



Promoting Health and Safety Through Social Media





Hot...
Overwhelming...
Crowded...

Facebook: 300 million active users. Fastest growing demographic is 35+





So Why Bother
With Social
Media Then?

Build community

Learn

Promote awareness

Educate

Increase sales







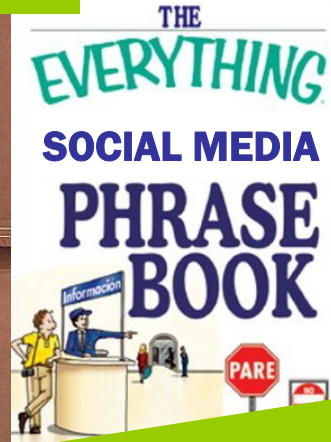


1



Explore

2



Learn

3



Engage





1

Explore the Social Media Landscape.



"Social media are online communications in which individuals shift fluidly and flexibly between the role of audience and author. To do this, they use social software that enables anyone without knowledge of coding, to post, comment on, share content and to form communities around shared interests."

*- Joseph Thornley
C.E.O, Thornley Fallis*



Twitter

Facebook

SlideShare

Workscape

Tools We Use

**Twitter's not
all about what
you had for
breakfast.**





H1N1 Virus

Latest stats: Contra Costa has had 6 fatalities and 162 hospitalizations related to H1N1 flu.

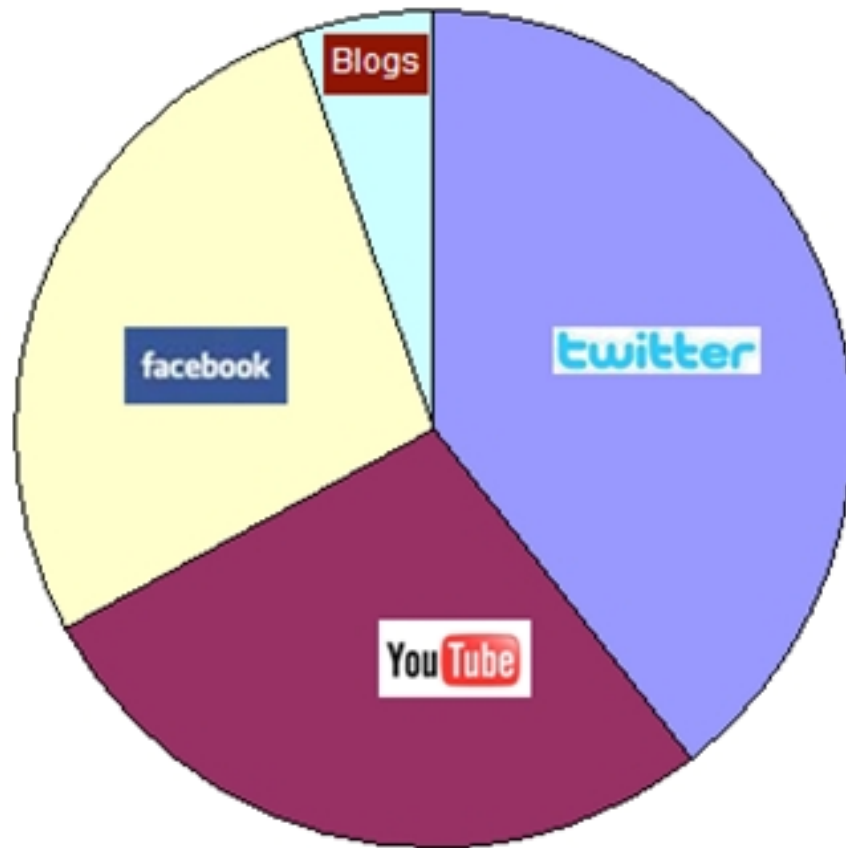
Details @ <http://www.bit.ly/1oPOcD>

about 1 hour ago from web



CoCoHealth
CC Public Health

367 US Hospitals Use Social Media



September 21, 2009

Hospital Social
Media Accounts

367 Hospitals:

186 YouTube

267 Twitter

190 Facebook

35 Blogs

Source:

ebennett.org/hsnl

**Facebook. It's
not just for the
school kids.**





CCOHS (Canadian Centre for Occupational Health and Safety)

