORGIA PATHWAY MENTORING AND STICKY IDEAS LAUNCH

The Georgia Pathway website has officially launched the Mentoring Section and posted the first set of Sticky Ideas on the Pathway homepage. The mentoring section will allow users to follow the mentoring relationships between D/HH educators and their students through the use of video clips and educator blogs. The Sticky Ideas will highlight topics related to evidence based practices for D/HH education and link to more in depth discussions of each topic.

[More](#)

► Thursday, August 04, 2011
GEORGIA PATHWAY TO LANGUAGE AND LITERACY ANNOUNCES "THE YEAR OF VOCABULARY"

On August 4, 2011, Georgia Pathway to Language and Literacy will launch "The Year of Vocabulary." Georgia Pathway is focusing on vocabulary during the



Georgia Pathway, Continued



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News

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About the Georgia Pathway to Language and Literacy Project

In the fall of 2010, a group of stakeholders established the *Georgia Pathway to Language and Literacy* to advance the literacy proficiency of Georgia's children who are deaf or hard of hearing (D/HH). This innovative project has undertaken the development of an on-line community of practice (CoP) to support the achievement of **grade-level reading proficiency by the end of third grade for all Georgia** students with hearing loss, regardless of their communication modality. The commitment to achieving such outcomes for children with hearing loss supports the vision statement of the Georgia Early Education Alliance for Ready Students, i.e., "*By 2020, Georgia will be a national leader ensuring that every child is ready to succeed in kindergarten and on a path to read to learn by third grade.*" In addition, the implementation of a CoP for D/HH educators and professionals is consistent with the overall *Vision for Public Education in Georgia* as outlined by the Georgia School Board Association and Georgia School Superintendents' Association, Recommendation 4.1 – Create collaborative learning communities and implement expert coaching in all schools.

The on-line CoP will have three core components that support professionals' knowledge and skill building for language and literacy development of D/HH students:

- 1) **Professional network** that supports interactive discussions among professionals working with students who are D/HH;
- 2) **Knowledge center** that provides information to advance instructional practices for D/HH students; and
- 3) **Systematic mentoring** that promotes knowledge and skill development of professionals working with D/HH students.



Final Social Media Tips to Consider

- ▶ Multiple modes with one piece of media: Consider turning a shared video into a podcast, posting it on FB or creating a video blog site where others can add their videos as comments to yours
- ▶ Link back to traditional media when you can: link your FB posts to real data on static websites such as CDC or NCHAM articles
- ▶ Conduct a Twitter Town Hall: advertise on FB and your website that you will be discussing a particular topic via Twitter and create some buzz about it. Provide structure questions on Twitter that will incite participant responses.
- ▶ Use social computing to inform your social media activities: Add Google Analytics or a similar place to capture site metrics and adjust according to times of day that participants are coming to your site, or design new strategies to categorize and attract new demographics.
- ▶ Create a longterm Social media strategy: Use CDC's toolkit to come up with a long term plan that you can execute and evaluate effectively. Revise it constantly.



Final Social Media Tips to Consider

- ▶ Make sure your site is mobile-friendly and think about apps that could benefit your target population.
- ▶ Consider incentives such as web badges and buttons to encourage user-generated content (Korda and Itani, 2011)
- ▶ Consider a health behavior specialist to provide technical assistance in theoretical approaches such as transtheoretical model, Social Cognitive Theory and Health Belief models traditionally used in health education as a basis for social media to impact health behaviors.



Discussion with the Audience

- ▶ What success stories or challenges can you share about your own social media endeavors?
- ▶ How do you measure meaningful engagement with your social media applications?

