



## A New Health Promotion Seminar Series Let's Get Social!

*The Health Promotion Seminar Series is a collaborative effort between the Community Health Nurses' Initiatives Group (CHNIG) and the de Souza Institute. The seminars offer an opportunity for professional development to nurses working in all domains of practice: community or acute care.*

### SEMINAR OBJECTIVES:

During this webinar series we will dive into understanding the importance of social media in health care marketing. We will discover how leveraging digital communications can help you connect with your audiences, build trust, drive brand awareness and measure effectiveness. Throughout these webinars we will use real life health promotion social media campaigns and The Public Health Ontario Social Media Toolkit for Ontario Public Health Units as a guide for how to use social media in healthcare.

### PART I: WHY SOCIAL MEDIA? OBJECTIVES:

1. Increase understanding of social media use and how to develop a campaign.
2. Explore why social media can be a great health promotion tool.
3. Discover ways to engage nursing students as a means to stay current with social media.
4. Learn about the significance of a hashtag and their role in creating a social movement.

### PRESENTERS:

<p>Central East TCAN Sponsored · 🌐</p> <p>Hello. I am Cindy, a CHN with 31 years experience working in tobacco control in Central East Ontario. #mentor #studentnursesrock #PHNsareamazingathealthpromotion</p> <p><b>Cindy Baker-Barill</b> Area Planner, Central East TCAN simcoemuskokahahealth.org</p> <p>Like Comment Share</p>	<p>Central East TCAN Sponsored · 🌐</p> <p>I am a 4th year BScN Student at #YorkU and have worked with the CETCAN for 2 years. I am a lover of all things chocolate. I am newly engaged, and excited that the end of nursing school is near! #almostarealnurse</p> <p><b>Renee Rogers</b> Nursing Student, Central East TCAN simcoemuskokahahealth.org</p> <p>Like Comment Share</p>	<p>Central East TCAN Sponsored · 🌐</p> <p>My name is Destinee and I am a 4th year nursing student. I have been with the TCAN since April. I am from Lucknow and I love the beach. Just loving life with my new puppy, Lily! #heartdachshunds</p> <p><b>Destinee Shepherd</b> Nursing Student, Central East TCAN simcoemuskokahahealth.org</p> <p>Like Comment Share</p>	<p>Central East TCAN Sponsored · 🌐</p> <p>Hey Everyone. I am a 3rd year nursing student with the CETCAN. I am passionate about making our Post-Secondary Campuses Tobacco Free. I love visiting Northern Ontario where my family lives. #traveltotheSault</p> <p><b>Rayanne White</b> Nursing Student, Central East TCAN simcoemuskokahahealth.org</p> <p>Like Comment Share</p>
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To view this webinar, please click on the following link or cut and paste into your browser:

<https://youtu.be/sV4-TEcDONQ>