

Appendix 4 – Using social media

Social media gives you a platform for making your messages more accessible and for networking with wider audiences nationally and internationally. It is becoming an increasingly popular tool in advocacy as it is free and easy to use. It can be useful for:

- Raising awareness
- Getting messages out to large numbers of people
- Networking
- Promoting activities and events
- Getting support for a specific call to action/petition
- Directly targeting politicians
- Reaching consumers and organisations alike
- Keeping up to date with others activities

/ Twitter

Twitter is one of the most commonly used social media platforms in advocacy. Tweets can be best described as short 'snippets' of information with a 140 character limit (including any links) and can be used to share links, give top tips and statistics as well as promote news stories and campaign updates. **Follow us @WorldObesity**



/ Twitter jargon

- **#hashtags** – These are key words in a tweet preceding a '#' which helps to improve search ability and group your tweet with others using the same hashtag.
- **RT (Retweets)** – You can retweet someone else tweet if you like what they are saying (MT = modified tweet)
- **Replies** – you can send a reply to a tweet, in answer to a question or to comment on what someone else has said
- **@Username (Mentions)** – you can send a tweet to someone, or mention them in a tweet by using the '@' symbol followed by their twitter name

Suggestions of people to follow

<p>/ Networks & Organisations</p> <p>@worldheartfed @ncdalliance @NcdAction @nationshealth @EUFIC @PHAIWA @WPHNA @royalsociety @American_Heart @WCRF_UK @EPAH_EU @TheBHF @WPHNA @ehnheart @DiabetesUK @wcrfint @AmerMedicalAssn @YaleRuddCenter</p>	<p>/ UN/WHO</p> <p>@WHO @UN @WHO_Europe @pahowho @WHOJordon @WHOAFRO @WHOThailand @UN_news_Centre @NCDsPAHO @pahowhosur @eqpaho</p> <p>/ Obesity</p> <p>@WorldObesity @ObesitySociety @CanObesityNet @OPCAustralia @ObesityAction @ObesityLearning @Obesitysoc @the_NOO</p>	<p>/ Journals</p> <p>@bmj_latest @JAMA_current @TheBMA @bbchealth @PLOS @NatureMedicine @Lancet</p> <p>/ Media</p> <p>@bbchealth @nytimeshealth @cnnhealth @cbchealth @ThomsonReuters @BNHealthSci @SkyNews @WedMD @wellcometrust @NHFHeadlines</p>
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Suggestions of hashtags to use or search

<p>/ Obesity</p> <ul style="list-style-type: none">#obesity#overweight#BMI#PhysicalActivity#exercise#GetActive#ChildObesity#childrenshealth <p>/ Marketing</p> <ul style="list-style-type: none">#foodmarketing#marketing#advertising#nutrientprofiling#labelling	<p>/ Campaigns</p> <ul style="list-style-type: none">#InItTogether#takeaction#advocacy#GetInvolved#empower#action#education <p>/ WHO</p> <ul style="list-style-type: none">#NCDs#post2015#MDG#GlobalHealth#WHOGlobalTarget#publichealth#prevention	<p>/ Co-morbidities</p> <ul style="list-style-type: none">#diabetes#bloodpressure#health#heartdisease#stroke#heart#FattyLiver#cardiovascular#CVD	<p>/ Diet & health</p> <ul style="list-style-type: none">#nutrition#diet#Sugar#Fat#sodium#HFSS#Salt#alcohol#tobacco#Smoking#junkfood#fastfood#unhealthy
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/ LinkedIn



You can get involved with World Obesity discussions and find out more about events through the World Obesity LinkedIn page. You can also set up your own page to promote activities and work to your own members.

/ Facebook



Facebook is particularly good if you have a lot of individual members or wish to advocate on consumer issues. You can initiate debate, share updates or post general information about the aspect of obesity you are interested in.