



## **Social Media for Prevention**

January, 17, 2018  
9 a.m. – 4 p.m.

Johns Hopkins All Children's Hospital  
501 6<sup>th</sup> Ave  
St. Petersburg, FL

### **AGENDA**

- 9:00            Check-In**
- 9:15            Welcome and Introductions**
- 9:20            Prevention Messaging and  
Effective Use of Social Media in Substance Abuse Prevention**
- 10:15          Case Studies of Effective Campaigns**
- 10:45          Instagram**
- 11:15          Oh, snap!**
- 11:45          Lunch**
- 12:30          #Twitter. Listen, Engage, Change.**
- 1:00            Google Grants**
- 1:15            Media Advocacy**
- 1:45            Your Case and The Plan**
- 2:45            Group Activity**
- 3:30            Closing Wrap Up**