

Abstract Form

ABSTRACT

Author(s) & Affiliations

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Title of presentation

Using social media effectively: engaging with professionals and organizations

1. Brief description/abstract for the content of the presentation. **150 words maximum**

Introduction / Objectives / Methodology / Results / Conclusion

Dietitians and other healthcare professionals are often reluctant to use social media, but used appropriately, social media can be an effective component of the communication tool box. We will discuss engaging with other health professionals and stakeholder organizations via social media, and communicating for accuracy and impact.

2. Please give two to three key references which can be used to inform future work:

Social media strategy development – A guide to using social media for public health communication, Stockholm: European Centre for Disease Prevention and Control; 2016
CDC Social Media Tools, Guides and Best Practices, <https://www.cdc.gov/socialmedia/index.html>

3. Please identify up to three specific outcomes that dietitians and participants will take away to inform their future practice.

- The audience will understand the importance of developing a social media presence.
- Delegates will be better equipped to communicate accurately and effectively using social media.