[Assignment](https://lc-grad3.gcu.edu/learningPlatform/assignment/assignment.html?operation=studentCurrentAssignmentList" \o "Assignment)  Public Health Communication and Social Media

[**4**](javascript:void(0);) **pages**

**Max Points:**120  
  
**Details:**

Social media channels are designed to be engaging; however, these media are often used by public health organizations and practitioners as a means to disseminate mass information, rather than to engage audiences in meaningful interaction. Harnessing social media to best achieve public health outcomes is a topic of much discussion and study in the public health community.

For this assignment, you will analyze public health communication via social media in your community. Follow a public health organization, local or national, on a social media channel (e.g., Twitter, Facebook, LinkedIn) for at least 3 weeks. In a paper of 4 pages, address the following:

1. Describe the benefits/advantages and challenges/risks of using social media for public health communication.
2. Describe the organization you followed and the social media channel you selected. What kind of information is shared on social media by the organization?
3. To what degree does the organization engage with users/followers (e.g., responding to questions, engaging in conversation, hosting "chats" with experts, soliciting information)?
4. What improvements or suggestions would you make to this organization regarding its social media engagement? Why?

Use at least three scholarly sources to support your paper.

Prepare this assignment according to the guidelines found in the APA Style Guide, located in the Student Success Center. An abstract is not required.

This assignment uses a rubric. Please review the rubric prior to beginning the assignment to become familiar with the expectations for successful completion.

You are required to submit this assignment to LopesWrite. Please refer to the directions in the Student Success Center.

RUBRIC

**Public Health Communication and Social Media**

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|  | **1 Unsatisfactory 0.00%** | **2 Less than Satisfactory 65.00%** | **3 Satisfactory 75.00%** | **4 Good 85.00%** | **5 Excellent 100.00%** |
| **70.0 %Content** |  | | | | | |
| **20.0 %Overview of Using Social Media for Public Health Communication** | Overview of the benefits/advantages and challenges/risks of using social media for public health communication is either not present or not evident to the reader. | Overview is insufficiently developed and/or vague. A brief description of benefits and challenges is present but is not clear or is missing key elements. | Overview is present and sufficient. Adequately describes the benefits and challenges of using social media for public health communication. | A clear overview and description of benefits and challenges of using social media for public health communication is present, forecasting development of paper. | Overview is clear and comprehensive. An expert analysis of the benefits/advantages and challenges/risks of using social media for public health communication is provided. |  |
| **15.0 %Information Shared by Organization on Social Media** | Description of the organization followed and the type of information shared on social media is not present or evident. | Description of the organization followed and the type of information shared on social media is insufficiently developed and/or vague. Some key elements are missing. | Description of the organization followed and type of information shared on social media is sufficient and adequate. All elements are present, but may lack some analysis or depth. | Description of the organization followed and type of information shared on social media is well-developed and comprehensive. | Excellent description of the organization followed and type of information shared on social media. Clear examples are included. It is evident the student followed the organization for several weeks. |  |
| **15.0 %Organizational Engagement Using Social Media** | Conclusion is either not present or not evident to the reader. | Conclusion is insufficiently developed and/or vague and lacks any discernible purpose. | Conclusion is present and some decision makers are identified, but justification and support are lacking. | Conclusion is clear and identifies key decision makers who would need this information. Rationale is sufficient and relevant to the assignment criteria. | Conclusion is comprehensive and clearly articulated. A strong description and justification for the decision makers who would need the information from the HIA are incorporated. |  |
| **20.0 %Suggested Improvements for Using Social Media for Public Health Communication** | No suggestions were provided or are not made evident. | Few suggestions were outlined to support the assignment. | The suggestions stated are adequate and standard in relevance and/or quality, but lacking in sufficient rationale and/or justification. | Suggestions for improvement are clearly described and rationale is evident. Recommendations are relevant to the issues stated in the assignment criteria. | Recommendations to improve the use of social media for public health communication are well-described and include justification and purpose. Student addresses all of the issues stated in the assignment criteria. |  |
| **20.0 %Organization and Effectiveness** |  | | | | | |
| **7.0 %Thesis Development and Purpose** | Paper lacks any discernible overall purpose or organizing claim. | Thesis and/or main claim are insufficiently developed and/or vague; purpose is not clear. | Thesis and/or main claim are apparent and appropriate to purpose. | Thesis and/or main claim are clear and forecast the development of the paper. It is descriptive and reflective of the arguments and appropriate to the purpose. | Thesis and/or main claim are comprehensive. The essence of the paper is contained within the thesis. Thesis statement makes the purpose of the paper clear. |  |
| **20.0 %Organization and Effectiveness** |  | | | | | |
| **8.0 %Argument Logic and Construction** | Statement of purpose is not justified by the conclusion. The conclusion does not support the claim made. Argument is incoherent and uses noncredible sources. | Sufficient justification of claims is lacking. Argument lacks consistent unity. There are obvious flaws in the logic. Some sources have questionable credibility. | Argument is orderly, but may have a few inconsistencies. The argument presents minimal justification of claims. Argument supports the purpose logically, but not thoroughly. Sources used are credible. Introduction and conclusion bracket the thesis. | Argument shows logical progression. Techniques of argumentation are evident. There is a smooth progression of claims from introduction to conclusion. Most sources are authoritative. | Clear and convincing argument presents a persuasive claim in a distinctive and compelling manner. All sources are authoritative. |  |
| **20.0 %Organization and Effectiveness** |  | | | | | |
| **5.0 %Mechanics of Writing (includes spelling, punctuation, grammar, language use)** | Surface errors are pervasive enough that they impede communication of meaning. Inappropriate word choice and/or sentence construction are used. | Frequent and repetitive mechanical errors distract the reader. Inconsistencies in language choice, sentence structure, and/or word choice are present. | Some mechanical errors or typos are present but are not overly distracting to the reader. Correct sentence structure and audience-appropriate language are used. | Prose is largely free of mechanical errors, although a few may be present. A variety of sentence structures and effective figures of speech are used. | Writer is clearly in command of standard, written, academic English. |  |
| **10.0 %Format** |  | | | | | |
| **5.0 %Paper Format (Use of appropriate style for the major and assignment)** | Template is not used appropriately, or documentation format is rarely followed correctly. | Appropriate template is used, but some elements are missing or mistaken. A lack of control with formatting is apparent. | Appropriate template is used. Formatting is correct, although some minor errors may be present. | Appropriate template is fully used. There are virtually no errors in formatting style. | All format elements are correct. |  |
| **5.0 %Research Citations (In-text citations for paraphrasing and direct quotes, and reference page listing and formatting, as appropriate to assignment and style)** | No reference page is included. No citations are used. | Reference page is present. Citations are used inconsistently or are insufficient. One source is used. | Reference page lists sources used in the paper. Sources are documented appropriately, although some errors may be present. Two sources are used. | Reference page is inclusive of all cited sources. Documentation is appropriate and citation style is usually correct. Two or three sources are used. | In-text citations and a reference page are complete and correct. The documentation of cited sources is free of error. Three or more sources are used. |  |
| **100 %Total Weightage** |  | | | | |  |