

Social Media & Social Marketing in Public Health Programs


Evaluating What's Best for Your Organization

- ***Keep your mission in mind***
- ***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



**HEALTHY CHANGES ADD UP
AT BOSTONMOVESFORHEALTH.ORG**

LET'S MOVE 10 MILLION MILES AND LOSE 1 MILLION POUNDS TOGETHER.






The Boston Public Health Commission
Mayor Thomas M. Menino

Made possible by funding from: Blue Cross Blue Shield of Massachusetts, Partners Health Care, Harvard Pilgrim Health Care Foundation, and the Boston Red Sox Foundation.


JOIN THE MOVEMENT


bostonmovesforhealth.org
[@HealthyBoston](https://www.facebook.com/HealthyBoston) [#BostonMoves](https://twitter.com/BostonMoves)



#BostonMoves


**STOP. RETHINK YOUR DRINK.
GO ON GREEN.**






Red - Drink Rarely, If At All

- Regular sodas
- Energy or sports drinks
- Fruit drinks



Yellow - Drink Occasionally

- Diet soda
- Low-calorie, low-sugar drinks
- 100% juice



Green - Drink Plenty

- Water
- Seltzer water
- Skim or 1% milk

Building a Healthy Boston
Mayor Thomas M. Menino

Made possible by funding from the US Department of Health and Human Services through Communities Putting Prevention to Work.

Visit www.bphc.org/limitedchoices for more information.



WE COULD BOTTLE IT. MAKE A Fancy Label AND CHARGE a lot FOR IT. BUT WHY WOULD WE DO THAT?

Pure. Clean. Refreshing.
The Quabbin Reservoir, Boston's official tap water.
At a faucet or fountain near you.

@HealthyBoston #LoveThatBostonWater

A partnership of Mayor Thomas M. Menino, Boston Public Health Commission, Massachusetts Water Resources Authority, Boston Water and Sewer Commission, and Harvard School of Public Health Prevention Research Center.

#LoveThatBostonWater

Don't get smacked by
FAT

Calories from sugary drinks can cause obesity and Type 2 diabetes
For more information, visit www.fatsmack.org



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#FatSmack

You do so much to protect them.
But, maybe you never realized how much these could hurt them.



After all, your kids are sweet enough already.
Visit www.sugarsmarts.com

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Social Marketing and Social Media Campaign Examples



Other Health Issues



got hands? wash them.

Wash your hands often with soap and water or an alcohol-based hand cleaner, especially after coughing or sneezing. For more information, go to www.bphc.org/flu



Building a Healthy Boston

Mayor Thomas M. Menino

#BostonFlu

AND YOU THINK A HELMET IS UNCOMFORTABLE? THERE ARE NO GOOD EXCUSES.



Wearing a helmet can prevent serious head and face injury. Make it an essential part of bicycling. www.bphc.org/helmetssafety

Brought to you by Mayor Thomas M. Menino and the Boston Public Health Commission



STILL THINK IT'S THE HELMET THAT'S UNATTRACTIVE? THERE ARE NO GOOD EXCUSES.



Wearing a helmet can prevent serious head and face injury. Make it an essential part of bicycling. www.bphc.org/helmetssafety

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NOT THINKING ABOUT HELMET HAIR NOW, ARE YOU? THERE ARE NO GOOD EXCUSES.



Wearing a helmet can prevent serious head and face injury. Make it an essential part of bicycling. www.bphc.org/helmetssafety

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#NoExcuses

"WE CAN'T GIVE UP ON OUR CHILDREN, AND I THINK THAT'S WHAT HAPPENS. WHEN KIDS DON'T FEEL LIKE THEY'RE IMPORTANT OR THAT ANYONE CARES, THEY'RE GOING TO REACH OUT FOR THE NEXT THING".

-AUDREY,
LOST OLDEST SON TO SHOOTING 7 YEARS AGO

**OUR MATTAPAN.
MANY PASTS.
ONE FUTURE.**

I SEE OUR STORIES, AND LEARN HOW YOU CAN HELP PREVENT VIOLENCE AT BPHC.ORG/OURMATTAPAN

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