

**The AIDS Institute
New York State Department of Health
in partnership with AIDS.gov
and the New York State Clinical Education Initiative**

Social Media: Going Viral Against HIV and STIs

<http://www.nyconferences.org/socialmedia/>
<http://www.nyconferences.org/socialmedia/agenda.cfm>
<http://www.nyconferences.org/socialmedia/bio.cfm>

December 7, 2010

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1 – CORE RESOURCES

OVERVIEW

Centers for Disease Control and Prevention Office of the Associate Director for Communication

Gateway to Health Communication & Social Marketing Practice

<http://www.cdc.gov/healthcommunication/ToolsTemplates/index.html>

Tools, templates, websites, links to federal health marketing and ehealth initiatives

CDCnergy

<http://www.cdc.gov/healthcommunication/CDCynergy/index.html>

An interactive, multimedia CD-ROM that provides practical, step-by-step assistance to public health professionals for planning, managing, and evaluating public health communication programs.

Social Marketing web edition: <http://www.orau.gov/cdcynergy/soc2web/default.htm>

The Health Communicator=s Social Media Toolkit

http://www.cdc.gov/healthcommunication/ToolsTemplates/SocialMediaToolkit_BM.pdf (provided as a PDF document)

CDC Guidelines and Best Practices for Social Media Tools

<http://www.cdc.gov/SocialMedia/Tools/guidelines/index.html>

CDC National Center for Health Marketing

<http://www.cdc.gov/healthmarketing/>

<http://www.cdc.gov/healthcommunication/ToolsTemplates/index.html>

AIDS.gov

<http://blog.aids.gov/new-media/>

<http://www.aids.gov/using-new-media/>

New media basics, planning resources, tools

<http://aids.gov/podcast/podcast-gallery/index.html>

Mayo Clinic Center for Social Media

<http://socialmedia.mayoclinic.org/>

Social Media University (SMUG)

Free online courses in social media by Lee Aase, Manager, Syndication and Social Media, Mayo Clinic

<http://social-media-university-global.org/>

<http://social-media-university-global.org/curriculum/>

<http://social-media-university-global.org/curriculum/core-courses/>

We Are Media

Social Media for Nonprofit Beginners: training materials developed through a wiki project by non-profit technology professionals

<http://www.wearemedia.org/>

Plan strategy, navigate culture, build capacity, learn and improve, put tactics into practice:

<http://www.wearemedia.org/beginner>

<http://www.wearemedia.org/Module+Outline>

<http://www.wearemedia.org/Tool+Box>

Creating your organization's social media strategy map:

<http://www.wearemedia.org/Social+Media+Strategy+Map+>

Nonprofit Tech 2.0: A Social Media Guide for Nonprofits

Guides, webinars, links, blog by Heather Mansfield, owner of Diosa Communications

<http://nonprofitorgs.wordpress.com/>

<http://www.facebook.com/nonprofitorgs#!/nonprofitorgs?v=wall>

<http://twitter.com/nonprofitorgs>

<http://www.youtube.com/nonprofitorgs>

ADDITIONAL TRAINING/TOOLS

Blogs about new/social media:

Mashable

<http://mashable.com/social-media/>

<http://mashable.com/about/>

The Twitter Guidebook

<http://mashable.com/guidebook/twitter/>

The Facebook Guidebook

<http://mashable.com/guidebook/facebook/>

Readriteweb

<http://www.readriteweb.com/>

Social Media Examiner

Free online magazine to help businesses use social media tools like Facebook, Twitter and LinkedIn

<http://socialmediaexaminer.com>

Technorati

search engine for blogs

<http://technorati.com/>

The Health Care Blog

<http://www.thehealthcareblog.com/>

The Next Web

international blog

<http://thenextweb.com/socialmedia/>

Cyberbullying, Sexting, Privacy:

A Thin Line

Developed by MTV and partners. Quizzes, videos, information re sexting, spying, disrespect, cruelty)

<http://www.athinline.org/>

<http://www.athinline.org/about>

<http://www.athinline.org/videos>

Stop Cyberbullying

Information, resources, guides

<http://stopcyberbullying.org/>

That's Not Cool

Created by R/GA in partnership with The Ad Council and The Family Violence Prevention Fund

<http://www.thatsnotcool.com/>

<http://www.thatsnotcool.com/About.aspx>

<http://www.rga.com/about/offerings/social>

Videos re sexting, stalking crossposted on thatsnotcool.com:

“What If” -- <http://www.thatsnotcool.com/VideoGuests.aspx?VideoID=vExRxdDqMEY>

“Digital Privacy” -- <http://www.thatsnotcool.com/VideoGuests.aspx?VideoID=meGnFYE43mk>

Wired Safety

<http://www.wiredsafety.org/>

resources, self-help presentations, free online classes:

http://www.wiredsafety.org/cyberstalking_harassment/stalking_self_help/index.html

<http://teenangels.org>

<http://teenangels.org/events/summit/2010/index.html>

Social Networking safety

<http://www.wiredsafety.org/internet101/blogs.html>

Wired Kids

<http://www.wiredkids.org/>

Video game safety

<http://www.getgamesmart.com/>

X-box social networking:

<http://www.getgamesmart.com/hints/Xbox%20LIVE%20101/>

Fox, Susannah. AA New Conversation about Health Privacy.@

<http://www.pewinternet.org/Commentary/2010/May/A-New-Conversation-About-Health-Privacy.aspx>

Lenhart, Amanda and Madden, Mary. “Teens, Privacy and Online Social Networks.” April 18, 2007.

Pew Internet and American Life Project.

<http://www.pewinternet.org/Reports/2007/Teens-Privacy-and-Online-Social-Networks.aspx>

Madden, Mary, "Reputation Management and Social Media," May 26, 2010. Pew Internet and American Life Project.

<http://www.pewinternet.org/Reports/2010/Reputation-Management.aspx>

Sutter, John, "New Facebook Privacy Tip: 'Super-logoff'" Nov. 15, 2010.

<http://edition.cnn.com/2010/TECH/social.media/11/12/facebook.superlogoff/>

New Media Language:

<http://blog.aids.gov/glossary.html>

<http://www.netlingo.com/acronyms.php>

<http://www.lingo2word.com/>

Creating keyword tagclouds:

<http://tagcrowd.com/>

<http://www.wordle.net/>

<http://www.makecloud.com/>

"7 Fun, Free Programs to Create Word Art,"

<http://hubpages.com/hub/10-Fun-Free-Tag-Cloud-Programs-to-Create-Word-Art>

Netiquette:

<http://www.netlingo.com/word/netiquette.php>

Aase, Lee. Social Media University; Manager Syndication and Social Media, Mayo Clinic and Chancellor, Social Media University, Global (SMUG).

<http://www.slideshare.net/LeeAase/presentations>

"AddThis Overview" (adding content to social media platforms)

<http://www.youtube.com/watch?v=tlCeFOdbmjg>

Bhargava, Rohit, 10 Ways to Improve Your Social Media Karma,@

<http://www.openforum.com/idea-hub/topics/marketing/article/10-ways-to-improve-your-social-media-karma-rohit-bhargava>

CDC Tools, resources, keyword tagcloud:

<http://www.cdc.gov/ToolsResources/index.html#tagcloud>

Clark, Brian, AThe Structure of Persuasive Copy,@

<http://www.copyblogger.com/the-structure-of-persuasive-content/>

Collier, Mack, AYour Social Media strategy starts with monitoring,@

<http://mackcollier.com/your-social-media-strategy-starts-with-monitoring/>

Cunningham, Steve, ATop 5 Must-Read Social Media Books,@ November 13, 2009.

<http://mashable.com/2009/11/13/social-media-book-review/>

Ferenstein, Greg, AThe Science of Building Trust With Social Media,@
[http://mashable.com/2010/02/24/social-media-trust/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+Mashable+\(Mashable\)](http://mashable.com/2010/02/24/social-media-trust/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+Mashable+(Mashable))

Gomez, Miguel, “Youth HIV/AIDS Education 2.0: Applying New Media to Extend the Reach of HIV/AIDS Programs,” Sept. 21, 2010. Presentation to a Congressional briefing sponsored by amfAR. “HIV/AIDS and Youth: Moving Toward an HIV-Free Generation.”
<http://www.slideshare.net/aidsgov/youth-hivaids-education-20-applying-new-media-to-extend-the-reach-of-hivaids-programs>

Hoff T; Mishel M; Rowe I. Using New Media to Make HIV Personal: A Partnership of MTV and the Kaiser Family Foundation. The George Washington School of Public Health and Health Services. Cases in Public Health Communication & Marketing. 2008; 2:190- 197. Available from:
www.casesjournal.org/volume2.
http://www.gwumc.edu/sphhs/departments/pch/phcm/casesjournal/volume2/invited/cases_2_12.cfm

James, Kyle, A5 Email Marketing Mistakes to Avoid,@ July 13, 2010.
http://blog.hubspot.com/blog/tabid/6307/bid/6210/5-Email-Marketing-Mistakes-to-Avoid.aspx?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+HubSpot+%28HubSpot%29

Joel, Mitch, ADigital Storytelling,@ <http://www.twistimage.com/blog/archives/digital-storyteller/>
AHow To Build Your Digital Footprint In 8 Easy Steps,@
<http://www.twistimage.com/blog/archives/how-to-build-your-digital-footprint-in-8-easy-steps/>
AThe Hardest Part Of Social Media,@
<http://www.twistimage.com/blog/archives/the-hardest-part-of-social-media/>
APersonal Branding Is Not An Option - It's Crucial To Success,
<http://www.twistimage.com/blog/archives/personal-branding-is-not-an-option---its-crucial-to-success/>

Kanter, Beth, A4 Ways Social Media is Changing the Non-Profit World,@ May 22, 2009.

