

## SOCIAL MEDIA TIPS



AMERICAN PUBLIC HEALTH ASSOCIATION  
*For science. For action. For health.*

# FACEBOOK



- 1 Know your audience. Speak in a way 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 Don't go for likes and shares at the expense of your mission. Work to inspire public health action, not gain popularity.

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