

NJ SOPHE Mid-Year Program



How do we manage communications at NJ SOPHE?

Let's find out!

Tiffany Neal, MPH, MCHES - NJ SOPHE Communications Coordinator

Carolina Focella, MPH, CHES - NJ SOPHE Networking Chair



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Social Media Goals



The goals of NJ SOPHE's social media are to:

- Be a trusted source of health information
- Increase engagement among health educators
- Actively promote our organization



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What social media platforms do we use?



- Facebook
- Instagram
- LinkedIn
 - LinkedIn Page
 - LinkedIn Group (two-way communication)



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Facebook



- Post news stories related to public health in NJ
- Educate followers about advocacy issues
- Share health ed resources
- Promote events

A screenshot of the Facebook page for the New Jersey Society for Public Health Education (NJSOPHE). The page header shows the name and search bar. The main content area features a post from Hootsuite about a study on COVID-19 restrictions. Below the text are two maps of South Korea: one showing confirmed cases and another showing a 'No policy scenario' with a large red shaded area. The right sidebar includes 'Community' and 'About' sections.

New Jersey Society for Public Health Education (NJSOPHE)

Published by Hootsuite [?] · June 16 at 3:05 PM

A fascinating new study shows the huge impact of COVID-19 restrictions on public health:
<https://news.berkeley.edu/.../emergency-covid-19-measures-pr.../>

Confirmed cases	No policy scenario
Date: 03/05	Date: 03/05
Cumulative cases: 74,473	Cumulative cases: 6,395,576

South Korea

Confirmed cases	No policy scenario
Date: 04/06	Date: 04/06
Cumulative cases: 9,924	Cumulative cases: 11,557,091



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Instagram (@NJSOPHE)

- Benefits, people can tag you/locations
- Stories → Save to highlights
- “Go Live”
- Business Profile
 - Insights
 - Link website directly to your profile
 - Promotion option



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LinkedIn (Page + Group)



Volunteer Experience



Networking Chair

New Jersey Society For Public Health Education (NJ SOPHE)

Feb 2019 – Present • 1 yr 5 mos

Health

- Responsible for planning and executing successful networking events across New Jersey for members to meet and connect.
- Collaborated on a range of committees including programming, strategic planning, and advocacy.

Volunteer Experience



Communications Coordinator

New Jersey Society For Public Health Education (NJ SOPHE)

Dec 2017 – Present • 2 yrs 7 mos

Health

- Developed and implemented communications plan including social media and print materials.
- Revamped website during transition to new software. Helped develop 5-year strategic plan.



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LinkedIn Page

A screenshot of the LinkedIn profile for the New Jersey Society For Public Health Education (NJ SOPHE). The profile header shows the organization's name, location (South Plainfield, NJ), and 123 followers. Below the header is a post from 1 hour ago thanking a user for sharing a graphic about CHES Continuing Education Requirements. The graphic contains the following text:

5 Tips for Nailing your CHES[®] Continuing Education Requirement

Hearing the words "Your Certification Has Lapsed" is not a good feeling! You can approach Continuing Education with these 5 simple guidelines for effectively maintaining your CHES or MCHES certification.

- 1 Heed the '15 a Year' Rule of Thumb**
Your certification is valid for a 5-year period, at the end of which, you must recertify. 75 Continuing Education Contact Hours (CECH) are required of all CHES and MCHES. Achieving 15 credits a year breaks this requirement into manageable chunks - so that you don't have to sweat it in year 5!
- 2 Use the Search Tool to find Events**
Navigate to www.nchee.org and click on the Continuing Education tab. Then select "CREDIT ACTIVITIES". It's a handy search tool that you can use to filter by topic, location - and cost!



