# 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.



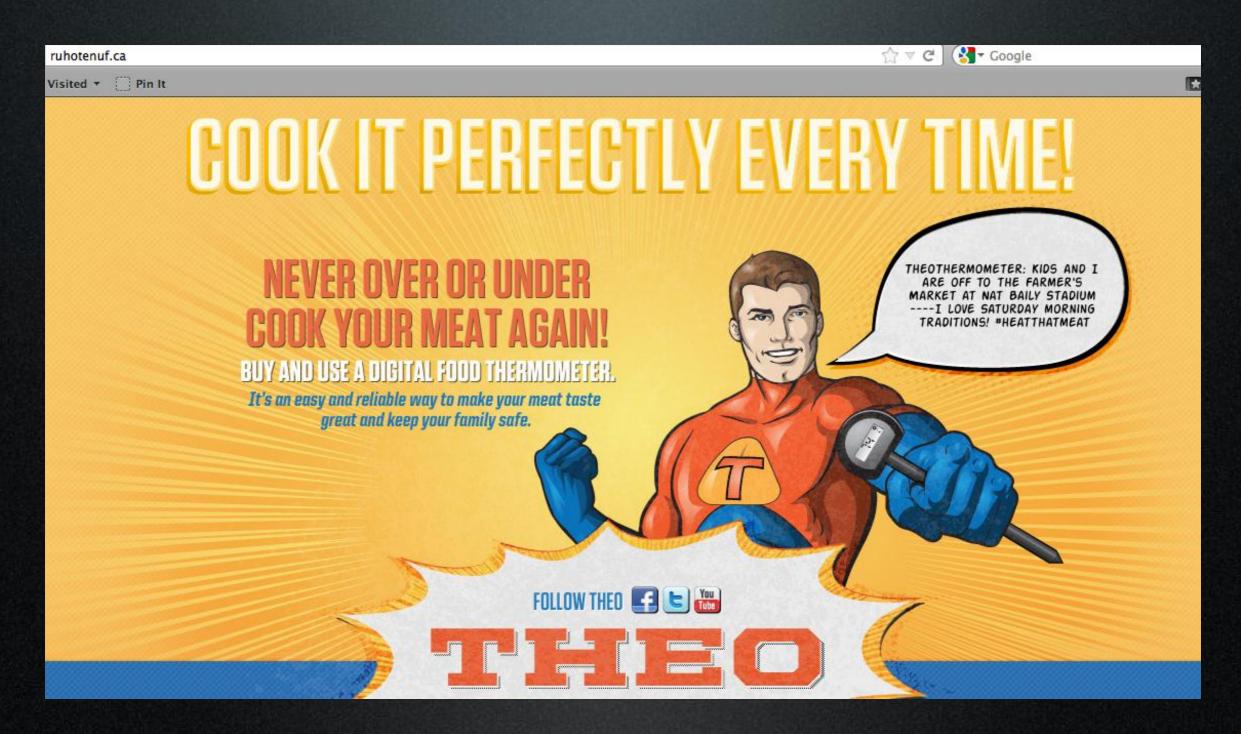
#### R U Hot Enuf?



#### Celebrity endorsement.



## Last but not least... Build a website.



www.ruhotenuf.ca

#### Better Together



www.bettertogetherbc.ca

#### Our job:

- 1. Promote the website.
- 2. Build community.

#### Website













▶ Blog

► Kid-Friendly Recipes

▶ Ask BT!

