

Social Media Toolkit
Title: Infectious Disease
For use during week 50 (12/16/19 to 12/22/19)--Infectious diseases
Launch Date: 12/12/20

Introduction

****Describe content of toolkit.***

****Describe background of topic***

This toolkit consists of information about infectious diseases and provides social media posts that could be used by the health department. Our hope is that by preparing social media postings on a variety of public health topics that local health departments might better engage with their community on Facebook, Twitter, Instagram and YouTube. We have gathered photos, hashtags, infographics, links to content, tweets, captions and videos and about infectious disease, so that local health departments can easily select elements that are suitable for any of these platforms.

The term infectious disease is very comprehensive and contains many different types of infections. Infections can be caused by viruses, bacteria, fungi, and parasites. Infectious diseases can be passed from person to person, by animal or insect, contaminated food or water, and by organisms from different environments (Mayo Clinic, 2019). Infectious disease is the leading cause of death worldwide and three of these diseases were on the top ten causes of death in 2016. With the increase in movement globally, infectious diseases are much more likely to become pandemic and impact worldwide.

Influenza, one of the most common infectious diseases, impacts 1 out of every 5 Americans annually. The different complications that come with different diseases range anywhere from fever and cough, to cancer and in extreme cases possibly death (Cleveland Clinic, 2018). With the very extensive portfolio of disease, the Ohio Department of Health has different responses for different categories. The Ohio Department of Health breaks down three classes (A, B, and C) which results in Class A such as anthrax, measles, and smallpox are required to be reported immediately via telephone upon recognition. When a case is known, Class B diseases such as STDs, mumps, malaria, and hepatitis are required to be reported by the next business day because of possibility of spread. Class C are reportable diseases should be reported upon outbreak, unusual incident or epidemic of other diseases such as histoplasmosis, pediculosis, scabies, and staphylococcal infections by the end of the next business day.

****Describe the source(s) for the toolkit content***

-Centers for Diseases Control and Prevention

-Infectious Disease Society of America

- Ohio Department of Health

Target audience/high-risk subsets

The target audience for infectious disease is everyone. Public health stresses responsible behavior, especially for those who are sick (handwashing, covering your cough, and staying home when ill). Clearly, those who are immunocompromised, including the elderly, newborns, pregnant mothers, and those with HIV or cancer are at the highest risk of becoming sick with an infection. However, it is also important to touch on subjects like herd immunity (which is the resistance to the spread of a contagious disease if a sufficient number of the population are immune to the disease through vaccination), vaccinations and good handwashing among healthy people if we are to deal effectively with infection risks in public health.

Target Audience Needs/Issues/Considerations

****Include considerations that the opposition may provide***

Some anti-vaccination groups and groups that are hesitant to discuss sexually transmitted diseases may have viewpoints that conflict with what is discussed in this toolkit.

Supporting Campaigns

*Include organizations that would have credible information and would be likely to have their own campaigns

[Infectious Disease Society of America](#)

[Ohio Department of Health](#)

References

Cleveland Clinic. (2018, February 27). Infectious Diseases. Retrieved December 5, 2019, from <https://my.clevelandclinic.org/health/diseases/17724-infectious-diseases>.

Ohio Department of Health. Know Our Programs. Infectious Diseases. <https://odh.ohio.gov/wps/portal/gov/odh/know-our-programs/infectious-diseases/infectious-diseases>. Accessed on December 03, 2019.



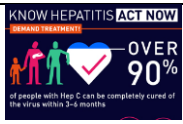


Mayo Clinic. (2019, July 17). Infectious diseases. Retrieved December 5, 2019, from <https://www.mayoclinic.org/diseases-conditions/infectious-diseases/symptoms-causes/syc-20351173>.