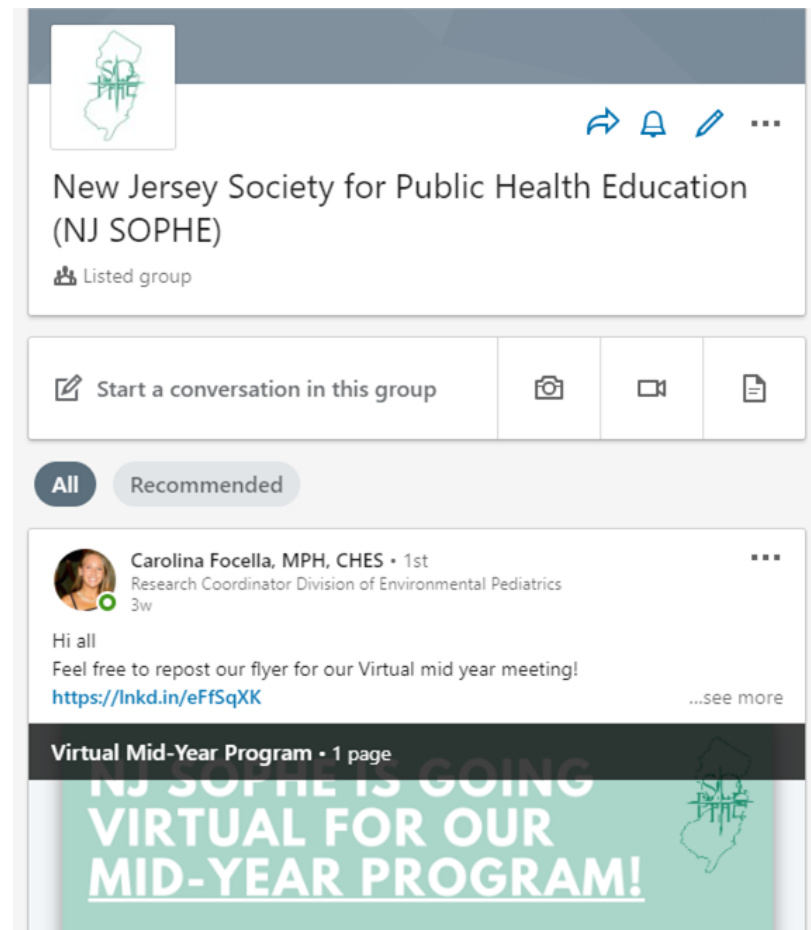
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LinkedIn Group



- You can also search “New Jersey Society for Public Health Education” on LinkedIn
- 51 members total
- Share articles, posts, ask for suggestions.



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How do we manage it all?



The screenshot displays the Hootsuite interface with several key sections:

- Streams:** Includes a 'New Post' button and an 'Upgrade my plan' button.
- My Posts & Mentions:** Contains sub-sections for 'Scheduled', 'My Posts', 'Mentions', and 'Messages'.
- Scheduled:** Lists upcoming posts, including one for 'National Black HIV/AIDS Awareness Day' on February 7.
- My Posts:** Shows a post from 'New Jersey Society for Public Health Education (NJSOPHE)' with a 'Boost Post' button.
- Mentions:** Displays a post by Tiffany Neal regarding a \$500 scholarship.
- Messages:** Lists incoming messages from Chelsea Rueda and Alma Ochoa-Del Toro.



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Analytics - why do they matter?



