

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

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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](#)