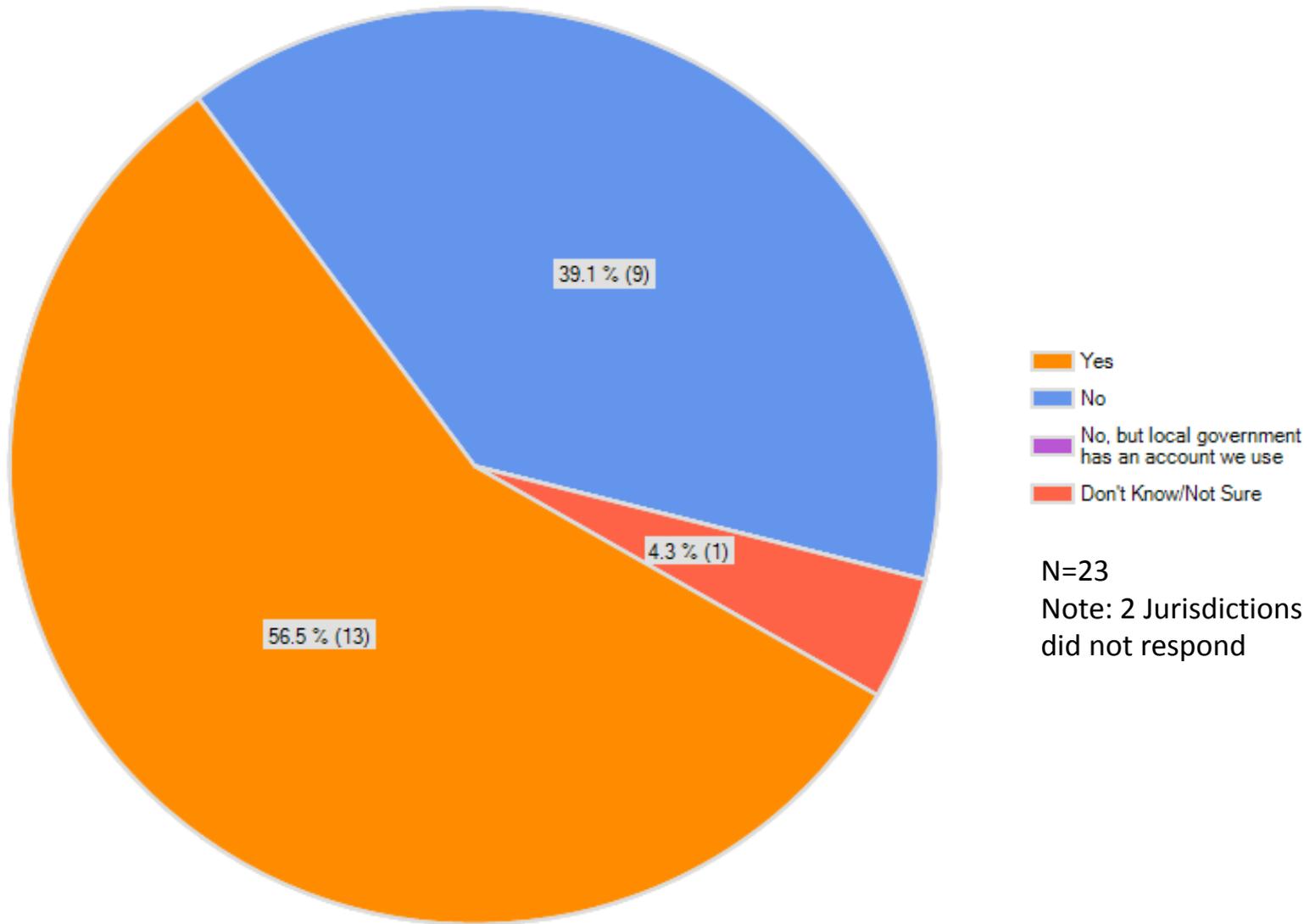


Social Media Use in Cigarette Restitution Fund- Cancer Prevention, Education, Screening and Treatment Programs