Become a Fan

Wall

Info

Photos

Discussions

Events

Notes

CCOHS (Canadian Centre for Occupational Health and Safety) **Just Fans**



CCOHS (Canadian Centre for Occupational Health and Safety) Domestic violence can be a workplace issue. Find out why, and learn ten signs that may indicate that one of your employees or colleagues is in an abusive relationship. A great article by our Health & Safety Report editor Lynda Brown. <http://bit.ly/4qxIXK>



Health and Safety Report - Volume 7, Issue 9 - September 2009

Source: bit.ly

She was one of the top customer service reps in the company. To her coworkers, Suzanne seemed to have it all - a doting husband, children, a lovely home and a successful career. Every night at the end ...

Yesterday at 9:31am · Share

Linda Smith likes this.



CCOHS (Canadian Centre for Occupational Health and Safety) Exposure to noise in the workplace can permanently damage our hearing. But for some occupations and industries, there are other factors that can negatively affect a worker's hearing. Some of these factors include variations in the noise exposure...[Read More](#) ▾



Listen Up: Chemical Exposure & Hearing Loss in the Workplace

Webinar with Dr. Thais Morata from NIOSH

Time: 1:00PM Wednesday, October 28th

Location: Online

Tue at 3:05pm · Share · RSVP to this event



CCOHS (Canadian Centre for Occupational Health and Safety) Social media tools like Twitter, Facebook and blogs are all the rage right now. They have the potential to help you build and readily engage with an online community. And for the most part, these tools are economical, quick to implement and measurabl...[Read More](#) ▾

Suggest to Friends

We're Canada's national resource for the advancement of workplace health and safety. Join us in envisioning a work world without pain, loss or tragedy.

Information

Location:
135 Hunter St. East
Hamilton, ON, L8N 1M5

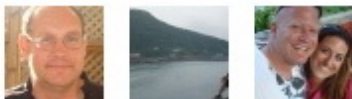
Phone:
1-800-668-4284

Fans

6 of 146 fans [See All](#)



Moheb Guirguis Sabrina Marentette Lynda Brown



Create an Ad

Hey Page Owners



Get more fans using Facebook Ads for Pages. When you create an ad for your Page, users can become a fan directly in the ad unit.

Like

Health Insurance went up



There is a price on your head and you didn't even know it. Play Mafia Wars to see who's got a hit out.

Like

3 New Burlington Condos





NIOSH National Institute for Occupational Safety and Health

Become a Fan

Wall

Info

Photos

Boxes

NIOSH National Institute for Occupational Safety and Health **Just Fans**



NIOSH National Institute for Occupational Safety and Health Less

Dust - Better Health - NIOSH Offers Web Resources for Controlling Dust from Power Tools
On July 9 NIOSH posted new Web topic pages with practical recommendations for controlling potential silica dust exposures from operations involving the followi...[Read More](#)



Engineering Controls for Silica in Construction - Jackhammer - NIOSH Topic Page

Source: www.cdc.gov

NIOSH has identified control measures to reduce worker exposure to hazardous dust during jackhammering.

Mon at 9:54am · Share

2 people like this.



NIOSH National Institute for Occupational Safety and Health

The NIOSH Science Blog has been Updated NIOSH has partnered with the Williams College of Business at Xavier University and the National Safety Council to offer a new course to MBA students titled "Business Value of Safety and Health." [Read...](#) [Read More](#)
September 22 at 10:53am

7 people like this.



NIOSH National Institute for Occupational Safety and Health

Good Morning America airs NIOSH interview on airborne transmission on planes
<http://abcnews.go.com/GMA/scared-swine-flu-avoid-germs-viruses-plane/story?id=8596700>



Scared of Swine Flu? Avoid Germs and Viruses on a Plane - ABC News

Source: abcnews.go.com

With the swine flu on everyone's minds, get tips on how to keep you and your family healthy and avoid germs while traveling and especially on planes.

