

## Invitation: Workshop on Social Media and Public Health

Dear Sir/Madam,

We are pleased to invite you to the Workshop on Social Media and Public Health from 09-13:00 on Tuesday, 09-May-2017 at the Copenhagen Business School. A draft program is attached for your perusal.

This workshop is jointly hosted by Centre for Business Data Analytics at CBS, CopenRehab at University of Copenhagen, and Region H. The aim of the workshop is to assist social media, web and communication managers at health and care organisations to strategically position public health content, to reach a broader audience and therefore facilitate transparency and user engagement.

We will present findings from the research project Big Social Data Analytics for Public Health (BSDA-PH). Project, outline and discuss strategies for effective dissemination, spread and uptake of public health information via social media platforms (e.g. Facebook, twitter), and explore “real-time” intervention possibilities.

As a key stakeholder in the health and care domains, your participation in and contributions to the workshop are crucial for the discussions, international state-of-the-art in social media communication and marketing of public health, implications for the Danish context, interpretation of the findings from the BSDA-PH project, innovative ideas for communication and measurement, and new digital intervention strategies for public health.

Please register at the link below before the 01-May-2017:

<https://goo.gl/forms/OZXZN7lebAfORFwZ2>

We very much look forward to your participation!

Best Regards,  
Centre for Business Data Analytics (<http://bda.cbs.dk/>)  
Copenhagen Business School

CopenRehab (<http://copenrehab.dk>)  
University of Copenhagen

Region H (<https://www.regionh.dk/>)

Copenhagen Health Innovation (<http://copenhagenhealthinnovation.dk/>)