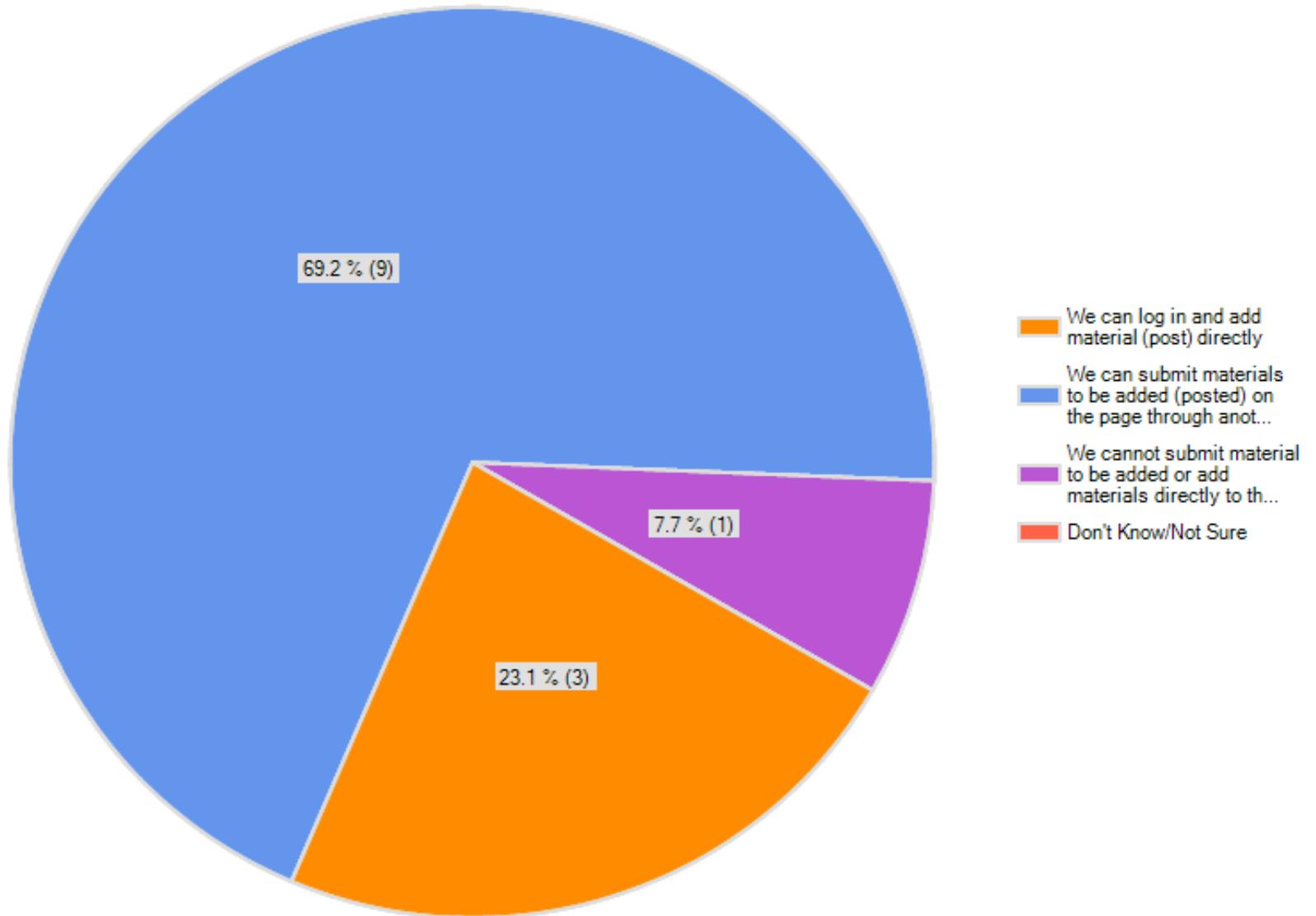
Maryland Department of Health & Mental Hygiene
Prevention and Health Promotion Administration
Center for Cancer Prevention and Control
Cigarette Restitution Fund Program

June 12, 2013

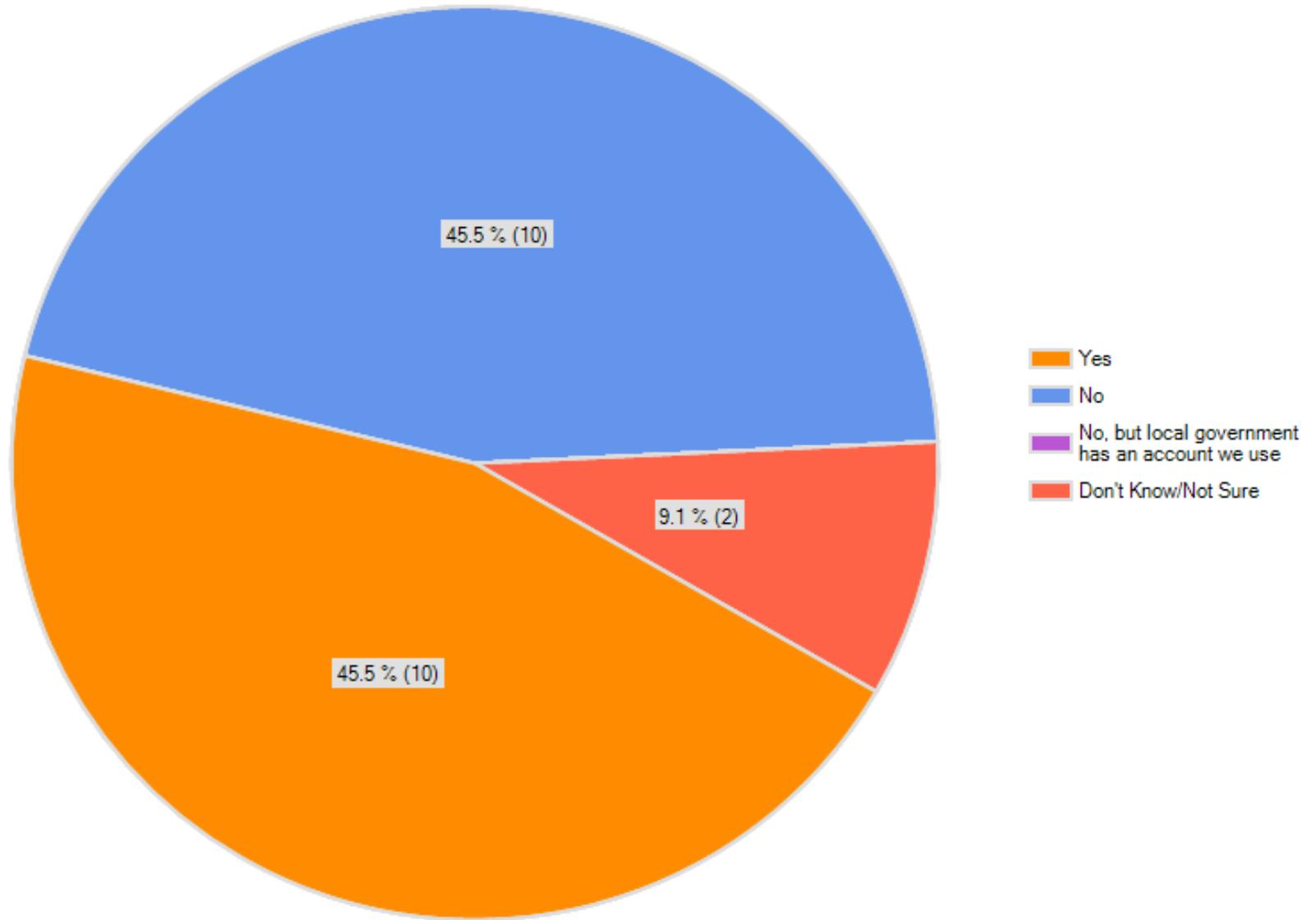
Does your health department have a Facebook page?



