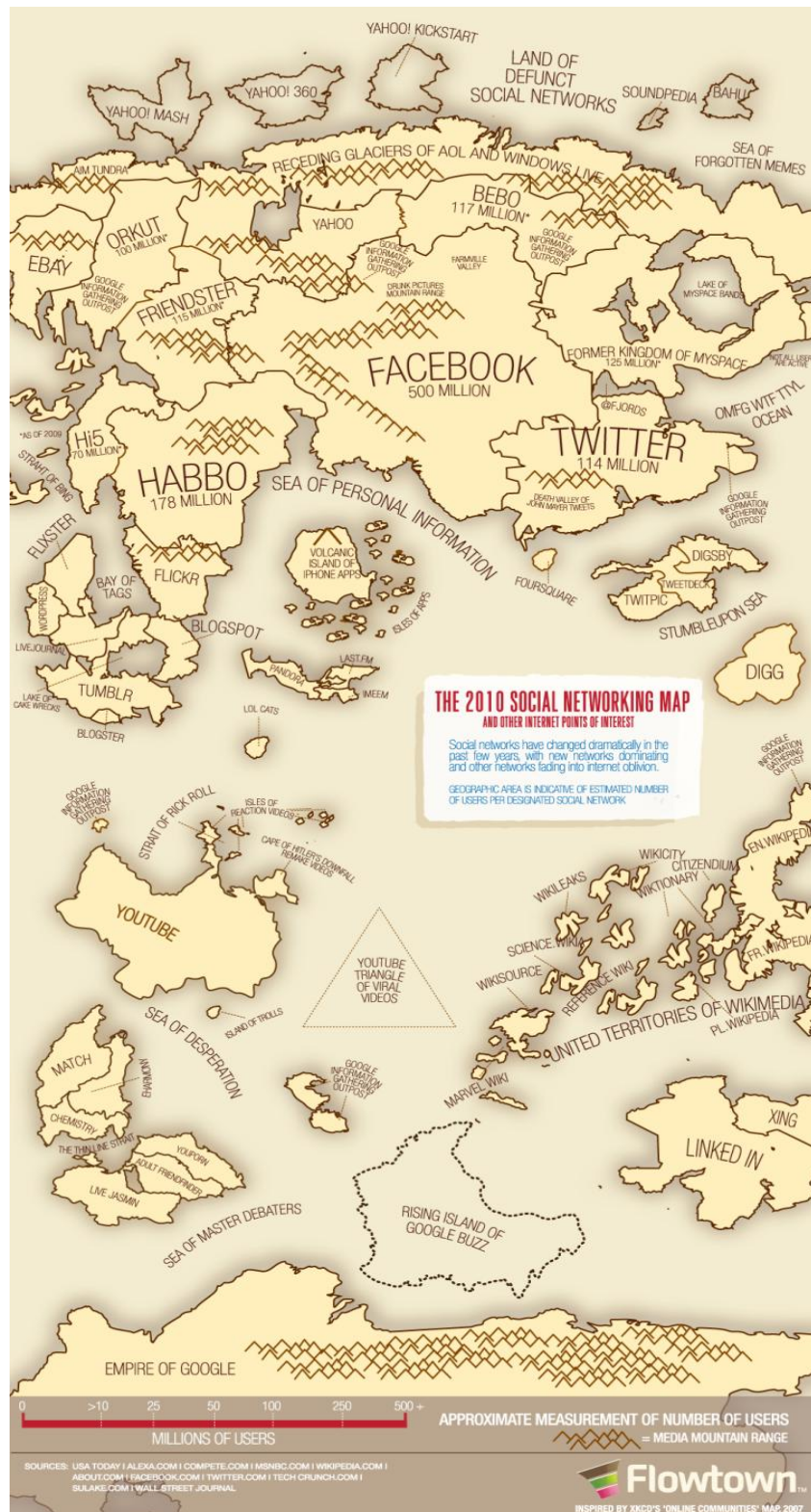


NIDA CTN Social Media Resource Guide

Developed by the RUC Social Media Workgroup Members
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Introduction

The role of social media is rapidly expanding and radically changing the way we communicate with one another (see video at <http://bit.ly/jzV6To>). Social media is known as the “participative Internet;” it can be used to:

- 1) Maintain & build relationships
- 2) Disseminate information
- 3) Post pictures or videos
- 4) Organize events
- 5) Educate colleagues, patients or the public
- 6) Advertise products or services
- 7) Recruit, engage & follow-up with research participants
- 8) Increase website traffic
- 9) Rapidly disseminate information during an emergency or disaster

The purpose of this guide is to provide people within the NIDA CTN with a basic understanding of social media and tips for navigation. While there are many social media tools, this guide is limited to Facebook, Twitter, Google+, LinkedIn, and blogs. For a more comprehensive overview of health-related use of social media see <http://www.aids.gov/using-new-media/> or <http://1.usa.gov/fiVYs9>.

