

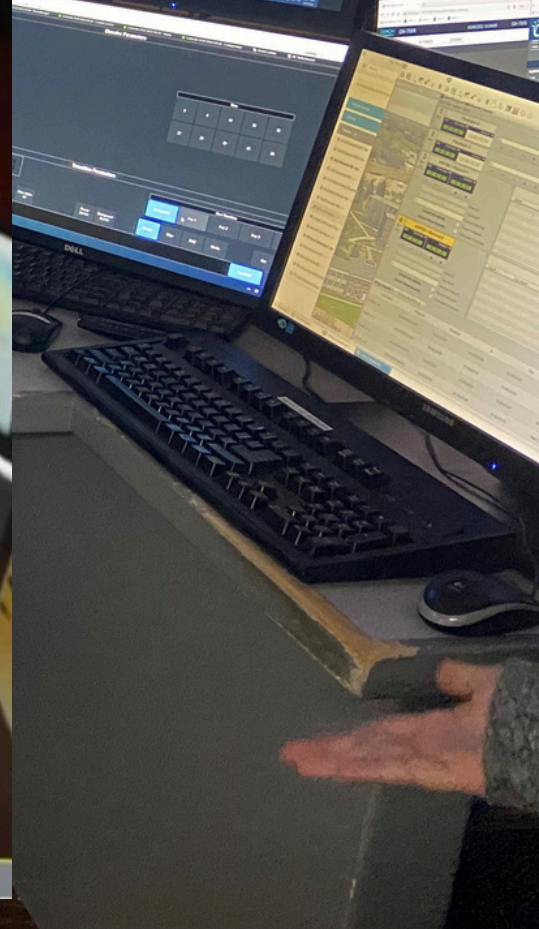
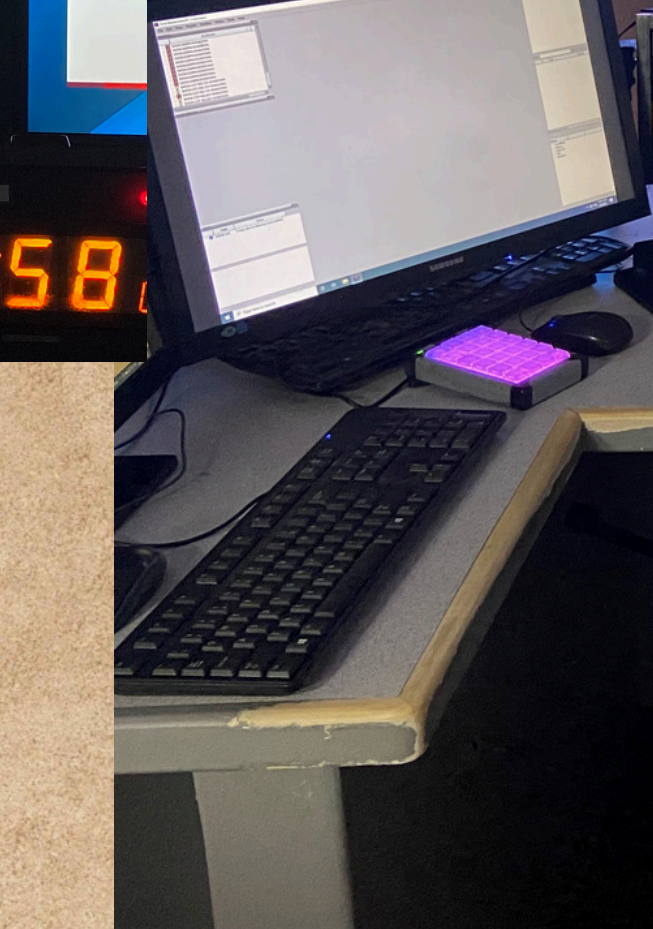
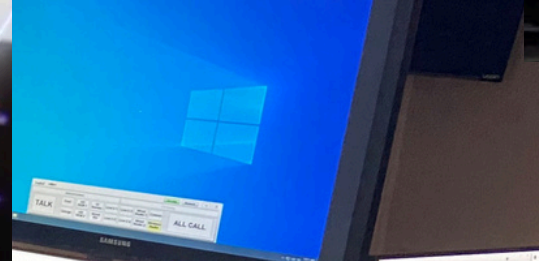
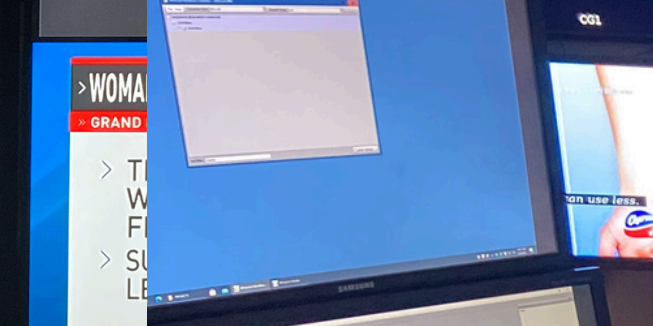
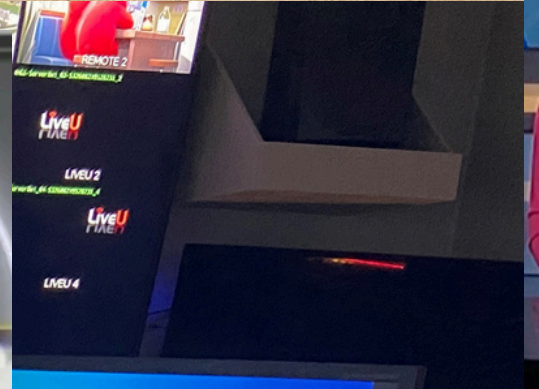
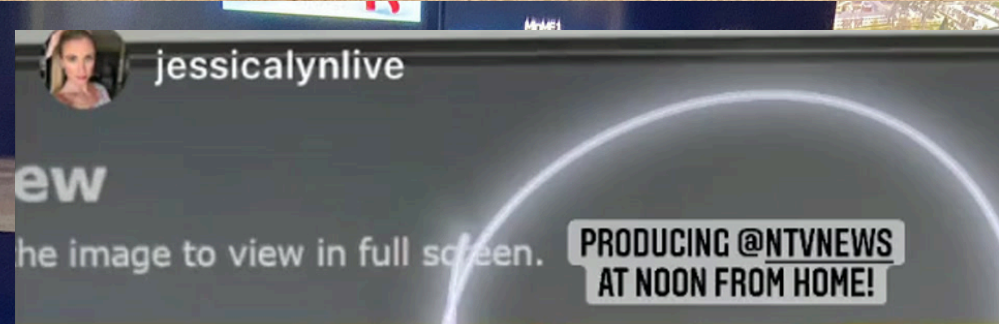
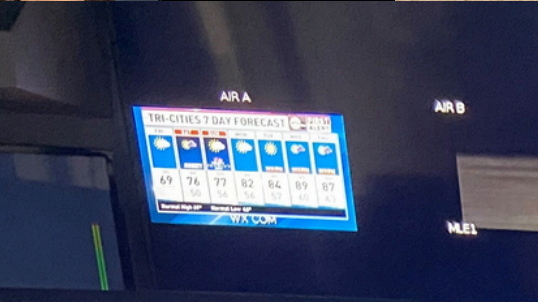
AKAELA LIETH



