

Social Media in the School Setting

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Objectives

- Participants will experience how existing social media campaigns within your school can become engaging outlets to disseminate health information
- Participants will receive tips and resources to create an effective on-line presence.
- Participants will conclude the session with a working social media account.

Social Media defined...

Social media is a collection of Internet-based communities that allow users to interact with each other [online](#).

According to the Pew Research Center Mobile
Technology fact sheet ...

As of October 2014:

- 64% of American adults own a [smartphone](#).

As of January 2014:

- 90% of American adults own a cell phone
- 32% of American adults own an e-reader
- 42% of American adults own a tablet computer

Social Media as relates to coffee

- Facebook : I like drinking coffee
- Twitter : I'm drinking# coffee
- YouTube : Watch me drink coffee
- Instagram : Artsy coffee photos
- Pinterest: How to make coffee
- LinkedIn: Skills: I can make coffee
- Blogs: 16 ways to make coffee

Social Media for personal use

- Facebook
- Twitter
- YouTube
- Instagram
- Pinterest
- LinkedIn
- Blogs

What Social Media exists within your school district?

- Facebook
- Twitter
- Blogs
- YouTube
- LinkedIn
- Instagram

In the classroom ...

- **Tablets** (iPad, iPad mini, Samsung Galaxy, Asus Vivo Tab, Nvidia Shield, Microsoft Surface, Google Nexus)
- **E-books**
- **Mobile phones**

Who is in the Healthcare business currently utilizes social media?

- CDC – www.cdc.gov
- NIH – www.nih.gov
- NASN – www.nasn.org
- ANA – www.nursingworld.org
- MO Dept. of Health – www.health.mo.gov
- ASHA – www.ashaweb.org
- DESE-
<https://dese.mo.gov/communications/social-media>
- Twitter - <https://twitter.com/MOEducation>

Permissions

- Know your school district's policy in regards to social media.
- Please take care to obtain written parent permission to post videos and pictures

American with Disabilities Act

<http://www.ada.gov/pcatoolkit/chap5toolkit.htm>

Keep health literacy in mind when health messaging parents

... think twitter

- Try not too provide too much info.
- Limit to what parents need to know
- Use words that are well known – 6th grade
- Use large font size (12 minimum)
- Use upper and lowercase letters
- Don't clutter your page
- Bullet list preferred over blocks of text

Source: [Health Literacy – A Manual for Clinicians, Barr D. Weiss, MD 2003 AMA & AMAF](#)

Tips and Resources

- Meet with your school district's Wellness Committee and your Technology and PR specialists.
- Collaborate to create a series of health and Wellness messages for your school district's Facebook page, as well as create educational videos to share
- A Q-R code has been developed that will take you to a Twitter account to build a community of shared health messages

What type of messages would you like to share?

- Health promotion messages
- Health promotion video clips
- Messages that link to health information - <http://www.nimh.nih.gov/health/publications/teen-depression/index.shtml>

For school families

CDC's "Ready Wrigley" products, intended to teach children (and their families) how to be safe during different types of emergencies.

Free App for kids:

<http://www.cdc.gov/phpr/readywrigley/app.htm>

"Be a Hero" (fromReady.gov) contains some very good resources for schools and families on preparing for emergencies. The address is <http://www.ready.gov/kids>.

Now let's get started...

[http://hixson.webster.k12.mo.us/pages/Hixson/
Elements/Health Resources](http://hixson.webster.k12.mo.us/pages/Hixson/Elements/Health_Resources)