

SOCIAL MEDIA TIPS & BEST PRACTICES

REVISED 2-28-17

ALIGNMENT WITH THE DUKE ENDOWMENT

- Please always communicate in ways that are visually and verbally consistent with the HPHC brand, values and messaging. Visit the [HPHC Resources](#) to review [brand guidelines](#) and [key messages](#).
- Link to the official Healthy People, Healthy Carolinas [news release](#) or the “[Improving Community Health through Healthy People, Healthy Carolinas](#)” web page when announcing your involvement.
- Please use your social media platforms to speak about your work; however, refrain from posting on behalf of the broader HPHC Initiative, or as part of another coalition.



Healthy People Healthy Carolinas

Healthy People, Healthy Carolinas (HPHC) is a bold, community-based approach to addressing chronic health issues. Among the core principles and values of the initiative is a commitment to collaboration and coordination — but it goes beyond health and wellness outcomes. Use these social media protocols, tips and best practices to help ensure consistency and a collective voice across all the coalitions.

THE DO'S AND DON'TS

- Check that all links work before posting.
- Avoid posting anything obtained as part of HPHC that is confidential or designated for “internal-use only.” If you are not sure whether something should be shared, check with The Duke Endowment prior to posting.
- Respect all copyright and intellectual property laws. Consider whether you have permission to use third-party content. (A good resource on fair use/copyright is: <http://fairuse.stanford.edu/overview/fair-use/>)
- Do not use the Healthy People, Healthy Carolinas name, logo or your HPHC affiliation to endorse or promote products, opinions or causes.
- When possible, link directly to online references (preferably HTML rather than downloads) and original-source materials.
- Consider limiting the number of individuals posting about HPHC so as to maintain a consistent voice.

EXPAND YOUR REACH

- “Tagging” other coalitions, community partners and The Duke Endowment can help maximize reach.
 - **Facebook:** @TheDukeEndowment
 - **Twitter:** @DukeEndowment
- Follow other coalitions on social media. Share, like, retweet, comment on and repost others’ content.
- Use hashtags to aggregate and expand the reach of conversations on each platform. The Duke Endowment recommends:
 - **#HealthyCarolinas** for social media related to community and statewide impact, as well as the need for greater health
- Follow The Duke Endowment and other HPHC organizations on all platforms to join in on existing conversations and to share the work and achievements of peer organizations.
- Live-tweet HPHC-related events.