Subscribe to the NIOSH e-news newsletter <http://www.cdc.gov/niosh/enews>

Information
Location:
Patriots Plaza Building
Washington, DC, 20201

Fans
6 of 720 fans [See All](#)

- Koh May Ling
- Alif Faisal
- Tuan Zainuddin Tuan Yusoff
- Mackey Baihaqy
- Emberlynn H'ng
- Harrison Abot'z

Photos
1 album [See All](#)



Newsletter sign-up

Info

Blog Updates

Photos



**SlideShare.
Like YouTube,
but for
presentations.**

BCM Software & Consulting
Business Continuity Solutions
RecoveryPlanner
www.recoveryplanner.com

Flu Food
Helps in the relief of flu & fever.
Trusted, proven. \$2 coupon on site.
Tylenol.ca

CSA Z1600 AuditTool \$295
Performance Enhancement eTool
Official CSA tool includes standad
www.eCompliance.ca

Ads by Google

Planning for the Pandemic [Edit Presentation](#)

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Pandemic Planning

Presented by

Jan Chappel, MHS
Sr. Technical Specialist



Canadian Centre for Occupational Health and Safety Centre canadien d'hygiène et de sécurité au travail

www.ccohs.ca

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Krista Travers, 1 day ago [custom](#)

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50 views, 0 favs, 0 embeds [more stats](#)

Preparing your workplace for the pandemic is good b

[more](#)

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What Is Swine Flu Or



Swine Flu H1N1 Info,



BUSINESS CONTINUITY PLANNING
Dr Karolyn Kerr



SWINE FLU
The 2009 flu pandemic is a global outbreak of a new strain of influenza virus, officially named the "new H1N1," first identified in April 2009, and commonly called "swine flu."
It is thought to be a mutation of four known strains of the influenza A virus, subtype H1N1, one endemic in (normally infecting) swine, one endemic in birds, and two endemic in pigs (swine). Experts believe the virus "leapt" through "intermediate" hosts, possibly swine, to humans. Transmission of the new strain is believed to occur, with limited risk, between pigs, as well as the virus.

Sponsored



CrossLoop Computer

Categories

Technology
Health & Medicine

Tags

flu sickness safety
planning pandemic swine
h1n1 business
workplaces continuity
[more](#)

Bus. Continuity Training

3 Day comprehensive Course, business resilience certification
www.sentryx.com

IT Blueprints™

Dynamic, automatic visualizations. Ditch

A close-up photograph of two people, likely a man and a woman, smiling and looking at each other. They are both drinking from clear plastic straws. The person on the right is holding a glass of orange juice with a lime wedge on the rim. The background is a blurred outdoor setting with blue and green tones.

**Discussion
forums. For the
stuff you want
to talk about.**



Workscape

Welcome, [admin](#).

You last visited: Today at 09:00 AM
 Private Messages: Unread 0, Total 2.