Despite social media’s rapidly expanding use, there is limited information on how best to use it to communicate health information or how it can be used as a virtual social network for health professionals. Given the lack of best practices for social media, we can learn from successful uses of social media to disseminate information and organize communities.

The Obama presidential campaign’s success has been credited in part to the use of social media, text messages, and online videos (<http://bit.ly/hSUjEL>). Even today, President Obama is the most-followed person on Twitter, with over 9 million “followers.” The Obama presidential social media campaign was successful because it used *multiple* Internet-based strategies to reach voters, which together helped him both add and inform a variety of supporters. It is important to keep in mind that these were not just *virtual* social networks, but they also served as a mechanism to bring people in communities together in real space and time.

Social media has also been successfully used to communicate information regarding epidemics such as the H1N1 pandemic. For example, in 2009, the health department in Alexandria, Virginia used Twitter and text messages to disseminate information on H1N1 vaccine locations with near-immediate effect. During this same time, the Centers for Disease Control and Prevention’s (CDC) “emergency profile” grew from 65,000 to 1.2 million followers (Merchant et al., *New England Journal of Medicine*, July 2011). As of January 2012, the CDC has 34 Twitter accounts (each with a specialized focus) that reach over 2 million people.



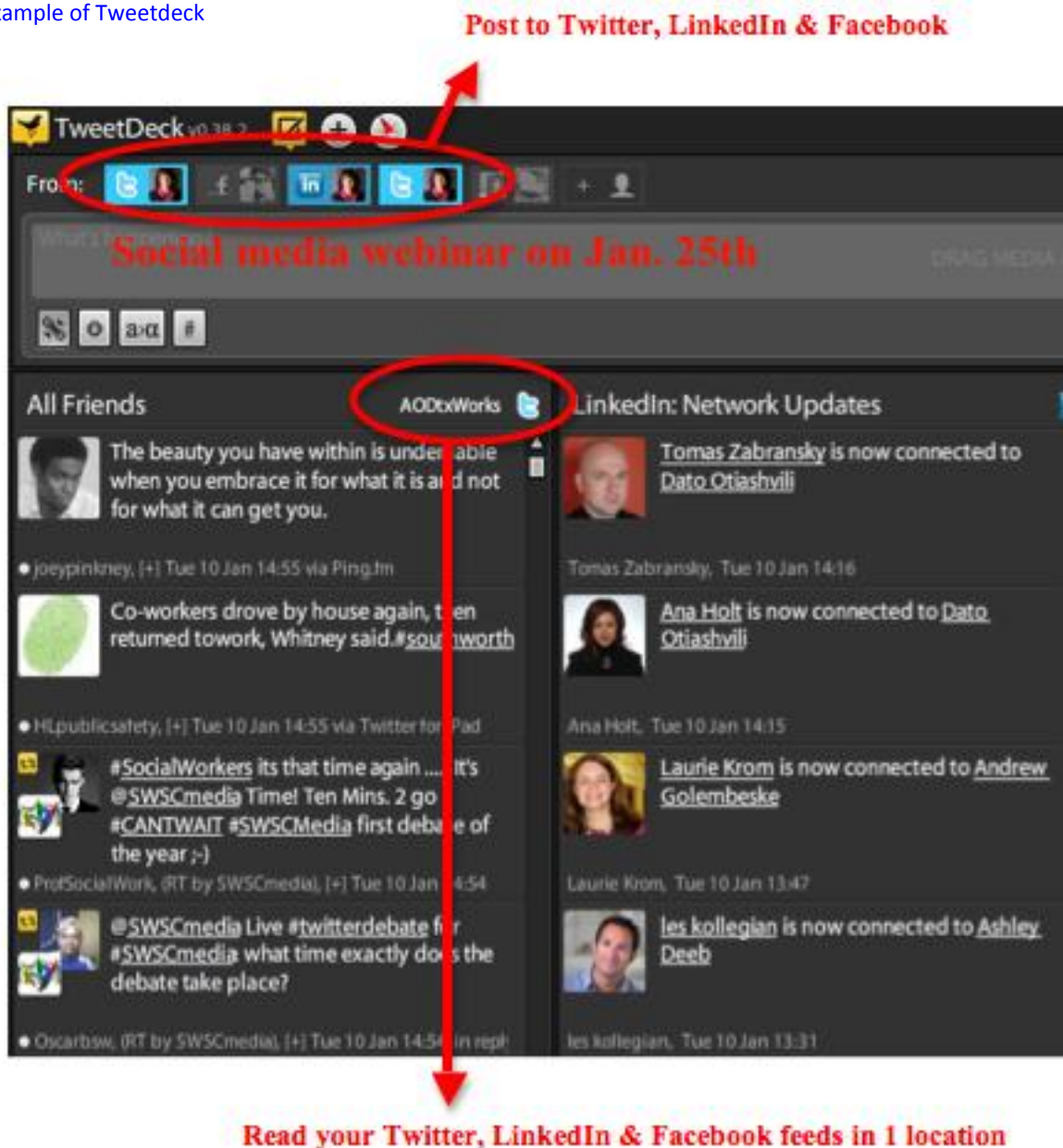
Similarly, social media has the potential to change and expand the dissemination of evidence-based practices for addiction medicine at a relatively minimal cost. Nearly all medical schools in the United States have a presence on Facebook (Kind et al., *Medical Education Online*, September 2010) and numerous professional organizations have set-up Facebook pages as well, including some of our Nodes and CTPs. Social media may also provide a mechanism for building virtual social networks of addiction researchers, clinicians, key stakeholders, and community-members. Additionally, social media is being used to recruit for research studies and to follow-up with research participants, even within the NIDA CTN (CTN-0044).

