SOCIAL MEDIA TIPS

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.

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