Are State Health Departments Using Facebook?

• Yes
  – Alabama, Alaska, Arkansas, California, Colorado, Connecticut, Delaware, Hawaii, Kansas, Maryland, Michigan, Mississippi, Missouri, Nebraska, New York and Ohio, Tennessee, Vermont, Washington

• No
Resources and States with Written Social Media Standards/Best Practices

- State of California – Social Media Standard
- North Carolina Office of the Governor
  - Best Practices for Social Media Usage in NC
- CDC – Office of the Associate Director for Communication
  - The Health Communicator’s Social Media Toolkit
- Center for Technology in Government
  - Designing Social Media Policy for Governments:
    Eight Essential Elements
Are State Birth Defects Programs Using Face Book?

• No

• Except for the Massachusetts Birth Defects Center: Go to Facebook and search “Massachusetts Center for Birth Defects Research and Prevention”
Florida Department of Health

- Several FDOH programs have Facebook pages:
  - Environmental Public Health Tracking (access through CDC’s EPHT website under links)
  - Tobacco Program
  - No official FDOH guidelines/policies
Florida Birth Defects Registry

• Marketing Tools
  – Developed podcast about the birth defects registry: http://www.myfloridaeh.com/medicine/EH_In_A_Minute/BirthDefectsRegistry/index.htm
  – Developed state and selected county health profiles.
  – Redesigning the program’s website to include information and data for use by health policy leaders and child health advocates, families, and health care providers.