

**EMERGING WORKPLACE HAZARDS: Creating Adaptable
and Innovative Safety and Health Training**

May 2–4, 2023 / Indianapolis, Indiana



WORKSHOP SESSION SUMMARY

POST-CONFERENCE PROCEEDINGS

1. Session Title and Presenter's Contact Information:

27: Building Social Media Campaigns to Use as Educational Tools

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2. Workshop Summary:

Social media and other interactive platforms continue to influence a wide audience, whether these networks are where people connect with distant family and friends, or gather information or news topics. Sometimes it is easy to get caught up in the negatives of these platforms rather than focus on the positives, like building a community. In this full-session workshop, participants will learn about how social media campaigns may be created to share educational information – especially in regards to worker health and safety – and come up with some ideas on their own. Many grantees within the Worker Training Program are already using social media to disseminate information. Participants will also have a chance to share these experiences and ask questions among the group.

3. Methods:

The facilitators used a PowerPoint (PPT) presentation to guide participants through two small group activities. For both activities, the facilitators provided each group with a piece of flipchart paper and a marker, and asked that each group select someone from their group to record their answers and report back to the large group. The assigned group member provided the report back and presented the flipchart paper.

The PPT was provided in English and Spanish to accommodate more than one language, and the facilitators tried to use both languages when presenting too.

The advantage of the small group activity method was that participants got to share personal experiences within their groups, including lessons learned. The disadvantage is that there were only three tables, making the “small” groups rather large so maybe conversation was limited.

4. Main Points/Key Points Raised from Participants:

Participants raised some of the following key points:

- Creators of social media campaigns (such as health and safety organizations) must always understand their target audience in order to disseminate information via the best means necessary – such as social media networks, websites, emails, text messages, etc.

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- Ground rules are needed for all networks in order to establish positive, friendly communities despite the negativity that may arise on social media.

5. References:

None.

6. Workshop Handouts/Resources:

- PPT presentation