



Health Promotion Social Media School

6 Week Online Course

www.zockmelon.com.au

- Are you thinking about how you can use social media effectively in your health promotion program?
- Are you confused by the different social media platforms and options?
- Do you want to upskill and build your competencies for a career in the digital age?
- Do you want to learn from someone who understands health promotion and all its challenges?

The Health Promotion Social Media School

is a 6-week online course designed for health promotion, public health and community development practitioners.

This course has been especially developed for practitioners and organisations with a health promotion or community development focus to understand how social media can be used as a tool and a strategy.

If you need to manage the social media profiles for your program or organisation, but have never done this before, this course is perfect for you.



Social media is not new, it's just a new way of doing old things.

This course will help you to see how your existing skills and knowledge can be applied to each of the major social media platforms.

Venturing into social media can seem intimidating for practitioners who have not had specialised training and don't see themselves as "marketers" or tech savvy.

With this course you are given information, tools and support to apply best practice social media to best practice health promotion.

The course covers everything you need to go from social media zero to hero.

It is perfect for practitioners who:

- have had their heads in the sand about social media but are prepared to learn
- want to use social media with their communities but aren't sure where to start
- are feeling overwhelmed with the amount of information available and want it all in one place
- are starting to use social media in their programs and need a bit more guidance
- want to improve their skills and knowledge in social media to help with their career and job prospects in the future as understanding social media becomes a key competency

This includes:

- Underlying theories connecting health promotion and social media
- Using social media both with communities and for professional networking
- Evaluating social media efforts
- Managing risks and equity concerns
- Exploring each of the major and minor social media platforms and how they can be used
- Our custom program: DIY your social media strategy in 6 steps
- Social media mistakes and how to avoid them
- Inspiring examples of best practice on social media

This is what is covered:

Week 1: Introduction to using social media in health promotion

- Theories underpinning best practice in social media and health promotion
- Equity - how to approach social media ethically and with equity in mind
- Evaluation and social media metrics - making sense of the data
- How to avoid common social media mistakes

Week 2: Facebook

- The latest on Facebook including statistics and algorithm changes
- How to set up and manage a Facebook page for your program
- Best practice
- Facebook groups
- The basics of Facebook ads



Week 3: Twitter



- Basics and getting started
- Using Twitter as a professional
- Using Twitter for events including conferences
- Hashtags demystified

Week 4: LinkedIn and Blogging

- How to use LinkedIn effectively, best practice and tips
- Developing your professional identity online
- Basics of blogging



Week 5: Visual content: Instagram, Pinterest, Snapchat and Videos

- What value platforms like Instagram and Pinterest provide users and organisations
- Best practice principles of Instagram and Pinterest
- Snapchat basics
- Live video streaming
- When and how you can use videos



Week 6: Strategy

- Develop your own social media strategy in 6 simple steps
- What's in a social media policy
- How to respond to comments, both positive and negative on social media



How this course is set up:

The course is delivered weekly on a password protected membership site. On the site you can watch the presentation videos, download the workbook and then head to the closed Facebook group forum where you can ask questions and network with other participants. The Facebook group is your chance to have a social media consultant on hand to provide advice, information and support during the course, as well as a supportive network of course alumni.

The course content takes approximately 2 hours per module, which includes watching videos, workbook activities and interacting with other participants. The content can be undertaken at a convenient time to fit into your work schedule. The beauty of an e-course is it removes the cost and time of travel to attend live workshops or seminars. Part-time staff can participate in training without worrying about swapping work days or losing too much time in travel.

The course content remains available to you even after the 6 weeks. Even if you are away or fall behind, you still have access to all course materials, including any updates in the future.

Upon joining you will have access to week 0 and week 1 of the course, and then the remaining modules 2-6 will be available on the subsequent weeks. By 'drip-releasing' each week you have time to work your way through the materials at a digestible pace, which can help minimise overwhelm.

About the course facilitator:

Kristy Schirmer

BHSc, MPH

Principal Consultant, Zockmelon

Kristy has 15+ years experience working in health promotion and public health in South Australia and London. She has worked across a range of settings and topic areas including blood-borne viruses, obesity, youth health, mental health, tobacco & breast cancer.



In 2013 Kristy founded Zockmelon, a consultancy which aims to help public health organisations effectively use social media and other technologies in their programs. Kristy currently runs online and face-to-face training on using social media in health promotion. Kristy was awarded the Public Health Association of Australia and Australian Health Promotion Association (SA Branches) South Australian Primary Health Care Practitioner in 2014, and was recognised as one of South Australia's top 40 under 40 business leaders in 2018.

What others have said:

"The course was really great. Simple, easy to navigate and just great content. The added resources were really great and the strategy module was exactly what I was looking for out of this course."

"As a result of the course, a report was developed for my employer on the impact of a recent Facebook activity. My employer was very impressed with the data that was collected. So thank you Kristy! Your course was very timely."

"I think the structure of the course is great with the ability to re-look at content and ask questions while you try things out. Thanks Kristy."

