Social Media & Social Marketing in Public Health Programs

Evaluating What's Best for Your Organization

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•	NCCP	your	mission	•••	IIIIII

• Choose the best channel(s)...and the right tone

• Make it manageable

• Engage with your communities

• Play it safe (but not all the time)

• Evaluate, evaluate, evaluate

Social Marketing and Social Media Campaign Examples

Obesity Prevention and Childhood Health











#FatSmack



Social Marketing and Social Media Campaign Examples

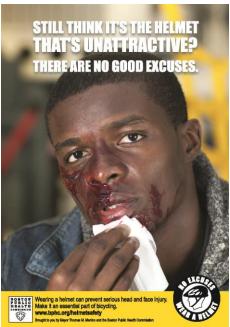
Other Health Issues





#BostonFlu







#NoExcuses

