

Partnerships for Environmental Public Health

In recognition of Children's Health Month and Children's Environmental Health Day (October 11), Partnerships for Environmental Public Health (PEPH) is hosting this webinar on the use of social media to raise awareness about children's environmental health. Join us to learn more!

Title: Meeting Target Audiences No Matter Where They Are - Strategies for Effective Use of Social Media for Public Health Communication

Date: October 12, 2018 • noon to 1:00 p.m. EDT

Registration (required):

<https://nih.webex.com/nih/onstage/g.php?MTID=e38c03d543d32d0815147c9a5aefeefe8>

You will receive a calendar invitation from WebEx once you register.

Description

This webinar will focus on the value of social media for community outreach and translation of children's environmental health content. Social media is emerging as a necessary tool for public health communication as more Americans use it (and the Internet more generally) for health information. Yet many organizations lack a basic social media strategy for engaging target audiences. In this webinar, we will cover a number of topics, including:

- A rationale for the use of social media in public health communication.
- Best practices for the use of social media, including examples of how to use social media analytics to capture your reach and engagement with target audiences.
- Examples of social media strategies implemented by the Children's Environmental Health Social Media Workgroup and the Children's Environmental Health Network to engage with target audiences.

Presenters

Brenda Koester, M.S.

University of Illinois at Urbana-Champaign

Wendy Gutschow, M.S.W.

University of Southern California

Nathan Mutic, M.S., M.A.T., M.Ed.

Emory University

Nsedu Obot-Witherspoon, M.P.H.

Children's Environmental Health Network

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Liam

For more information on PEPH Webinars visit:

<https://www.niehs.nih.gov/research/supported/translational/peph/webinars/index.cfm>

Accommodations for Disabilities: Individuals with disabilities who need accommodation to participate in this event should contact Liam O’Fallon (ofallon@niehs.nih.gov or 919-541-7733). TTY users should contact the Federal TTY Relay Service at 800-877-8339. Requests should be made at least 5 business days in advance of the event.