<http://mashable.com/2009/05/22/non-profit-social-media/>

Kanter, Beth and Fine, Allison, *The Networked Nonprofit: Connecting with Social Media to Drive Change*, Jossey-Bass, June 28, 2010.

<http://www.bethkanter.org/the-networked-nonprofit/>

Beth=s Blog

<http://www.bethkanter.org>

Kanter, Beth, ANetworked Nonprofits Know How To Experiment Their Way To Social Media Success,@ June 15, 2010.

http://www.huffingtonpost.com/beth-kanter/network-nonprofits-know-h_b_610729.html

Levine, Deb, AUsing New Media to Promote Adolescent Sexual Health: Examples from the Field,@

www.actforyouth.net/documents/NewMedia_Oct09pdf.pdf

McNally, Jess, “Clustered Networks Spread Behavior Change Faster,” *Wired Science*. September 2, 2010.

[http://www.wired.com/wiredscience/2010/09/network-behavior-spread/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+wiredscience+\(Blog+-+Wired+Science\)](http://www.wired.com/wiredscience/2010/09/network-behavior-spread/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+wiredscience+(Blog+-+Wired+Science))

Nations, Daniel -- Guide to social networking

<http://webtrends.about.com/od/socialnetworking/u/list-of-social-networks-guide.htm>

Top social networking sites:

http://webtrends.about.com/od/socialnetworking/a/social_network.htm

What is Twitter?

<http://webtrends.about.com/od/socialnetworking/a/what-is-twitter.htm>

What is social networking?

<http://webtrends.about.com/od/socialnetworking/a/social-network.htm>

What is social media marketing?

<http://webtrends.about.com/od/web20/a/what-is-social-media-marketing.htm>

Viral Copy: Trading Words for Traffic (free 30-page report):

<http://www.copyblogger.com/viral-copy/>

Zarella, Dan, *The Social Media Marketing Book*, O'Reilly Media. November 2009.

<http://oreilly.com/catalog/9780596806583>

AThe 6 Viral Seeding Must-Haves, @ Sept. 15th, 2008.

<http://danzarella.com/viral-seeding.html>

AInformational Cascades Prove Tipping Points Exist, @

<http://danzarella.com/informational-cascades.html>

A7 Social Media Marketing Lessons Learned from Hypnosis, @

<http://danzarella.com/7-social-media-marketing-lessons-learned-from-hypnosis.html>

AHow to Use Novelty to Create Contagious Ideas, @

<http://danzarella.com/how-to-use-novelty-to-create-contagious-ideas.html>

AWhat is Viral Marketing? @

<http://danzarella.com/what-is-viral-marketing.html>

AViral Marketing Campaign Checklist, @

<http://danzarella.com/viral-marketing-campaign-checklist.html>

Consultants

Stephan Adelson

Adelson Consulting Services, Inc.

<http://www.adelsonconsulting.com/>

Internet Interventions, Inc.

www.internetinterventions.org

Eric Leven

<http://riproad.com/>

<http://riproad.com/team.php>

http://internetinterventions.org/index.php?title=Main_Page

Heather Mansfield

Diosa Communications

<http://diosacommunications.com/>

PLATFORM-SPECIFIC

Blogs

What are blogs/Blogs and HIV

<http://aids.gov/using-new-media/tools/blogs/>

Blog platforms

Wordpress

<http://wordpress.com/>

TypePad

<http://www.typepad.com/>

Candy, Annabel, AThe 8 Habits of Highly Effective Bloggers,@

<http://www.copyblogger.com/effective-blog-habits/>

Collier, Mack: Blogging 101

<http://mackcollier.com/social-media-library/blogging-101/>

Ten Questions Your Company Should Ask Before it Starts Blogging:

<http://mackcollier.com/ten-questions-your-company-should-ask-before-it-starts-blogging/>

Eight Easy Ways to Grow Your Blog:

<http://mackcollier.com/eight-easy-ways-to-grow-your-blog/>

Ten Elements Every Company Blog Should Have:

<http://mackcollier.com/ten-elements-every-company-blog-should-have/>

How to Avoid Getting Burned by Negative Comments:

<http://mackcollier.com/how-to-avoid-getting-burned-by-negative-comments/>

Other Mack Collier posts re blogs

<http://mackcollier.com/social-media-library/blogging-101/>

Copyblogger

<http://www.copyblogger.com/>

ADo You Blog on Trending Topics? Do It Right to Get Noticed and Get Ranked!@

<http://www.seosmarty.com/do-you-blog-on-trending-topics-do-it-right-to-get-noticed-and-get-ranked/>

Hoffman, Ana, A202 Bite-Sized Tips To Insanely Increase Your Blog Traffic.@

<http://www.trafficgenerationcafe.com/blog-traffic/>

Moore, Nerma, AHow to Write a Great Blog Post in Just 15 Minutes,@ July 29, 2010.

<http://www.socialmediaexaminer.com/how-to-write-a-great-blog-post-in-just-15-minutes/>

Zarella, Dan: posts re blogging

<http://danzarella.com/category/blogging>

A9 Scientific Ways to Make Every Post More Contagious,@

<http://danzarella.com/9-scientific-ways-to-make-every-post-more-contagious.html>

A10 Symptoms of Highly Viral WordPress Themes,@
<http://danzarella.com/10-symptoms-of-highly-viral-wordpress-themes.html>

Facebook

<http://www.facebook.com/>

Facebook Guide

The Facebook Guidebook

<http://mashable.com/guidebook/facebook/>

Facebook Tools

Facebook Grader (from HubSpot; measuring Facebook page impact)

<http://facebook.grader.com/>

Banerjee, Amit, AHow to Block All Facebook Applications From Your News Feed,@ July 30, 2010.

<http://www.ampercent.com/block-remove-facebook-applications/6369/>

Broitman, Robin. AUltimate Guide to Facebook Pages,@ July 28, 2010. (links to many resources)

http://www.interactiveinsightsgroup.com/blog1/ultimate_guide_to_facebook_pages/

Brooke, Justin, AAll The Traffic You Want For Just Pennies Per Click,@

<http://www.michellemacpherson.com/all-the-traffic-you-want-for-just-pennies-per-click>

Haydon, John, “13 Little Known Facebook Page Features that Will Make Your Day,”

[http://www.johnhaydon.com/2010/06/facebook-page-features-make-your-day/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed:+Corporatedollarorg-ExceedYourOnlineFundraisingGoalsWithSocialMediaMarketing+\(John+Haydon+|+Social+media+inbound+marketing+for+non-profits+and+small+businesses\)](http://www.johnhaydon.com/2010/06/facebook-page-features-make-your-day/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed:+Corporatedollarorg-ExceedYourOnlineFundraisingGoalsWithSocialMediaMarketing+(John+Haydon+|+Social+media+inbound+marketing+for+non-profits+and+small+businesses))

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<http://www.socialmediaexaminer.com/21-creative-ways-to-increase-your-facebook-fanbase/>

Ya, Ching:

A16 Facebook Applications to Boost Popularity of Facebook Fan Page.@ April 3, 2010.

<http://www.wchingya.com/2010/03/facebook-applications-fan-page-popularity.html>

A10 Ways to Grow Your Facebook Page Following,@ July 22, 2010.

<http://www.socialmediaexaminer.com/10-ways-to-grow-your-facebook-page-following/>

Zarrella, Dan,

AWriting For Facebook? Use Nouns and Verbs,@ June 25, 2010.

<http://danzarella.com/writing-for-facebook-use-nouns-and-verbs.html>

ASimple Language Gets Shared More on Facebook,@ April 28, 2010.

<http://danzarella.com/simple-language-gets-shared-more-on-facebook.html>

AData Shows: ATwitter@-Centric Stories are Not Heavily Shared on Facebook,@ March 1, 2010.

