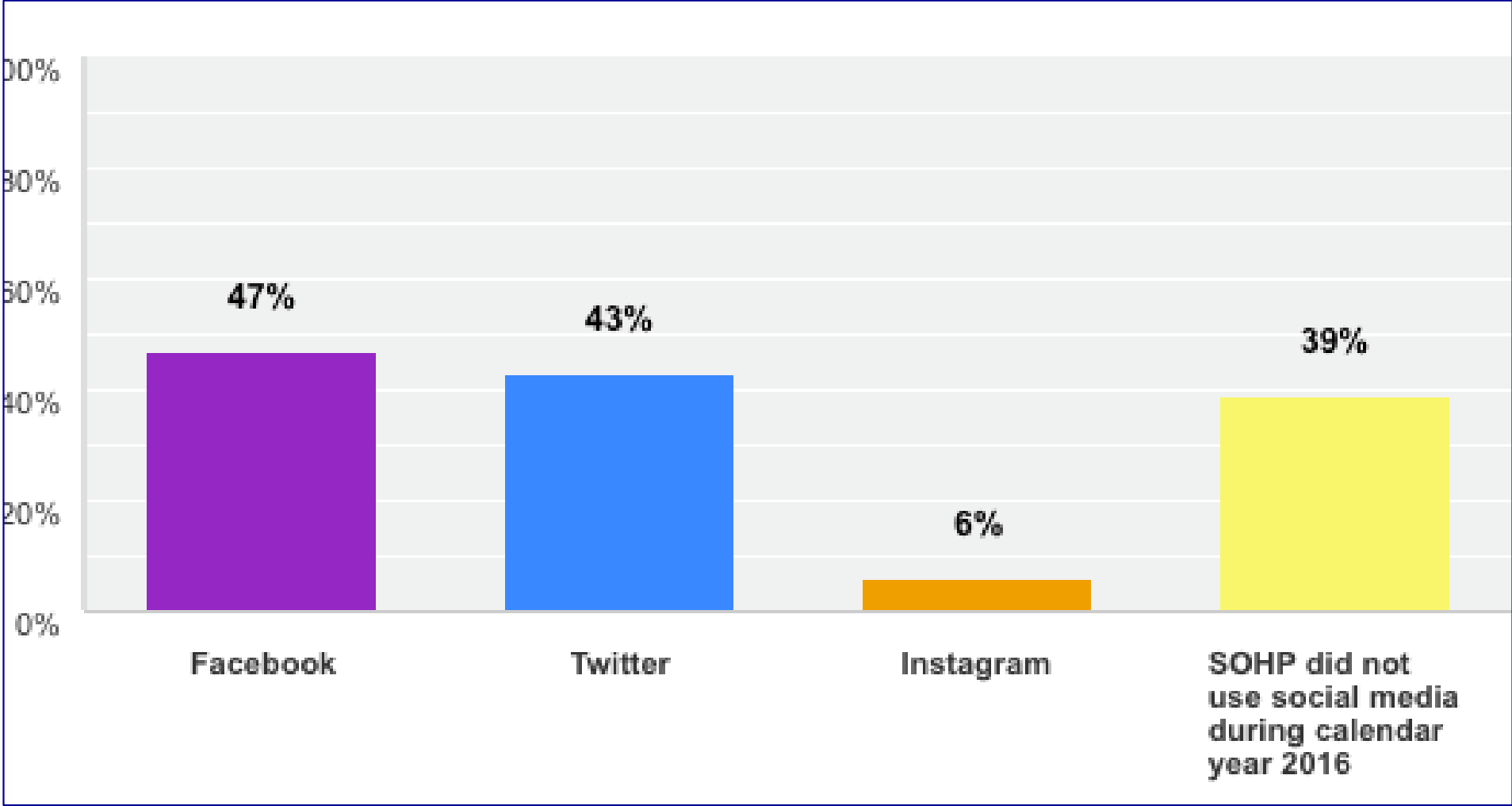




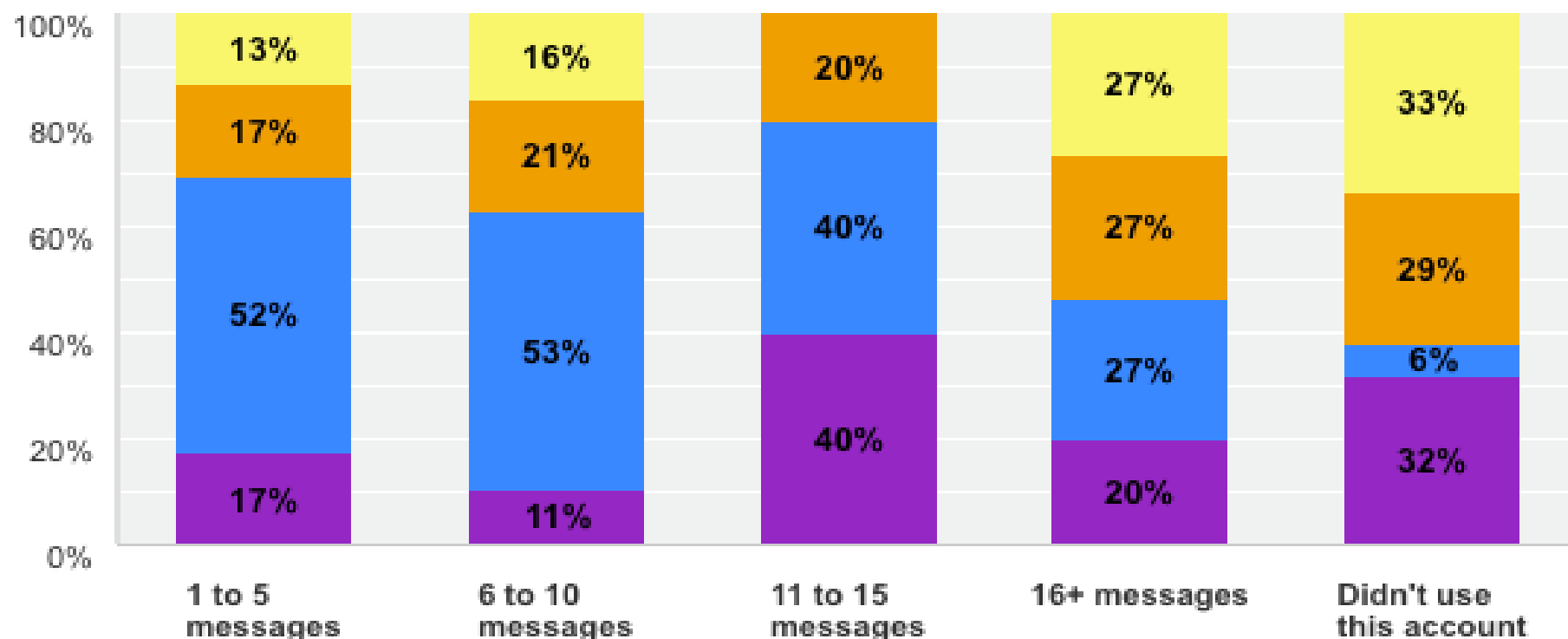
Results of the 2017 Social Media Survey of State Oral Health Programs

Social Media Outlets Used by SOHP in 2016

(n=51)



Average Number of Oral Health Messages Promoted & by What Account in 2016 (n=32)



State Oral Health Program's Social Media Account(s)

