

The Power of Social Media:

Using new technologies to promote your tobacco control message

Additional information and resources

What CYAN Offers

- Social Media 101: Basics of Social Media
- Social Media 102: In depth look at tools and uses
- Social Media 103: Strategy session to create a social media plan or campaign
- Specific Tool Training: How to effectively use specific tools (e.g. YouTube, Twitter, Facebook, Widgets) for outreach, advocacy, education, training, and more
- Social Media Policy: Strategizing session to create policy regarding social media in the workplace/ organization/ community
- Social Media Evaluation: (pre-requisite – Social Media Strategy Session) Tools and methods on how to evaluate your Social Media endeavors
- Social Media Time Management: Ways to effectively utilize Social Media on a busy schedule
- Military Trainings: Culture, prevention and cessation
- College Trainings: Prevention, policy and cessation
- Youth Trainings: Prevention and advocacy
- Mixed and Matched versions of the above trainings

More...

Contact:

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ADDITIONAL RESOURCES

Social Media Glossary

- <http://mcfadyen.com/glossary/#>
- <http://thesocialmediaguide.com>

Academic Research on Social Media

- Pew Internet - <http://www.pewinternet.org/default.aspx>

Policy Resources

- Database of Social Media Policies: <http://socialmediagovernance.com/policies.php>
- Responding Flowchart from Dell: <http://bit.ly/DellBlogFlowChart>
- Policy for the People: <http://socialmedia.policytool.net/>
- Social Media for Nonprofits – from strategy to policy: www.wearemedia.org

Social Media for Public Health

- Social Media at CDC - <http://cdc.gov/socialmedia/>
- CDC's Guide to Social Media - <http://bit.ly/CDCsmGuide>

Nonprofit Technology Network

- Nonprofit Technology Network - <http://www.nten.org/>

Social Media for the Military

- <http://socialmedia.defense.gov/> (Branch guides to social media)

Social Media Online News

- Mashable - <http://mashable.com>
- Social Media Examiner - <http://www.socialmediaexaminer.com>
- Smartbrief - <http://www.smartbrief.com/socialmedia>

Facebook Peeps and Pages

- CA Dept. of Public Health - <http://www.facebook.com/CAPublicHealth>
- Attack Toolkit – Breathe - <http://www.facebook.com/attacktobacco>
- Quit B Cause - <http://www.facebook.com/quitbecause>
- Tobacco-Free Kids - facebook.com/tobaccofreekids
- Hooked by Hollywood - facebook.com/hookedbyhollywood
- Ciggy Buttz - <http://on.fb.me/CiggyButtzFB>

Social Media Tips/Resources

- www.bit.ly – track the websites you post to your social media channels
- www.hootsuite.com – schedule updates and view multiple social media platforms at once
- www.google.com/alerts – find amazing, relevant content
- <http://www.google.com/realtime> - Google Real-Time
- TEAM Lab & CYAN Social Media Webinar Handout 3-30-2011