Whether you choose to engage in social media or merely watch from the sidelines, it is important to be aware of what is already happening. Your social media choices will be largely driven by the purpose and content of information you wish to share.

How to Manage Your Social Media Accounts

Social media has the potential to be very time consuming and therefore it is important to become familiar with programs that help you multitask. [Tweetdeck](#) and [HootSuite](#) are two programs that allow you to simultaneously read and post on Facebook, Twitter, and LinkedIn (as well as other social media platforms). Furthermore, there are applications integrated within Facebook and LinkedIn that allow you to simultaneously post content across various platforms. For example, the Twitter application within Facebook allows you to automatically “push” posts on Facebook directly to Twitter. In other words, you type in your update once and it automatically gets replicated in a second or even third location.

Example of Tweetdeck



Facebook

Facebook, the most-used of all the available social media tools, has over 800 million users worldwide, 50% of whom log-on every day. Facebook has numerous features, allowing you to:

- post information, pictures, videos, web links, or notes
- communicate via email or instant chat
- schedule events and track RSVPs
- check-in at events or locations
- choose your friends and manage your social network
- manage what you see in your “news feed”
- manage who sees your posts
- use privacy settings to limit access to your page and content on your page
- videochat (“video calling”)

Setting up an account. We recommend setting up your Node or organization’s Facebook account as a “Page” rather than a “Group” so multiple individuals in your organization can administer the account (post updates, add events, etc.) (NOTE: You need to have an individual Facebook account in order to set up a Page account, so set an account up for yourself at Facebook before you start working on a “Page” for your Node or organization.) Facebook has a strict policy regarding one Facebook account per person and therefore aliases should not be used to create accounts. This policy, in part, was created to protect the integrity of users.

Though Pages are the best place for broad dissemination, “Groups” in Facebook may be an option depending on your goals. Groups allow you to target information to a defined set of group members. Groups on Facebook are similar to “clubs” or professional organizations in the real world – a more personal, directed group of like-minded people. The major benefit to Groups over Pages is that you can limit participants to only those you invite. Pages are more like interactive web sites, open to the public, and seem to be the most suitable platform for those looking to disseminate information more widely.