Control Panel

FAQ

Community ▼







Calendar

New Posts

Search ▼

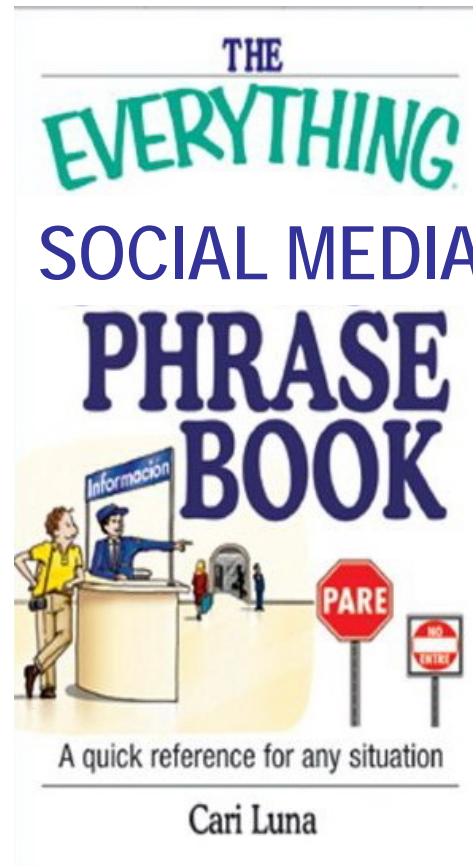
Quick Links ▼

Log Out

Board	Last Post	Threads	Posts
Announcements / Communiqués			
 Board Announcements / Communiqués du forum de discussion Information and updates regarding Workscape are posted here / Les renseignements et les mises à jour se rapportant à Workscape sont regroupés ici.	How to add an attachment by admin 12-11-2008 10:07 AM	6	6
Workplace Health and Safety / Santé et sécurité au travail			
 Chemical Safety / Sécurité chimique Chemical hazards, product safety, WHMIS, MSDSs, transport of hazardous materials, toxicity, safe work practices / Risques chimiques, sécurité des produits, SIMDUT, FS, transport de matières dangereuses, toxicité, méthodes de travail sécuritaires.	Medical Surveillance Programs by JDunmore 09-08-2009 01:42 PM	8	34
 Ergonomics / Ergonomie (2 Viewing) Workplace design and considerations, risks, work-related musculo-skeletal disorders, exercises / Conception, aménagement et autres questions concernant un poste de travail, risques, troubles musculosquelettiques liés au travail, exercices.	Office Ergonomics & WMSD by mat 09-18-2009 03:30 PM	6	15
 General Health and Safety / Questions générales de santé et de sécurité Health and safety committees, OH&S management systems, return to work, and anything else that doesn't fit in the other Forums / Forums de santé et de sécurité au travail, systèmes de gestion de la SST, retour au travail et toute autre question ne relevant pas d'un autre forum de discussion.	Eyewash Stations by Lynn 09-25-2009 04:21 PM	60	202
 Healthy Workplaces / Lieux de travail sains Wellness, health promotion, fitness, work/life balance, EAPs, stress, harassment, violence prevention / Bien-être, promotion de la santé, condition physique, équilibre travail/vie familiale, PAE, stress, harcèlement, prévention de la violence.	Bridging the Generations at... by Lynnda 08-27-2009 03:33 PM	8	15
 Legislation & Compliance / Législation et conformité (2 Viewing) Canadian health, safety and environmental legislation, amendments, responsibilities, regulatory compliance / La santé au Canada, législation touchant la sécurité et l'environnement, modifications apportées, responsabilités, conformité à la réglementation.	Amendments to Canadian OH&S &... by admin Yesterday 10:06 AM	28	58
Extreme Heat Events / Épisodes de chaleur accablante			

2

Learn.
Etiquette matters.
Here are some tips.





Twitter Tips



1. Learn the Lingo

Some Twitter Lingo

Twitter: A social networking tool where anyone can send & receive messages of up to 140 characters long in real-time.

Tweet: n. An individual message on Twitter. v. the action of posting a tweet.

Tweeter: A person who tweets.

Follower: Person who chooses to receive your tweets in their Twitter updates.

@reply / @username: a public message targeted to a specific user.

Direct Message (DM): Private tweets. You can DM people who follow you.

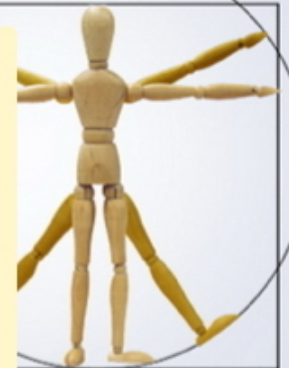
Re-tweet: A repost of someone else's tweet. Can add commentary. Usually distinguished by an "RT" or a "via" in the tweet.

Hashtags: A way to tag or categorize your tweet by a specific subject:

"Proper handwashing is your best defense. #H1N1 #flu"



2. Introduce Yourself



Hey there! CCOHS is using Twitter.

