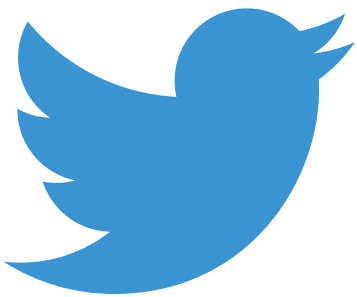


TWITTER



- 1** Tweet regularly. Determine in advance how often you want to tweet and keep it up. Use a scheduling program such as Hootsuite to automatically post tweets when you can't do so manually.
- 2** Reread, spell-check and double-check links before posting. Tweets can't be edited once they're sent.
- 3** Use images! Adding a photo or graphic will not only make your tweet more visible, it can also make your followers more likely to retweet or favorite it.
- 4** Interact with your followers. Reply, follow, retweet and send messages. It's not social media unless you're being social.
- 5** Check your stats. Use Twitter and third-party services to track clicks, retweets, favorites and other statistics. Such info can help you decide what to tweet about and when.

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FACEBOOK



- 1** Know your audience. Use a voice readers can relate to, respond to and share.
- 2** Pay attention to the conversation around you and participate in it. Sometimes sharing messaging from others will amplify your own.
- 3** Photos — and links — speak louder than words. Include photos with posts whenever possible.
- 4** Emotive language works best. If your message is technical, add a human element to it.
- 5** Encourage likes, comments and shares to make your posts more visible. Humor, quizzes and GIFs all work well, and don't underestimate the power of a cute puppy photo.

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INSTAGRAM



- 1** Vary your content with photos, graphics and videos in both feed posts and stories.
- 2** Be social! Follow back, comment and tag other organizations and users in your posts.
- 3** Use hashtags so people can find you and your content. Check out which hashtags are most popular and use them on your posts where appropriate.
- 4** Start a trend! Use Instagram to promote an event or photo contest. Create a hashtag for your activity and encourage others to use it in their posts.
- 5** Check your stats. Keep track of your likes, followers and number of posts. Note which posts are most popular and set goals for growth.

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LINKEDIN



- 1** Use LinkedIn's company pages to feature your organization's work.
- 2** Be a thought leader, not a salesperson. Use groups to discuss your work, but not to promote it.
- 3** Fully complete your personal and company profiles and keep them up to date.
- 4** No funny business: Keep in mind that LinkedIn is a professional setting.
- 5** Don't forget to include volunteer work or organizations you are a member of, especially if they are relevant to your field of work.

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YOUTUBE



- 1** Be yourself. Post a video short or long, funny or serious, but let the viewer know what you're all about.
- 2** Have fun, when possible. You can be fun and still say something important.
- 3** Tag your video. Without the right keywords, the best video in the world will go unseen.
- 4** Share your video on other social networks. More people talk on Twitter and Facebook than YouTube. Don't withhold your creativity from them.
- 5** Caption your videos. Your words are important. Make sure everyone hears and sees them.

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[YouTube.com/user/APHADC](https://www.youtube.com/user/APHADC)*

