Background: Salud America! A Network to Prevent Latino Childhood Obesity

Salud America! is a campaign and national network of 50,000 leaders working to prevent Latino childhood obesity. The team behind Salud America works to drive healthy policy and system changes with e-communications, action campaigns, social media activities (i.e., Tweetchats), and it’s unique website.

Why Use Social Media in Health Promotion?

Nearly 78% of Latinos access the Internet primarily through mobile phone, and 68% Latino Internet users are members of a social networking site. Social media offers a promising new way to promote awareness of pressing health issues and provides an engaging way to promote health through use of multimedia content.

Engaging Leaders Through A User Friendly On-line Network

We’ve created a place where Latinos can:

- Connect with other change makers;
- Learn & share what’s happening in your area;
- Watch educational videos directed at community wide change;
- Access policy briefs, sign petitions, join contests, & more!

Best of all, all our content can be shared using social media!

Recommendations for Using Social Media to Promote Latino Health

Post often, make content interactive & give followers an opportunity to take action.

On Facebook (post >2-3 times daily):

- Share others’ links or comment on them
- Use social media advertising to boost posts
- Post short videos & encourage followers to share

On Twitter (>3-5 times daily):

- Set up a direct message that is automatically is sent to new followers, i.e. “Thanks for following! Learn More at _________”
- Retweet your followers’ tweets; use hashtags
- Organize & Co-host Tweetchats
- Don’t miss events like #SaludTues (Salud Tuesday)

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UT Health Science Center at San Antonio, Institute for Health Promotion Research (IHPR), 7411 John Smith 1000, San Antonio, TX 78229