Social Media as a Tool to Engage and Educate your DPP Community

Presentation to VCDPE Annual Conference
5 February 2021
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So many choices, so much to learn...how do I choose?

- Popular options for social media engagement are: FaceBook, Instagram, Twitter, LinkedIn, TikTok....

- Facebook offers text, photo, video and hyperlinks from other sites. In 2019, the most significant change in Facebook user demographics was among users born in 1945 or earlier, aka the “Silent” generation. This age group had grown on the platform from 26% in 2018 to nearly 40% in 2019. *

- Know who you are trying to reach and the purpose before you select which option is best for you or your organization.

* Source: Sprout Social.com
Sample Facebook Users

- VDC elected to use Facebook and email newsletter, based on demographics, ability to post educational articles, potential to create on-line relationships with community
- INOVA’s Life With Cancer uses same platforms to engage with their community
- I use FB, Newsletters and Instagram in my yoga business, Lavender Om Wellness

Ok, I decided...Now what do I do?

- After creating the FB page for your community, invite as many contacts from your community as possible
- Create content and post:
  - Educational Articles
  - Feature stories and photos from yourself and/or other team members
  - News articles
  - Short Videos
- Encourage members to like or comment to drive up outreach
- If you want to expend to advertising check out this ebook: The Science of Facebook Ads by Patrick Quinn
Examples

- Virginia Center for Diabetes Prevention and Education
- Life With Cancer
- Virginia Diabetes Council
- Lavender Om Wellness