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| **Evaluation of the All Right? campaign’s Facebook intervention post disaster in Christchurch, New Zealand** |
| **Background/Objectives**The All Right? campaign was developed as a mental health promotion campaign following the 2010-2011 Canterbury earthquakes. One aspect of the overall campaign was the utilisation of social media as a means of promoting wellbeing messages. This research evaluates the use of the All Right? Facebook page as a means of promoting wellbeing after a major natural disaster. **Methods**Quantitative and qualitative methods were used to gather data about the social media component of the All Right? campaign.**Results**Findings indicate that the All Right? Facebook page has become a valued source of consistent wellbeing tips and advice -*‘the place that I go’*. Wellbeing reminders posted on the page were especially valued following earthquake aftershocks. High proportions of respondents to a survey (n=212) linked from the All Right? Facebook page agreed that the page was helpful (98%), gave people ideas of things that they can do to help themselves (96%), and made people think about their wellbeing (93%). Over four fifths (85%) of respondents had done activities as a result of what they saw on the All Right? Facebook page. Success factors for the Facebook page often mirrored those for the campaign itself, including: local research to inform the use of appropriate language for translating evidence-based wellbeing messages into a local setting; not being marketed as a government message; and effectively combining public health and communications expertise. Success factors specific to the Facebook page included: regular posts with a focus on issues that affect everyone in Canterbury post-disaster*;* timely posts, especially immediately following aftershocks; a consistent tone for the All Right? Facebook page; and balancing wellbeing facts and tips with other content that was relevant to the Canterbury population. The overall success of the All Right? Facebook page was reliant on being part of a trusted population-wide mental health promotion campaign.**Discussion**The All Right? Facebook evaluation results demonstrated that there should be optimism in how social networking sites can be used post-disaster, not only as a means for providing information and networking but also to help affected individuals to identify their strengths to assist their own recovery and to improve wellbeing, while at the same time advocating for community-wide wellbeing in the post disaster environment. **Keywords**health promotion campaign, wellbeing, post-disaster, evaluation, social networking sites |