

## Social Media Resources

### **A complete resource for everything:**

*The Social Media Bible* by Lon Safko, David K. Brake, 2009. 821 pages (paperback). \$29.95. Purchase of the book gets you online access to tools, podcasts, free downloads, links, etc.

### **Research on effectiveness of new/social media**

Fry JP, Neff RA. Periodic prompts and reminders in health promotion and health behavior interventions: systematic review. *J Med Internet Res.* 2009 May 14;11(2):e16. Review. PubMed PMID: 19632970; PubMed Central PMCID: PMC2762806.

<http://pubmed.gov/19632970>

Fjeldsoe BS, Marshall AL, Miller YD. Behavior change interventions delivered by mobile telephone short-message service. *Am J Prev Med.* 2009 Feb;36(2):165-73. Review. PubMed PMID: 19135907.

<http://pubmed.gov/19135907>

### **Free How-to's**

**Common Craft** creates 3-minute videos for educational purposes. They are short, fun, and informative. This is a link to the video on how to use Twitter search function to listen to customer feedback, create a real-time news source, make trending topics visible, and to connect related information with hashtags.

<http://www.commoncraft.com/twitter-search>

**WikiHow** is resource for how-to instructions for everything imaginable. Under the "Facebook" category there are 66 titles, one of which is this link on how to create a Facebook profile. <http://www.wikihow.com/Create-a-Facebook-Profile>

**Slideshare** is a clearinghouse for presentations containing resources on social media. For example, this is a link to a presentation on using microblogging for public health. <http://www.slideshare.net/umhealthscienceslibraries/twitter-and-microblogging-for-public-health-presentation>.

### **Not free**

*Texting for Health: a simple powerful way to change lives.* Edited by B.J. Fogg and Richard Adler. Stanford University (paperback). \$39 on Amazon.

*Podcasting For Dummies* by Tee Morris, Chuck Tomasi, Evo Terra, and Kreg Steppe (paperback). July, 2008. \$15 on Amazon.

### **Demographics and Trends**

**The Pew Internet and American Life Project** is an authoritative source on the evolution of the Internet through surveys that examine how Americans use the Internet and how their activities affect their lives. For example, this link to a 2009 report on teens and mobile phones over the past five years.

<http://www.pewinternet.org/Reports/2009/14--Teens-and-Mobile-Phones-Data-Memo.aspx>

<http://www.cdc.gov/healthmarketing/ehm/databriefs/> connects to CDC data briefs containing recent data highlights and current demographic breakdowns for channels including blogs, social networks, podcasts, text messaging, and mobile.

The CDC became a social media resource during the peanut recall and H1N1 outbreak, using new media tools to reach millions of people.

<http://www.cdc.gov/SocialMedia/Campaigns/> takes you to a number of the CDC's social media campaigns. Good way to see integrated campaigns in action.

### **Examples**

**ISIS, Inc.** is non-profit organization using technology and new media for sexual health promotion and disease prevention. Examples of ISIS projects are highlighted on the site.

<http://www.isis-inc.org>.

**inSPOT.org** is a site for people who have been diagnosed with a sexually transmitted disease to notify their partners regarding their possible exposure. It is also a site where people who have received an inSPOT.org postcard can get information about testing and treatment. Users have option to send ecard from their personal email or anonymously via Internet mail.

**Salt Lake Valley Health Department** has been increasingly active on social media sites like Twitter, Facebook and YouTube. <http://www.slvhealth.org/html/socialMedia.html>.

### **The Mayo Clinic**

Blog: <http://newsblog.mayoclinic.org/>

Mayo Clinic channel on YouTube: <http://www.youtube.com/user/mayoclinic>

Medical and Health podcasts: <http://podcasts.mayoclinic.org/>

Fan page on Facebook: <http://www.new.facebook.com/pages/Mayo-Clinic/7673082516>

Twitter Account: <http://twitter.com/mayoclinic>

### **Planned Parenthood of Northern New England.**

Good Chemistry blog (based on research with patients) <http://www.good-chemistry.org/>.

Consensual Text blog (for 18+) featured on Facebook and Twitter

**SexInfo San Francisco** [www.sextextsf.org](http://www.sextextsf.org) . Launched in 2006 to give information and advice via text messaging to San Francisco youth about STDs, HIV, birth control, sexual health services, and more.

[http://docs.google.com/Doc?id=dcqn4jpi\\_120gw2d922r](http://docs.google.com/Doc?id=dcqn4jpi_120gw2d922r) . **Texting4Health Resource Directory**. Health campaigns, reports, news articles, blogs, and links to companies that develop text-based campaigns.

### **General Information**

[http://www.stdhivtraining.org/x/media\\_comparison\\_grid.pdf](http://www.stdhivtraining.org/x/media_comparison_grid.pdf). Media comparison grid, including benefits and obstacles of using each element as well as online resources. From the California STD/HIV Prevention Training Center.

<http://econsultancy.com/blog/3982-10-superb-social-media-presentations>. Collection of 10 social media presentations for more in-depth understanding about the topic.

<http://www.nytimes.com/2010/01/20/education/20wired.html>  
Generation M2: Media in the Lives of 8-18 year olds.

<http://www.kff.org/entmedia/mh012010pkg.cfm>

This is a great article that talks about the various types of new media and gives examples from the field

[http://www.actforyouth.net/documents/NewMedia\\_Oct09pdf.pdf](http://www.actforyouth.net/documents/NewMedia_Oct09pdf.pdf)

A list of social media tools and definitions

<http://www.cdc.gov/SocialMedia/>

Aids.gov has a Social Media Strategy Worksheet available at

<http://blog.aids.gov/downloads/new-media-strategy-map.pdf>