<http://danzarella.com/data-shows-twitter-centric-stories-are-not-heavily-shared-on-facebook.html>

AData Shows that Facebook is Better for Video Marketing Than Twitter,@ March 3, 2010.
<http://danzarella.com/data-shows-that-facebook-is-better-for-video-marketing-than-twitter.html>

AThe Most Facebook-Shareable Words,@ May 5, 2010.
<http://danzarella.com/the-most-facebook-shareable-words.html>

AThe Least Shareable Words on Facebook,@ May 12th, 2010.
<http://danzarella.com/the-least-shareable-words-on-facebook.html>

AData Shows Articles with Digits May be Shared More on Facebook Than Those Without,@ March 10, 2010.
<http://danzarella.com/data-shows-articles-with-digits-may-be-shared-more-on-facebook-than-those-without.html>

LinkedIn

<http://www.linkedin.com/>
<http://twitter.com/linkedin>

What is LinkedIn

http://www.linkedin.com/static?key=what_is_linkedin&trk=hb_what
<http://en.wikipedia.org/wiki/LinkedIn>

Mobile

What is Texting/Texting and HIV

<http://aids.gov/using-new-media/tools/text-messaging/>

<http://www.cdc.gov/mobile/>
<http://www.cdc.gov/mobilehealth/>
<http://www.cdc.gov/mobilehealth/benefits.html#knowit>
<http://www.cdc.gov/healthmarketing/ehm/mobile.html>
<http://www.cdc.gov/SocialMedia/Tools/Mobile.html>

AIDS.gov mobile strategy:

http://blog.aids.gov/2010/05/why-mobile-for-aids.gov.html?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+aids%2Fgov+%28Blog.AIDS.gov%29

Kaplan, Melanie. “Bill Gates: mobile health technology will save lives, help overpopulation.” Nov 10, 2010.

<http://www.smartplanet.com/people/blog/pure-genius/bill-gates-mobile-health-technology-will-save-lives-help-overpopulation/4908/>

LeBel, Deb, “Changing How We Think about HIV Awareness,” Sept. 28, 2010.
http://blog.aids.gov/text_messagingmobile/

Lefebvres, R Craig, “On Social Marketing and Social Change,” Feb, 4, 2007.
mobile technology in healthcare

http://socialmarketing.blogs.com/r_craig_lefebvres_social/mchange/

Mobile Health Watch

<http://www.mobilehealthwatch.com/>

Nerenberg, Jenara. 500 Million People to Use Mobile Health Apps by 2015: mHealth Study.”

<http://www.fastcompany.com/1701769/mhealth-summit-wraps-reveals-booming-industry>

<http://www.research2guidance.com/500m-people-will-be-using-healthcare-mobile-applications-in-2015/>

Pal, Badal. A The Doctor will Text You Now, @ *BMJ*. 2003 March 15; 326(7389): 607.

<http://www.ncbi.nlm.nih.gov/pmc/articles/PMC1125508/>

Vanderlan, Jeremy, “Looking Towards the Future with Mobile,” Jan 19, 2010.

<http://blog.aids.gov/2010/01/looking-towards-the-future-with-mobile-1.html>

MySpace

www.myspace.com/

<http://collect.myspace.com/index.cfm?fuseaction=misc.about>

www.myspace.com/index.cfm?fuseaction=misc.aboutus

Templates, tutorials, tools

http://personalweb.about.com/od/myspacecom/All_About_MySpace_MySpace_Templates_MySpace_Tutorials_and_More.htm

MySpace developer platform

<http://developer.myspace.com/wordpress/>

Layton, Julia; Brothers, Patrick. A How MySpace Works. @

<http://computer.howstuffworks.com/internet/social-networking/networks/myspace.htm>

Podcasts

What are podcasts/Podcasts and HIV

<http://aids.gov/using-new-media/tools/podcasts/>

Podcast tools

<http://www.podcasting-tools.com/>

“How to Record, Edit, and Promote Your Nonprofit's Podcast: Use podcasting to help spread your organization's message.”

<http://www.techsoup.org/learningcenter/internet/page5510.cfm?cg=searchterms&sg=podcasts>

RSS Feeds

What is RSS

<http://www.whatisrss.com/>

<http://www.youtube.com/rssls>

http://www.commoncraft.com/rss_plain_english

What is RSS/RSS and HIV

<http://aids.gov/using-new-media/tools/rss/>

RSS tools

IceRocket RSS builder

<http://rss.icerocket.com>

Slideshare

<http://www.slideshare.net/>

<http://twitter.com/slideshare>

<http://www.facebook.com/apps/application.php?id=2490221586>

Twitter

What is Twitter/Twitter and HIV

<http://aids.gov/using-new-media/tools/twitter/>

<http://twitter.com>

<http://twitter.com/socmkt>

<http://twitter.com/socialgoodnews>

<http://twitter.com/socialgood>

<http://twitter.com/HIVTesting>

Twitter Charts

Portrait of a Twitter user: Status update demographics B Oct 21, 2009

<http://www.pewinternet.org/Infographics/Twitter-demographics--Fall-2009.aspx>

Charts of Twitter users:

http://www.huffingtonpost.com/2010/04/26/twitter-charts-awesome-tw_n_549895.html

Twitter Guides

Aase, Lee, ATwitter 104: Four Steps to Building Your Twitter Network.@January 6, 2009.

<http://leeaase.wordpress.com/2009/01/06/building-twitter-network/>

“Twitter 150: Tweet Camp”

<http://www.slideshare.net/LeeAase/tweetcamp-twitter-150>

“Twitter 153: Tweet Camp III”

<http://www.slideshare.net/LeeAase/tweetcamp-iii>

Collier, Mack, ATwitter 101.@

<http://mackcollier.com/social-media-library/twitter-101/>

AHow I get ReTweets on Twitter,@ <http://mackcollier.com/how-i-get-retweets-on-twitter/>

A5 Steps to Going Viral on Twitter,@ <http://www.copyblogger.com/go-viral-on-twitter/>

Joel, Mitch. AThe Dirty Little Secret Of The Twitter Elite,@

<http://www.twistimage.com/blog/archives/the-dirty-little-secret-of-the-twitter-elite/>

Mashable -- The Twitter Guidebook

<http://mashable.com/guidebook/twitter/>

Mearian, Lucas. AE-health and Web 2.0: The doctor will tweet you now.@ Patients can now meet their doctors in 'the cloud.' May 20, 2010.

http://www.computerworld.com/s/article/9176892/E_health_and_Web_2.0_The_doctor_will_tweet_you_now

Miller, Clair Cain, AGetting the Most Out of Twitter, New York Times, March 3, 2010.

http://www.nytimes.com/2010/03/04/technology/04basics.html?_r=1

Zarella, Dan, AAll about ReTweets.@

<http://danzarella.com/all-about-retweets>

AThe Science of ReTweets Report.@ Sept. 24, 2009.

<http://danzarella.com/the-science-of-retweets-report.html>

AThe 20 Words and Phrases That Will Get You the Most ReTweets,@ Jan. 30, 2009.

<http://danzarella.com/the-20-words-and-phrases-that-will-get-you-the-most-retweets.htm>

AHow ReTweets Spread: The Epidemiology of Viral Messaging on Twitter.@ Dec. 29, 2008.

<http://danzarella.com/how-retweets-spread.html>

AData Shows That Social Behavior Gets More Followers,@ Jan. 25, 2010.

<http://danzarella.com/data-shows-that-social-behavior-gets-more-followers.html>

Tweet Psych

Dan Zarrella site: creates a psychological profile of any public Twitter account and compares it to others in the database; identifies frequency of traits

<http://tweetpsych.com/>

Twitter Directories

We Follow

<http://wefollow.com/>

Just Tweet It

<http://justtweetit.com/>

Twitter Tools

Listorious (Find the best Tweeters on a given topic):

<http://listorious.com/>

Twitter Local (filters tweets by location, useful for listening/feedback from local consumers):

<http://www.twitterlocal.net/>

Tweetie (Twitter app for Iphone)

<http://www.atebits.com/tweetie-iphone/>

YouTube

What are videosharing sites/Videosharing and HIV

<http://aids.gov/using-new-media/tools/video-sharing-sites/>

<http://www.youtube.com/>

<http://www.youtube.com/t/about>

Copyright tips

http://www.youtube.com/t/howto_copyright

Blog about YouTube

<http://mashable.com/category/youtube/>

Webcasts, Webinars

What are webcasts and webinars/Webcasts and HIV

<http://aids.gov/using-new-media/tools/webcasts-web-conferences-and-webinars/>

Widgets

What are widgets/Widgets and HIV

<http://aids.gov/using-new-media/tools/widgets/>

Wikipedia

<http://www.widgipedia.com/>

Wikis

What are wikis/Wikis and HIV

<http://aids.gov/using-new-media/tools/wikis/>

Wikipedia

<http://www.wikipedia.org/>

<http://en.wikipedia.org/wiki/Wiki>

Wikis in plain English

<http://www.youtube.com/watch?v=-dnL00TdmLY>

Wikispaces

<http://www.wikispaces.com/>

Wiki tools

WikiMatrix (compares wikis)

<http://www.wikimatrix.org/>

“Seven things you should know about Wikis”

<http://net.educause.edu/ir/library/pdf/ELI7004.pdf>

STRATEGIC PLANNING

AIDS.gov

<http://aids.gov/using-new-media/getting-started/understanding-your-audiences/>

<http://aids.gov/using-new-media/getting-started/defining-your-audiences-needs/>

Developing a plan, using the POST method

<http://aids.gov/using-new-media/getting-started/developing-a-new-media-plan/>

<http://forrester.typepad.com/groundswell/2007/12/the-post-method.html>

New/social media Strategy Maps

<http://blog.aids.gov/new-media-strategy.html>

<http://www.wearemedia.org/Social+Media+Strategy+Map+>

New Media Toolkit

<http://blog.aids.gov/new-media-toolkit.html>

Strategic Social Media for Healthcare 2010

<http://www.socialmediahc.com/Event.aspx?id=304956>

Susannah Fox: “Segmenting the Health Consumer Population”

Patients as colleagues, patient networks, segmenting the patient market by health status and condition.

