



## Key Facts about Social Media

**70%**

of the Australian population are active users of Facebook.



Social media use is higher among Aboriginal and Torres Strait Islander people than the general Australian population.

**Communicate**  
**Engage**  
**Share**  
**Support**

### Key Tips

-  Facebook first. **Make it engaging.**
-  Twitter is used by professionals, politicians, activists and journalists. **Make it about advocacy.**
-  Instagram allows users to use compelling pictures or short videos to share a catchy message. **Make it personal.**
-  Snapchat is a fun way of connecting with younger social media users. **Make it youthful.**

**Create posts that appeal to positive emotions.**

**Engage with your community.**  
Ensure you reply to every comment on your page.

**Create videos.**  
Keep the videos short and post directly on Facebook, without links.

**Make messages "stick".**

A "sticky" health message is understandable, memorable, and effective in changing thought or behaviour.

The use of images can be effective for people who prefer visual information.

**Content should be simple.** Written text should be free of jargon, acronyms, long sentences and complicated graphics.

Provide real-time peer to peer support and discussion around tobacco use.

Recent studies have shown that focused social media messaging and carefully designed networks can increase quit attempts, as well support people who have quit to remain smoke-free.

**Select employees to be administrators or moderators of your organisation's social media accounts.**

Online conversations often remove the expert-client power relationship.