Toolkit Content

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Estimated time used to create	4 hours																																					
Date submitted	6 December 2019																																					
DUE date & TARGET date for release (Monday)	Due Date: 12/6/19 Target Date: Week 50 (12/16/19 to 12/22/19) -- Infectious diseases																																					
Approvals (Needs at least one reviewer per column—initial appropriate column)	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 40%;">Reviewer</th> <th style="width: 10%;">Date</th> <th style="width: 15%;">Format & language (grammar)</th> <th style="width: 10%;">Social media content</th> <th style="width: 10%;">Public health content</th> </tr> </thead> <tbody> <tr> <td>Amy Lee</td> <td>12/10/19</td> <td>AL</td> <td></td> <td></td> </tr> <tr> <td>Osman Ulvi</td> <td>12/12/19</td> <td>OU</td> <td>OU</td> <td>OU</td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table> <p>Approvers Instructions</p> <ul style="list-style-type: none"> • Please approve by the target date for release. Approvers may review for more than one review category (e.g. both public health content and social media content). At least one approver is needed per category; two approvers are preferred. • Feel free to add or make edits—there will not be an opportunity for the original student group to make further edits <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 30%;">Reviewer</th> <th style="width: 70%;">Items for review</th> </tr> </thead> <tbody> <tr> <td>Public health content</td> <td>Information provided is current (within six months of launch date or the most recent information as relevant for a specific topic e.g. the latest guidelines). Also, from a credible source.</td> </tr> <tr> <td>Social media content</td> <td>Layout, imaging, length of posts</td> </tr> <tr> <td>Format and language</td> <td>Good grammar, punctuation, format compliant with toolkit guidelines.</td> </tr> </tbody> </table>					Reviewer	Date	Format & language (grammar)	Social media content	Public health content	Amy Lee	12/10/19	AL			Osman Ulvi	12/12/19	OU	OU	OU											Reviewer	Items for review	Public health content	Information provided is current (within six months of launch date or the most recent information as relevant for a specific topic e.g. the latest guidelines). Also, from a credible source.	Social media content	Layout, imaging, length of posts	Format and language	Good grammar, punctuation, format compliant with toolkit guidelines.
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Accuracy	Sources of all data are provided (all credible sources) YES or NO																																					
Social Media Platforms Included	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;">Platform</th> <th style="width: 20%;">Ideal number</th> <th style="width: 30%; background-color: #ffff00;">In this toolkit</th> </tr> </thead> <tbody> <tr> <td>Facebook</td> <td>5</td> <td>6</td> </tr> <tr> <td>Twitter</td> <td>10</td> <td>10</td> </tr> <tr> <td>Instagram</td> <td>5</td> <td>5</td> </tr> <tr> <td>Hashtags (for Twitter or Instagram)</td> <td>10</td> <td>10</td> </tr> <tr> <td>Video (YouTube)</td> <td>Optional</td> <td>3</td> </tr> <tr> <td>Print media (e.g. press release)</td> <td>Optional</td> <td>NA</td> </tr> <tr> <td>Other (list): Photos Blog post ideas</td> <td>Optional</td> <td></td> </tr> </tbody> </table>					Platform	Ideal number	In this toolkit	Facebook	5	6	Twitter	10	10	Instagram	5	5	Hashtags (for Twitter or Instagram)	10	10	Video (YouTube)	Optional	3	Print media (e.g. press release)	Optional	NA	Other (list): Photos Blog post ideas	Optional										
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FACEBOOK

Facebook 1	Use this embedded code: <div data-cdc-widget="Informational" data-instance-name="Protect Yourself From Norovirus" data-content-url="//www.cdc.gov/Norovirus/widget/norovirus.json" data-widget-max-width="300px"></div><script src="https://tools.cdc.gov/1M1B"></script>
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	Infographic	Website	Caption (if provided)	When accessed	Permission
Facebook 1		https://www.who.int/mediacentre/infographic/en/	Facts About Plague	12/02/2019	Source: WHO
Facebook 2		https://www.who.int/mediacentre/infographic/en/	WHO Cholera Kits	12/02/2019	Source: WHO
Facebook 3		https://www.who.int/mediacentre/infographic/en/	Know Hepatitis Act Now	12/02/2019	Source: WHO
Facebook 4		https://www.who.int/mediacentre/infographic/en/	What to Know About Seasonal Influenza	12/02/2019	Source: WHO
Facebook 5		https://www.nfid.org/immunization/what-vaccines-does-my-family-need/adolescents-can-be-protected-from-14-deadly-diseases-download-the-pdf/	Adolescents can be Protected from 14 Deadly Diseases	12/02/2019	Source: National Foundation for Infectious Disease

