



## 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.

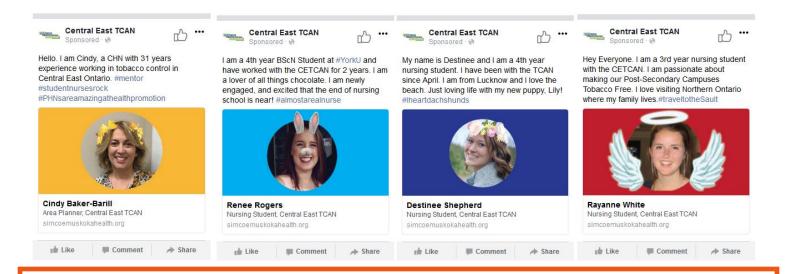
## **SEMINAR OBJECTIVES:**

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:**



To view this webinar, please click on the following link or cut and paste into your browser:

https://youtu.be/9sj8kOjD2vk