▶ Videos

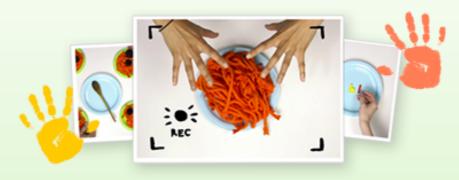
Search



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

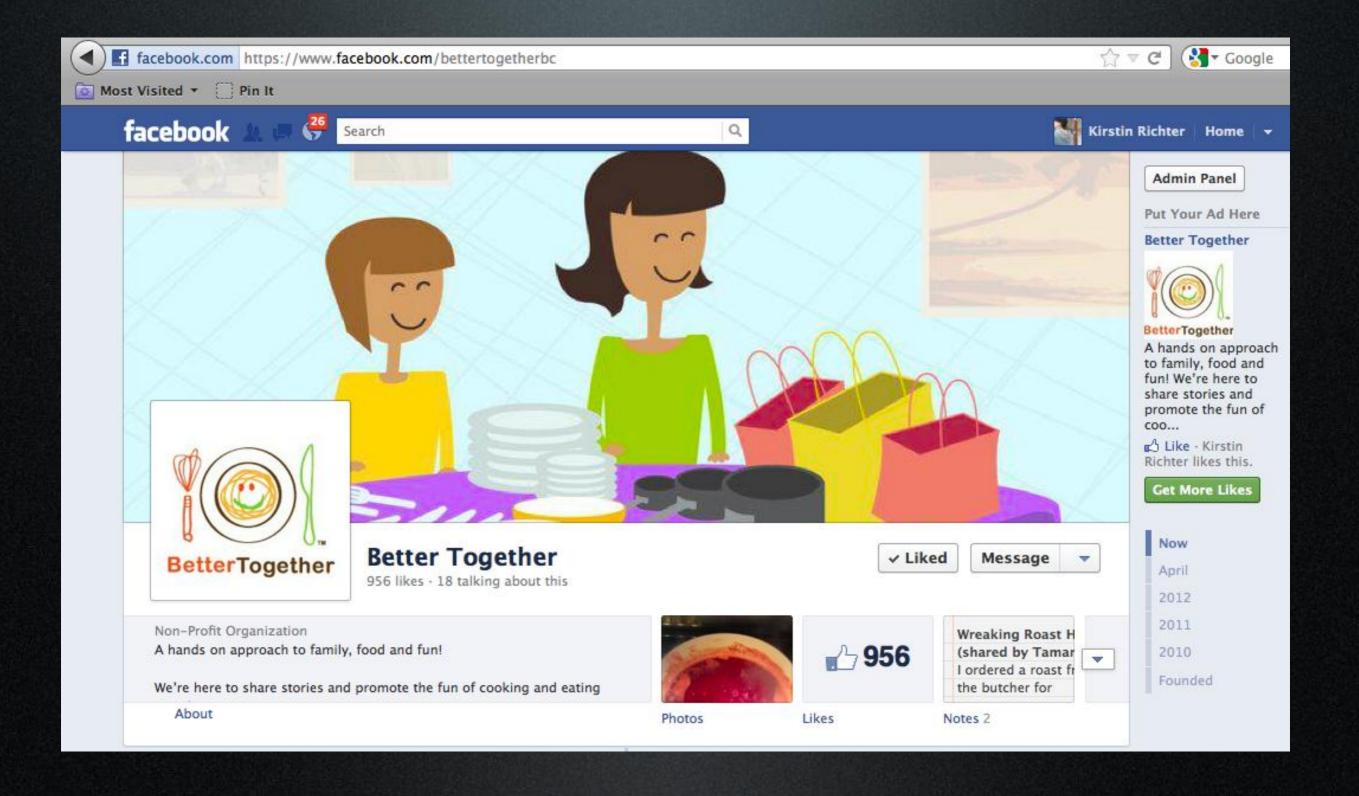
Tamara Taggart talks food & family

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

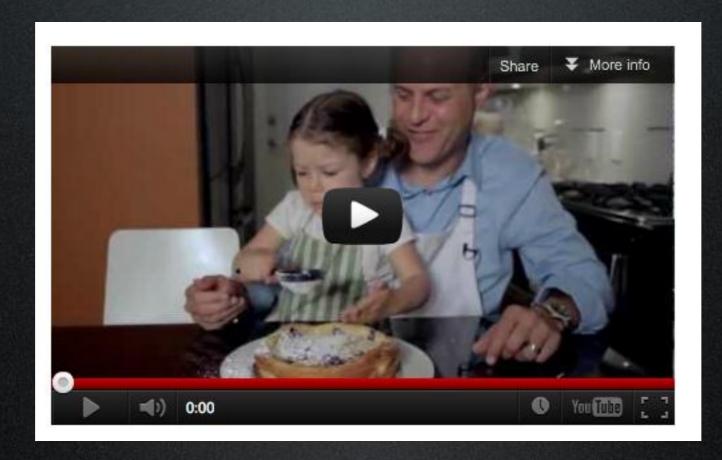


#### Twitter



### Hands-on Cook-off





#### Thank you!

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