Twitter is a free service that lets you keep in touch with people through the exchange of quick, frequent answers to one simple question: What are you doing? **Join today** to start receiving CCOHS's tweets.

Join today!

Already using Twitter from your phone? [Click here.](#)



Canadian Centre for Occupational Health and Safety



CCOHS

Nous venons de lancer notre tout premier balado français. Écoutez Aidez à prévenir la propagation ici: <http://is.gd/3QD7k>

about 21 hours ago from TweetDeck

RT @JenniferCCOHS: Podcast – Nine simple tips to help prevent the spread of infections <http://is.gd/3QD0F>

about 24 hours ago from TweetDeck

Ontario's ban on hand-held devices while driving takes effect Oct. 26 <http://bit.ly/2AkIjF>

11:07 AM Sep 30th from bit.ly

Domestic violence – a workplace issue. <http://bit.ly/4qxiXK>

6:16 AM Sep 30th from bit.ly

Tip of the week: Lessons about latex allergies. <http://bit.ly/goXFq>

7:12 AM Sep 29th from bit.ly

Added our Pandemic Planning presentation to Slideshare – lots of tips for workplaces. <http://bit.ly/10Iqn2>

Name CCOHS

Location Hamilton, ON, Canada

Web <http://www.ccohs.ca>

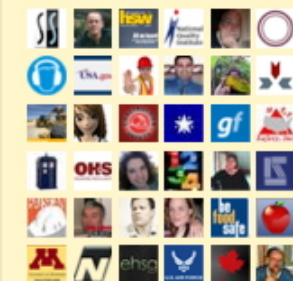
Bio We're Canada's national resource for the advancement of workplace health and safety. This account is maintained by the Communications department.

278 following 367 followers

Tweets 149

Favorites

Following



[View All...](#)

[RSS feed of CCOHS's tweets](#)





3. Join in on the conversation



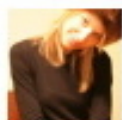
twitter

Home Profile Find People Settings Help Sign out

Hi @ccohs thanks for all the helpful tips and info! Do you by any chance have a French twitter account?



1:59 PM Mar 26th from Echofon



twitter

Home Profile Find People Settings Help Sign out

@ltorvi You're welcome! And no, no separate French account. Folks can tweet to @ccohs in either English or French. We'll respond the same.



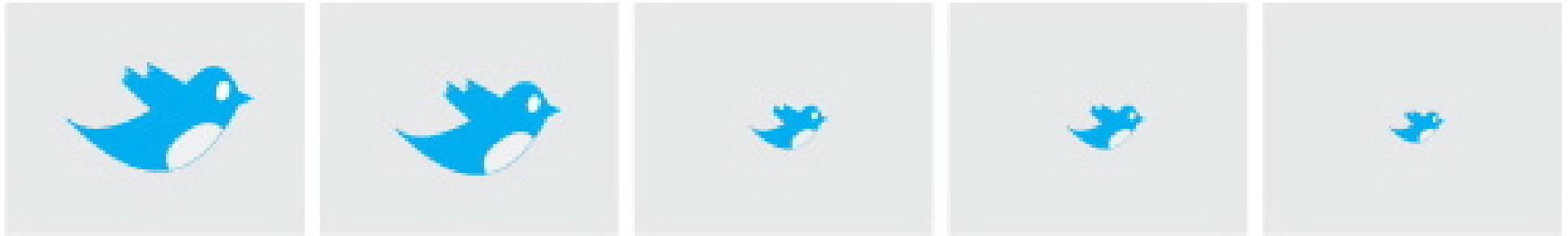
2:04 PM Mar 26th from twhirl in reply to ltorvi



CCOHS



The Average 100 Tweets



40 inane
pointless babble

38 chatty
conversation

8 good
RT-worthy

8 egotistic
self promotion

4 grrrr!
spam

From: InformationIsBeautiful.Net



4. Tweet Regularly



If the Twitter community were 100 people



From: *InformationIsBeautiful.Net*



5. Listen



ccohs

1.

Search

[Advanced Search](#)

Realtime results for ccohs

0.67 seconds

[Feed for this query](#)

[Twitter these results](#)

2.