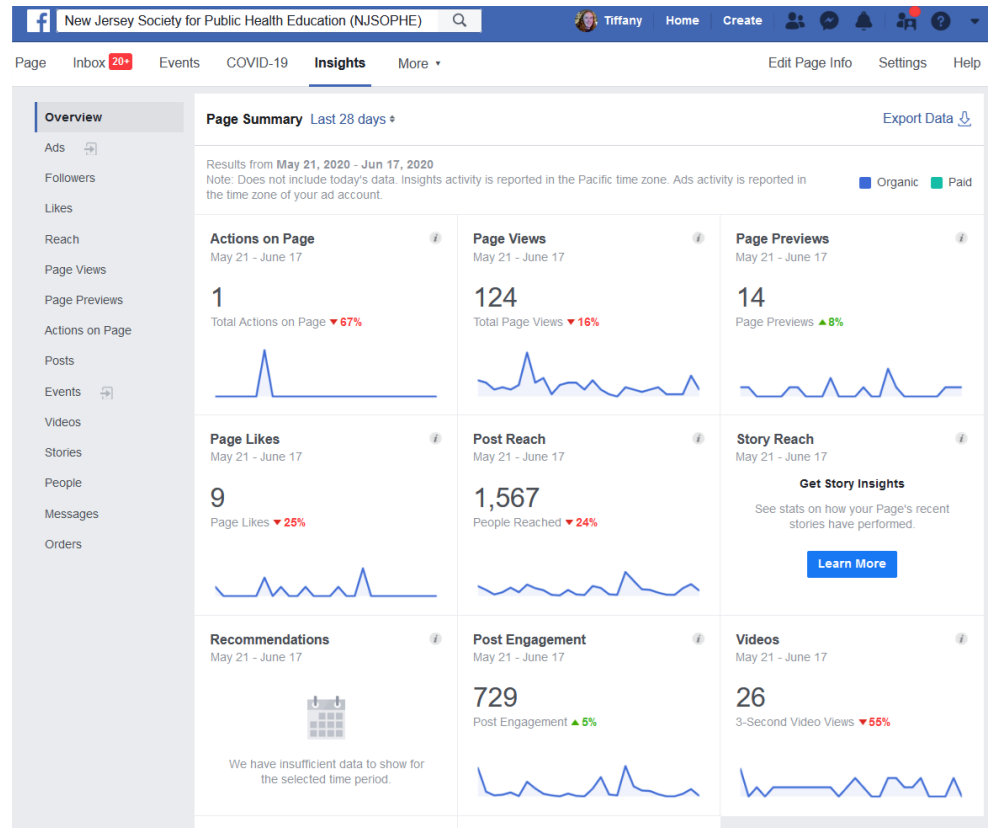
- Learn more about your audience
- Create better content
- Improve reach and engagement



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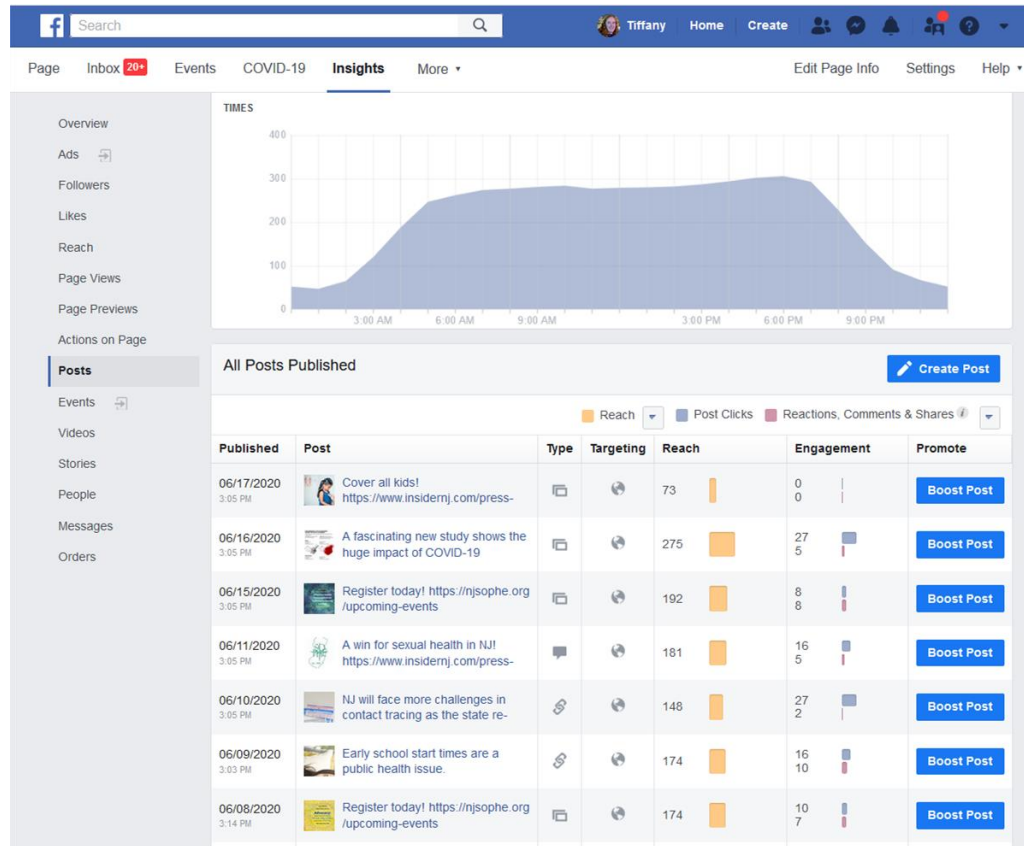
Analytics - Facebook



