

SOCIAL MEDIA TIPS



AMERICAN PUBLIC HEALTH ASSOCIATION
For science. For action. For health.

FACEBOOK



- 1** Know your audience. Speak in a way readers can relate to, respond to and share.
- 2** Pay attention to the conversation around you and participate in it. Sometimes sharing messaging from others will amplify your own.
- 3** Photos — and links — speak louder than words. Include photos with posts whenever possible.
- 4** Emotive language works best. If your message is technical, add a human element to it.
- 5** Don't go for likes and shares at the expense of your mission. Work to inspire public health action, not gain popularity.

VISIT [FACEBOOK.COM](https://www.facebook.com) TO BE PART OF THE CONVERSATION

