

In the past few years the use of Facebook, YouTube, Twitter and other social media tools has steadily increased – and continues to grow - as way of demonstrating and communicating health messages.

Social media is a complementary communications channel to expand, foster engagement, and increase access to credible, evidence-based health messages and information.

Integrating social media into public health communications has the potential to provide opportunities for conversation, connecting to communities, promoting the current issues and communicating in 'real time'.

This in turn helps spread key messages and influences people when making decisions about their own health.

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