



What is social media?

- The term most often refers to activities that integrate technology, telecommunications and social interaction, and the construction of words, pictures, videos and audio.
(<http://www.creativemediafarm.com/information/glossary>)
- Consists of blogs, wikis, Twitter, Facebook, RSS feeds, YouTube, Flickr, and widgets.

Purpose of Social Media

- to build capacity of local health departments and division of public health programs to conduct best practice social media marketing
- to establish a community of practice in which individuals and agencies can link with one another and broaden their knowledge and skill
- to promote support for public health in NC among various constituencies
- to promote practice of healthy behaviors by North Carolina's various population

NCPHA's Social Media Sites

Twitter: <http://twitter.com/NCPHA>

Facebook: <http://www.facebook.com/ncpa>