MARKETING & COMMUNICATIONS

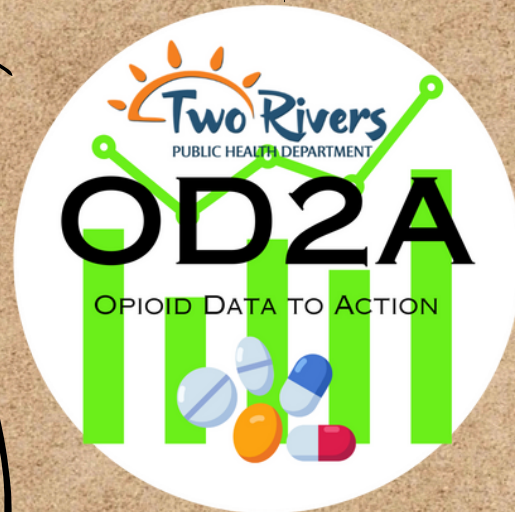
COORDINATOR







Our Mascot: the River Otter





**Presented By:
Akaela Lieth**

**Tuesday:
08/13/2024**



PRESENTATION AGENDA



Welcome and thank you for taking time out of your day to learn a little about my job! We are going to discuss:

- 01 Why we are here
- 02 The Algorithm
- 03 Facebook/Insta./X
- 04 YouTube
- 05 Spotify
- 06 Credible Mind



WHY WE ARE HERE

Social Media

- Relatively new job in the world of Marketing
- New position in the world of Public Health
- Very new position for TRPHD

Why?

- Meeting the public where they are
- Demographic is younger
- We have to adapt to the times to ensure messaging is getting across

6.6K

Facebook

715

Instagram

353

X (twitter)



THE ALGORITHM



What it looks at

- History
- What you like
- What you follow
- What you comment on
- Who you are “friends” with

What it does

- Collects data from your interactions
- Learns your habits
- Suggests similar things you’ve shown interest in
- Looks at your profile

Why you matter

- Those you follow and those who follow you will be exposed to our messaging
- Those who follow similar things to you will then be exposed to our messaging