CCOHS: Canada's Healthy Workplace Month kicks off Monday. Follow [@CHWMonth](#), take action, & feel great about life <http://bit.ly/3lO0hj> (expand)
about 4 hours ago from *bit.ly* · [Reply](#) · [View Tweet](#)



JenniferCCOHS: RT [@CCOHS](#): Nous venons de lancer notre tout premier balado français. Écoutez Aidez à prévenir la propagation ici: <http://is.gd/3QD7k> (expand)
1 day ago from *twhirl* · [Reply](#) · [View Tweet](#)

3.



CCOHS: Nous venons de lancer notre tout à prévenir la propagation ici: <http://is.gd/3C>
1 day ago from *TweetDeck* · [Reply](#) · [View Tweet](#)



LyndaCCOHS: RT [@JenniferCCOHS](#): Listen to **CCOHS** free Prevent the Spread podcast for 9 tips to help prevent the spread of infections <http://is.gd/3QD0F> (expand)
1 day ago from *TweetDeck* · [Reply](#) · [View Tweet](#)



CSSE: RT [@CCOHS](#) Ontario's ban on hand-held devices while driving takes effect Oct. 26 <http://bit.ly/2AkIjF> (expand)
1 day ago from *web* · [Reply](#) · [View Tweet](#)



Brian_Godfrey: RT [@WorkSafeBC](#) RT [@JenniferCCOHS](#): Podcast - Nine simple tips to help prevent the spread of infections <http://tr.im/yZrn> (via [@CCOHS](#))
1 day ago from *Twitterrific* · [Reply](#) · [View Tweet](#)



MountainNews: RT [@JenniferCCOHS](#): Listen to **CCOHS** free Prevent the Spread podcast for 9 simple tips to help prevent spread of infections <http://is.gd/3QD0F> (expand)
1 day ago from *Echofon* · [Reply](#) · [View Tweet](#)

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Show tweets **written in**:

Any Language

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 - [ave](#)
 - [tions Rio](#)
 - [Chicago](#)
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 - [Olympic Games](#)
 - [TGIF](#)

Nifty queries:

- [cool filter.links](#)
- ["is down"](#)
- [movie :\)](#)
- ["happy hour" near:SE](#)
- [watching to](#)
- [love OR hate](#)
- [flight :\(](#)

<http://search.twitter.com>

Authentic

Active

Accurate

Advertising-Free

**Tips for Social
Media Success**

A face...

Authentic

Zappos.com CEO

Hi! I'm Tony Hsieh the CEO of Zappos.com.

twitter

Home Profile Find People Settings Help Sign out

Embarking on a social media strategy to help w/ marketing is like embarking on a facial muscle strategy to help w/ smiling.

5:48 PM Sep 21st from web

Zappos.com CEO

zappos
Zappos.com CEO -Tony

A name...

Straight from his head...



Monitor...

Active

Be responsive...

Be seen...

Know your stuff...

Accurate



CCOHS (Canadian Centre for Occupational Health and Safety) It's a scorcher today in Ontario. With the humidex and hot temperatures, it's going to feel like the high 30's. But when is it too hot to work? Listen up to the latest podcast, Working in the Heat: How Hot is Too Hot?



CCOHS: Products & Services: Podcasts Listing

Source: www.ccohs.ca

Podcasts Listing

📅 August 17 at 9:48am · Comment · Like · Share

👍 Gagan Grewal likes this.

Write a comment...

Be sure before you post...

Advertising-Free

"Social media is all about being social. It's not called selling media. The biggest mistake companies make is using social media to hawk products. It's a turnoff."

-- *Nora Ganim Barnes, Marketing Professor & Director,
Center for Marketing Research,
University of Massachusetts Dartmouth*

A Advertising-Free

CCOHS News: New Webinar Series Focused on Building Stronger Workplace Health & Safety Committees. Visit: <http://www.ccohs.ca/ccohs/r...>

8:56 AM Dec 4th, 2008 from web



Reports of a wasp boom in Toronto area...tips to work safely around them: <http://bit.ly/Rkqov>

6:59 AM Aug 20th from bit.ly



3

Engage with others and take it the next level.





