



**2009 Integrated Medical, Public Health, Preparedness and Response Training Summit  
Linked In or Left Out: Social Marketing and Interactive Social Media for Public Health Preparedness  
and Response.**

**Sunday, April 5, 2009**

**8:00 – 12:00**

**Session Description:**

This workshop is designed to introduce participants to social marketing and how to integrate interactive social media tools and tactics to reach target audiences with the right messages. It is intended for those at the front lines of public health and emergency response of various social marketing and social media skill levels, especially those with near-term, measurable objectives and finite resources.

In the changing world of Emergency Preparedness, Response and Recovery, communication tools and tactics require a new level of speed, reach and efficiency. Blogs, social networks and e-communities are dramatically changing how Public Health interacts with local and national partners as well how it disseminates information to people in the community before, during and after a disaster event.

In an era of new media, the discipline of Social Marketing remains a key discipline for accelerating change in the field of Public Health. We are simply adding social media to our toolbox. By providing participants with a new toolkit to profile audiences, create messages and engage people in new way, Public Health preparedness teams can mobilize faster, have a broader reach and engage people in an informed dialogue to help keep communities stay safe. Be Linked In, not Left Out.

**At the end of this session/workshop, participants will be able to:**

- Objective 1:** Learn a systematic social marketing and interactive social media planning approach to create a communications strategy that fits your organization
- Objective 2:** Understand the core elements of the Interactive Social Media
- Objective 3:** Experience how other Emergency Preparedness, Response and Recovery organizations are increasing their communication, impact and influence through social marketing and interactive social media

**Presentation Outline**

Slide: **Linked In or Left Out: Social Marketing and Interactive Social Media for Public Health Preparedness and Response.**

Slides: A Story of Social Marketing and Social Media

Slide: Social Media is ... and Social Marketing is ...

Slide: Who We Are

- Slide: A Road Map for Our Time Together (agenda, activities and timeframe)
- Slide: Who You Are (professional roles, geographic representation)
- Slide: Behavioral and Communications Challenges (& Opportunities) You Face (activity and sharing; how are you currently targeting audiences and moving people to prepare? how do you know what to anticipate?)
- Slide: It Comes Down to People and Places (a model approach for comprehensive social marketing planning)
- Slide: The Key Features of Social Marketing
- Slide: And the Four P's That Make It Happen
- Slides: A Case Study of Emergency Volunteer Centers (objective, audience profile, research, messaging, intervention mix)
- Slide: Capturing a Social Marketing Mindset
- Slide: And Applying It To A Changing Environment (That Was Then, This Is Now )
- BREAK
- Slides: The Story of Mumbai
- Slide: Knowledge and Experience (list of social media terminology – audience activity and reactions)
- Slides: Outlining the Social Media Environment (social media platforms, context, statistics relationship to social marketing and communications; relationship building to impact action & behavior change)
- Slides: Social Media in Action (screen shots; graphics; images; examples – as it relates to public health and emergency prep)
- Slide: The Relevancy for Emergency Preparedness (preparation, response, recovery)
- Slide: Revisiting Mumbai (activity - What went right? What went wrong? What would they want to happen differently? What are the implications for the work we are doing? )
- Slides: The Seventh Mass Media Channel
- Slides: Situations For Consideration (activity – scenario response)
- Slides: What Can You Do Next? (A social marketing and social media planning framework; action steps)
- Slide: Questions?
- Slide: Wrapping It All Together (conclusions and contact information)