

## Blogs, Facebook, and Twitter – Oh My!

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*Abstract:* Figuring out how to use emerging media tools might seem like wrestling lions and tigers and bears (oh my!) but the fact is you can do it! How we effectively reach people with public health messages is changing – interactive is king! Every day you aren't using emerging media techniques you're missing opportunities to engage with your audiences. Come see the latest trends and tools, learn who in public health is using them wisely, and how targeted efforts can make a big impact. Consider this the Emerging Media 101 class you can't afford to miss.