

Shifting the narrative: The role of social media in Public Health communications

HEALTH COMMUNICATION MATTERS! WEBINAR SERIES

March 10th 2016

Social Media Resources



- Heather Mansfield, (2011). [Social Media for Social Good: A How-to Guide for Nonprofits](#)
- [Nonprofit Tech for Good blog](#) from Heather Mansfield.
- Blog posts on social media at [Mashable](#)
- Katie Paine's [Measurement Blog](#)
- Holtz, Shel. March 11, 2016. [Approach Snapchat cautiously...but don't ignore it.](#)
- Guidry, J., Carlyle, K, Messner, M, and Jin, Y. (2015). [On pins and needles: How vaccines are portrayed on Pinterest.](#)
- Guidry, J., Zhang, Y, Jin, Y, and Parrish, C. (2016). [Portrayals of depression on Pinterest and why public health practitioners should care.](#)
- [Symplur](#) and the Healthcare Hashtag Project
- [Simply Measured](#)
- [SumAll](#)
- [Moz](#)
- [GatheringPoint](#)
- [New Media Training Resources](#) from the Center for Health Leadership

Health Literacy



- [Health Literacy: Undervalued by Public Health? A tool for public health professionals.](#) Tammy Pilisuk. August 2011.

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