

# 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

- Florida, Georgia, Idaho, Illinois, Indiana, Iowa, Kentucky, Louisiana, Maine, Massachusetts, Minnesota, Montana, Nevada, New Hampshire, New Jersey, New Mexico, North Carolina, North Dakota, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, Texas, Utah, Virginia, West Virginia, Wisconsin, Wyoming, Puerto Rico, and District of Columbia

# 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](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.