Sexual health through social media

1. BLOGGING
   1. Good way to get emails
   2. SEO
      1. Use more key words and page titles instead of meta tags
      2. \*\* New content gets “spiders” attention
         1. At least once a week post fresh content
      3. Websites and blogs are more easily brought up through a search in google than twitter or facebook
      4. \*\* NAME photos to increase SEO \*\*
   3. Blogging platforms
      1. WORDPRESS
         1. .org is easier if want to customize themes of site (as opposed to .com)
         2. Don’t need to use HTML code for .com
      2. Tumblr
         1. Popular with young people
      3. \*\* Blogger
         1. Can have multiple authors easily
      4. Twitter
         1. Twitter Voice
         2. HootStuite—track what people are saying about certain topics (ie HIV…)
      5. Tracking devices—tracking who is following/sharing/liking your tweets
         1. \*\*Twenty Feet
         2. \*\*TwitSprout
         3. Bit.ly
   4. Keep posts short and sweet
   5. Put a facebook like link on facebook
      1. Or see T2 website (<http://apla.convio.net/site/PageNavigator/T2EA_Home>)
   6. Ask ppl to “like” and “share”
   7. Track!—see what people are searching to get to our website
   8. See what content is spiking traffic or making it drop