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| **Using social media as a tool for health promotion and health equity** |
| **Objectives**  The purpose of this workshop is to assist those in the health industry to improve health equity by engaging in various social media platforms to spread wellbeing and health education. This workshop will demonstrate how to empower each member of the global society to become a lifelong learner and advocate of health promotion.  **Format**  Two presenters  Small Groups (8-10 people per each round table)  Introduction: Discuss our collective role in the health industry and the need for health equity.  Discussion: How might we use social media to improve health equity and promotion on a local and global scale? How can we use our knowledge and expertise to promote health education and achieve sustainable development goals?  Activity: Identify different types of health education influencers on social media and analyze why their content and style is successful for their target audience. Identify the strategies they use to create posts, tweets, and updates while also engaging with their followers in a meaningful way.  Video: We will demonstration how to create social media content through computer-based software and phone-based apps. We will take a step-by-step approach on how to use the technology to create visual content that will engage, educate, inform, and help spread knowledge.  Handouts: Printed handouts will include the key steps to creating social media content and provide a place for note taking.  Practical Application: Small group post challenges. Participants will work in small groups to create posts, tweets, and updates using infographics, headlines, and hashtags. We will give the attendees current publications or topics from which they will design quality social media content relevant to today’s social health goals.  Concluding Discussion: How can we measure the influence of social media use to improve health equity?  **Learning goals**  There are five main learning goals for this workshop. Learners will be able to:   1. Identify the different types of social media platforms and the type of audience each attracts, 2. Learn what types of content is best for each type of social media site and how to make the greatest impact on your target audience. 3. Create posts, tweets, and updates to share advances of health education and promotion. 4. Create visual content such as infographics and videos to advance public awareness of goals and educate society on health equity. 5. Create quality content relevant to today’s social health goals to empower lifelong learners. |