

SOCIAL MEDIA TIPS



AMERICAN PUBLIC HEALTH ASSOCIATION

For science. For action. For health.

GOOGLE+



- 1** It's not all social: Google+ is a way for you to connect with Google. Think about keywords and search results as you use the platform.
- 2** Push the new content: Google indexes Google+ for search results more often than your website.
- 3** Connect everything Google: Connect all the Google products you use to Google+ including YouTube and Adwords accounts.
- 4** Use the freebies: Free Google+ Hangouts are a budget-friendly alternative to costly webinar platforms.
- 5** Get personal: Create circles. Use circles to target messages. Tag people to send them notifications.

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