FACEBOOK/X/INSTAGRAM



Two Rivers Public Health Department

- Primary Social Media outlet
- Most engagement



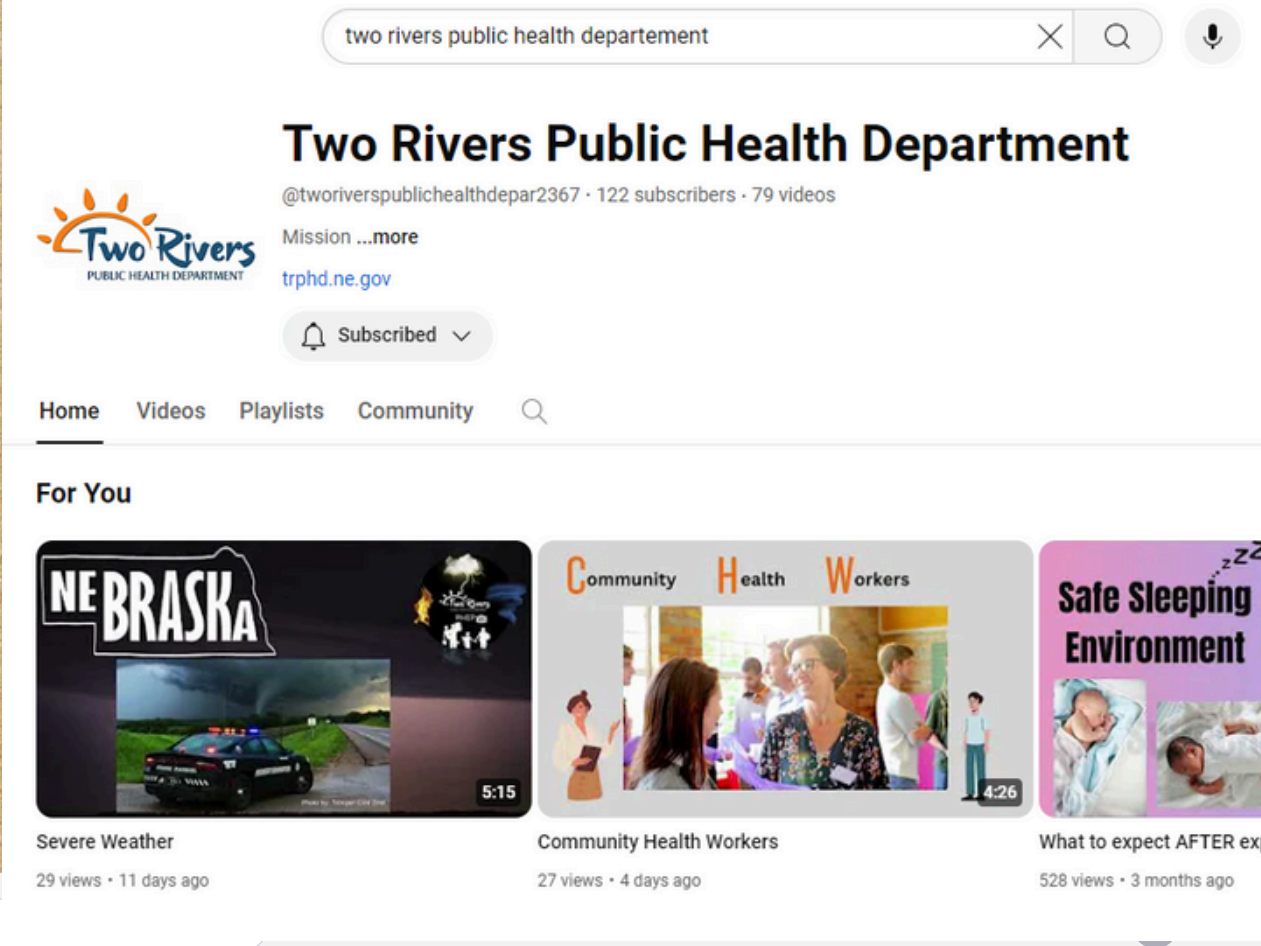
@TRPublicHealth

- Lowest engagement
- Lowest following



2rivers_public_health

