

SOCIAL MEDIA



MARCH 20, 2023





Facebook: CHIPOcoalition

Instagram: @CHIPO_HBV

Twitter: @CHIPO_HBV

ABBY SHOWALTER

ABBY.SHOWALTER@HEPB.ORG

HBV ON SOCIAL MEDIA

- Facebook, Twitter, Instagram, LinkedIn, and YouTube
- CHIPO
- Hep B United
- Hep B United Philadelphia
- Liver Cancer Connect
- Hep Delta Connect

A NOTE ABOUT SOCIAL MEDIA

- Make calculated decisions for your goals
- Don't spread yourself too thin
- Ability to create community in centralized area



FACEBOOK

- Global audience
- Consults
- Targeted Ads



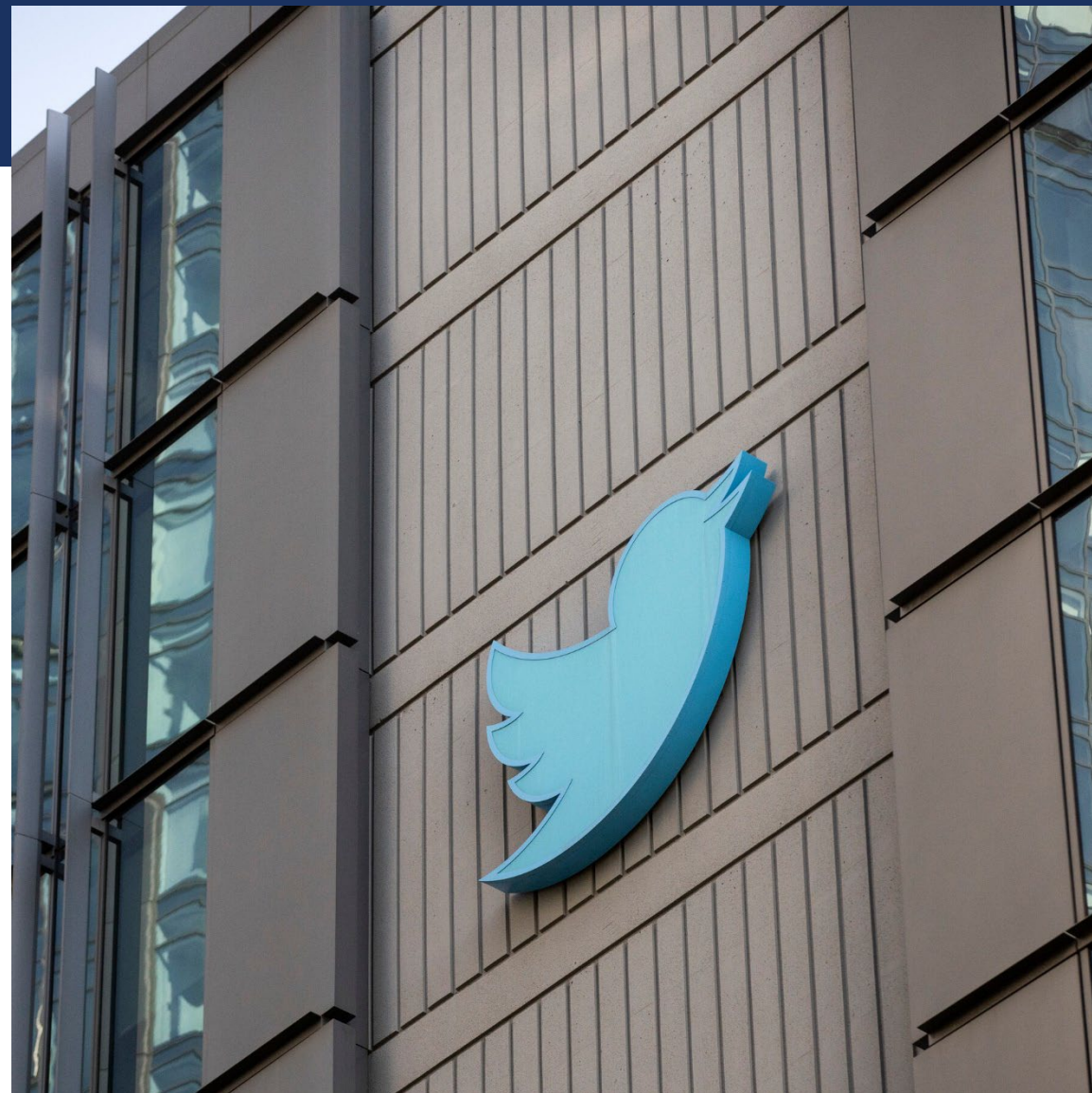
INSTAGRAM

- US audience
- Ways to get more engagement

The Instagram logo, featuring the word "Instagram" in a stylized, cursive font. The letters are colored in a gradient from yellow to orange to red to purple.

TWITTER

- Uncertainty
- Wide net
- Alternatives
 - Mastodon
 - Post
 - Meta



LINKEDIN

- Reaches scientists, researchers, and partners
- Rapid growth



YOUTUBE

- Often overlooked
- Dealing with consults
- Longform and shortform success



TIKTOK

- US privacy concerns
- YouTube Shorts and FB reels as alternatives



SOCIAL MEDIA CONTENT TACTICS

- Social media outline
- Health observances
- Holidays
- Targeted content per each month
- #justB storytellers



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August 19 – World Photo Day

Happy #WorldPhotoDay! We use photos to tell stories about the advocacy, education, research, and service we offer to the #hepatitisB community. Share a photo of yourself today and caption it with how #hepB has affected your life.



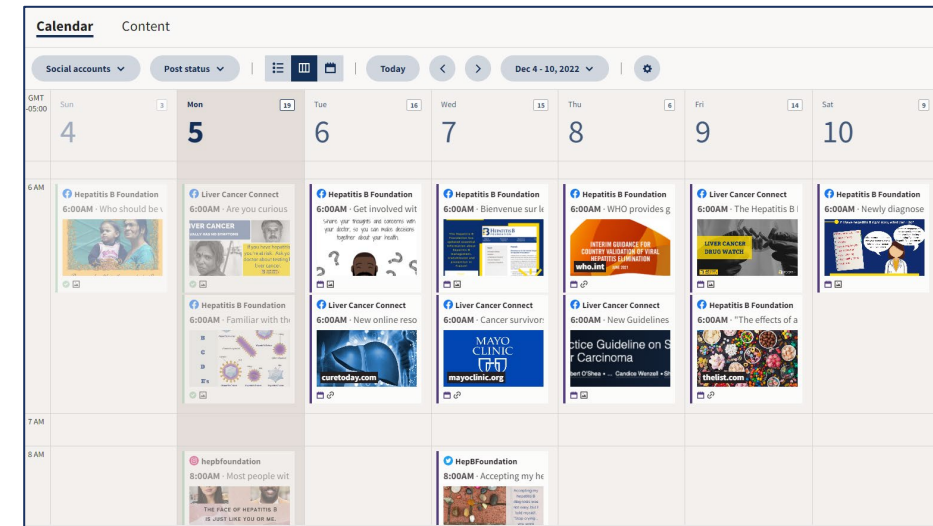
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August 26 – Woman's Equality Day

Happy #WomansEqualityDay to all the woman who are living with hepatitis B, caregivers and advocates or all three. Your voice matters and we appreciate you.

TOOL: HOOTSUITE

- Schedule posts in advance
- Easily move and edit
- We invite the whole team





QUESTIONS?





THANKS FOR JOINING!