<http://www.pewinternet.org/Presentations/2010/Jul/Segmenting-the-Health-Consumer-Population.aspx>

http://www.socialmediahc.com/Event.aspx?id=310356#susannah_fox

Bradley Jobling: “Beyond Ad Hoc: Creating A Crystal Clear, Well- Structured Engagement Strategy – What Works And What Doesn’t”

http://www.socialmediahc.com/Event.aspx?id=310358#bradley_jobling

<http://www.slideshare.net/BradleyJ07631/beyond-ad-hoc>

Developing new media strategies in public health: lessons learned from AIDS.gov Miguel Gomez: presentation Aug 12, 2009

<http://www.slideshare.net/aidsgov/aidsgovs-presentation-on-new-media-strategy-for-cdcs-national-conference-on-health-communication-marketing-and-media-2009>

Brogan, Cris. “5 Starter Moves: Listening and Hearing come Before Speaking,”

<http://www.chrisbrogan.com/5-starter-moves-listening-and-hearing-come-before-speaking/>

“Five Tools I Use for Listening”

<http://www.chrisbrogan.com/five-tools-i-use-for-listening/>

Social media and promotion/marketing:

CDC National Center for Health Marketing

<http://www.cdc.gov/healthmarketing/>

<http://www.cdc.gov/healthcommunication/ToolsTemplates/index.html>

How to link your site to CDC.gov site; use of graphical images:

<http://www.cdc.gov/Other/link.html>

CDC widgets and how to use:

<http://www.cdc.gov/widgets/>

Social media marketing resources

<http://www.hubspot.com/social-media-marketing-hub/>

Viral Copy: Trading Words for Traffic (free 30-page report):

<http://www.copyblogger.com/viral-copy/>

e-Marketer, “Twitter Users Talk Brands,” June 14, 2010.

<http://www.emarketer.com/Article.aspx?R=1007750>

Internet Marketing for Smart People,@

<http://www.copyblogger.com/imfsp/>

Lefebvres, R Craig, “On Social Marketing and Social Change,” Feb, 4, 2007.

mobile technology in healthcare

http://socialmarketing.blogs.com/r_craig_lefebvres_social/mchange/

Social Media Marketing Best Practice,@

<http://kikolani.com/social-media-marketing-best-practice.html>

EVALUATION

Importance of evaluation

<http://aids.gov/using-new-media/getting-started/knowning-if-your-strategy-is-working/>

Evaluation tools

Facebook Insights (tracks Facebook use)

<http://www.facebook.com/help/?page=1103>

Facebook Grader (from HubSpot; measuring Facebook page impact)

<http://facebook.grader.com/>

Google Alerts (monitors keywords, hashtags, posts)

<http://www.google.com/alerts>

Google Analytics (tracks site traffic)

<http://www.google.com/analytics/>

Google Blog Search

<http://blogsearch.google.com/>

IceRocket Tracker (tracks blogs, Twitter, web)

<http://www.icerocket.com/>

Tweet Deck (facilitates Twitter)

<http://www.tweetdeck.com>

Collier, Mack, A Measuring the Effectiveness of Social Media, @ November 13, 2007.

<http://moblogsmoproblems.blogspot.com/2007/11/measuring-effectiveness-of-social-media.html>

CDC Social and Interactive Media Tools: Evaluation and Next Steps

<http://www.slideshare.net/chiatlanta/atlanta-showcase-cdcs-social-interactive-media-tools>

<http://www.cdc.gov/healthcommunication/ToolsTemplates/index.html>

2 – INITIATIVES

SITES, BLOGS, PROGRAMS, CAMPAIGNS

Campaigns that work:

<http://blog.thoughtpick.com/2009/06/10-social-media-campaigns-that-rock-learn-how-to-do-the-same.html>

Health Focused Social Networking Sites:

<http://blog.aids.gov/2008/04/health-focused.html>

Klein, Ariel, A8 Great Public Health Campaigns Using Social Media,@ Feb. 5, 2010.

http://ohmygov.com/blogs/general_news/archive/2010/02/05/8-great-public-health-campaigns-using-social-media.aspx

GOVERNMENT

AIDS.gov

<http://aids.gov/>

<http://blog.aids.gov/>

<http://www.aids.gov/using-new-media/tools/>

See campaign examples under each type of new media tool.

CDC.gov

<http://www.cdc.gov/>

<http://www.cdc.gov/SocialMedia/Campaigns/index.html>

<http://www.youtube.com/CDCstreamingHealth>

http://flickr.com/cdc_e-health

<http://www2a.cdc.gov/eCards/index.asp>

<http://blog.aids.gov/2008/12/happy-healthy-e.html>

<http://www.cdc.gov/podcasts>

<http://www.cdc.gov/healthmarketing/blog.htm>

http://myspace.com/cdc_ehealth

Data briefs for CDC e-Health channels and platforms:

<http://www.cdc.gov/healthmarketing/ehm/databriefs/>

Act Against AIDS:

http://www.cdc.gov/hiv/aaa/leadership_initiative.htm

<http://www.cdc.gov/hiv/aaa/refocusing.htm>

Nine and a Half Minutes campaign:

<http://www.nineandahalfminutes.org>

iKnow testing campaign:

<http://www.nineandahalfminutes.org/iknow/act.html>

<http://www.youtube.com/watch?v=gfrykAhzjjo>

Greater Than AIDS (Sponsored by CDC, The Kaiser Family Foundation, and The Black AIDS Institute)

<http://www.greaterthan.org/>
<http://www.greaterthan.org/about/>
<http://www.greaterthan.org/know/>
<http://www.greaterthan.org/protect/>
<http://www.greaterthan.org/get-tested/>
<http://www.greaterthan.org/real-talk/>
<http://www.greaterthan.org/take-action/>
<http://www.greaterthan.org/share/>
<http://www.greaterthan.org/decidingmoments/>
<http://www.facebook.com/greaterthanids>

AIDS Personal PSA Project (PPSA)

CDC partnership with New Media Institute, University of Georgia

http://www.mynmi.net/aids_ppsa/
http://www.mynmi.net/aids_ppsa/moments/
http://www.mynmi.net/aids_ppsa/videos.html

Sexually Transmitted Diseases

<http://www.cdc.gov/std/>

Program tools, including “National Guidelines for Internet-based STD and HIV Prevention: Accessing the Power of the Internet for Public Health.”

<http://www.cdc.gov/std/hiv/default.htm>

Safe in the City STD videos, podcasts:

<http://www.cdc.gov/std/safe-in-the-city/default.htm>

New York City Department of Health and Mental Hygiene

<http://www.nyc.gov/html/doh/html/home/home.shtml>

<http://www.youtube.com/NYCHHealth>

<http://twitter.com/nycHealthy>

<http://www.facebook.com/NYCcondom>

<http://www.facebook.com/nycquits>

<http://www.facebook.com/EatingHealthyNYC>

<http://www.facebook.com/NYCGreenCart>

<http://www.facebook.com/NYCPoisonPrevention>

New York City Council

I Talk Because

Partnership of the Council with Callen-Lorde Community Health Center, Gay Men’s Health Crisis, Harlem United, Visual AIDS, LIFEbeat, The Asian & Pacific Islander Coalition on HIV/AIDS, Bronx AIDS Services, Latino Commission on AIDS, Gay Men of African Descent, Bailey House, Citiwide Harm Reduction, The Women’s HIV Collaborative, AIDS Community Research Initiative of America (ACRIA), Hispanic AIDS Forum, Fortune Society, Village Care New York, Broadway Cares/Equity Fights AIDS, National Black Leadership Commission on AIDS, New York State AIDS Coalition, and Community Health Action of Staten Island.