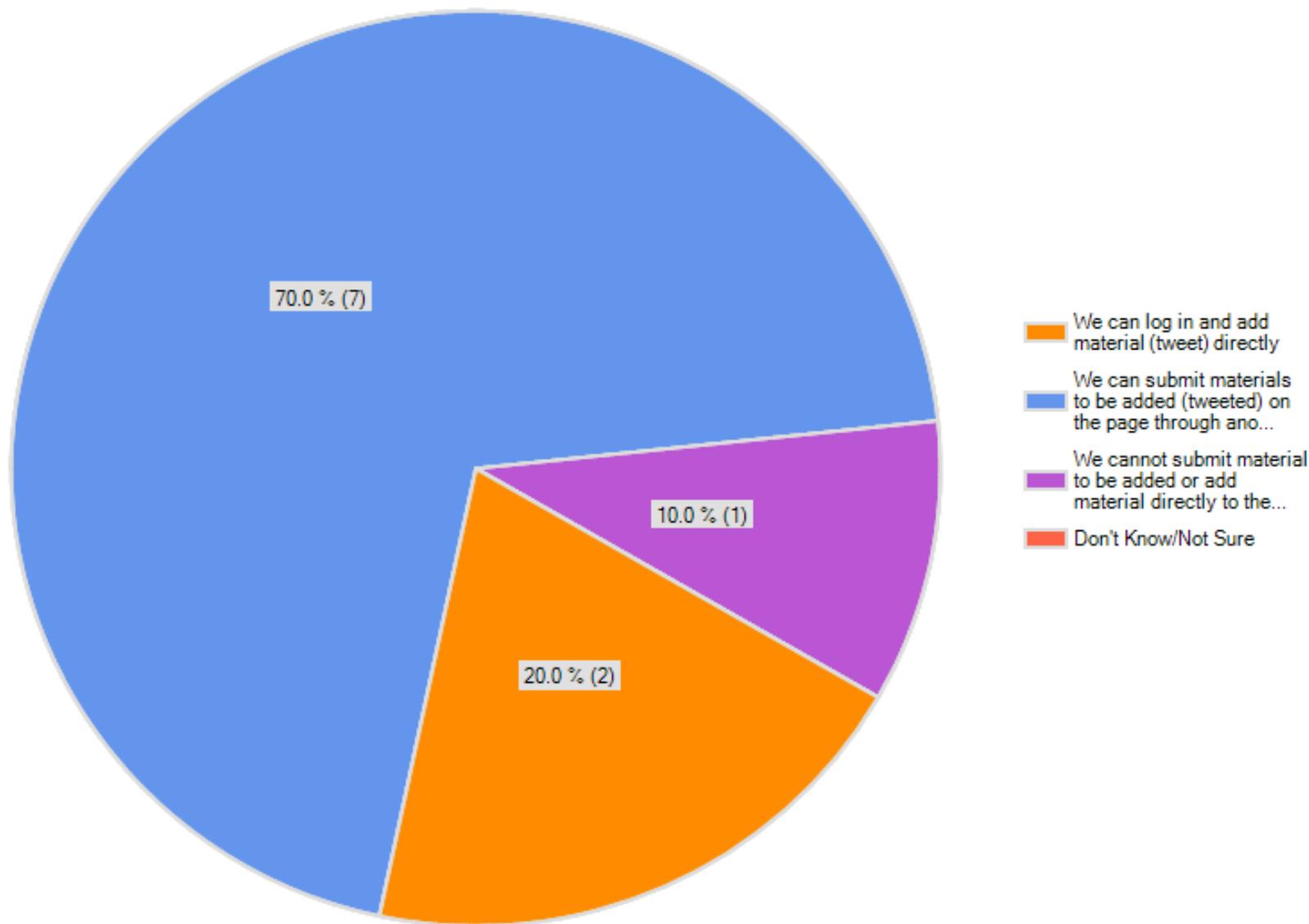
What level of access do you have to this Facebook account?



