

Appendix N

Web-based Social Media Tips:

Social Media not only allows your Community Engagement Hub to get the word out to your community, but allows for your Community Hub to stay better connected to what kinds of health initiatives are happening in your region and province!

- ✓ Keep your health messages clear and consistent! Make sure your health messages stay close to the goals and mandate of your Community Engagement Hub.
- ✓ Don't let your social media platforms (Facebook, Twitter, blogs, website) fade away! Look at how often other organizations update their social media. Use this to consider how often you should be updating your social media platforms. It's common for extremely active Twitter accounts to update on an hourly basis (during peak hours of the work-day), anywhere from 1-5 times a day on Facebook pages, and twice a week for websites. Either way, keep your social media tools active and useful or people will stop using them to find relevant and up-to-date information.
- ✓ Link your information! Do you have an event coming up? Be sure to post the event information on all of your social media platforms. Keep extensive details to your website/Facebook page and/or invite, post reminders on your Facebook page and Twitter account. Engage people by telling them about the interesting speakers or activities that will occur at your event.
- ✓ Use photos, videos and pictures. Sometimes the best way to gain interest is by posting a photo or video. Using visual images garners a different kind of attention than text-based updates; it often is considered exciting and more interesting. Posting photos of events is also a great way to gain attention from your audience to encourage more attendance to the next gathering you are planning.
- ✓ Avoid spamming your audience! If you're posting more than one message a day on your social media sites, be sure to send them throughout the day, not all at once. Websites like "Hootsuite", allow you to schedule when your posts will occur throughout the day. This is especially useful for very busy organizations who might not have time to "keep up" with social media; brainstorming a few posts and scheduling them at the beginning of the day can help your Community Engagement Hub stay active even on the busiest days. Remember, it's most effective to engage with your audience as often as possible.

The Sto:lo Hub has a Twitter account that updates daily with information for their community members! (www.twitter.com/stolohub)

Gitsegukla Health created a Health Literacy Video for new health workers arriving to their Nation! FNHC posted it to their YouTube channel. (www.youtube.com/fnhealthcouncil)