TWEETS

Twitter best practices




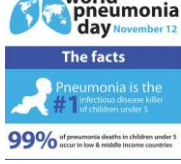

- *Keep it short and simple--although messages can be <280 characters now, keep them short anyway!*
- *Post often--it is recommended to post 3 tweets per day, with different framing to reach diverse populations*
- *Post other relevant content from partners or followers*
- *Use relevant hashtags (maximum of 2 hashtags)*

Tweet 1	Wash your hands and stay healthy. #preventabledisease #immunesystem
Tweet 2	Cover your cough especially during flu season. #coveryourcough
Tweet 3	Stay home if you are sick, sharing is not caring when it comes to germs. #infectioncontrol
Tweet 4	Strengthen the herd-get your vaccines! #immunesystem
Tweet 5	Get your Flu shot today! #infectioncontrol
Tweet 6	Vaccinate pregnant women and save the baby's life. #preventabledisease #saveotherslives
Tweet 7	Ticks cause Lyme disease-wear long pants and long sleeves on your hike! #infectiousdisease
Tweet 8	End HIV/AIDS today! #hospitalvisit
Tweet 9	Don't wait get tested for HIV/AIDS today. #hospitalvisit #saveotherslives
Tweet 10	Boost your immune system by eating healthy foods. #immunesystem

INSTAGRAM

Instagram best practices

- Post 3-4 times during the week
- Use varying content (not only picture sharing but include videos and graphics)
- Use relevant hashtags so people can find your content

	Infographic	Website	Caption (if provided)	When accessed	Permission
Instagram 1		https://www.cdc.gov/globalhealth/infographics/default.html	Early Warning Alert and Response Network: Put the Brakes on Deadly Diseases	12/02/2019	Source: CDC
Instagram 2		https://www.cdc.gov/globalhealth/infographics/default.html#Antibiotic-Anchor	Antibiotic Resistance: The Global Threat	12/02/2019	Source: CDC
Instagram 3		https://www.cdc.gov/globalhealth/infographics/default.html#Immunization-Anchor	Stop Rubella	12/02/2019	Source: CDC
Instagram 4		https://www.cdc.gov/globalhealth/infographics/default.html	World Pneumonia Day	12/02/2019	Source: CDC
Instagram 5		https://www.cdc.gov/nchstp/budget/infographics/opioids.html	Addressing the Infectious Disease Consequences of the U.S. Opioid Crisis	12/02/2019	Source: CDC

RELEVANT HASHTAGS

	Hashtag
Hashtag 1	#preventabledisease
Hashtag 2	#infectiousdisease
Hashtag 3	#infectioncontrol
Hashtag 4	#internalmedicine
Hashtag 5	#immunesystem
Hashtag 6	#emergencyroom
Hashtag 7	#hospitalvisit
Hashtag 8	#coveryourcough
Hashtag 9	#sickbaby
Hashtag 10	#saveotherslives

VIDEO (OPTIONAL)

Media	Image	Website	Caption (if provided)	When Accessed	By Whom	Permission
Videos						
Video #1		https://www.youtube.com/watch?v=2JWku3Kj pq0	Infectious diseases: an overview	12/3/19	AR	Let's learn Public Health
Video #2		https://www.youtube.com/watch?v=_bt8Zcp2ri U	Vaccines for Children	12/3/19	AR	Cleveland Clinic
Video #3		https://www.youtube.com/watch?v=Fcvgp6gN h6o	Journey of your child's vaccine	12/3/19	AR	CDC
