

We're bringing heathy back!

**Social Marketing for Nutrition
and Physical Activity**

**Linda Lam, Clinic Coordinator
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**What are your goals for using
social media?**

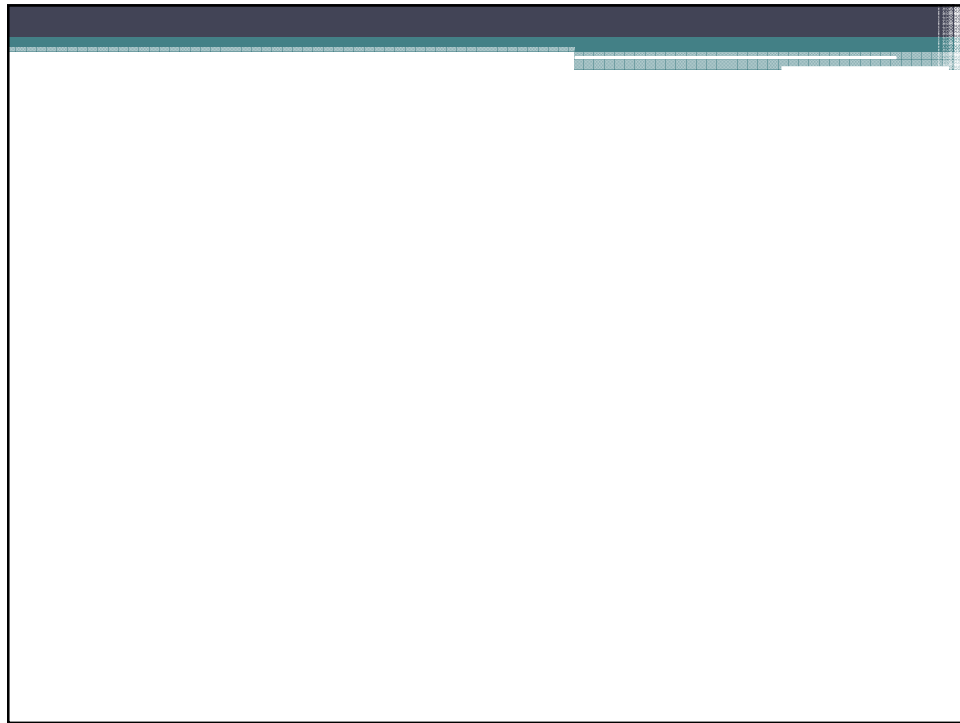
JMHS Health Center's goals

- Recruit new students to access clinical services
- Reach a youth audience
- Coordinate members in the Student Advisory Board

Who is your target audience?

- JMHS Health Center patients
- JMHS students who have not access any services

What kind of social media should you use? Which ones will help you accomplish your goals? Which ones do you have time to manage?



Who will manage your social media?

Do you have policy and procedures for creating social media?

SAMPLE

APHCV Policy & Procedure for Social Media for organizational business included:

To help create guidance in using SM for business purpose

- One staff person Fund Dev. Manager who is in charge of keeping track of all SM. IT Manager also monitors
- Specific email that we use to create social media
- HIPAA Disclaimer
- Guidelines on acceptable posting and monitoring of SM
- Social Media Request and Update Form

Disclaimer: This is just one example of P&P and it is not to be seen as a template or guideline. We are not providing legal advice on how to manage social media.

SAMPLE - APHCV P&P for employee personal use

Purpose to provide education and guidance for employees when using social media to better protect themselves and organization

- Includes:
 - SM during work time
 - SM on PPD
 - Using SM responsibly
 - PHI
 - Privacy
 - Disclaimers employees can use
 - Implications of using SM- internet is forever

**What are your measurable
outcomes? What does success
look like to you?**

MO Project

[Video](#) made by JMHS Student Advisory Board

<http://youtu.be/GLIASxnkNvc>

Provided the youth with training about food justice, advocacy and social media

How to engage your peers on topics about food

When I see discolored fruits served at lunch, I feel disgusted because students deserved fresh and healthy fruits. Will you help me get better food for schools?