- Very similar to Facebook
- Formatting is very different



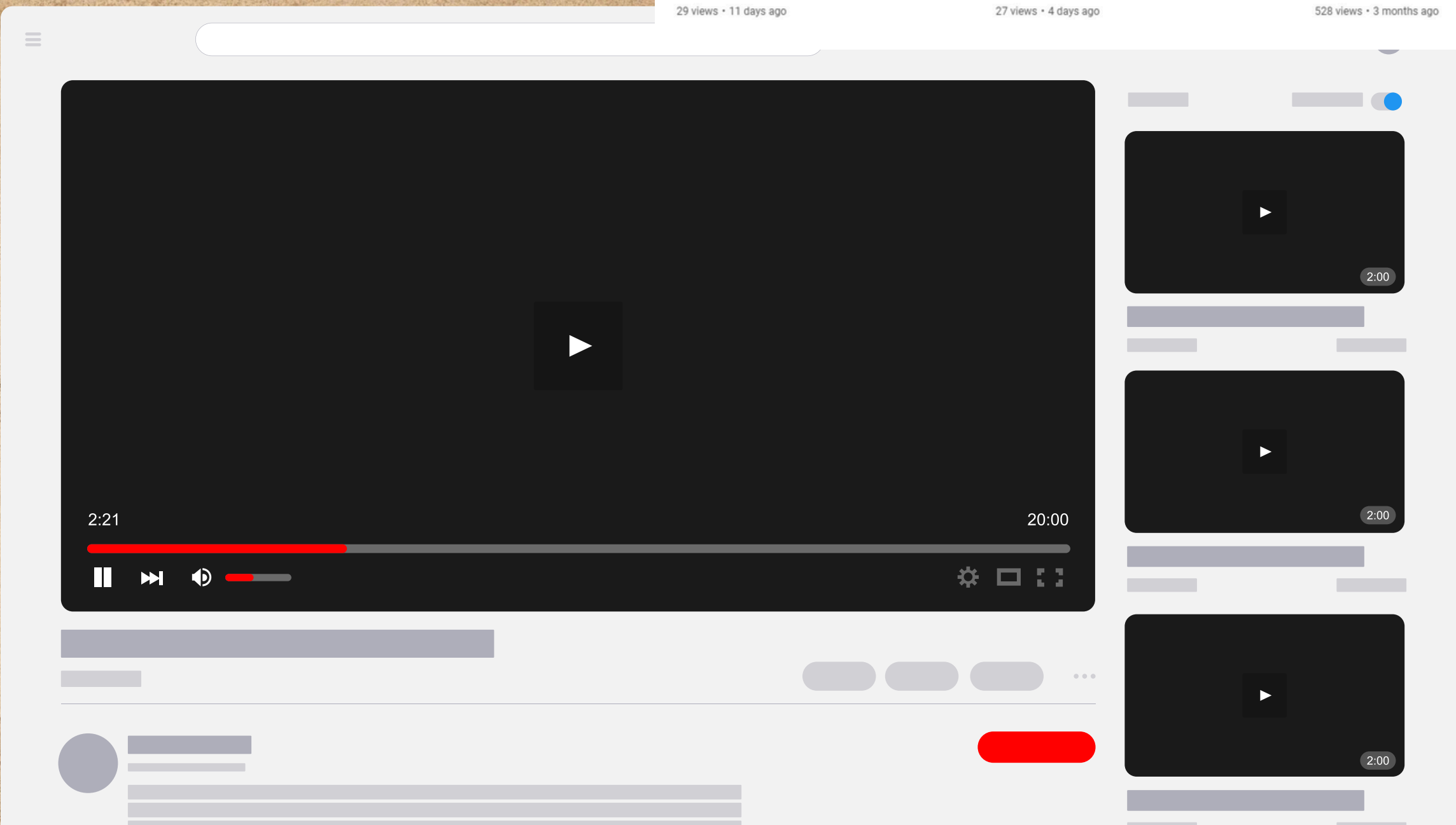
YOUTUBE



@tworiverspublichealthdepar2367



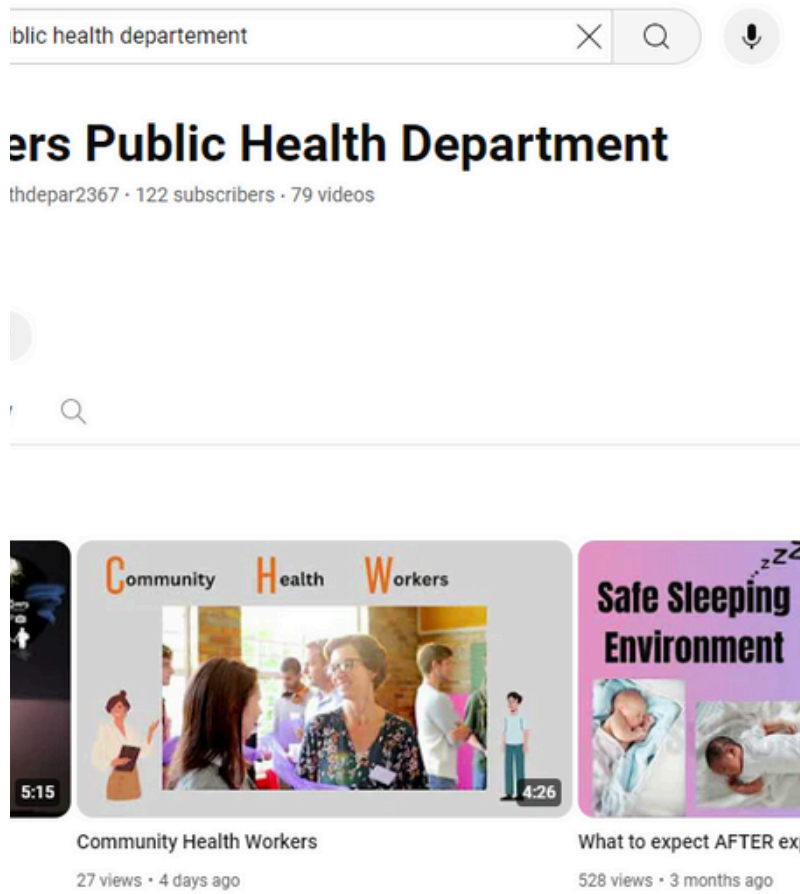
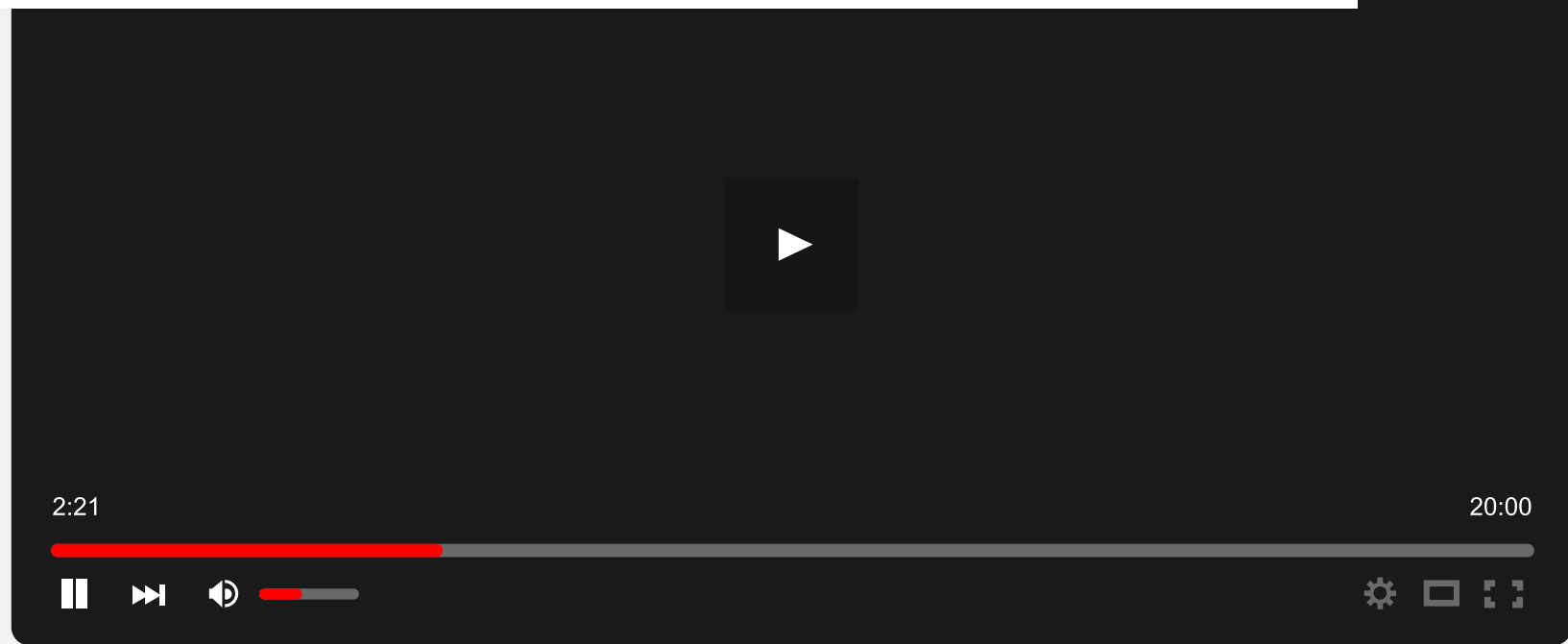
143
Subscribers