"Fantastic! I loved that I could do it a bit at a time and at my own pace. Excellent for part timer like me and also for rural/isolated workers."

“Thanks so much for all your help, and your knowledge. Thanks also for sharing it in a way that makes it affordable and accessible to little (and rural) organisations like ours! I have become a Zockmelonite, spreading the word, particularly in our region amongst our PCP's and all their partner agencies!”

Nicki Renfrey, Central Victorian PCP

“I found the course enjoyable, enlightening and informative, and particularly the delivery (webinar, workbook, Facebook) was a great combination to balance learning with workloads.”

**Carol Moore, Director,
Moore Public Relations**

FAQs

Who is the course for?

The course is designed with health promotion, public health, community development practitioners or managers in mind. It's really for anyone who is working in a project or program who wants to understand the fundamental principles of social media and the key aspects of each platform. If you are required to set up or run the social media profiles for your program or organisation, but have never done this before, this course is perfect for you. It's ideal for people who have perhaps just started tweeting or using Facebook for work and want to know a little bit more. The course is not designed for experienced social media managers as it is pitched towards a beginner level.

I am unable to pay by credit card, Stripe or PayPal, can I have an invoice issued and use direct deposit?

Yes, we can issue an invoice for payment using direct deposit to be paid prior to the course commencing. Please email Kristy@zockmelon.com.au including the name and email address of the participant.

How does the course work?

The course is delivered weekly on a password protected membership site. Each week course participants will have access to a new module including presentation videos and a workbook.

It is recommended that participants set aside approximately 2 hours each week to watch the course videos, read the workbooks, check out some of the additional links and resources and discuss your ideas or comments in a closed Facebook group.

You will be able to download and save the workbooks for future reference. Whilst the content is disseminated weekly so you don't experience overwhelm, participants have ongoing access to revisit and review all content (there is no expiry date for as long as the course is being run by Zockmelon).

Participants will be able to have ongoing access to the content so when the course is run in the future, you will also be able to access any new and improved content at no additional cost. This essentially gives you access to ongoing social media professional development, in addition to being able to ask questions in the Facebook group.

FAQs

What if I fall behind in the content or have annual/sick leave?

That's the beauty of an online course. You will always have access to the content and can work through the modules at your own pace.

What if I don't have Facebook, how can I access the discussion forum?

If you don't have Facebook, we strongly urge you to set up an account for the purposes of this course as you cannot access the discussion group without an account of your own. The Facebook group is closed strictly to course participants and is not open to the public. You are not required to 'friend' anyone and you are able to leave the group at any time. Previous experience with e-courses has shown that online groups add an important element of interaction and participation in lieu of the 'live' experience of workshops.

Do I require any special software for the course?

No. The course will be hosted on a secure membership platform so you just need to set up a registration and password for the site and you can watch the videos and download workbooks from there.

I am a researcher or doing a PhD/Masters/Honours, is this course suitable for me?

You will definitely gain a lot of benefit from the course, in particular sections on using Twitter, LinkedIn and blogging. This course will help you to think about your professional identity online and use social media to build your professional and academic reputation.

Our organisation does not generally work at a community level but with other organisations and professional groups, is this course suitable for us?

Yes. You will find this course relevant to you as the principles and best practice aspects are able to apply to a variety of organisational contexts. Examples and case studies within the course also cover organisations who do not necessarily communicate directly with the general public.

FAQs

I run a health-based business. Is this course right for me?

Please be aware this course is designed for health promotion, public health and community-based organisations, rather than for a 'for profit' focus. 1:1 social media coaching and strategy can be provided for businesses on request (email Kristy@zockmelon.com.au). There have been participants prior undertaking this kind of work who have benefited from the course, but you should be aware that this is not the focus of this e-course.

Is my course registration transferrable?

Yes, you can transfer your course registration to any other member of staff from your organisation. Please ensure that your transfer is provided in writing (email Kristy@zockmelon.com.au) with the old and new registration details including the alternative name and email addresses strictly 1 week after the initial purchase of the course. Once the course has progressed further transfer of registration is not available.

What is the refund policy?

Changes of mind refunds will not be given once the course has commenced. If you are dissatisfied with the course please email Kristy@zockmelon.com.au to discuss further, however, we are confident that you will feel there is excellent content and value for money in the course materials.

Can you provide receipts?

Yes, if you require a receipt for tax purpose or for reimbursement please email Kristy@zockmelon.com.au. Please note receipts will be automatically generated when ordering online.

Is the course accredited?

The course is not accredited. When you complete the modules, participants receive a certificate of completion that can be downloaded, printed, or you can add to your LinkedIn profile.

FAQs

Is the course evaluated?

The course is evaluated using an anonymous participant survey. The survey provides information on how the course structure can be improved and how participants implement the skills and knowledge gained in the course. Course evaluation is taken seriously in the interests of ongoing improvement and we encourage all participants to complete the survey.

Where can I contact the organiser with any questions?

Please email Kristy@zockmelon.com.au with any questions you are not able to find answered on this page.



Ready to get started?

Course Price: \$500



www.zockmelon.com.au

[Register Now!](#)

