Facebook: CHIPOcoalition
Instagram: @CHIPO_HBV
Twitter: @CHIPO_HBV

ABBY SHOWALTER
ABBY.SHOWALTER@HEPB.ORG
HBF 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
- Global audience
- Consults
- Targeted Ads
- US audience
- Ways to get more engagement
Uncertainty
Wide net
Alternatives
- Mastodon
- Post
- Meta
- Reaches scientists, researchers, and partners
- Rapid growth
- Often overlooked
- Dealing with consults
- Longform and shortform success
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
TOOL: HOOTSUITE

- Schedule posts in advance
- Easily move and edit
- We invite the whole team
QUESTIONS?
THANKS FOR JOINING!