

Prevention Action Alliance

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Effectively Utilizing Social Media

Through a collaborative partnership with PreventionFIRST!, Prevention Action Alliance, the Ohio Program for Campus Safety and Mental Health, and the Higher Education Center for Alcohol and Drug Misuse Prevention and Recovery (HECAOD), HECAOD is extending free access to their upcoming learning collaborative "Effectively Utilizing Social Media" to professionals at Ohio's Colleges and Universities.

This four-part series, taught by faculty at Washington State University, will discuss the theory behind using social media as a tool to change behavior, best practices for developing a social media strategy, how to develop content for effective social media campaigns, and how to evaluate these efforts. With limited in-person opportunities for engagement with students due to the COVID-19 pandemic, social media has become a critical tool in engaging students and promoting healthy behaviors.

The first session launches February 11 from 2-3:30 p.m. and subsequent sessions will take place March 4, March 25, and April 15 at the same time. Sessions will be recorded and available to registrants to view. Continuing education for social workers, counselors, and chemical dependency professionals is pending. Complete [this form](#) to receive your discount code to register at no cost.



[Download the Form](#)

[Learn More about the Learning Collaborative](#)



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**CAMPUS SAFETY
& MENTAL HEALTH**

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This partnership is made possible through funding by the Ohio Department of Mental Health and Addiction Services



Department of Mental Health and
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Everyone Has a Role in Prevention.

Prevention
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