<http://www.youtube.com/user/Italkbecause>

<http://www.youtube.com/user/Italkbecause#p/c/7A2A4A45F6EE56DE/1/HmiPDJyIAeA>
<http://www.facebook.com/italkbecause?v=info>
<http://twitter.com/italkbecause>

NY State Department of Health Clinical Education Initiative (CEI)
PeP/Acute Infection Widget
<http://www.ceiwidget.com/online/>

New York State Department of Health -- Facebook
<http://www.facebook.com/NYSDOH>

New York State Department of Health Internet-based Partner Services
Guidelines:
http://www.internetinterventions.org/index.php?title=New_York_State_Department_of_Health_Internet-based_Partner_Services_Guidelines

New York State Department of Health on YouTube
http://www.youtube.com/results?search_query=NY+state+department+health

HIV and Aging

AIDS.gov spoke with the New York State Department of Health about a poster presentation on aging with HIV at the International AIDS Conference in Vienna. Interview with Humberto Cruz, AIDS Institute Director.

<http://www.youtube.com/watch?v=wIhtPcy2bIU>

RU+

<http://www.youtube.com/watch?v=OWN4WxSdh44>

HIV Stigma “You are not alone”

http://www.youtube.com/watch?v=nDMSa_eTlzk

PSAs

Soda vs. Milk: Dr. Richard Daines

<http://www.youtube.com/watch?v=ARMgjdbY93o>

H1N1

<http://www.youtube.com/watch?v=tbVPKHuiybw>

Smoking

<http://www.youtube.com/watch?v=S3M86IXNn2s>

New York State Division of Criminal Justice Services
<http://criminaljustice.state.ny.us/pio/podcasts.html>

ORGANIZATIONS

AIDS Community Resources

<http://www.aidscommunityresources.com/>

<http://www.facebook.com/pages/AIDS-Community-Resources/141404492542404>

<http://twitter.com/AIDSinCNY>

<http://aidscommunityresources.wordpress.com/>

AIDS Community Services of Western New York

<http://www.aidscommunityservices.com/>

<http://acswny.blogspot.com/>

AIDS Council of Northeastern New York

<http://www.aidsCouncil.org/>

<http://www.hivoutreach2teens.org/>

<http://www.aidsCouncil.org/condoms/>

<http://www.youtube.com/user/AIDSCouncilNENY>

<http://www.youtube.com/user/AIDSCouncilNENY#p/u/0/hRiWedv5hyE>

<http://www.youtube.com/user/AIDSCouncilNENY#p/u/3/Y0xGFXhsDH8>

<http://www.facebook.com/AIDSCouncilNENY>

<http://twitter.com/AIDSCouncilNENY>

AIDS-Related Community Services

<http://www.arcs.org/>

<http://twitter.com/ARCSNY>

<http://www.arcs.org/blog/>

<http://www.myspace.com/arcs1>

AIDS Service Center of New York City

<http://www.ascnyc.org/>

<http://www.facebook.com/AIDSServiceCenterNYC>

<http://www.youtube.com/user/ASCNYC>

<http://twitter.com/ascnyc>

Asian and Pacific Islander Coalition on HIV/AIDS (APICHA)

<http://www.apicha.org/>

<http://www.youtube.com/user/APICHAYMSM>

<http://www.facebook.com/group.php?gid=100185346694148&ref=ts>

Brooklyn AIDS Task Force

<http://www.batf.net/>

Bronx AIDS Services

<http://www.basnyc.org/>

Bronx Community Pride Center

<http://www.bronxpride.org/>

<http://www.facebook.com/pages/Bronx-NY/Bronx-Community-Pride-Center/77596013648>

<http://www.myspace.com/bronxcommunitypridecenter>

CHAMP

blog, webcasts, links

<http://www.champnetwork.org/>

CHAMP Strategy Lab:

<http://www.champnetwork.org/strategy-lab>

<http://www.facebook.com/pages/Community-HIVAIDS-Mobilization-Project-CHAMP/5864293998>

Cornell Project KISS

<http://www.kissnyc.org/>

<http://www.facebook.com/people/KnowYour-Status/1301436745>

http://twitter.com/kiss_nyc

<http://www.myspace.com/projectkiss>

French condom ads:

Graffiti

<http://attitude.adforum.com/top5/2010/01/27/aides-graffiti-tbwaparis/>

Tantrum at the supermarket:

http://www.youtube.com/watch?v=RC_rrr5WrVE

GMHC

<http://www.gmhc.org/>

<http://www.facebook.com/pages/GMHC/153587203838>

<http://www.youtube.com/GMHCMedia>

http://twitter.com/GMHC_online

My Ballroom Life:

<http://www.myballroomlife.com/>

www.myspace.com/4realcommunitypromise

House of Latex Project and Ball:

http://www.myballroomlife.com/latex_project

Kiki events promoted on MySpace with Peer Educators:

<http://www.myspace.com/4realcommunitypromise>

I Love My Boo campaign:

<http://www.facebook.com/pages/I-Love-My-Boo/109154532462180>

Harlem United

<http://www.harlemunited.org>

http://www.harlemunited.org/video_galleries.php

<http://www.youtube.com/italkbecause>

Harm Reduction Coalition:

<http://www.harmreduction.org/>

After Party videos:

<http://www.youtube.com/user/AfterPartyHRC>

podcasts:

<http://www.harmreduction.org/article.php?id=1115>

HIV & AIDS Events Calendar NY

<http://www.facebook.com/pages/HIV-AIDS-Events-Calendar-NY/151203446531>

Housing Works

<http://www.housingworks.org/>

<http://twitter.com/housingworks>

<http://www.facebook.com/pages/Housing-Works/110368795658294>

<http://www.facebook.com/pages/Housing-Works-Thrift-Shops/66964397350>

<http://apps.facebook.com/causes/beneficiaries/4822/info>

<http://www.youtube.com/user/housingworksvideos>
<http://www.housingworks.org/blogs/>
<http://www.housingworks.org/blogs/category/aids-issues-update/>

Infectious Disease Society of America

Center for Global Health Policy
Science Speaks: HIV and TB News

<http://sciencespeaksblog.org/>
<http://sciencespeaksblog.org/author/meredith-mazzotta/>

Internet Interventions

A public service wiki project of Stephan Adelson, Adelson Consulting Services, that is a repository for protocols and other documentation supporting internet interventions focused on sexual health and disease intervention, such as the “National Guidelines for Internet-based STD and HIV Prevention: Accessing the Power of the Internet for Public Health.”

http://internetinterventions.org/index.php?title=Main_Page

ISIS, Inc.

Use of technology, new media, and mobile for sexual health promotion and disease prevention.

<http://www.isis-inc.org/projects.php>

inSpot: (STD ecard partner notification service)

<http://www.isis-inc.org/inspot.php>

Hook Up: (text campaign)

<http://www.isis-inc.org/ hookup.php>

SexInfo: (text campaign)

<http://www.isis-inc.org/sexinfo.php>

Sex.:Tech: (annual conference focusing on sexual health, technology and youth)

<http://www.sextech.org/>

Levine, D. “Using new media to promote adolescent sexual health: Examples from the field,” Oct. 2009. *prACTice Matters*. Ithaca, NY: ACT for Youth Center of Excellence.

Levine, D., McCright, J., Dobkin, L., Woodruff, A., & Klausner, J. “SEXINFO: A Sexual Health Text Messaging Service for San Francisco Youth,” 2008. *American Journal of Public Health*, 98(3); 393-395.

Kaiser Family Foundation

HIV/AIDS

<http://www.kff.org/hivaids/index.cfm>

Greater Than AIDS campaign

<http://www.greaterthan.org>

Kicesie’s Sex Ed Channel

<http://www.youtube.com/kicesie>

Condoms 101:

<http://www.youtube.com/kicesie#p/u/2/ytj3UDaNno4>

<http://www.facebook.com/kicesie>

Latino Commission on AIDS

<http://www.latinoaids.org/>

<http://www.youtube.com/italkbecause>

<http://apps.facebook.com/causes/beneficiaries/6523/info>

LGBT Center

<http://www.gaycenter.org/>
<http://www.youtube.com/LGBTCenterNYC>
<http://www.facebook.com/lgbtcenternyc>
<http://twitter.com/LGBTCenterNYC>
<http://www.gaycenter.org/centerblog/>
http://www.causes.com/causes/165306?recruiter_id=16313687

Love Heals, the Alison Gertz Foundation for AIDS Education

iLove program

www.loveheals.org

www.facebook.com/iloveheals (2010 youth-friendly report accessed by friending iLove on Facebook and going to Notes section, or contact emma@loveheals.org to have a copy emailed)

www.youtube.com/iloveheals

Lower NY Consortium: Youth Social Media Project

In partnership with New York University School of Medicine

<http://pediatrics.med.nyu.edu/pedsid/active-programs/lower-new-york-consortium>

Montefiore Adolescent AIDS Program

<http://www.adolescentaids.org/>

HIV. Live with it. Get Tested! Campaign

http://www.adolescentaids.org/youth/resource_hiv.html

Mt. Sinai Adolescent Health Center

<http://www.adolescentaids.org/>

http://www.facebook.com/posted.php?id=175542086872&share_id=129604337082389&comments=1