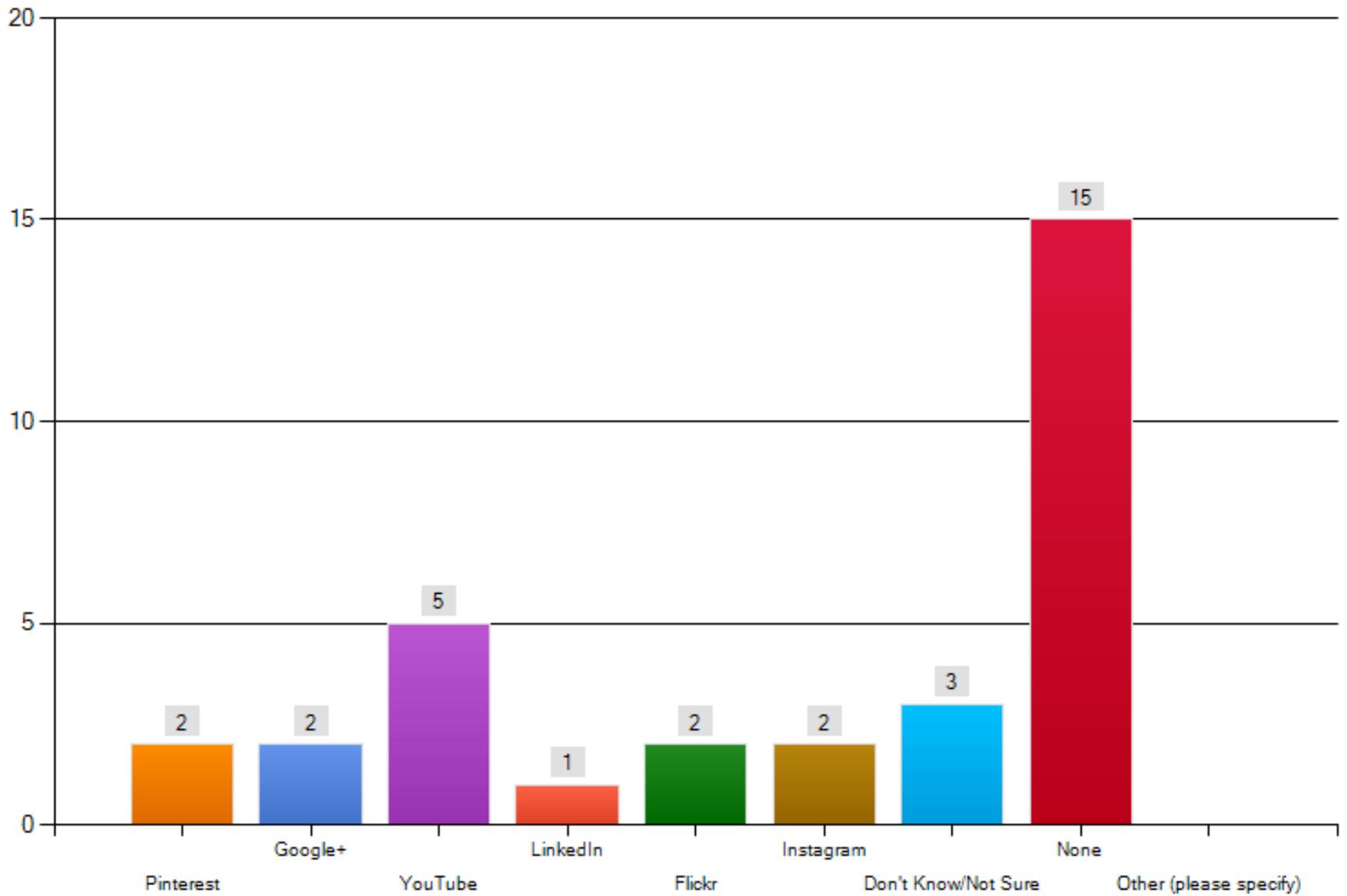
Does your health department have a Twitter page?



