CFHS & CHEX

Social Media
For Community
Food & Health

#CF@HS2014

SOCIAL MEDIA for COMMUNITY-LED HEALTH

Hint: Click the logos to learn more about each service!

Why you should be using social media

Engaging with individuals and communities is a key element of community-led approaches. There are lots of ways that organisations do this and social media has become an important tool to help inform, empower and communicate. It's a great way to widely engage people quickly and cheaply and can be utilised for a number of different uses: from consultation or spreading information to creating online spaces for groups to share learning, ideas and to engage in dialogue. It has its limits and sometimes others tools are more appropriate, but it can be incredibly useful, interesting as well as quite fun!

We know that many community-led health organisations are already using social media, but for those that are not this guide is here to give them a start on social media. It's not a step-by-step guide to using each service but more to help you with some of the things to think about when starting to use it in your community-led health practice - as well as to address concerns and worries that people often have. We've got lots of interesting, useful tools and sources of information to get you Twittering, messaging and applying filters to your photos in no time!

We'll begin by thinking about three key elements: figuring out your **objectives**, identifying your **audience** and defining your **message**. Let's get started!

Want some step-by-step help? Click on the links with the tool icon for handy practical tips and guides!

Practical tips!

CHEX Guide to Social Media
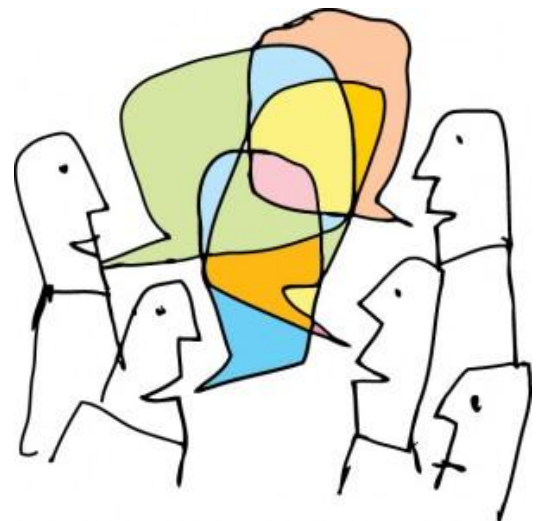
What we could have done…

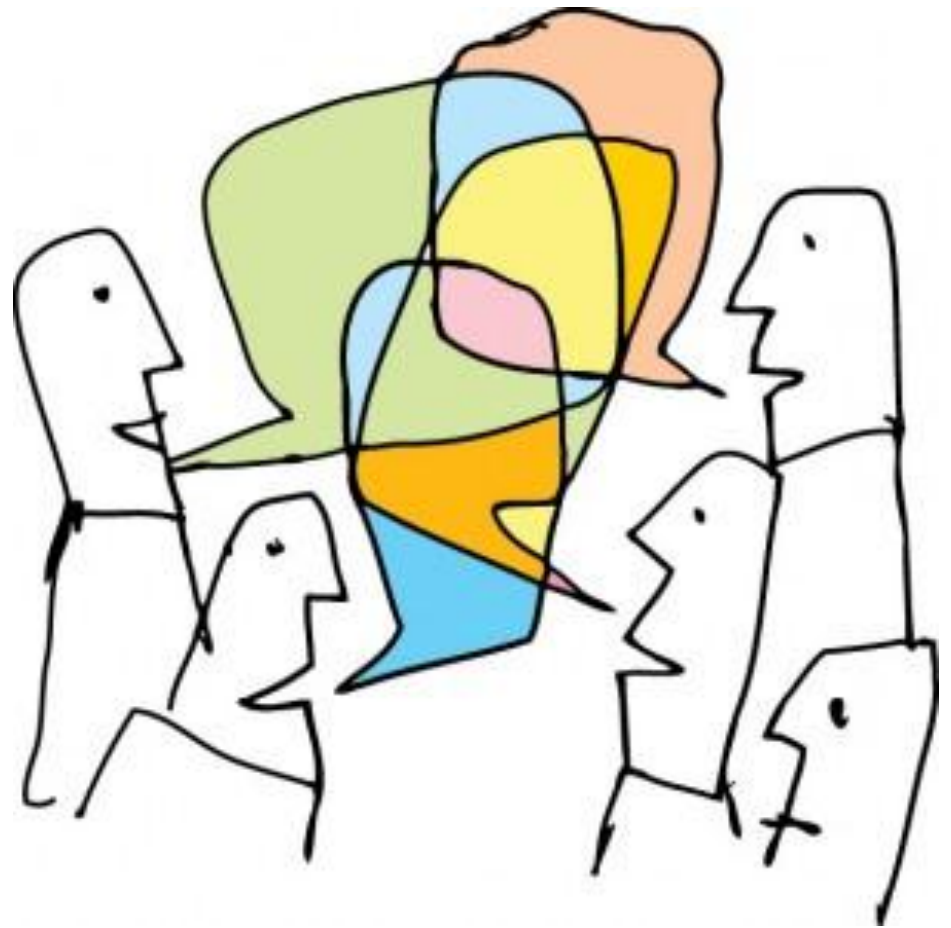# What are we using social media *for*?

Objectives

Audience

Message

Objectives

- Promote your work?
- Engage more people?
- Share good practice?

Audience

- Teenagers?
- Geographic community?
- Fellow practitioners?

Message

- What are you telling your audience?
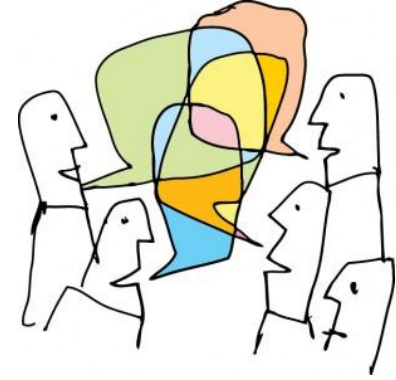- How are you telling them?
- What kind of language?

Objectives

⬇

Audience

⬇

Message

Task

Using the 3 guidelines (listed below), discuss in what ways social media could be useful in the examples provided

 Objectives

 Audience

 Message