Text in the City program

<http://textinthecity.posterous.com/>

<https://twitter.com/textinthecityNY>

MTV - Get Yourself Tested (GYT)

<http://www.itsyoursexlife.com/gyt>

Created by It's Your (Sex) Life, a project of MTV and the Kaiser Family Foundation for youth sexual health, together with Planned Parenthood Federation of America, the Centers for Disease Control and Prevention (CDC), and other partners including the National Coalition of STD Directors, National Association of County and City Health Officials, Association of Student Health Centers, and American Social Health Association.

http://www.itsyoursexlife.com/gyt-week?utm_source=gytnow

<http://www.facebook.com/GYTnow>

<http://www.itsyoursexlife.com/iysl/about>

New York City Faith in Action for HIV/AIDS

<http://www.facebook.com/pages/New-York-NY/New-York-City-Faith-in-Action-for-HIVAIDS/193908411746>

New York State Association of Chiefs of Police

http://www.nychiefs.org/apb_podcast.php (Syringe Law & Harm Reduction Programs are listed as APB 035)

Planned Parenthood (reproductive health/HIV)

<http://www.plannedparenthood.org/health-topics/sexuality-4323.htm>

<http://www.plannedparenthood.org/health-topics/stds-hiv-safer-sex-101.htm>

<http://www.plannedparenthood.org/teen-talk/index.htm>

<http://www.plannedparenthood.org/teen-talk/watch/watch.htm> (videos and animations)

<http://www.facebook.com/PlannedParenthood>

<http://www.plannedparenthood.org/resources/index.htm> (tools for educators)

<http://www.plannedparenthood.org/parents/index.htm> (tools for parents)

POZ Magazine

TuSalud Magazine

Publications of Smart + Strong

<http://www.poz.com/>

<http://blogs.poz.com/>

<http://twitter.com/pozmagazine>

<http://www.tusaludmag.com/>

<http://www.facebook.com/pages/Tu-Salud-Magazine/202026326353>

<http://twitter.com/tusaludmag>

Oriol Gutierrez:

<http://blogs.poz.com/oriol/>

<http://twitter.com/oriolgutierrez>

<http://www.facebook.com/oriolgutierrez>

RH Reality Check (reproductive health):

<http://www.rhrealitycheck.org/blog/widgets>

<http://twitter.com/rhrealitycheck>

<http://www.youtube.com/user/RHRealityCheck>

Sex, Etc.

blog, forum, videos, stories; sex education for teens. Rutgers University.

<http://www.sexetc.org/>

<http://www.youtube.com/sexetc>

Sex. Really

Sex education, stories, chat, podcasts, blog, video, information. Sponsored by The National Campaign to Prevent Teen and Unplanned Pregnancy.

<http://www.sexreally.com/the-show>

<http://www.youtube.com/SexReally>

<http://twitter.com/sexreally>

<http://www.havesexstandingup.com/>

<http://www.havesexstandingup.com/youtube/index.php>

<http://www.havesexstandingup.com/facebook/index.php>

<http://www.havesexstandingup.com/twitter/index.php>

Southern Tier AIDS Program

<http://www.facebook.com/group.php?gid=52916956476#!/group.php?gid=52916956476&v=wall>

Status is Everything

Sponsored by the African American Office of Gay Concerns, Newark, NJ.

<http://www.statusiseverything.org>

STD Prevention Online

News, blog, information

<http://www.stdpreventiononline.org/>

The Ali Forney Center

<http://www.aliforneycenter.org/>

<http://www.facebook.com/people/Ali-Forney-Center/541128078>

<http://www.myspace.com/aliforneycenter>

The Body

<http://www.thebody.com/>

<http://www.thebodypro.com/>

The MOCHA Center

<http://www.mochacenter.org/>

<http://www.facebook.com/group.php?gid=192511625799>

Treatment Action Group

Michael Palm Basic Science, Vaccines and Prevention Weblog

<http://www.treatmentactiongroup.org/basicsciblog.aspx>

UN AIDS

AIDS Outlook (social media)

<http://www.unaids.org/outlook/AtAids.aspx>

<http://twitter.com/UNAIDS>

<http://www.facebook.com/UNAIDS>

<http://www.youtube.com/UNAIDS>

<http://www.flickr.com/photos/unaids>

<http://www.slideshare.net/UNAIDS>

MEDICAL/HEALTH CENTERS

Mayo Clinic Center for Social Media

<http://socialmedia.mayoclinic.org/>

<http://sharing.mayoclinic.org/>

<http://www.facebook.com/MayoClinic>

<http://twitter.com/mayoclinic>

<http://www.youtube.com/MayoClinic>

<http://newsblog.mayoclinic.org/>

<http://podcasts.mayoclinic.org/>

Social Media University (SMUG)

Free, online social media courses by Lee Aase, Manager, Syndication and Social Media, Mayo Clinic

<http://social-media-university-global.org/>
<http://social-media-university-global.org/curriculum/>

New York State facilities:

Albert Einstein College of Medicine

<http://www.youtube.com/user/EinsteinCollegeofMed>

<http://www.facebook.com/pages/Bronx/Albert-Einstein-College-of-Medicine-Department-of-Medicine/203304507969?ref=ts>

Albert Einstein Cancer Center

http://twitter.com/ae_cancercenter

Brooklyn Hospital Center

<http://www.youtube.com/user/BrooklynHospital>

Buffalo Niagra Medical Campus

<http://www.facebook.com/BuffaloNiagaraMedicalCampus>

<http://twitter.com/BNMC>

Columbia University Department of Surgery

links to blog, Twitter, Facebook, RSS feed, video

<http://www.columbiasurgery.net/>

<http://www.facebook.com/columbiasurgery>

<http://twitter.com/ColumbiaSurgery>

Columbia University Department of Neurological Surgery

links to blog, Twitter, Facebook, RSS feed, video

<http://www.columbianeurosurgery.org/>

Community General Hospital (Syracuse)

<http://morethanmedicine.blogspot.com/>

Hospital for Special Surgery

<http://www.facebook.com/group.php?gid=131234135802&v=wall&ref=ts>

<http://twitter.com/HSpecialSurgery>

Hudson Valley Hospital Center

<http://www.facebook.com/pages/Hudson-Valley-Hospital-Center/118666213817>

Lenox Hill Hospital

<http://www.facebook.com/lenoxhillhospital>

<http://twitter.com/lenoxhill>

Montefiore Medical Center

<http://www.facebook.com/group.php?gid=67786822316&v=wall>

Mount Sinai Medical Center

<http://www.youtube.com/user/MountSinaiNY>
<http://www.facebook.com/group.php?gid=2205013838&v=wall>

New York City Health and Hospitals Corporation

<http://www.facebook.com/nychhc?ref=nf>
<http://twitter.com/HHCnyc>

New York-Presbyterian Hospital

<http://www.youtube.com/user/newyorkpresbyterian>
Nursing at NY Presbyterian
<http://twitter.com/NursingatNYP>

New York University Langone Medical Center

<http://www.youtube.com/user/nyulmc>
<http://www.facebook.com/group.php?gid=6563980993&v=wall>

New York University Steinhart School of Culture, Education, and Human Development

Partnership with Public Health Solutions
HIV is Still a Big Deal video program
<http://www.hivbigdeal.org/>

North Shore Long Island Jewish Health System

<http://www.youtube.com/user/nslijhs>
<http://www.facebook.com/pages/Great-Neck-NY/North-Shore-LIJ-Health-System/88297266035?v=wall>
<http://twitter.com/NorthShoreLIJ>

Orange Regional Medical Center (Middletown)

<http://www.facebook.com/pages/Orange-Regional-Medical-Center-ORMC/122557156556>
<http://twitter.com/ORMC>
<http://www.orangeregionalceo.blogspot.com/>

Rochester General Health System

<http://www.facebook.com/pages/Rochester-General-Health-System/130032530035>
<http://twitter.com/rochgeneral>

Roswell Park Cancer Institute

<http://www.youtube.com/user/rpicreative>
<http://www.facebook.com/RoswellPark>
<http://twitter.com/roswellpark>

St. Joseph's Hospital Health Center (Syracuse)

<http://www.youtube.com/StJosephsHealth>
<http://www.facebook.com/pages/St-Josephs-Hospital-Health-Center-Syracuse-NY/239637009656>
<http://twitter.com/StJosephsHealth>

Stony Brook University Medical Center

<http://www.facebook.com/pages/Stony-Brook-NY/Stony-Brook-University-Medical-Center/170065657203?v=wall>