History of public health

2.5K views • 1 year ago



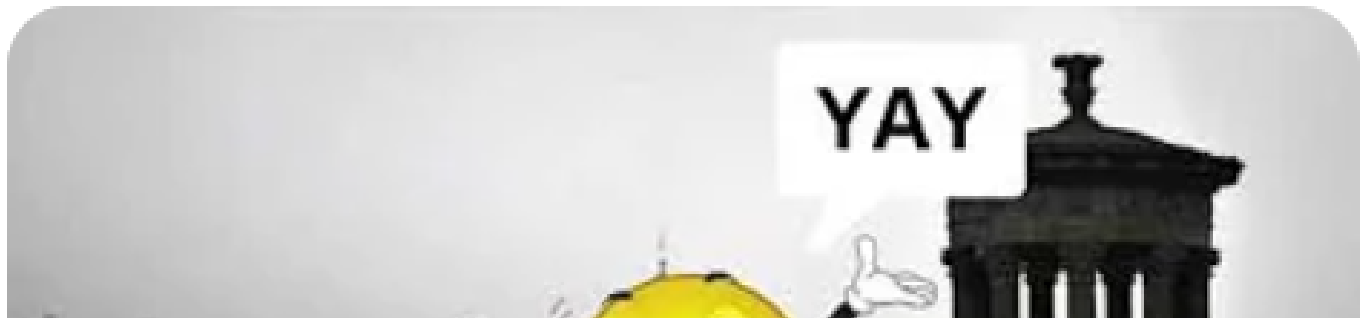
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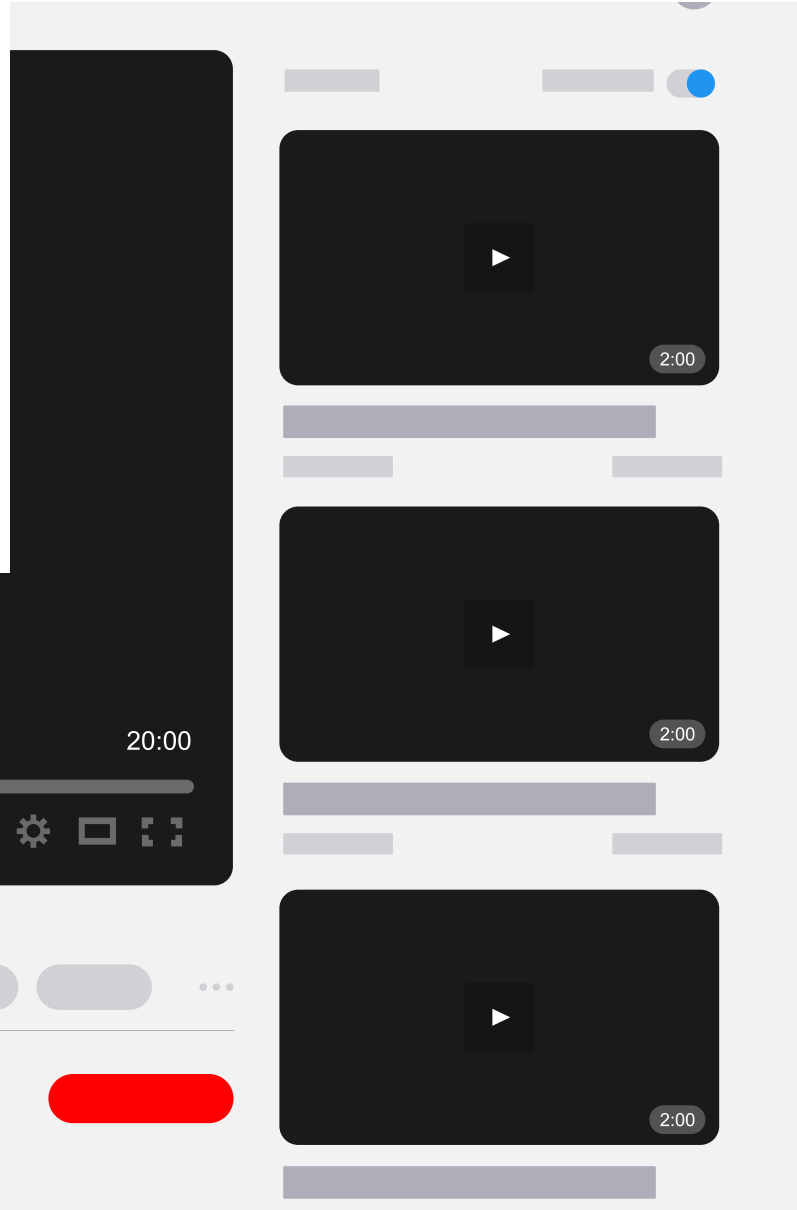
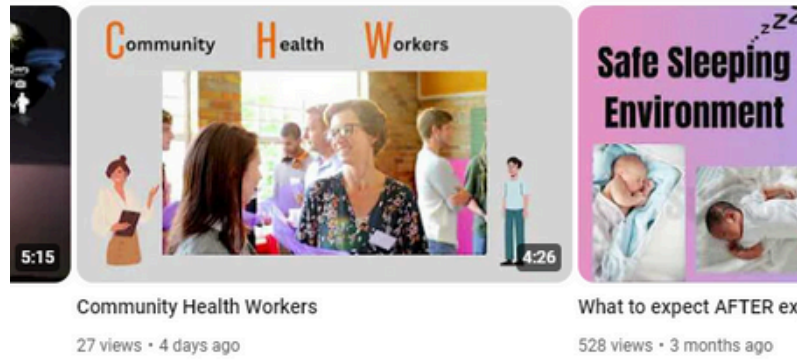
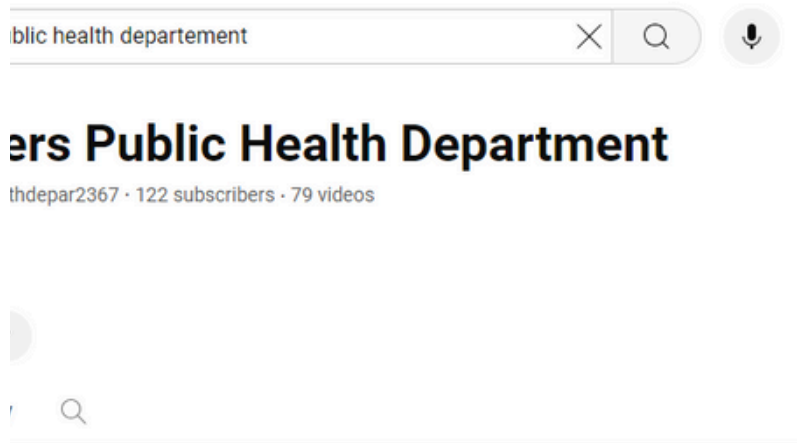


