

Tips for Promoting Your Event on Social Media

To help bring attention to your NPHW activities and the importance of public health you can:

- Follow @NPHW.
- Actively favorite and retweet tweets posted by @NPHW.
- Use the official NPHW 2017 hashtag, #NPHW, in your tweets so that when someone searches for more about NPHW, your tweets and posts are there.
- Like and engage with people who post about your NPHW event or your organization.
- Tweet multiple times leading up to NPHW 2017 to build anticipation, and tweet 2-4 times daily during NPHW.
- Post to Facebook activities happening at your health department.
- Use the Facebook Event Page to organize your event, invite people and post reminders and updates.
- Share photos with your supporters and other public health groups on Flickr.
- Share your Flickr album with news reporters so they can browse through available NPHW photos that they may want to publish alongside their coverage.
- Use Instagram to capture compelling moments during NPHW and be sure to engage with other people using the #NPHW tag on that platform by liking and commenting on other posts you see!
- Promote NPHW 2017 Facts for the Week across social media platforms.

Social Media Messages for National Public Health Week

Tweets

Use the official NPHW 2017 hashtag, #NPHW, in your tweets so that when someone searches for more about NPHW, your tweets and posts are there.

- National Public Health Week starts April 3. Learn more #NPHW
<http://www.nphw.org/>
- Public health, a return on investment. Learn more at
<https://www.youtube.com/watch?v=B5M9JefYxJI&feature=youtu.be> #NPHW
- Everyone deserves the opportunity to safely live, work, learn and play.
<http://www.nphw.org/fact-sheets/healthy-communities> #NPHW
- It's hard to eat healthy if you can't find affordable produce. Learn how to help change that in your community at <http://www.nphw.org/> #NPHW
- This #NPHW tell policymakers you want a health system that values prevention on par with treatment. Prevention works!
- Public health makes our lives healthier, safer and better every single day. This #NPHW, demand adequate funding for public health!

- Our health is connected to our environments. Help ensure a healthy environment for all this #NPHW. <http://health.mo.gov/>
- View an inspiring video capturing the importance of public health.
<https://www.youtube.com/watch?v=nFvpb3N-EX4&feature=youtu.be> #NPHW
- Find out how your local health department keeps your community healthy.
<https://youtu.be/zvt8h-KDfvU> #NPHW
- We're focused on improving Missouri's health. <http://health.mo.gov/information/nphw/>
#NPHW