Social Media in Public Health

Course Description
This online self-study course introduces public health professionals to digital citizenship including:

Social networking, social media, digital literacy and their potential applications in public health.

The course consists of seven modules:
1. **Digital Citizenship**: An introduction to digital citizenship
2. **Social Media Basics**: A brief overview of social media
3. **Using Twitter**: An overview of the social networking service and micro-blogging tool
4. **Using Facebook**: An overview of the social networking service
5. **Using LinkedIn**: An overview of the social networking site for business professionals
6. **Using YouTube**: An overview of the online video-sharing site
7. **Social Media and Public Health Communication**: A look at social media as a communication tool for public health professionals

Learning Objectives
Upon completion of this course, participants will be able to:
- Understand the tenets of digital citizenship
- Understand the various social media platforms
- Understand social media’s application in public health
- List best practices for social media use

Audience
The target audience for the course is public health practitioners and students.

Date, time, and location
This module is delivered in an online, self-study format. The module is available via the Center for Public Health Practice’s Learning Content Management System (LCMS).

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Instructor

Thomas J. Albani, MPH, is the program coordinator for the Consortium of Eastern Ohio Master of Public Health program (CEOMPH), a partnership of The University of Akron, Cleveland State University, Northeast Ohio Medical University, Ohio University and Youngstown State University. A graduate of the CEOMPH program, he has coordinated both workforce development workshops throughout the state of Ohio as well as culminating projects for students in the CEOMPH program. He is based at the Northeast Ohio Medical University as faculty in the Department of Family and Community Medicine. He is currently a member-at-large with the Ohio Public Health Association governing council. He is certified in public health (CPH).

Cost

There is currently no cost associated with this course.

Registration

To register for this course:
1. Go to https://www.cphplearn.org, the Center for Public Health Practice (CPHP) Learning Content Management System (LCMS).
2. Enter your username and password, or if you are a first-time user, select Create Account and enter your profile information.
   *TRAIN users may want to use the same username and password for both TRAIN and the LCMS.
3. Click on Course Catalog.
4. Click on View next to Digital Citizenry in Public Health.
5. Scroll to the bottom of the page and click on LCMS Registration. You will receive a confirmation e-mail from cphp-registration@cph.osu.edu.
   *To have your registration appear in your TRAIN transcript, click on Train Registration located next to LCMS Registration.

Provider

This course is provided by The Center for Public Health Practice located in the Ohio State University College of Public Health. Course content was developed by staff from the Northeast Ohio Medical University.

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Disclosure

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There is no commercial support for this course nor do the presenters and planning committee members have any conflict of interest. There will be no mention of off-labeled product uses.

Inquiries

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