143 Subscribers



A Brief History of Vaccines

1.4K views • 11 months ago



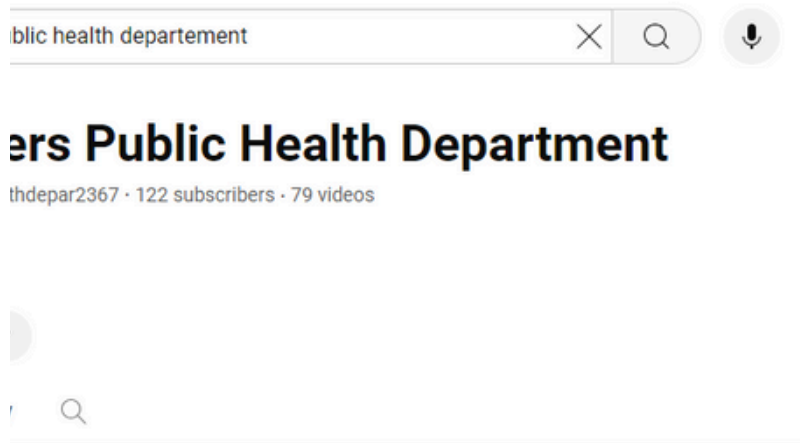
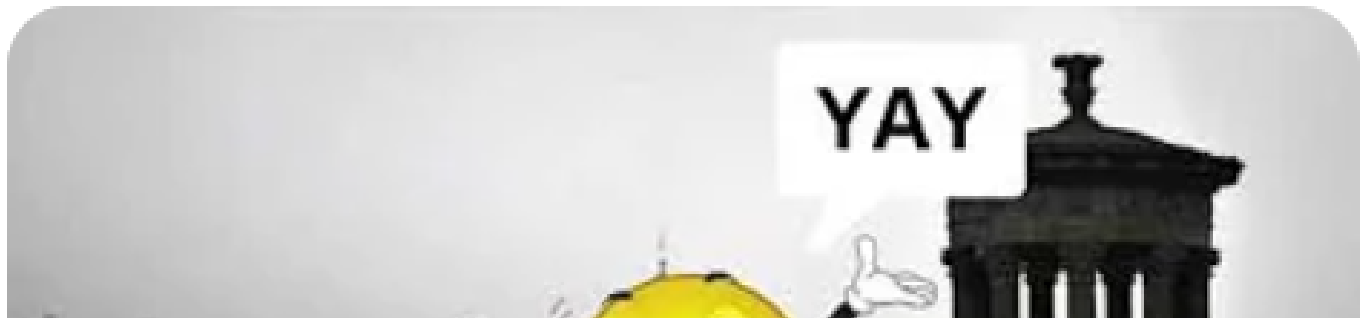
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