SUNY Upstate Medical University (Syracuse)

<http://www.facebook.com/group.php?gid=2343064760&v=wall>

<http://twitter.com/UpstateNews>

University of Rochester Medical Center

<http://www.youtube.com/user/urmcp>

<http://www.facebook.com/pages/University-of-Rochester-Medical-Center/193053550953>

Westchester Medical Center (Valhalla)

<http://www.youtube.com/westchestermedctr>

<http://www.facebook.com/WestchesterMedicalCenter>

<http://twitter.com/westchestermed>

3 – ADDITIONAL RESOURCES

REPORTS, ARTICLES, INTERVIEWS, CONFERENCES

Adelson, Stephan

Slideshare presentations

<http://www.slideshare.net/sadelson>

“The Internet and Public Health” NYS online STD prevention/partner services and survey

<http://www.slideshare.net/sadelson/new-york-state-department-of-health>

Communication for Social Change

<http://www.communicationforsocialchange.org>

<http://www.slideshare.net/petecranston/social-networking-and-hiv-aids-communications-01>

<http://www.communicationforsocialchange.org/publications-resources?itemid=31>

Future Connect: A Review of Social Networking Today, Tomorrow and Beyond, and Challenges for AIDS Communicators (online and PDF versions)

<http://www.communicationforsocialchange.org/publications/future-connect>

Engagement (chapter 3):

<http://www.communicationforsocialchange.org/publications/future-connect?articleid=23#1>

Kaiser Family Foundation

<http://www.kff.org/hivaids/>

<http://facts.kff.org/results.aspx?view=slides&topic=69>

<http://www.kff.org/entpartnerships/phil100510nr.cfm>

Mayo Clinic

Center for Innovation:

<http://centerforinnovation.mayo.edu/index.html>

Lee Aase, Social Media University; Manager Syndication and Social Media, Mayo Clinic.

<http://www.slideshare.net/LeeAase> (103 presentations)

“Social Media at Mayo Clinic: Off-label Uses and Powerful Interactions,” June 23, 2010.

<http://www.slideshare.net/LeeAase/offlabel-uses-for-social-media-in-health-care>

The Patient Will See You Now. Lee Aase, “Marketing the Mayo Clinic,”

<http://blog.kruresearch.com/2010/02/video-lee-aase-marketing-the-mayo-clinic/>

Interview with Aase re Mayo Clinic’s use of social media: the value of using social media, range of Mayo Clinic social media initiatives, free and low cost tools, use of existing resources, connecting with the community, practical encouragement for small community-based health organizations.

<http://www.openforum.com/idea-hub/topics/the-world/article/how-to-use-social-media-an-interview-with-lee-aase-of-mayo-clinic>

Interview with Aase (Jan 22, 2009 at Blogwell Conference)

<http://www.youtube.com/watch?v=xcVdV7bYR9Y&feature=related>

10 ways to use Mayo Clinic’s social media tools:

<http://sharing.mayoclinic.org/2009/04/16/10-ways-you-can-use-mayo-clinics-social-media-tools/>

Mayo Clinic: A Social Media Powerhouse:

<http://www.gandolfsmarketingmagic.com/2010/03/05/the-mayo-clinic-social-media-powerhouse/>

Social Media in Healthcare (video by Aase):

<http://www.youtube.com/watch?v=O60KBugBtFM>

Mayo Clinic Social Media Update: Growth and New Applications. Lee Aase.

<http://vimeo.com/6921046>

New York Times

Biersdorfer, JD, A Web Design for Beginners, New York Times, July 7, 2010.

<http://www.nytimes.com/2010/07/08/technology/personaltech/08askk.html?src=me&ref=technology>

Miller, Claire Cain, A Social Networks a Lifeline for the Chronically Ill, @ New York Times, March 24, 2010

<http://www.nytimes.com/2010/03/25/technology/25disable.html?scp=1&sq=%22%20Online%20Social%20Networks%20Bridge%20Gaps%20for%20Chronically%20Ill%22&st=cse>

Miller, Claire Cain, "The Many Faces of You," New York Times, Oct. 16, 2010.

<http://www.nytimes.com/2010/10/17/weekinreview/17miller.html>

Pogue, David, A For Those Facebook Left Behind, @ New York Times, July 7, 2010. (quick guide to social networking services)

<http://www.nytimes.com/2010/07/08/technology/personaltech/08pogue.html?src=me&ref=general>

Pogue, David, A Free Text Messaging Is Possible, @ New York Times, July 7, 2010.

<http://pogue.blogs.nytimes.com/2010/07/07/free-text-messaging-is-possible/?src=me&ref=technology>

Nonprofit Social Network Survey Report

<http://nonprofitsocialnetworksurvey.com/>

<http://afine2.wordpress.com/2009/04/28/nonprofit-social-network-survey-released/>

Pew Research Center -- Internet and American Life Project

<http://pewinternet.org/>

Topics:

<http://www.pewinternet.org/Topics.aspx>

Health:

<http://www.pewinternet.org/topics/Health.aspx>

Social Networking:

<http://www.pewinternet.org/topics/Social-Networking.aspx>

Web 2.0:

<http://www.pewinternet.org/topics/Web-20.aspx>

Teens:

<http://www.pewinternet.org/topics/Teens.aspx>

Mobile:

<http://www.pewinternet.org/topics/Mobile.aspx>

Future of the Internet:

<http://www.pewinternet.org/topics/Future-of-the-Internet.aspx>

New media ecology:

<http://www.pewinternet.org/topics/New-media-ecology.aspx>

Reports:

Chronic Disease and the Internet:

<http://pewinternet.org/Reports/2010/Chronic-Disease.aspx>

Digital Divide:

<http://www.pewinternet.org/topics/Digital-Divide.aspx>

Mobile Access 2010:

<http://www.pewinternet.org/Reports/2010/Mobile-Access-2010.aspx>

Neighbors Online:

<http://pewinternet.org/Reports/2010/Neighbors-Online.aspx>

Social Media and Young Adults:

<http://www.pewinternet.org/Reports/2010/Social-Media-and-Young-Adults.aspx>

Teens and Mobile Phones:

<http://www.pewinternet.org/Reports/2010/Teens-and-Mobile-Phones.aspx>

Understanding the Participatory News Consumer

<http://www.pewinternet.org/Reports/2010/Online-News.aspx>

Presentations:

A New Conversation about Health Privacy:

<http://www.pewinternet.org/Commentary/2010/May/A-New-Conversation-About-Health-Privacy.aspx>

"How do [they] even do that?" A Pew Internet guide to teens, young adults, mobile phones and social media:

<http://www.pewinternet.org/Presentations/2010/Jun/How-do-they-even-do-that-A-Pew-Internet-guide-to-teens-cell-phones-and-social-media.aspx>

How Young People Use Technology. Adolescent Pregnancy Prevention Campaign of North Carolina. Using mobile to answer questions about sexual health.

<http://pewinternet.org/Presentations/2010/Mar/How-Young-People-Use-Technology.aspx>

Mobile, Social Health:

<http://www.pewinternet.org/Presentations/2010/Jul/Mobile-Social-Health.aspx>

Public Health: What's Digital got to do with it?

<http://www.pewinternet.org/Presentations/2010/Jun/TogoRun.aspx>

<http://togorun.net/blog/2010/06/event-recap-public-health-digital-innovation/>

<http://digitalhealth.eventbrite.com/>

Segmenting the Health Consumer Population:

<http://www.pewinternet.org/Presentations/2010/Jul/Segmenting-the-Health-Consumer-Population.aspx>

Social Media & Young Adults: Challenges & Opportunities for STD Prevention:

<http://pewinternet.org/Presentations/2010/Mar/How-Young-People-Use-Technology.aspx>

Teens and Mobile Phones:

<http://www.pewinternet.org/Presentations/2010/Jun/Teens-and-Mobile-Phones.aspx>

The Patient is In:

<http://www.pewinternet.org/Presentations/2009/30--The-Patient-is-In.aspx>

The Social Life of Health Information:

<http://www.pewinternet.org/Reports/2009/8-The-Social-Life-of-Health-Information.aspx>

Charts:

Adults on Social Network Sites 2005-2009 (chart)

<http://www.pewinternet.org/Infographics/Growth-in-Adult-SNS-Use-20052009.aspx>

Portrait of a Twitter user: Status update demographics B Oct 21, 2009 (chart)

<http://www.pewinternet.org/Infographics/Twitter-demographics--Fall-2009.aspx>

Sharp, John, ““Social Media in Healthcare,”

<http://www.slideshare.net/JohnSharp/social-media-in-healthcare>

TogoRun

Podcast of interview by Lauren Letellier of Maya Linson, Communications Specialist with the National Association of Public Hospitals and Health Systems (NAPH)

<http://togorun.net/blog/2010/06/public-hospitals-and-the-social-media-imperative/>

Intersection of social media and public health. Public hospitals using social media to improve health, enhance patient experience, build relationships with patients, prepare health professionals to respond to health emergencies, and educate re public health issues.

