



# Southern Tier and Mohawk Valley September 2023 Consortium

## The Use of Social Media for Public Health Communications



### GUEST SPEAKERS



**Dr. Pauline W.  
Hoffmann**

Associate Professor in the  
Jandoli School of  
Communication at St.  
Bonaventure University &  
NYSPHC Senior Fellow with  
the Cattaraugus County  
Health Department



**Amanda Hagzan**

Senior Consultant for Digital  
Learning at the New York  
State Technology Enterprise  
Corporation (NYSTEC) for  
the NYS Department of  
Health and Office of  
Children and Family Services

#### **FACILITATORS:**

Eleanor Lopez

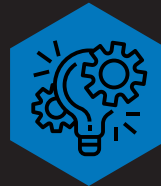
Southern Tier Fellowship Placement Coordinator

Aletha Sprague

Mohawk Valley Fellowship Placement Coordinator

**MON., SEPTEMBER 25TH  
1:00PM-3:00PM**

### LEARNING OBJECTIVES



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

## **REGISTRATION**

***\*Fellows are required to participate in Consortium***