



“Reels and Shorts and Stories, Oh My!”

Engaging Social Media Strategies for Educational Outreach



THE PROBLEM

Public health and prevention advocates often rely on **outdated social media tactics**, such as static image posts, to disseminate crucial messages. While these methods were once effective, the rapidly evolving landscape of social media now demands more dynamic and engaging content to capture and retain audience attention.



THE SOLUTION

This workshop will equip public health advocates with up-to-date strategies and insights to **harness the full potential of social media**. By understanding the current state of social media platforms, recognizing emerging trends, and utilizing platform-specific content types, participants will be able to create compelling and effective campaigns.



THE BENEFITS

Increased Engagement: Using dynamic content such as video reels, shorts, and stories captures audience interest and fosters interaction.

Wider Reach: Adopting new trends and platform features helps reach a broader and more diverse audience.

Enhanced Impact: Tailoring messages to fit current social media landscapes ensures that public health messages are not only seen but also acted upon.



GUEST SPEAKER:

MICHAEL DAMOND

Social Media Consultant
Ninjas for Health

Michael is a key behind-the-scenes partner for clients in multiple industries. He has worked with private businesses, non-profit organizations, and government-funded agencies as a graphic designer, social media marketing manager, and brand identity consultant. Michael and his team help clients craft their brand voice, refine their marketing messages, and design visually engaging marketing assets.

**RSVP to join us
via Zoom!**

**Thursday,
August 15, 2024
10–11 AM PST**
bit.ly/wabsocial



REGISTER NOW