Integrate

Website

Quick Links



Twitter



Podcasts



Newletter



Facebook



Workspace
Online
discussion
board



KRISTA TRAVERS

Marketing Communications Officer
Canadian Centre for Occupational Health and Safety (CCOHS)
135 Hunter Street East, Hamilton, ON L8N 1M5
ktravers@ccohs.ca
www.ccohs.ca

Follow us on Twitter: www.twitter.com/ccohs

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E-mail

LIAISON

The Latest News from CCOHS

September 2009

Make it happen in the real world. Invite you to participate in Health Week (Oct 19-23), attend free webinars on social media and pandemic planning, and listen to our latest podcasts. Plus, we asked Forum III Keynote speaker Jim Clemmer to explain the impact of a pandemic on health and safety.

Impact people's lives, and a World Health Organization report that the number of people affected by pandemic influenza is expected to rise, it makes sense to prepare for the possibility of a major influenza outbreak, and how to keep your business operational due to high rates of staff absenteeism, shortages of supplies, and angry customers. Have a business continuity plan in place to help you prepare for the possible impacts.

CCOHS offers a range of tools and resources to help companies understand the risk and help minimize the impact of a pandemic, including a pair of courses: Pandemic Awareness (free) and Pandemic Planning.

In This Issue

- [Prepare for a Pandemic](#)
- [Feel Great About Life](#)
- [Leadership Matters](#)
- [Get on Topic at CCOHS](#)
- [New and Updated e-Courses](#)

Quick Links

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- [CCOHS Products & Services](#)
- [Web Information Service](#)
- [Français](#)

Join the community

Follow CCOHS on twitter

CCOHS on



Don't rush it.
Build gradually.

Remember, using social media tools requires...

- Planning
- Time
- Resources
- Measurement





What can you
do today?

Check out [SlideShare](#)! Search for ecome
presentations, pick some favourites,
and add comments.

What can you do next on Twitter?

- Tweet about free **events**, or links to health and safety **news/information/tips**
- Ask **questions** to get answers or opinions
- Re-tweet or tweet **other organizations'** useful information. Bring it to YOUR followers' attention.



What else can you do?

- Create a **Facebook** fan page and post links to healthy events, or photos of health and safety initiatives at your workplace
- Upload a presentation to **SlideShare** and tweet about it
- Create an RSS news feed page on your Intranet, with content from news sites, govt. depts., industry blogs etc.
- Incorporate social media as part of your organization's overall **communications strategy/plan**



Getting Started

- Learning the Ropes, Mashable's **Twitter** Guide Book:
<http://mashable.com/guidebook/twitter/>
- **Twitter** 101 for Business:
<http://business.twitter.com/twitter101>
- **Facebook** Pages Guide:
<http://www.facebook.com/advertising/FacebookPagesProductGuide.pdf>
- Stating Your **Social Media Case**:
<http://www.chrisbrogan.com/starting-your-social-media-case/>



5 Twitter Tools To Find People

- Start with “**Find People**” on Twitter
- **Tweepz**
- **Twellow**
- **Mr. Tweet**
- Local Users/Tweets: **Twinkle**



Beyond the Basics: 7 Twitter Tools

- Twitter Client: Tweetdeck, Seesmic
- Trends: Tweetstats
- Multiple Tweeters: Co-Tweet
- Photos: Twitpic
- URL Shortener: Bit.ly
- Tweet Scheduler: SocialOomph
- Polls: twtpoll



Free Monitoring Tools

Google alerts
beta

 **Technorati™**

socialmention*

Addict-o-matic™



BoardTracker
Discussion Search

backtype



At first, social media can seem a daunting destination.

Keep an open mind.
Be curious.
And enjoy the journey.



@you Thanks for watching.

Twitter | @CCOHS
Facebook | facebook.com/ccohs
Email | kristat@ccohs.ca