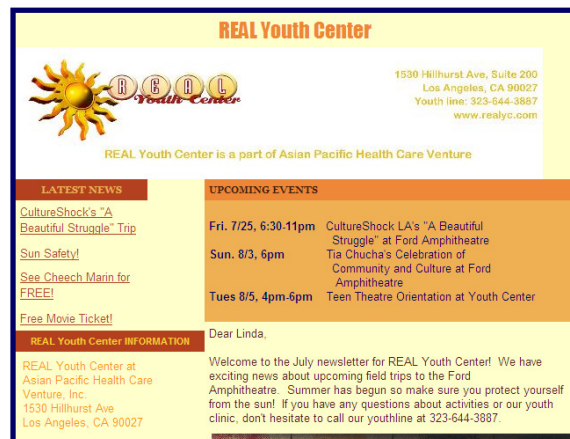
When I see Bullying, I feel angry because people should be treated that way. Will you help me stop Bullying?

When I see people on the streets, I feel sad because everyone deserves to have a home. Will you help them get off the streets?

Facebook

- [JMHS Health Center](#) group set up by SAB was to promote JMHS Health Center
 - Decide to have group over page because group will show in notifications, can message entire group, etc.
 - Had SAB members add 10 of their friends
 - Had students during lunch outreach join the group for a small promotional item
- [JMHS SAB](#) uses FB to communicate and coordinate tasks, events and meetings
- [REAL Youth Center facebook page](#) and group
 - March is Nutrition Month “Eat Right with Color”
 - Asked members to name different colored fruits
 - Posted nutrition facts
- Belmont Health Services
 - Over 700 members on Facebook group

REAL Youth Center e-Newsletter



REAL Youth Center

1530 Hillhurst Ave, Suite 200
Los Angeles, CA 90027
Youth line: 323-644-3887
www.realyc.com

REAL Youth Center is a part of Asian Pacific Health Care Venture

LATEST NEWS

- [CultureShock's "A Beautiful Struggle" Trip](#)
- [Sun Safety!](#)
- [See Cheech Marin for FREE!](#)
- [Free Movie Ticket!](#)

UPCOMING EVENTS

- Fri. 7/25, 6:30-11pm** CultureShock LA's "A Beautiful Struggle" at Ford Amphitheatre
- Sun. 8/3, 6pm** Tia Chucha's Celebration of Community and Culture at Ford Amphitheatre
- Tues 8/5, 4pm-6pm** Teen Theatre Orientation at Youth Center

REAL Youth Center INFORMATION

REAL Youth Center at
Asian Pacific Health Care
Venture, Inc.
1530 Hillhurst Ave
Los Angeles, CA 90027

Dear Linda,

Welcome to the July newsletter for REAL Youth Center! We have exciting news about upcoming field trips to the Ford Amphitheatre. Summer has begun so make sure you protect yourself from the sun! If you have any questions about activities or our youth clinic, don't hesitate to call our youthline at 323-644-3887.

Challenges?

Challenges

- Lack of IT access to social media
- Maintenance of social media
- Staff who leave organization but in charge of social media
- Regular evaluation of social media strategy

Resources

- Idealware's "The Nonprofit Social Media Decision Guide":
<http://www.idealware.org/reports/nonprofit-social-media-decision-guide>

Last thoughts on being critical of social media

- "Ask yourself who is paying for Facebook. Usually the people who are paying are the customers. Advertisers are the ones who are paying. If you don't know who the customer of the product you are using is, you don't know what the product is for. We are not the customers of Facebook, we are the product. Facebook is selling us to advertisers."

Doug Rushkoff

<http://www.wired.co.uk/news/archive/2011-09/21/doug-rushkoff-hello-etsy>