

Using **Social Media** in Health Promotion

Kirstin Richter, The Social Agency



Case Studies:

1. R U Hot Enuf
2. Better Together

It all starts here.



Challenge:

1. Get people using meat and fridge thermometers.
2. Launch an engaging social media campaign.

Hello, my name is Theo.



R U Hot Enuf?



Celebrity endorsement.



Last but not least... Build a website.

ruhotenuf.ca

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COOK IT PERFECTLY EVERY TIME!

**NEVER OVER OR UNDER
COOK YOUR MEAT AGAIN!**

BUY AND USE A DIGITAL FOOD THERMOMETER.

It's an easy and reliable way to make your meat taste great and keep your family safe.

THEOTHERMOMETER: KIDS AND I ARE OFF TO THE FARMER'S MARKET AT NAT BAILY STADIUM ----I LOVE SATURDAY MORNING TRADITIONS! #HEATTHATMEAT

FOLLOW THEO   

THEO

www.ruhotenuf.ca

Better Together



Our job:

1. Promote the website.
2. Build community.

Website

WHEN
you
PLAN



*it's
Better
together*

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BetterTogether

*A HANDS ON
APPROACH TO
FAMILY, FOOD,
AND FUN!*

Hands-on Cook-off Contest

2012 Contest Coming This Summer!



[Latest BT News](#)

BT Blog

Rob Feenie + Nico Schuermans = Foodie Fathers

Laurie David: An activist for The Family Dinner

Stuart McLean on Dave Cooks the Turkey

Tamara Taggart talks food & family

Getting Spicy with White Spot's Executive Chef Chuck Currie

Got a picky eater? Ellyn Satter's here to help.


WHY do French Kids Eat Everything? The 411 with Karen Le Billon

Facebook

facebook.com https://www.facebook.com/bettertogetherbc

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Better Together
956 likes · 18 talking about this

Non-Profit Organization
A hands on approach to family, food and fun!
We're here to share stories and promote the fun of cooking and eating

Admin Panel
Put Your Ad Here
Better Together
A hands on approach to family, food and fun! We're here to share stories and promote the fun of cooking and eating...
Like · Kirstin Richter likes this.
Get More Likes

Now
April
2012
2011
2010
Founded

Wreaking Roast H (shared by Tamar...)
I ordered a roast fr the butcher for

956

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 **Better Together**
@bettertogether
A hands on approach to family, food and fun! Promoting and supporting eating together among families in BC.
British Columbia · <http://www.bettertogetherbc.ca>

Follow 3,349 TWEETS 1,740 FOLLOWING 1,720 FOLLOWERS

Tweet to Better Together

@bettertogether

Tweets

- Tweets
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Tweets

-  **Better Together** @bettertogether 44s
Too cute :) @alotofloves: She may have left a few chocolate chips for the cookies. pic.twitter.com/JVW0d6qL
[View photo](#)
-  **Better Together** @bettertogether 11m
Thinking this Ethiopian Lentil Bowl might be perfect for dinner tonight: ht.ly/b6F98
Expand
-  **Better Together** @bettertogether 56m
Totally going to try that! RT @eatlocalnatural: So awesome. DIY edible bread spoons via @EdibleVancouver: tumblr.co/ZbVCLvL-kS7z
Expand
-  **Better Together** @bettertogether 1h
@heatherrd Just made a smoothie over here :) Hoping that gives me the boost I need. This rain is zapping me!

Hands-on Cook-off



Thank you!

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