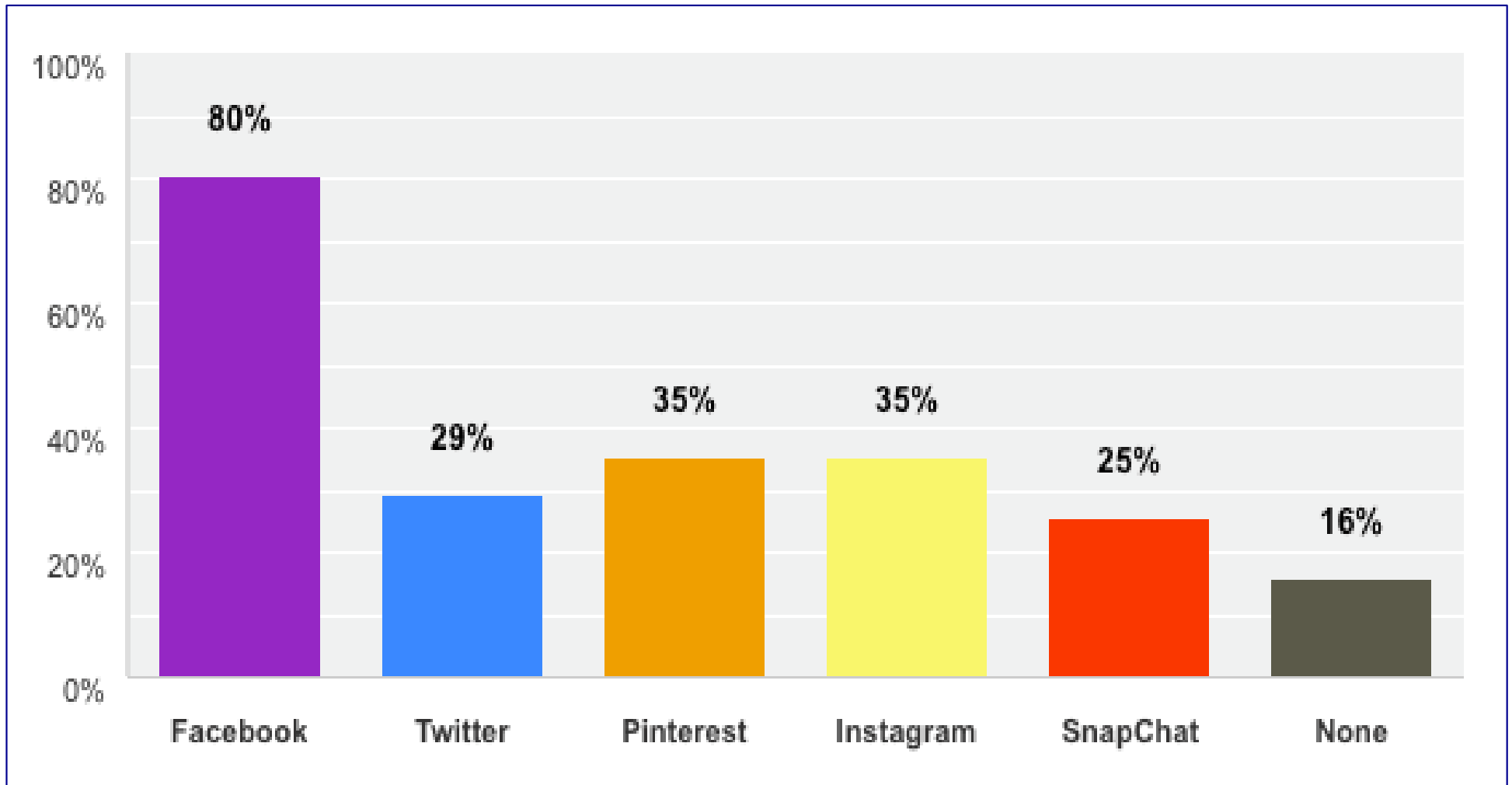
State Health Department's Social Media Account(s)

State Oral Health Coalition Social Media Account(s)