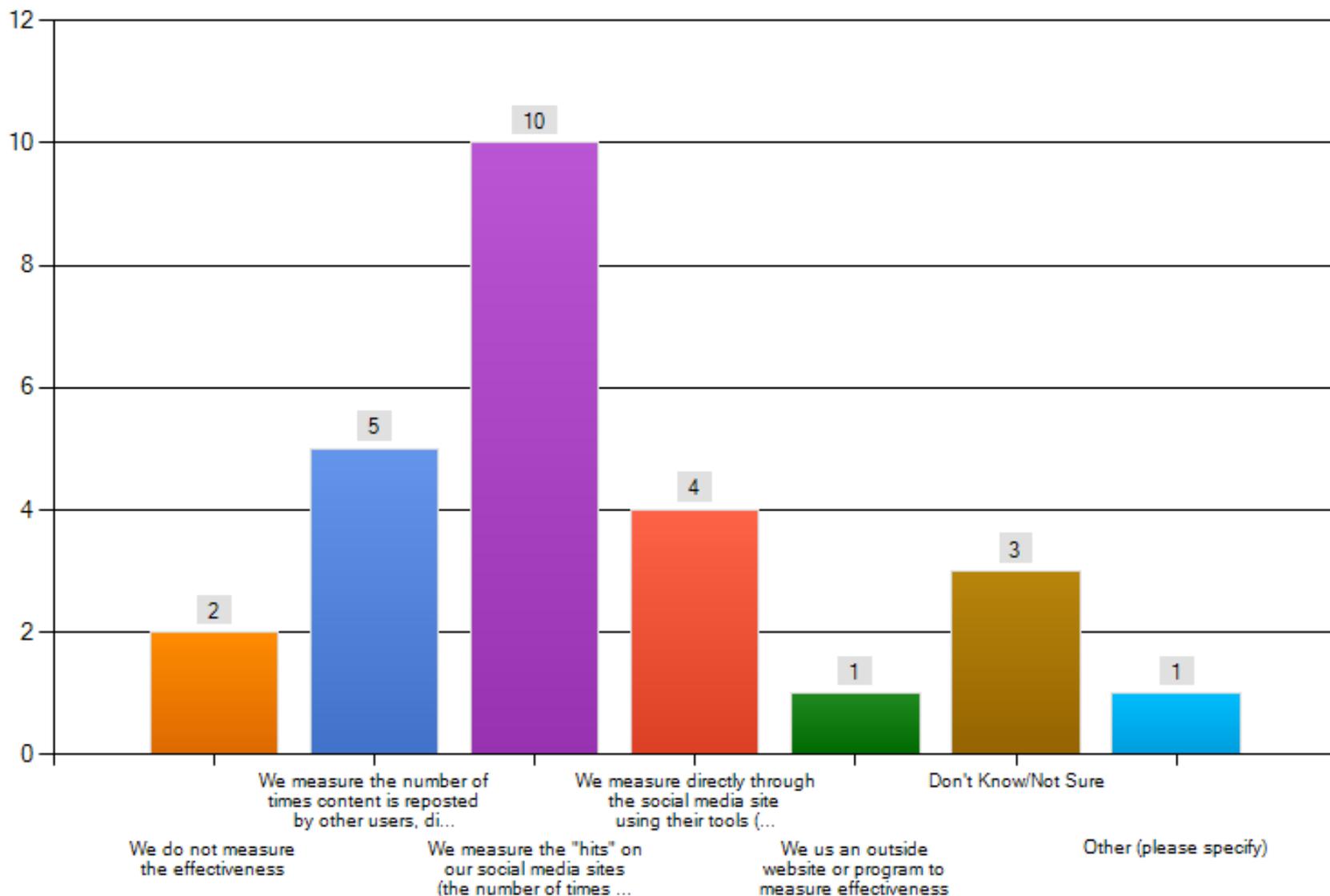
What level of access do you have to this Twitter account?



