SRH AND SOCIAL PLATFORMS:
WHAT ARE THEY AND HOW ARE THEY USED BY HEALTH CARE PROVIDERS?

Instagram, TikTok, Facebook, Facebook groups (closed, moderated), Reddit, YouTube, Twitter (X), LinkedIn, Discord

- Awareness raising (of services, issues, outbreaks)
- Providing information to target populations
- Health care provider education and training
- Real time conversations with vulnerable consumers (via encrypted apps i.e. WhatsApp)
- Understanding your audience (social media analytics)
- Advertising/Sponsored content
- Learning from community
- Sharing education and health promotion content with consumers
- Building connection and communication with your community (consumers, key stakeholders)
- Collaborating and networking with your peers
- Participating in Peer Support/ Communities of Practice

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