



Department
of Health



New York State Public Health Corps (NYSPHC) Fellowship Program

Mohawk Valley and Southern Tier Regional Consortium

September 25, 2023

Welcome!



Agenda

- Welcome and Introductions
- Presentation from
- Breakout
- Breakout Room Activity
- Program Updates and Reminders

Who We Are

NYS Public Health Corps helps expand public health capacity to support COVID-19 vaccination operations, as well as increase preparedness to respond to future public health emergencies across the state.

The goals of the NYS Public Health Corps are to:

1. Bolster the state's public health infrastructure by mobilizing up to 1,000 Public Health Fellows across the State to provide critical support and services to local health departments
2. Effectively communicate with and educate New Yorkers about key strategies that address public health efforts
3. Facilitate connections among the community level public health stakeholders required to strengthen and sustain public health learning and action partnerships

Who else is here?

- Current NYS Public Health Corps Fellows
- Local Coordinators
- Program Mentors
- Local Health Departments
- Local Public Health Partners
- Institutes of Higher Education (IHEs)

Introduce Yourself

Please post in the chat:

- Name
- Pronouns
- Role with the Fellowship Program (Fellow, Local Coordinator, LHD staff, local partner, etc.)
- Which county or organization are you representing?

So You Want to Social? Practical Getting Started Tips and Creating a Plan

Amanda Hagzan





PRESENTATION

So you want to social?

Practical getting started tips and creating a plan

Prepared For:
NYSPHC Fellowship Program
09/25/2023



- List important questions to ask when running a social media brainstorming session.
- Identify the key conversations to have prior to using social media for your unit, department or organization
- Review the elements of a social media plan and be able to incorporate the results of your brainstorming session into the plan.

1. Scenario: You are in a department staff meeting. We need to be on social media, everyone else is! We are assigning it to you!
2. Scenario: Your unit or department is looking to expand social media to an additional platform(s).
3. Scenario: Someone left the department. It's up to you to manage the social media! How to maintain or increase engagement. Is it working? What can be improved?







1. Why do we want to use social media? What is the value-add?
2. What do we want to tell people and why should they care?
3. Who do we want to tell?
4. Do we have enough to tell them to keep it relevant and fresh?



5. Do we have the time?
6. Do we have the staff resources?
7. Do we have the support?
8. What things have to be in place to get started?

Time to write your social media plan document.

Be very clear on your goal – what is the main purpose of having a social media presences for your unit, department or organization?



Table of Contents

- Purpose and Goals
- Platforms Used
- Key Messages
- Target Audiences
- Example Schedule
- Anticipated Time and Resourcing
- Roles and Responsibilities
- Account Security
- Required Forms & Approvals

Department Logo Here

Social Media Plan
Unit/Department/Division Name

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Purpose and Goals

Use this section to define the purpose of the social media profile(s) and the goal.

Platforms Used

Use this section to list the different social media platforms you are requesting to use. Provide a brief description of each platform and a link to each.

Key Messages

Create a table and provide an overview of 3-6 key messages your new communication platforms will deliver.

Target Audiences

List all of your target audiences and why you want to use the platform to communicate to them.

Example Schedule

Submit a proposal of how frequently you plan to post.

Anticipated Time and Resourcing

Provide a summary about how much of a staff members time will be required to create and post content and maintain the profile.

Roles and Responsibilities

Define all roles as relates to the social media accounts and what each related responsibility will be.

Account Security

Who requires access to the accounts and what is the plan for account security?

Required Forms and Approvals

Use this section to link to any forms you are required to fill out and submit as well as all approvals.

September 8, 2023

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Social Media: It's Not a Fad

Dr. Pauline Hoffmann



Break



Breakout Room Activity



Breakout Room Activity

1. Are you involved with social media at work?
2. Do you use social media in your personal life? Which platforms?
3. Do you have ideas for making a successful social media account for your work area?
4. Have you seen any health-related social media accounts that you think are doing it well?
5. Have you encountered any resistance to using social media?
6. Do you have any concerns about using social media?



Program Updates and Reminders



**Please take this short survey!
This will help inform professional
development sessions that will
be held at the annual Fellowship
Summit this year.**



NYSPHC Training and Resources Website

<https://nysphcresources.health.ny.gov/training-resource-center>

 [Feedback Survey](#)

Fellowship Program

[Upcoming Events](#)



[Check out our latest Podcast!](#)

Training Resource Center Home



About NYSPHC Fellowship



Fellow Training Resources



Mentor Training Resources



Resources by Region



Workgroup & LHD Resources



NYSPHC Events Calendar

NYSPHC LinkedIn Group

If you want to continue the conversation, join the NYSPHC Fellowship Program LinkedIn Group to continue networking and professional development:
<https://www.linkedin.com/groups/14059709>

Please post and share!



Save the Date: NYSPHC Summit 2023



Tuesday, December 12th & Wednesday, December 13th



Albany Capital Center



"Building Partnerships that Strengthen Public Health:
Systems, Infrastructure, Capacity, and Equity"

Questions?



Regional Consortium Evaluation

- Please complete a short evaluation following today's consortium
- Link is being shared in the chat and will be shared after the meeting

Contact Us:

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