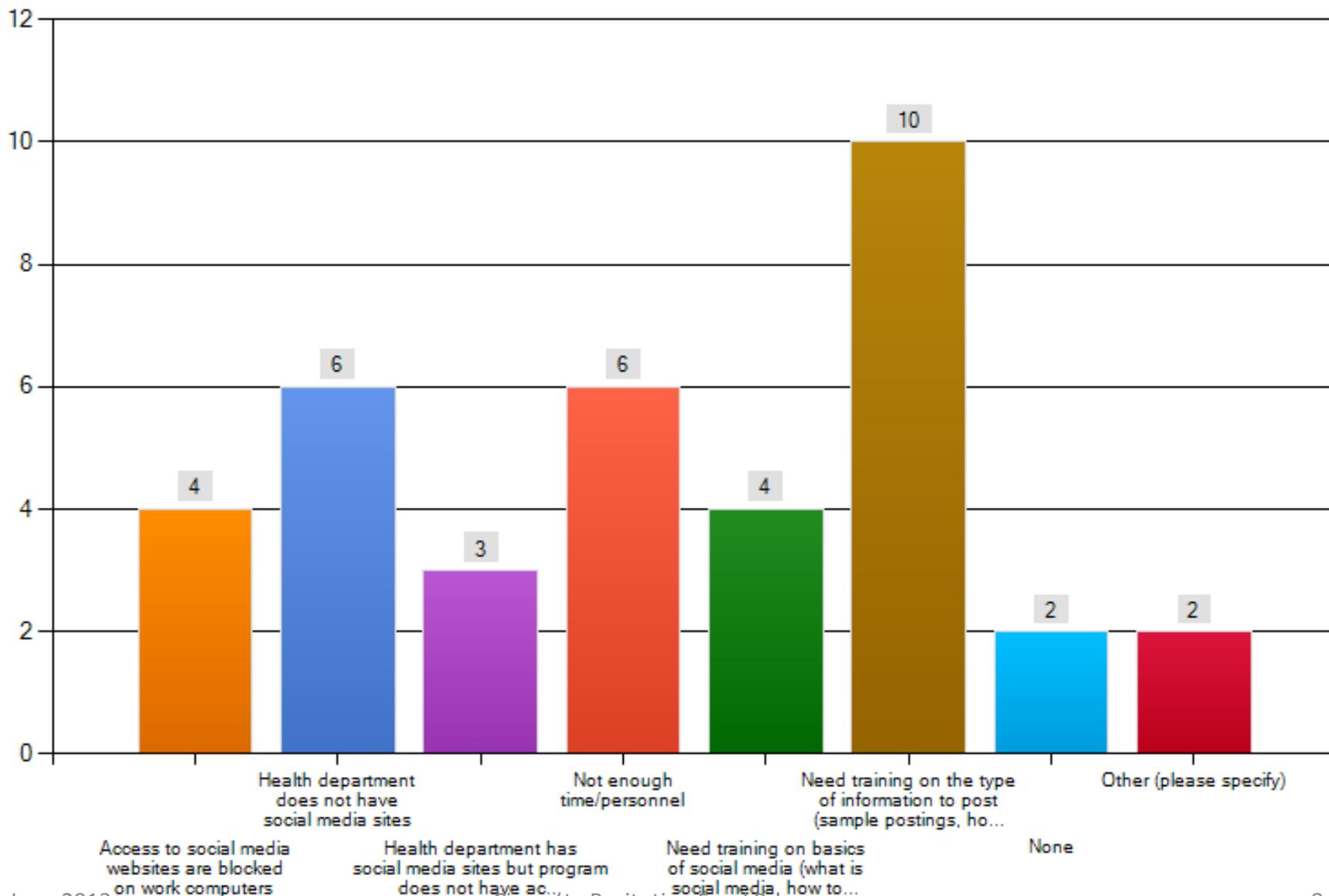
**Besides Facebook & Twitter, what other social media sites does your health department use?
Please select all that apply:**



If your program uses social media, how do you measure the effectiveness? Please select all that apply:



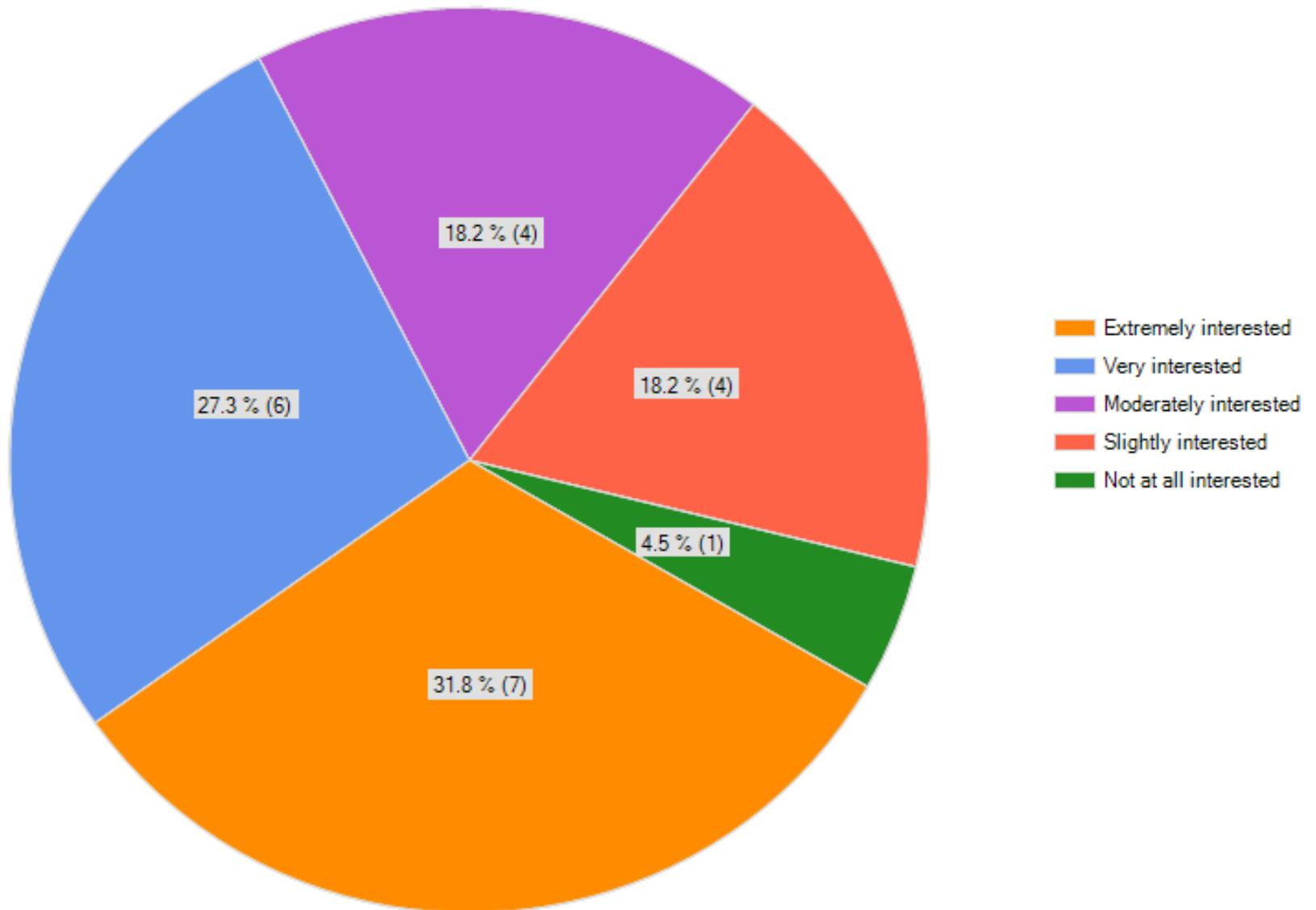
What barriers does your program have to using social media? Please select all that apply:



