

# EXCELLENCE IN COMMUNITY OUTREACH ON SOCIAL MEDIA

By Zachary Moser, PharmD, MBA, BCPS

Dent County Health Center

# INTRODUCTION

- Effective marketing and community outreach requires an active presence on social media platforms.
- Managing many social media accounts can be difficult.
- Creating graphic designs can be time consuming or cost prohibitive for small LHDs.
- This toolkit will provide a quick-start to improving your community outreach through social media.

# GRAPHIC DESIGN

- First, don't be afraid to ask for help. Your local newspaper often has graphic designers on staff. If you buy ads, often they will allow you to use the graphics they design for you on your social media.
- If you want to do it yourself, there are options. [Canva.com](https://www.canva.com) is a great tool in these cases.

# CANVA.COM

- Canva premium is FREE to non-profits, including local health departments. We have been able to quickly create a number of high quality and visually appealing graphics for use with social media, print, and website.
- Canva is easy to use and has many templates available to make it quick to create new graphics.
- Canva can hold various “brand kits” in which you can set and define your brand logo and colors and implement them easily in the templates.

## Job Opening: Registered Nurse

Job duties depend on applicant's skills, but will include communicable disease investigations and community outreach.



## DOT URINE DRUG SCREENINGS

*Now Available*

*PHYSICALS COMING SOON*

**573-729-3106**

DOT URINE DRUG SCREEN: **\$38**

NON-DOT URINE DRUG SCREEN: **\$14**



VISIT [DENTCOUNTYHEALTHCENTER.COM](http://DENTCOUNTYHEALTHCENTER.COM) OR CALL 573-729-3106 TO SCHEDULE

## BACK-TO-SCHOOL IMMUNIZATIONS

The Dent County Health Center will be offering back to school immunizations at Salem High School. All required school vaccines and COVID-19 vaccines for ages 6 mo. and up will be available.

 **AUGUST 10TH**



IMAGES CREATED ON CANVA

## DENT COUNTY HEALTH CENTER

Improving and protecting  
the health of Dent County  
since 1963.

Call Us : 573-729-3106

[www.dentcohealth.org](http://www.dentcohealth.org)

1010 E. Scenic Rivers Blvd

Fax: 573-729-3546



WE TAKE CARE OF  
YOUR HEALTH



VIDEO  
CREATED  
ON CANVA



# SOCIAL MEDIA MANAGEMENT

- Using the social media platforms on which your target audience participates is a crucial method of advertising and community outreach today. A social media manager, such as Hootsuite, Agorapulse, and others, can greatly increase the efficiency of managing several social medial accounts.
- [www.hootsuite.com](http://www.hootsuite.com)
- [www.agorapulse.com](http://www.agorapulse.com)

# SOCIAL MEDIA MANAGEMENT

- Use these managers to set up a posting schedule ahead of time and post to several social media accounts simultaneously.
- Each offers a free trial. Try them out and see which one has features you like better.



## USE AVAILABLE CONTENT

- Creating content is difficult and time consuming. Save time by using available resources!
- CDC, FDA, NACCHO, your state health department, and more all have social media posts ready to go for you to copy and paste. However, these are often branded by these organizations and may not be useful for creating your own custom content.
- The Public Health Communications Collaborative [www.publichealthcollaborative.org](http://www.publichealthcollaborative.org) has a lot of information available in the form of social media posts and guides for addressing misinformation and tough questions.

## SUMMARY

- Using social media can be challenging, but by taking advantage of the tools described in this kit, you can more easily increase the effectiveness of your LHD's social media presence.