Other - please list

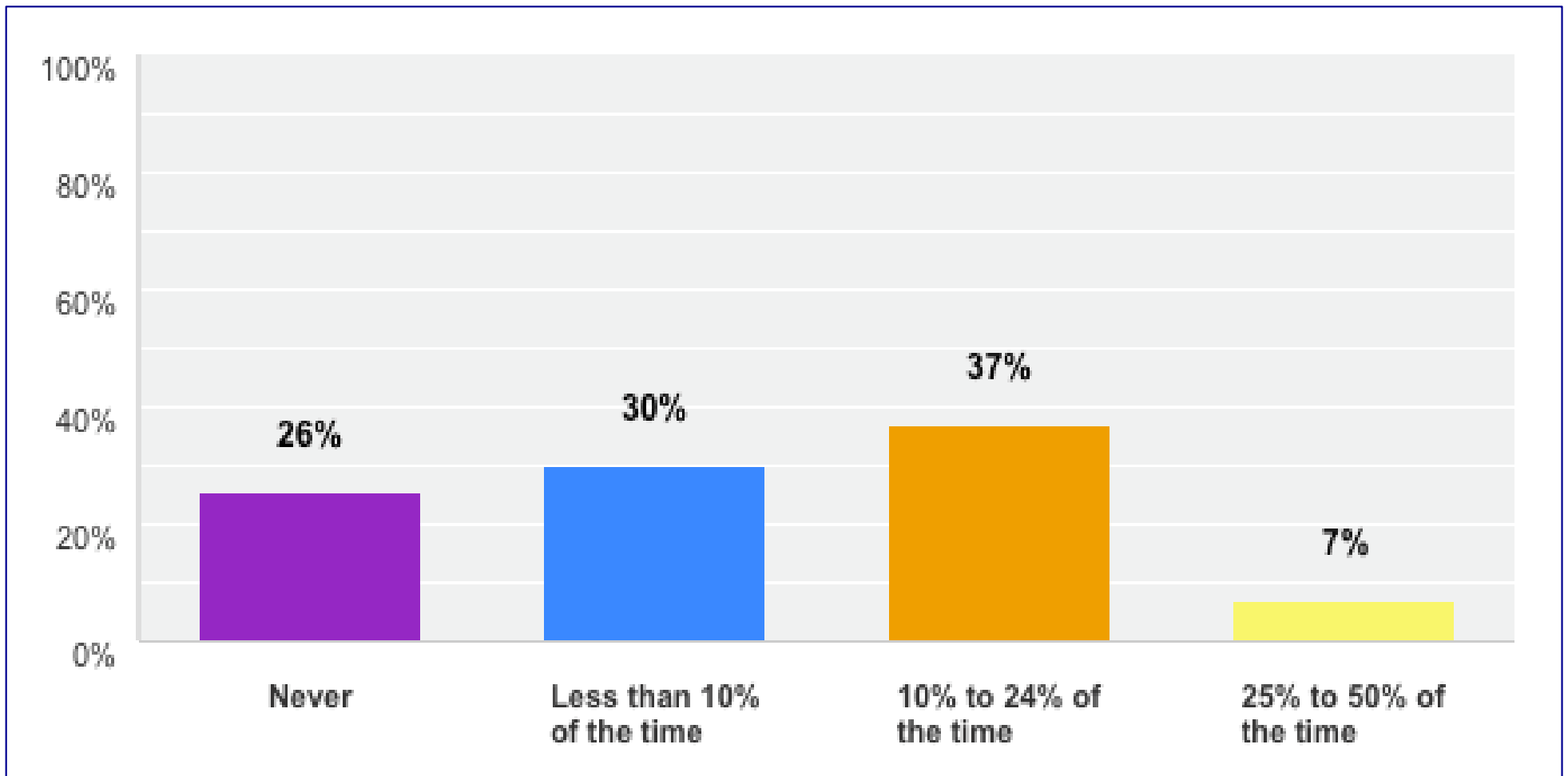
Personal Use of Social Media in 2016

(n=51)



Frequency of Using Personal SM Accounts to Promote Oral Health in 2016

(n=43)





www.astdd.org/health-communications-committee

help you find what you need to achieve your program or campaign goals.

Social Media

[ASTDD Social Media Library](#) - These messages and images are intended for our members, associate members, state oral health program personnel, health departments and our partner organizations to use with social media outlets, such as Twitter and Facebook. Each message is 140 characters or less, per Twitter requirements. Messages may be used as written or customized to address local or other specific needs. This list will be updated regularly, so check back often. (February 2017)

[Let's Tweet: An Instructive and Interactive ASTDD Webcast Recording](#) (December 2015)

Presentation by Matt Jacob providing an overview of Social Media and Step by Step instructions for using Twitter.

[Let's Tweet: PowerPoint](#) (December 2015)

[ASTDD Social Media Fact Sheet](#) (April 2015)

2 page fact sheet on social media applications and posting on Facebook

[Steps for Creating a Personal Twitter Account](#) ASTDD Tipsheet (December 2015)

1 page instruction sheet

[Using Social Media To Promote Oral Health: Twitter Messaging](#) Tipsheet (April 2015)

2 page instruction sheet on using Twitter