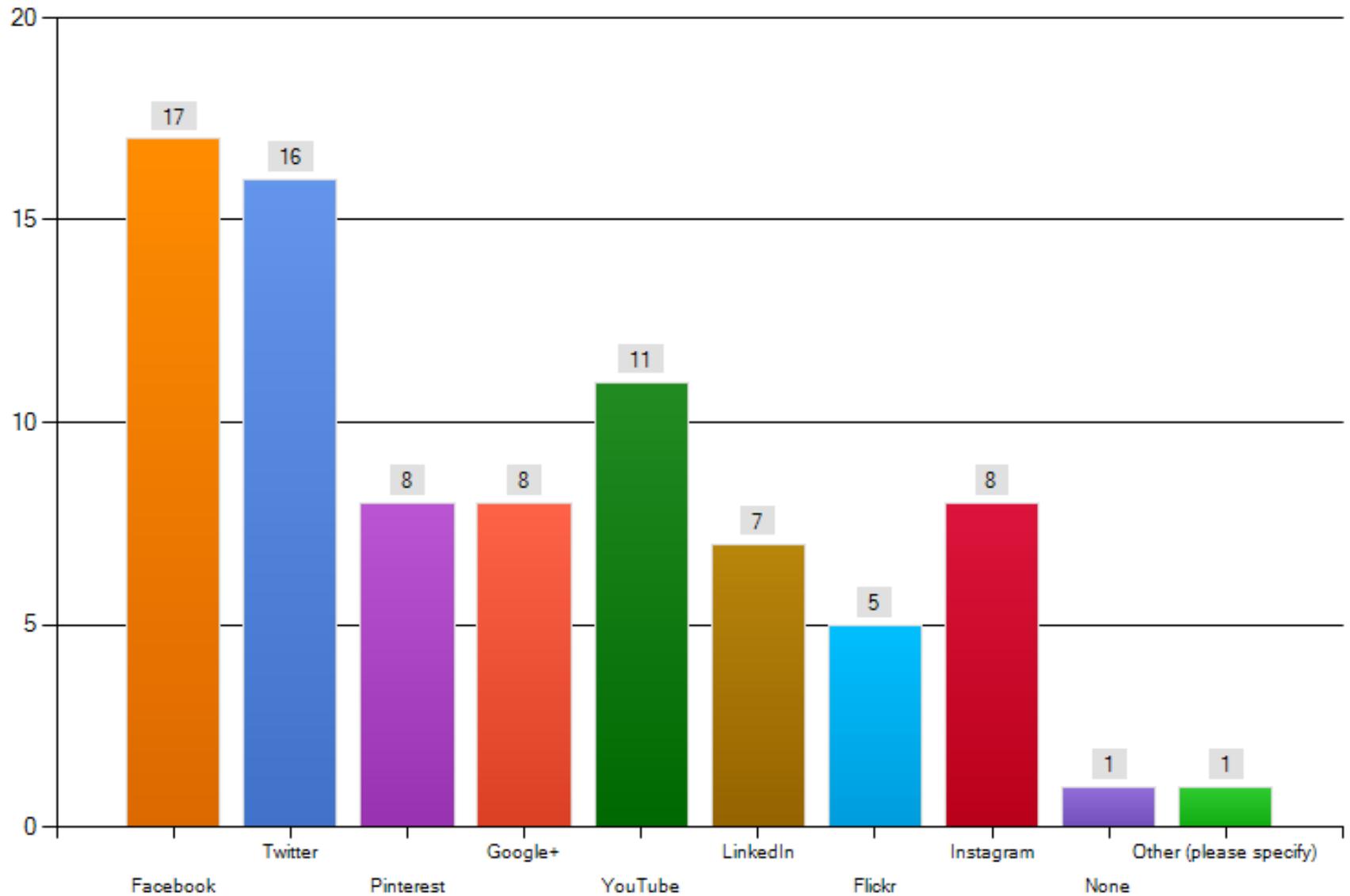
Other Barriers To Using Social Media for CRF-CPEST Activities

