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| **Using social media in health promotion: we’re doing it wrong** |
| **Maximum 2500 characters (including spaces but excluding title)****Background/Objectives**Social media (SM) use for health promotion is increasing, in line with rapid uptake among the population. The interactive nature of SM provides unique opportunities for communication not available through traditional media channels such as television. This presentation will examine current practice and available evidence on use of social media for health promotion, including effectiveness and key components of effective strategies.**Methods**We examined social media campaigns, interventions, and trials, and reviewed evidence in both the peer-reviewed and grey literature. We also considered evidence from the commercial sector.**Results**We found a growing body of evidence on what works in increasing engagement (e.g. ‘likes’, comments, shares) with health promotion content on social media. In particular, high quality imagery and positive emotional appeals have consistently been shown to increase engagement, especially on Facebook. However, there is little evidence available to demonstrate that the use of social media has any impact beyond engagement. There is some evidence from small-scale trials that social media can be used to alter behaviour, but these trials are limited in scope and generalisability. Conversely, larger studies have been able to demonstrate population-level reach of health promotion content, but have not linked this to health outcomes. Moreover, there it appears that many health promotion and public health organisations are using social media without linking this to broader communication strategies.**Discussion**Our review found few analyses examining what works and what does not work on social media, especially in relation to improving health outcomes. There is an assumption that engagement is important because it will lead to behaviour change but there is very little evidence available to support this assumption. Hence, there is a significant risk that practitioners are not making best use of a potentially valuable and increasingly important communication channel. **Keywords**Social media, campaigns, evaluation |