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03.01.12 / 2:00pm / Jonathan Root

HOW TO PREVENT A HEALTHCARE SOCIAL MEDIA DISASTER

CDC shares toolkit for health communicators

Take it from an organization that knows about health disasters – social media campaigns can give your hospital brand a healthy glow, or infect your social network like a virus. To help health marketers improve their communications, the Centers for Disease Control and Prevention have released a practical resource on social media.

In September of 2011, the CDC updated their Health Communicator's Social Media Toolkit. The tool kit is a 53-page guide, complete with references, sample media campaign and social media evaluation worksheet (page 50). It's available for other federal, state and local agencies as well as private organizations.



The toolkit was built over three years of learning how to use social media at the CDC. This guide will help organizations improve the reach of their messages, further audience participation, as well as advance transparency to improve communication efforts.

Find the Social Media Toolkit and more [CDC tools](#) here.

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