<http://togorun.net/blog/2010/06/event-recap-public-health-digital-innovation/>

Examples of NAPH members= use of social media.

Unleashed: Health and Communications blog

<http://unleashedblog.net/author/lauren/>

University of Georgia, New Media Institute.

Personal Media, Public Good Report.

<http://nmiuga.weebly.com/personal-media--public-good.html>

USC/Annenberg: Center for the Digital Future

World Internet Project 2010 report:

<http://www.digitalcenter.org>

CONFERENCES

CDC Convergence 2010 – National Conference on Health Communication, Marketing, and Media

<http://www.cdc.gov/healthmarketing/nchcmm2010/>

http://www.cdc.gov/healthmarketing/NCHCMM2010/about_conference/about_nchcmmcon.htm

<http://blog.aids.gov/2010/08/2010-cdc-health-communication-marketing-and-media-conference-highlights.html>

Health 2.0: User Generated Healthcare

Patients using new tools, integrated into the health care system, to guide their own care; doctors, patients, health care organizations using online and mobile technologies to change health care.

<http://www.health2con.com/sf2009>

<http://www.health2con.com/about-us/>

Gomez, Miguel, “Developing new media strategies in public health: lessons learned from AIDS.gov,” Aug 12, 2009.

<http://www.slideshare.net/aidsgov/aidsgovs-presentation-on-new-media-strategy-for-cdcs-national-conference-on-health-communication-marketing-and-media-2009>

mHealth Summit 2010

<http://www.mhealthsummit.org/>

Mobile Health 2010

Stanford University

<http://mobilehealth2010.org/>

National STD Prevention Conference 2010

“Cellphones, the Internet, and Other Electronic Communication: Opportunities and Challenges for STD Prevention,” Panel.

<http://cdc.confex.com/cdc/std2010/webprogram/Session10440.html>

“The State of Electronic Communication in at-Risk Populations: Implications for STD Prevention,” Amanda Lenhart, Pew Research Center, Pew Internet & American Life Project;

“Mobile Devices: Texting for Sex Education,” Sally Swanson, Adolescent Pregnancy Prevention Campaign of North Carolina;

“Blogging and You-Tube: Homegrown Internet Education,” Kicesie Drew;

“Implications for STD Prevention,” Cornelis Rietmeijer, MD, PhD, STD Control Program, Denver Public Health Department.

Sex::Tech 2011

<http://www.sextech.org/schedule.php>

Social Media Summit 2010

<http://www.socialmediasummit10.com/>

Strategic Social Media for Healthcare 2010

<http://www.socialmediahc.com/Event.aspx?id=304956>

Lee Aase (opening keynote): “The Evolution of The Mayo Clinic’s Social Media Revolution”

<http://www.igpc.com/Event.aspx?id=310358>

Susannah Fox: “Segmenting the Health Consumer Population” (patients as colleagues, patient networks, segmenting the patient market by health status and condition)

<http://www.pewinternet.org/Presentations/2010/Jul/Segmenting-the-Health-Consumer-Population.aspx>

http://www.socialmediahc.com/Event.aspx?id=310356#susannah_fox

Bradley Jobling: “Beyond Ad Hoc: Creating A Crystal Clear, Well- Structured Engagement Strategy – What Works And What Doesn’t”

http://www.socialmediahc.com/Event.aspx?id=310358#bradley_jobling

<http://www.slideshare.net/BradleyJ07631/beyond-ad-hoc>

Transform 2010: Thinking Differently About Health Care,” Mayo Clinic Center for Innovation

<http://centerforinnovation.mayo.edu/transform/>

CLINICAL RESOURCES

CDC: Convergence 2010: National Conference on Health Communication, Marketing, and Media

<http://www.cdc.gov/healthmarketing/nchcmm2010/>

“Highlights from Convergence 2010,” video posted Aug. 27, 2010. Narrated by Michael Banks, MD:

<http://www.thedoctorschannel.com/video/3612.html?specialty=84>

“How Physicians can Utilize New Technologies to Empower their Patients,” video posted Aug 26, 2010. An Interview with Victor J. Strecher PhD, MPH, at the CDC’s Convergence 2010 National Conference on Health Communications, Marketing, and Media:

<http://www.thedoctorschannel.com/video/3604.html?specialty=84>

CDC 2.0: Increasing the Impact of CDC=s Science (7/17/08):

<http://globalhealthcommunication.org/Nall.pdf>

CDC 2.0: Using Social Media to Increase the Impact of CDC=s Science (2/26/08):

<http://www.slideshare.net/forumone/janice-nall>

e-patients

<http://e-patients.net/about-e-patientsnet>

Ferguson, Tom, *e-Patients:How They Can Help Us Heal Healthcare*

http://e-patients.net/e-Patients_White_Paper.pdf

ePatient Dave

Internet empowered patients changing the nature of clinical relationships

<http://epatientdave.com/book/introduction/#Holt>

Health 2.0: User Generated Healthcare

Patients using new tools, integrated into the health care system, to guide their own care; doctors, patients, health care organizations using online and mobile technologies to change health care.

<http://www.health2con.com/sf2009>

<http://www.health2con.com/about-us/>

The Body

<http://www.thebodypro.com/>

The Health Care Blog

<http://www.thehealthcareblog.com/>

Treatment Action Group

Michael Palm Basic Science, Vaccines and Prevention Weblog

<http://www.treatmentactiongroup.org/basicsciblog.aspx>

Aase, Lee. "Mayo Clinic's Social Media Story: Implications and Applications for CME Professionals," Sept 10, 2010.

<http://www.slideshare.net/LeeAase/cme-and-social-media>

Chou, Hunt, et al. "Social Media Use in the United States: Implications for Health Communication," *J Med Internet Res.* 2009 Oct–Dec; 11(4): e48

Cole-Lewis, Heather; Kershaw, Trace. AText Messaging as a Tool for Behavior Change in Disease Prevention and Management,@ *Epidemiologic Reviews*, doi:10.1093/epirev/mxq004

<http://epirev.oxfordjournals.org/content/early/2010/03/30/epirev.mxq004.abstract>

Courtenay-Quirk, Horvath, et al. "Perceptions of HIV-Related Websites Among Persons Recently Diagnosed with HIV," *AIDS Patient Care and STDs*, Volume 24, Number 2, 2010

Mearian, Lucas. AE-health and Web 2.0: The doctor will tweet you now.@ Patients can now meet their doctors in 'the cloud.' May 20, 2010.

http://www.computerworld.com/s/article/9176892/E_health_and_Web_2.0_The_doctor_will_tweet_you_now

“Message Dissemination: How the CDC is Utilizing New Technologies.” video posted Aug. 25, 2010.
An Interview with Fred Smith at the CDC’s Convergence 2010:

<http://www.thedoctorschannel.com/video/3598.html?specialty=84>

Pal, Badal. “The Doctor will Text You Now,” @ *BMJ*. 2003 March 15; 326(7389): 607.

<http://www.ncbi.nlm.nih.gov/pmc/articles/PMC1125508/>

Shapiro, Joseph, “Patients Turn To Online Community For Help Healing,” National Public Radio.

<http://www.npr.org/templates/story/story.php?storyId=120381580>

Sitar, Hartman, et al. “Social media as a tool for engaging and educating audiences around HIV vaccine research and clinical trial participation.” *Retrovirology* 2009, 6(Suppl 3):P218

Snow, Kate. “Why Doctors Are Tweeting During Surgery” April 16, 2009.

<http://abcnews.go.com/GMA/story?id=7347728&page=1>

“The Patient is In,” Interview with Susannah Fox at Health 2.0 conference.

<http://www.pewinternet.org/Presentations/2009/30--The-Patient-is-In.aspx>

CONSUMER RESOURCES

Act Youth Network

Adolescent sexual health, rights, leadership

<http://www.nysyouth.net/>

Adam4Adam

www.adam4adam.com/

Advocates for Youth

Sexual health education, laws, community activism

www.advocatesforyouth.org

AIDSspace

Online community: resources, news, events, discussions, opportunities

<http://www.aidspace.org/home.php>

Daily Strength HIV support group:

<http://www.dailystrength.org/c/HIV/support-group>

Global Youth Coalition on HIV/AIDS

<http://www.youthaidscoalition.org/>

HIV Passions

HIV Positive singles dating site (free):

www.hivpassions.com

Kicesie's Sex Ed Channel

<http://www.youtube.com/kicesie>

Man Hunt

www.manhunt.net/

Patients Like Me HIV support group:

<http://www.patientslikeme.com/>

<http://www.npr.org/templates/story/story.php?storyId=120381580>

POZ

<http://www.poz.com/>

The Body

<http://www.thebody.com/>

TuSalud

<http://www.tusaludmag.com/>