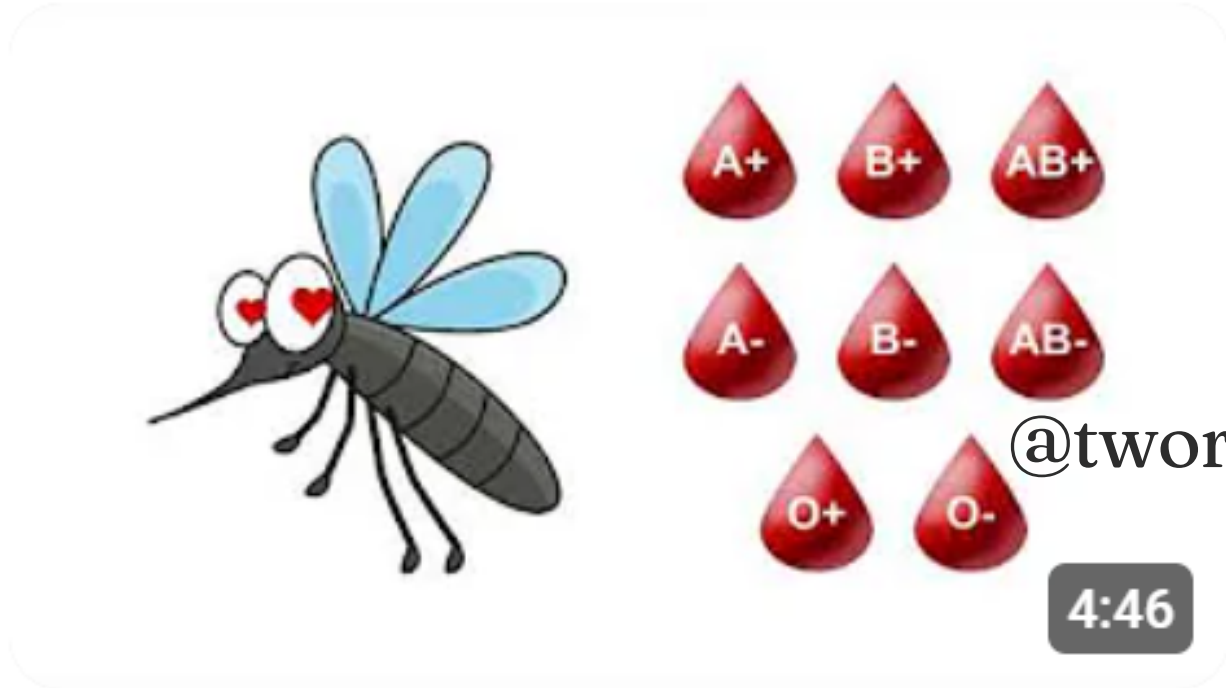
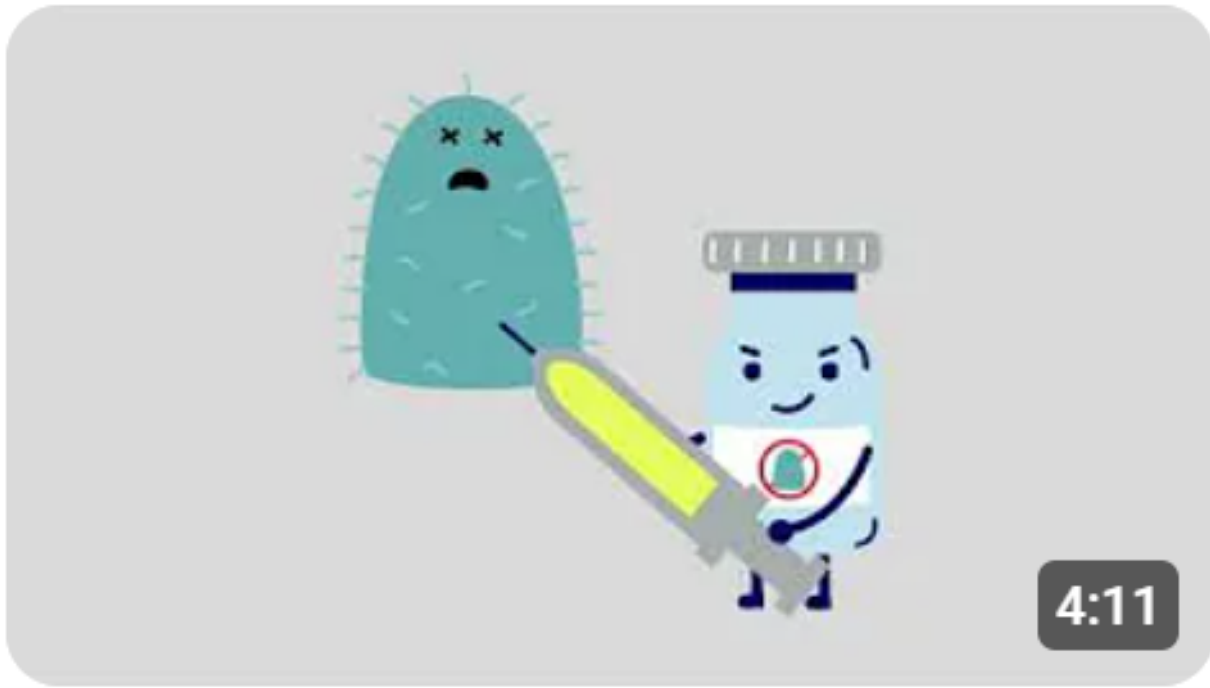
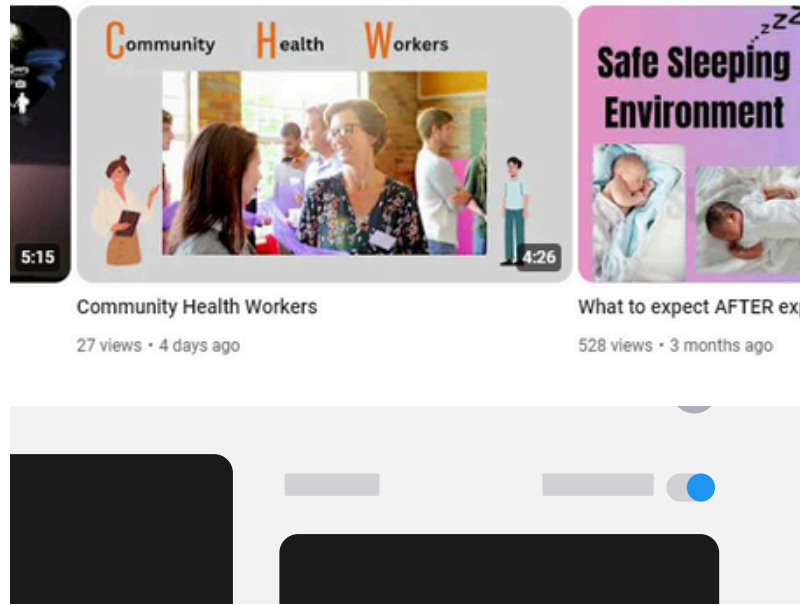
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143 Subscribers