To see an example of a Facebook Group, visit [CPDD](#) on Facebook, a group with over 276 members (you have to request to join this group and it is limited to active CPDD members). [Fix the Scioto County Problem of Drug Abuse, Misuse, and Overdose](#) is a publicly-available community-based Group with 3,487 members in rural southeastern Ohio. This group is very active with multiple daily posts and extensive comments from Group members.

As you are setting up your Facebook account, it can be helpful to look at the content on highly trafficked Facebook sites. For example, [The New York Public Library](#) (a Page) on Facebook has over 48,000 “likes” and has used Facebook internal applications to provide a variety of additional resources on their Facebook Page such as videos, blogs, Twitter, and YouTube. While some of the advanced features and use of internal applications within Facebook may require an expert consultant, there are many ways to optimize your Page without spending a significant amount of time or money. Internal Facebook applications are available at no cost and can be disabled if they become problematic.

FACEBOOK TIP:

For Facebook pages, the default is to show how many individuals are following you. To see how many Pages are following you, click on ‘people like this’ & use the drop-down menu to select ‘Pages.’

Example of a Facebook page

The image shows a screenshot of a Facebook page for the 'Western States Node - NIDA CTN'. The page is titled 'Community' and features a 'Wall' section. A red circle highlights the 'Like' button on the page header, with a callout stating: "Like" Nodes & CTPs in the CTN. Another red circle highlights the 'Wall' section, with a callout stating: The "Wall" is where your posts appear. A third red circle highlights the 'Like - Comment' button on a post, with a callout stating: You can "Like" specific "Wall" posts & write a comment. A fourth red circle highlights the 'Likes' section on the left sidebar, with a callout stating: See which organizations the Western States Node follow. The page also shows a post from 'Informa Healthcare' and a post from 'The Associated Press: Addiction a brain disorder, not just bad behavior'.

Features and applications within Facebook are constantly being updated. Facebook recently rolled out a new layout for personal pages called the "Timeline," which allows individual users to anchor important events and photos in time. All updates, links, photos, videos, and other content you've posted on Facebook can now be easily retrieved using the Timeline, as you can move through your entire history, selecting years and months to focus on. To illustrate the effect, the Israel Anti-Drug Authority created a fictional character, Adam Barack (see image, right), and used Timeline to show what he looked like while using drugs and then what he looked like after a year of sobriety.

Example of Facebook Timeline



What else can you do on Facebook?

- "Like" the NIDA CTN-related Pages on Facebook and "like" their posts
 - [Western States Node-NIDA CTN](#)
 - [Delaware Valley Node of the NIDA Clinical Trials Network](#)
 - [Ohio Valley Node of the NIDA CTN](#)
 - [Florida Node Alliance](#)
 - [CTN Dissemination Library](#)
 - [CTN Training](#)

- “Like” professional organizations, state agencies, local agencies, and community groups in your area. Are your CTPs on Facebook? If so, “like” them!
- Post up-to-date information and cross-post information on other pages (when possible & appropriate)
- Use the “Check in” feature on Facebook (when relevant to your aims). For example, you could “Check in” at a dissemination training event and be able to see the other people who are attending the event as well.
- Use the Events tab to market trainings and other events and allow participants to RSVP and check-in
 - Register as an attendee for your own Page/Group’s events using your personal account
- Use Facebook application to automatically “push” posts to Twitter and associate the account with someone on LinkedIn
 - Click on “edit page” and then select the “Apps” tab to edit your Facebook apps
- Keep up on changes in social media and new software, as well as applications within Facebook by reading Mashable.com or other news outlets
- Use the “Insights” tab (located within “Edit page”) to view summary statistics on the number of users, interactions, and views for your page
- Comment on other’s posts and encourage comments on your own by asking questions, not just posting information

A more comprehensive guide to Facebook can be found at <http://mashable.com/guidebook/facebook/>.

Example of a Facebook page

You can add FB apps (e.g., if you click on the Twitter link the NYPL Twitter feed will appear where the wall post is)

You can select “Everyone” to view your wall post or limit it to specific groups

You can post weblinks & ask your fans a question

39,685 people will see wall posts from the NYPL

39,685 like this

64 People have answered the question to this post

Twitter

Twitter is a real-time information network that limits communications to 140 characters per post. Twitter was launched in March 2006, currently has over 200 million users, and 250 million tweets are posted per day worldwide. The US Library of Congress has been archiving all public tweets since 2006, so there is a permanent record of everything you “tweet.”

