

Guide for Social Media Communications

Using Social Media Tools

Given that social media is now embedded in our daily activities, public health practitioners can use these platforms to provide actionable information to distribute health information to communities.

Facebook

- Community groups should be the first source of spreading messages via Facebook. People are more likely to see these messages and engage them positively. They are likely to be seen as credible sources of information
- Post Facebook Live videos or host FB live events on these channels to walk people through various activities such as:
 - What the testing process is like, what happens after you get tested, where to call for your results etc.
 - How to carpool to work following guidance on the number of occupants and wearing masks
 - How to isolate from the rest of the household at home if someone in the household has tested positive
 - Hosting virtual gatherings with family and friends to show how fun/easy it can be
 - Following the prevention guidance when at work/out shopping/at restaurants etc.
 - What to expect with the COVID-19 vaccine
 - Myth-busting segments that confront common concerns about the virus or the vaccine
- If advertising funds are available (even small amounts), consider boosting posts on Facebook or doing Facebook ads. This will increase your reach exponentially for a

minimal advertising cost (even \$500 will make a big difference) and allows you to target specific groups you most want to reach.

- It is also beneficial because if you put out a boosted post, it comes through as a regular post in someone's feed. They are likely to share it with the friends, expanding your reach even further.

WhatsApp

WhatsApp is the name of a mobile messaging app for Android, iPhone, Windows Phone or for Mac or Windows PCs. WhatsApp lets users make free voice calls, face-to-face video calls or text message.

- Rapidly spread information and critical messages among specific RIM populations, mainly communicating back to relatives and friends in their countries of origin.
- If they are, try to encourage self-generated content to be shared by group messages. Recruiting and training a group of healthcare ambassadors in the community is a good way to get started with this process.

Instagram

Instagram is an online photo sharing service. It allows you to apply different types of photo filters to your pictures with a single click, then share them with others. While is a rather basic service, Instagram's simplicity has helped it gain widespread popularity.

- Contact young influencers and ask them to make videos or memes of themselves modeling proper behavior or tell personal stories about their experiences
- Consider boosted posts and Instagram ads. Like Facebook, Instagram allows targeting in their advertising platform by age, language, part of the country, interests, etc.

Tik Tok

- Video social media platform where young influencers can share CDC information but tell in their own personal way. This requires promotion direct from the people on the platform
- Ask Community-Based Organizations (CBOs) and faith-based organizations in your area if they have a youth program that would be willing to partner with you.

Google ads

Google has three different ways to buy advertising, and they use machine learning to make sure it reaches very specific audiences.

- [Google Search Ads](#) allows your website to show up at the top of a Google search results for certain keywords. For example, if someone searches “COVID-19” and their city name, then your page about a vaccination clinic will be closer to the top.
- [Google AdSense](#), which are banner ads that companies choose to display on their own website to generate revenue for themselves
- [Google Display Network](#) allows you to submit your own banner ad, which for people in the demographic you choose as they navigate around the web. This approach reaches approximately 90% of internet users.
- [YouTube ads](#) work similarly to Google Display Network, but instead of a banner ad, you provide a video or set of images. Google then places these ads on YouTube based on the demographics you choose for your target audience.
- Google can also run series ads, so if you have a set of messages that you want to make sure people see in order (to share a longer message or multiple related ideas), this feature will ensure that people see ad 1 and later ad 2, followed by ad 3.

Additional Resources

- [COVID Social Media Toolkit](#) (CDC)
- [Communication Toolkit for Migrants, Refugees, and Other Limited-English-Proficient Populations](#) (CDC)
- [Anti-Stigma COVID Social Media ToolKit](#) (King County, WA)