YOUTUBE



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Rabies: What is it?

1.2K views • 11 months ago



Skeeter Smells

1.1K views • 1 month ago

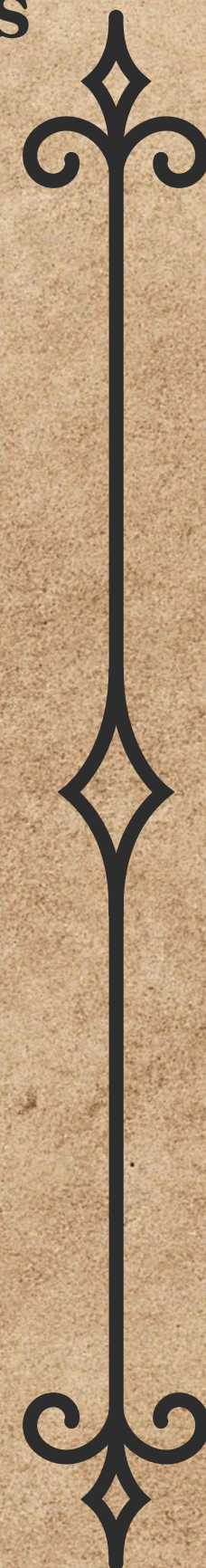


143 Subscribers

SPOTIFY 15 Subscribers

Free account

- All you need is an email
- Follow
- Listen



Riverside Chats
The Nurse Perspective





CREDIBLEMIND

trphd.crediblemind.com

Create a free account

- Mental health Check in
- 3-7 minute surveys
 - Mindfulness
 - Is it Burnout?
- 465 Users
 - 37 accounts
 - 548 sessions
- Mental Health Resources
- Self-care picks to _____
- Monthly Newsletters with special topics for the month
- Continuously adding local resources
 - KingdomPups



CREDIBLEMIND

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- **465 Users**
 - **37 accounts**
 - **548 sessions**



Thank you