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Georgia Southern Examines Facebook Use by Local Health Departments

October 20, 2015



Recent research shows that social media offer unprecedented opportunities for communications with stakeholders in public health and other industries. This study examines the manner in which U.S. local health departments (LHDs) use Facebook. Public health program themes discussed on Facebook profiles of LHDs were analyzed and ranked by the frequency of mentions on Facebook.

Nineteen public health themes were identified that were being discussed by LHDs. Different levels of maintenance of Facebook profiles was also noted. Social media can make a potential difference in providing the essential public health services of informing, educating, and empowering people about health issues, and mobilize community partnerships.

[“Use of Facebook by Local Health Departments: Usage, Public Health Themes, and Maintenance”](#) was published in *Frontiers in Public Health Services & Systems Research*.

Ms. Rakhi Trivedi, alumni of the Masters of Public Health (MPH) in Health Policy and Management (HPM) at the Jiann-Ping Hsu College of Public Health at Georgia Southern University (JPHCOPH) was the lead author. Dr. Gulzar Shah, Associate Dean of Research and Mr. Ankit Bangar, alumni of the Masters of Public Health (MPH) in Health Policy and Management (HPM) JPHCOPH were co-authors.

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