# **Key Facts about Social Media**

#### **70**%

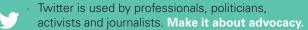
of the Australian population are active users of Facebook.

**Engage Share Support** 



## **Key Tips**

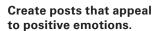
Facebook first. Make it engaging.

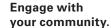


Instagram allows users to use compelling pictures or short videos to share a catchy message. Make it personal.

> Snapchat is a fun way of connecting with younger social media users. Make it youthful.







Ensure you reply to every comment on your page.



### Create videos.

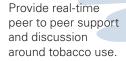
Keep the videos short and post directly on Facebook, without links.













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.

Select employees to

be administrators or

moderators of your

organisation's social

media accounts.



Online conversations often remove the expertclient power relationship.



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.

