

SOCIAL MEDIA: WHAT CAN PUBLIC HEALTH LEARN FROM THE CORPORATE SECTOR

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There is a great deal of enthusiasm for, and interest in, using social media for public health communications, but there is little understanding of the connection between online engagement and behaviour change. Despite the great potential to deliver innovative and cost-effective public health campaigns online, a limited body of research is available to help program planners develop and evaluate their campaigns. To begin to understand how best to develop effective online social marketing campaigns, this presentation provides a summary of success factors and key lessons learnt from selected corporate social media case studies. To make the most of the opportunities that social media offer, and to minimise the risks, social marketers need to consider their objectives, invest the appropriate time and resources, and take a 'test and learn' approach. To truly understand the possible impact, moving beyond measuring the number of likes and developing outcome measurement frameworks is vital.

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