



# Evidence-Based Strategies for Digital Media Messaging

In a world with frequent and constant communication, eye-catching images, and multiple sources of information, public health practitioners are learning how to rise above the fray to get accurate health information in the hands of their target audience. Digital media channels including social media allow people to connect and share ideas and is becoming more popular every day. Currently, over half of the world uses social media. That's more than 4 billion people, and the use of social media continues to increase at a rate of more than 10% annually.

Social media platforms have become sources of news and information for people around the world. In Evidence-Based Strategies for Digital Media Messaging, you will learn strategies to engage your target audience and effectively foster conversation, influence beliefs, share work, and/or promote findings. These are key competencies for public health practitioners in the 21st century.

This course teaches you best practices that optimize your social media messages' reach and engagement. This course focuses on communicating for policy and behavior change focused on tobacco prevention and control, but can be applied to any public health topic.

In today's digital world, the visual representation of your message is just as important as the message itself. If it does not grab your target audience's attention, then you have not communicated anything! This course includes a hands-on workshop that provides you tools and instructions to create social media images that incorporate all of the best practices shared in the course. You will also learn how to evaluate each of your posts' reach and effectiveness to inform and improve your future messaging.



This course will provide insight and offer strategies that you can employ to use social media as a means to reach your target audience with custom tobacco control content. Through a interactive modules, you will learn how to use data from the Global Tobacco Surveillance System (GTSS) to identify tobacco control priorities, explore proven dissemination strategies, and identify strategies and elements needed to deliver effective evidence-based messages through appropriate digital media channels that align with your organizational brand and mission.

To view other resources or to see example social media posts that learners have created from this course, check out these additional resources.



MODULE  
1

**Dissemination Strategies:** Learners will apply tested data dissemination strategies and receive recommendations for applying the process to target audiences, selected social media channels, and desired informational products. [view course](#)

MODULE  
2

**Infographics: Using Data for Visual Storytelling:** Infographics are a critical aspect to telling a compelling story with data. This module is designed to offer learners knowledge best practices for designing and using infographics to communicate information in a digestible format. [view course](#)

scan to learn more



MODULE  
3

**Introduction to Social Media:** Learners will gain an understanding of commonly used social media platforms and how to apply effective elements in their social media messages to drive change. [view course](#)

MODULE  
4

**Evidence-Based Strategies for Social Media:** From using active voice, to intentionally selecting colors, to incorporating visuals alongside your messages, this module shares best practices for amplifying social media messaging. [view course](#)

MODULE  
5

**Digital Media Messaging Workshop:** This module walks through processes to design and access data that can be used to create a social media message. Learners will then follow self-guided steps to create custom messages and view those from other learners using #GTSSworkshop. [view course](#)

MODULE  
6

**Social Media Metrics:** This module explains why social media metrics are important, provides learners with useful listening tools, and shares best practices for improving social media strategies and audience reach. [view course](#)

MODULE  
7&8

**Guide for New Users and Digital Toolkit:** Together Modules 7 and 8 offer resources on how to create professional social media accounts and policies to guide an organizations' use of social media. Additionally, there is a downloadable toolkit containing resources and examples for learners. Topics in this toolkit include data visualizations and comparison tools that can be applied as learners continue refining their social media messages. [view course](#)



**Digital Media Toolkit**  
[gtssacademy.org](http://gtssacademy.org)

**GTSS | Academy**  
GLOBAL TOBACCO SURVEILLANCE SYSTEM  
[gtssacademy.org](http://gtssacademy.org)

**CDC Foundation**  
Together our impact is greater  
[cdcfoundation.org](http://cdcfoundation.org)

#GTSSworkshop | For more information and resources, visit our website.

To view other resources or to see example social media posts that learners have created from this course, check out these additional resources.