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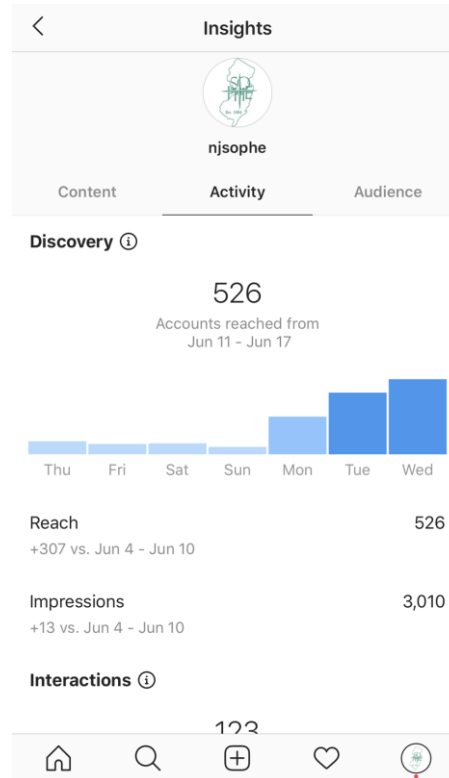
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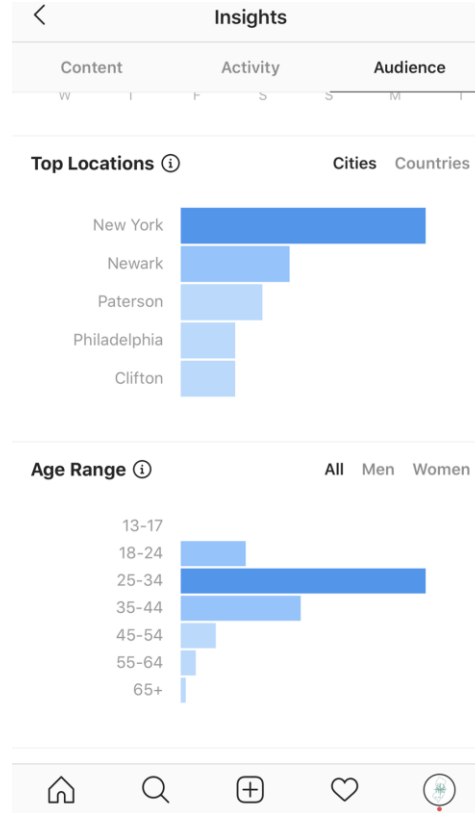
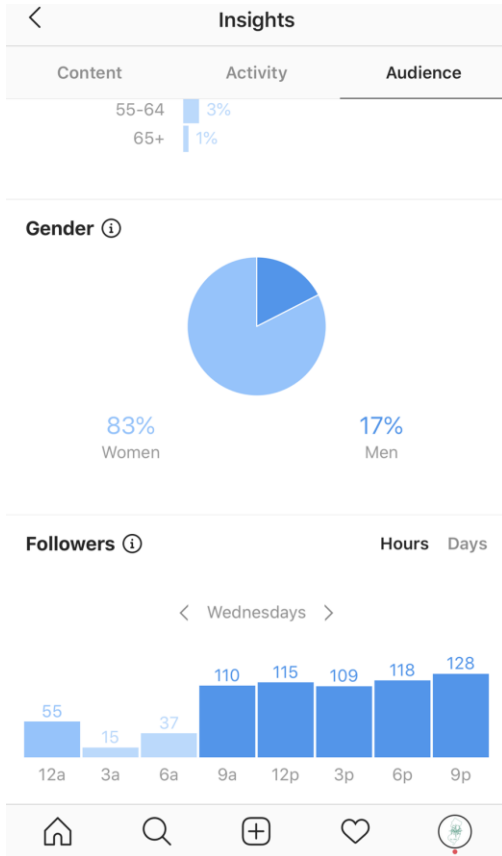
Analytics - Instagram



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Questions?



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