

## Workshop: Social Media and Public Health

**Time & Date:** 08:30-13:00 on Tuesday, 09-May-2017

**Place:** SPs03, Solbjerg Plads 3, Frederiksberg, 2000

**Website:** <http://copenhagenhealthinnovation.dk/workshop-skal-give-nye-vaerktoejer-til-sundhedskommunikation/>

### Program

08:30 – 09:00: Coffee & Registration

09.00 – 9.15: Welcome

- Learning, Outcomes & Key Takeaways
- Interactive Exercise: Backgrounds, Experiences, Expectations

09.15 - 09.45: State of the Art: Social Media and Public Health

- Research
- Practice
- Opportunities & Challenges

09.45 – 10.15: Socially Shared Health Information

- *Concept:* What kinds of health information are shared on social media?
- *Typology:* Which type of organisations and individuals share health information on social media?
- *Survey:* What social media strategies and tactics do organisations employ?
- *Big Data:* How can we collect complete data from Facebook for 200+ public health organisations?
- *Big Data Analytics Framework:* Systematic and rigorous analysis of big data to extract:
  - Meaningful Facts
  - Actionable Insights
  - Valuable Outcomes
  - Sustainable Impacts

10.15 – 10.45: Coffee and Networking

10.45 – 11.00: Big Social Data Analytics for Public Health-1

- *User Engagement:* What are the patterns of user engagement with socially shared health information?
- *Content Performance:* To what extent do some type of content such as pictures and videos perform better than other types of content such as text and links?

11.00 – 11.15: Big Social Data Analytics for Public Health-2

- Image Analysis based on Public Health and Care Walls (Facebook)

11.15 – 11.30: So What?

- Practice: Recommendations for Social Media/Web Managers
- Research: Predicting Public Health Parameters from Big Social Data
- Research & Practice: Public Health Interventions on Social Media

11.30 – 12.00: Future Perspectives

- Collaboration: BSDA for Public Health: Funded by Copenhagen Health Innovation
- Reports: Social media audit of your organization
- Data Sets: Big Data Sets for Research and Practice

12.00 -13.00: Lunch & Networking