- “no IT staff at this time”
- “we utilize social media for programs- public does not use LHD website as much as they could”

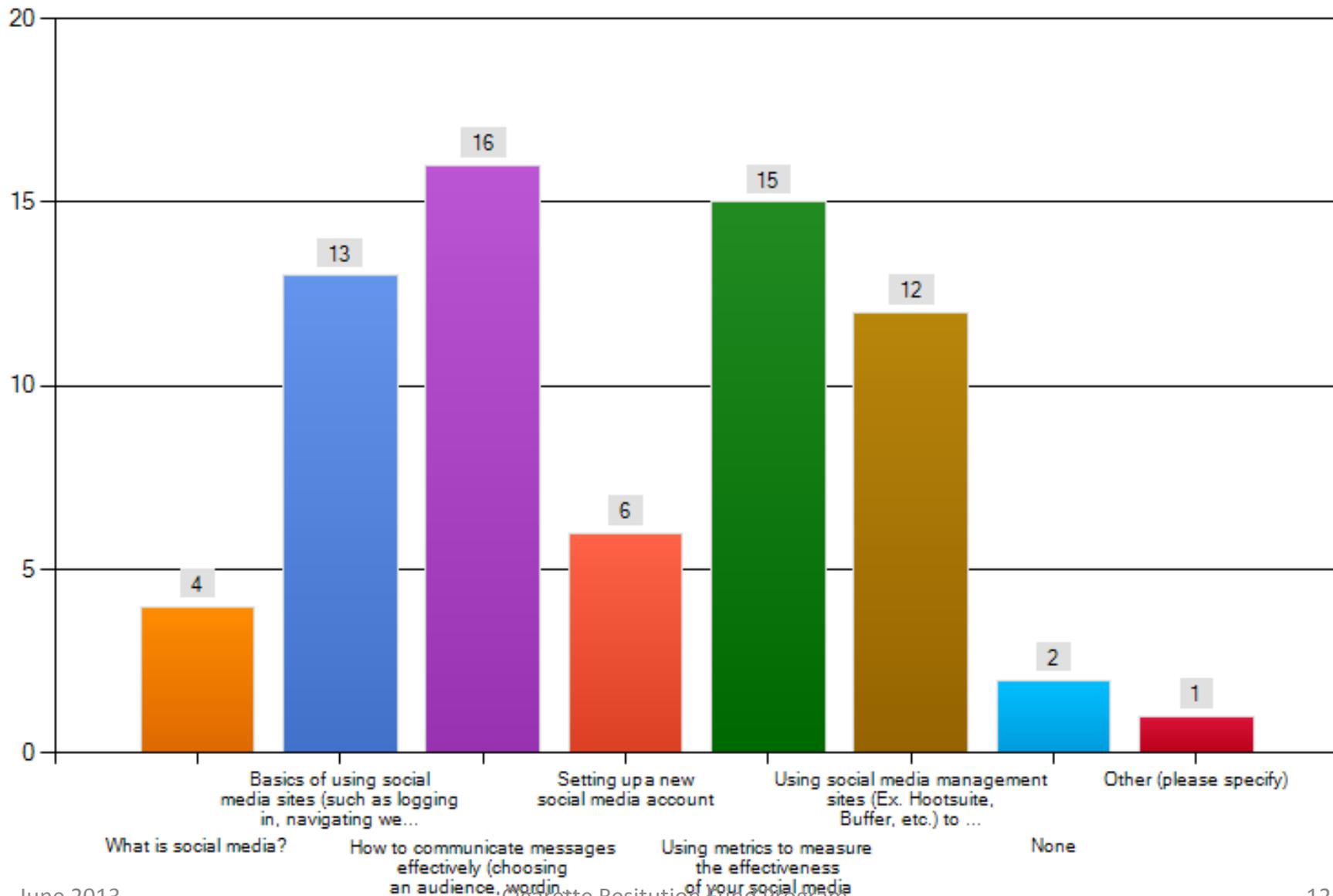
How interested would your program be in receiving training on using social media for education and outreach?



What social media sites would you like to see included in a social media training session? Please select all that apply:



What topics would you like to see covered in a social media training session? Please select all that apply:



Highlights of Social Media Survey Results

- Many counties already have Facebook and Twitter pages (56.5% and 45.5%)
 - Majority of counties use these pages by submitting material to another unit within the local health department
- Several counties have other social media sites as well
 - YouTube is the most common
- Most counties are measuring the effectiveness of their social media
 - Counting “hits” and using built-in tools are common

Highlights, Continued

- Most common barrier to using social media reported is a need for training on what to post
 - Lack of personnel/time and lack of accounts also reported
- Strong interest in getting training on social media across counties
 - Interest in multiple sites and topics