

07. Social Media for Tobacco Control and NCDs Prevention in LMICs

Tuesday, 17 March 2015, 09:00 - 18:00



Type	Workshop
Track	Demand side: FCTC Art. 6 14, Art. 20
Topic	Education and mass media
Organised by	World Lung Foundation
Duration	Full-day
Max attendees	30
Meeting type	Closed meeting
Description	The workshop will discuss best practices, examine case studies of successful campaigns and end with practical exercises that allow participants to apply some of the learnings of the course. While the workshop will focus on strategies that are "technology agnostic," it will specifically examine work in the world's largest social networks including Facebook, Twitter and Weibo, as well as look at the utilisation of digital channels such as websites, email and mobile SMS. The workshop will be facilitated by World Lung Foundation in partnership with the Campaign for Tobacco-Free Kids. If you would like to attend this workshop, please apply to the organisers directly via http://worldlungfoundation.org/wctoh
Target audience	This workshop is aimed at those in low- and middle-income countries. The ideal participant should be computer literate, entrusted with communications-related activities within their organisation, and have ability to build their organisation's social media presence.
Objectives	<ol style="list-style-type: none"> 1. Develop a social media strategy that integrates with overall advocacy objectives 2. Build skills in social media advocacy, reviewing best practices for new media communications and real-world case studies 3. Learn how to integrate free-or low-cost tools such as Facebook and Twitter; and understand the resources needed to build and maintain a successful programme 4. Understand how to effectively develop messages and create content for social media 5. Gain knowledge in social media campaign monitoring and evaluation
Expected outcome	The workshop will help participants effectively navigate and use social media tools that will allow organisations to build greater awareness of and support for tobacco control policies in low- and middle-income countries. The participants will practice developing a social media strategy that can be applied to their organisation's communication and advocacy goals. The participants will also develop a clear understanding of the resources and commitment needed to successfully build and maintain a social media program
Keywords	social media; LMIC; communication; advocacy; technology; social networks; Facebook; Twitter; grassroots; media advocacy
Coordinator(s)	Alexey Kotov (USA)
Chair(s)	Sandra Mullin (USA), Stephen Hamill (USA)
Presentations	<ul style="list-style-type: none"> » Introductions and Expectations Sandra Mullin (USA), Alexey Kotov (USA) » Social Media Campaigns for Tobacco Control Stephen Hamill (USA) » Social Media to Advocate Policy Change and Enforcement Jesse Danzig (USA) » Evaluating the Social Media Landscape: Identifying Target Audiences Stephen Hamill (USA), Jesse Danzig (USA) » Social Media as Part of Integrated Communication Campaigns Stephen Hamill (USA) » How-To: Using Social Media Tools and Resources to Win Campaigns Stephen Hamill (USA), Jesse Danzig (USA) » Developing Great Messages and Creating Great Content: Memes and More Stephen Hamill (USA), Jesse Danzig (USA) » Planning and Measuring Campaigns Jesse Danzig (USA), Stephen Hamill (USA) » Next Steps: Keys to Sustainable Campaigning and Common Pitfalls. Where do you go from here? Stephen Hamill (USA), Jesse Danzig (USA) » Wrap-up/Certificates Alexey Kotov (USA)