



THE OHIO STATE UNIVERSITY

Social Media

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New to social media? Consider this:

- Why do I want to start a (Twitter, Instagram, Youtube, Facebook, etc...) channel?
- Is this channel in line with my objectives?
- Have I considered all my options?
- Who will post?
- Who will create content?
- Who is in charge?
- What guidelines do we have? Do we have any?



Social Media is like a garden...

You must have a plan before you plant it.

You must tend to it a little each day.

The more you nurture it, the more it will grow.

If you ignore it, it will grow weeds and die.





Resources

- Hootsuite
- OSU Social Media Team
- **Nicholas Love.396 Sr. Director of Social Media**
- Canva, Over, Boomerang, Repost, ClipStitch
- Brand.osu.edu
- Go.osu.edu



GenRx Social Media

Twitter posts will be scheduled every Thursday at 11:45 AM; Facebook posts will be scheduled every other Thursday at 11:45 AM
 #GenRX, #RespectTheRx, #MedSafety, #SafeMeds, etc...

Month	Day	Notes	Tweet	Facebook	Source
April	4		Don't be a fool, be educated on medication safety.		
	11		100 people die every day in the US from accidental dx		CDC
	18		Know someone who might be suffering from addiction? Call 1800-662-HELP		samhsa
	25		70% of those who abuse prescriptions get them from x		NIH
May	2	Final Exam Week	Sharing isn't caring: Don't share your prescription drugs.		
	9	Graduation	The average age when prescription drug abuse starts x		NSDUH
	16		Every 15 minutes, someone in the US dies from accidental overdose.		CDC
	23		The abuse of prescription medications exceeds that of x		NIH
	30		The three most common abused drug classes are painkillers, sedatives, and stimulants.		NIH
June	6		More deaths occur each year from accidental overd x		US census
	13		Nonmedical use of prescription drugs by college students has doubled since the 1990s.		NIDA
	20		The US and New Zealand are the only 2 countries that x		WHO
	27		Possessing medications like Vicodin, Xanax, and Adderall without a prescription is a felony		generation rx teen toolkit
July	4	Fourth of July	Check with your physician or pharmacist before drink x		
	11		The number of admissions to substance abuse centers involving prescription painkillers alone more than quadrupled from 1998-2009		
	18		Emergency room visits related to prescription drug dx		CDC
	25		Unintentional drug overdose is the leading cause of accidental death in the US		US census
August	1	Back to school	Visit www.FDA.gov for safe drug disposal guidelines x		FDA
	8		Enough pain meds were prescribed in 2010 to medicate every American adult around-the-clock for a mo		CDC
	15		An estimated 20% of people in the US have used pre x		NIH
	22		New Mexico has the highest rate of drug overdose death; Nebraska has the lowest		CDC
	29		More men than women die as victims of drug overd x		CDC
September	5		A common food implicated in drug interactions is grapefruit		
	12		It is a myth that prescription drugs are safer than str x		generation rx teen toolkit
	19		"The nation's fastest growing drug epidemic is not on the streets. It's in our medicine cabinets..."		cardinalhealth.com
	26		Prescription drug overdose is an epidemic in the US x		CDC

RESPECT THE Rx

Check with your physician or pharmacist before drinking alcohol while taking any medication

The Generation Rx Initiative
go.osu.edu/generationrx



How to get content

- Have a plan
- Theme days (Valentine's Day, National Hamburger Day, etc...)
- Brand Ambassadors
- Student assistants
- Reminders to key people in your unit
- Retweet/post/share
- Dialogue with your followers
- Hashtags
- Contests or challenges



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Questions?

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