

# Social Media: Tips for awareness, connection and growth



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# How a small shop can make a big impact

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- “Halo effect”- connect with key partners, follow and tag them (e.g. @CDC, @hepbfoundation), like and share their content
- Use hashtags (e.g. #hepatitisB, #hepB)
- Faces for connection – photos and video
- Videos can be simple, fancy production not needed
- Provide high-value content, not just promotion
- Timeliness – be prepared with a schedule and build a library



# How a small shop can make a big impression

- Social media is everchanging:
  - Trends
  - Creative
  - Tech savvy
- Brand consistency (templates)





# How to use your time more effectively

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- Monthly social media calendars (can be recycled)
- Hootsuite, other scheduling platforms
- “Repurpose” content
- Reuse evergreen items, updating as needed
- Canva (basic is free), other design tools





# How social media tool kits can help

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- Special events and monthly themes
- The source of information: CDC, HBU, HBF, other good sources
- Diversity: Campaign should promote inclusivity  
Culturally sensitive





# How social media differ

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- Facebook: people living with hep B use it to ask questions through our consult line
- Twitter (X): news-oriented, key influencers use it (Dr. Su Wang, Dr. Bob Gish)
- Instagram: photos and videos are key (\*share stories)
- LinkedIn: best for professionals and networking
- TikTok, Pinterest, Snapchat: not ones we use yet





# Things to remember

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Extra eyes: always good to get a colleague to review your copy

Don't "flood the zone" – less is more sometimes, and space out news

Simplicity in graphics is good, and avoid redundancy

One post can grow into more: like, share and draw traffic to your website

Have fun... develop a voice... don't be afraid to be "real"