Hashtags are a way to create categories that can be tracked and followed; they are preceded by the symbol “#” (e.g., #addiction). Anyone can create a hashtag category – simply use it yourself to get things rolling. For example, if you want to create a category for tweets about your Node, you could begin tagging all relevant tweets with #SCNode, and encourage others to use that tag when talking about the Node as well. Later, searches for that hashtag will return every tweet that’s been tagged with the term “SCNode.”

Example of a Twitter account

Twitter names begin with @

The National Council
@nationalcouncil Washington, DC
Advocating for access to comprehensive behavioral healthcare services for all and keeping you informed and involved along the way.
<http://www.thenationalcouncil.org/>

Click to "Follow" or "Unfollow"

Click to view your Tweets

Lists allow you to see only select Twitter accounts that you follow (e.g., only tobacco cessation programs)

Include a weblink to your homepage so that followers can learn more about you

About @nationalcouncil

2,618 Tweets	2,086 Following	2,601 Followers	192 Listed
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Setting Up an Account. Twitter accounts are not required to be associated with a unique individual, as with Facebook. Furthermore, Twitter accounts may not reflect real people at all, as fictional characters and animals also have accounts. To increase your credibility as a real person or organization, however, it is important to use your or your organization's name, post a picture of yourself or your organization's logo, and include a link to your organization's web site.

SOCIAL MEDIA TIP:
Remember, what you post via social media can be publically available & accessible through a web search, depending on your security settings. Think before you post & use privacy settings as appropriate.

- Quick Tips for Managing Your Twitter Account:
 - Create lists to organize tweeters you follow into more manageable categories,
 - Retweet posts from others when relevant to your followers as well,
 - Follow people who follow you (where appropriate),
 - Use the “Who to Follow” list to expand your network,
 - Watch out for spam accounts – generally if an account has a vague or odd username, has no photo, and has made few tweets or only tweeted things that look like sales pitches, it's a spam account. Spam accounts on Twitter are usually harmless, but you can block them if they become obnoxious.

What else can you do with Twitter?

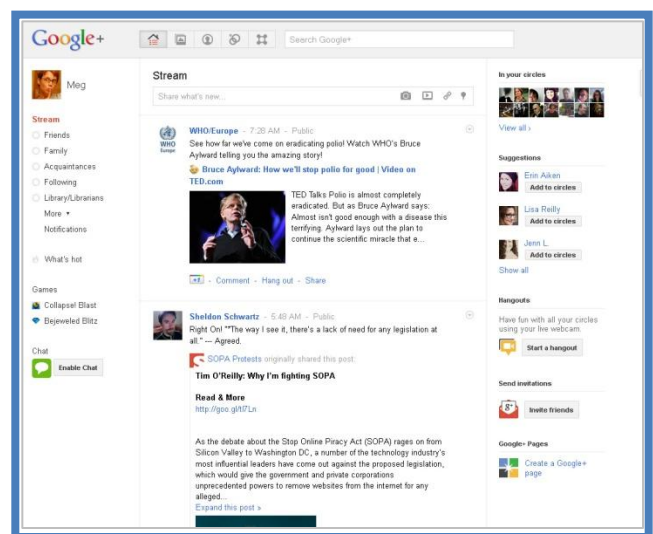
- Send direct messages (private messages to people who follow you)
- Search for specific topics to see what is being said on Twitter about them
- See what the most popular topics of discussion are for a region or nationally (“trending topics”)

A Twitter Guide Book is available at <http://mashable.com/guidebook/twitter/>.

Google Plus (Google+)

Google+ launched to a test group in July 2011, opened to the public in September, and by January 2012, already had over 90 million users. It appears to be very similar to Facebook at first glance, but has some unique features that make it stand out. These features include:

- **Circles** – Circles enable users to organize contacts into groups, making it easy to push (post) and pull (read) content to/from specific subsets of contacts. For example, if you had a Circle for Google+ contacts who were in the CTN, you could post content for their eyes only, and opt to read only their latest updates, saving you time and sparing your other contacts from content that isn't relevant to them.
- **Hangouts** – Hangouts are what Google+ calls their free “video chat” system. You can chat with individuals or groups – or even an entire “Circle.”

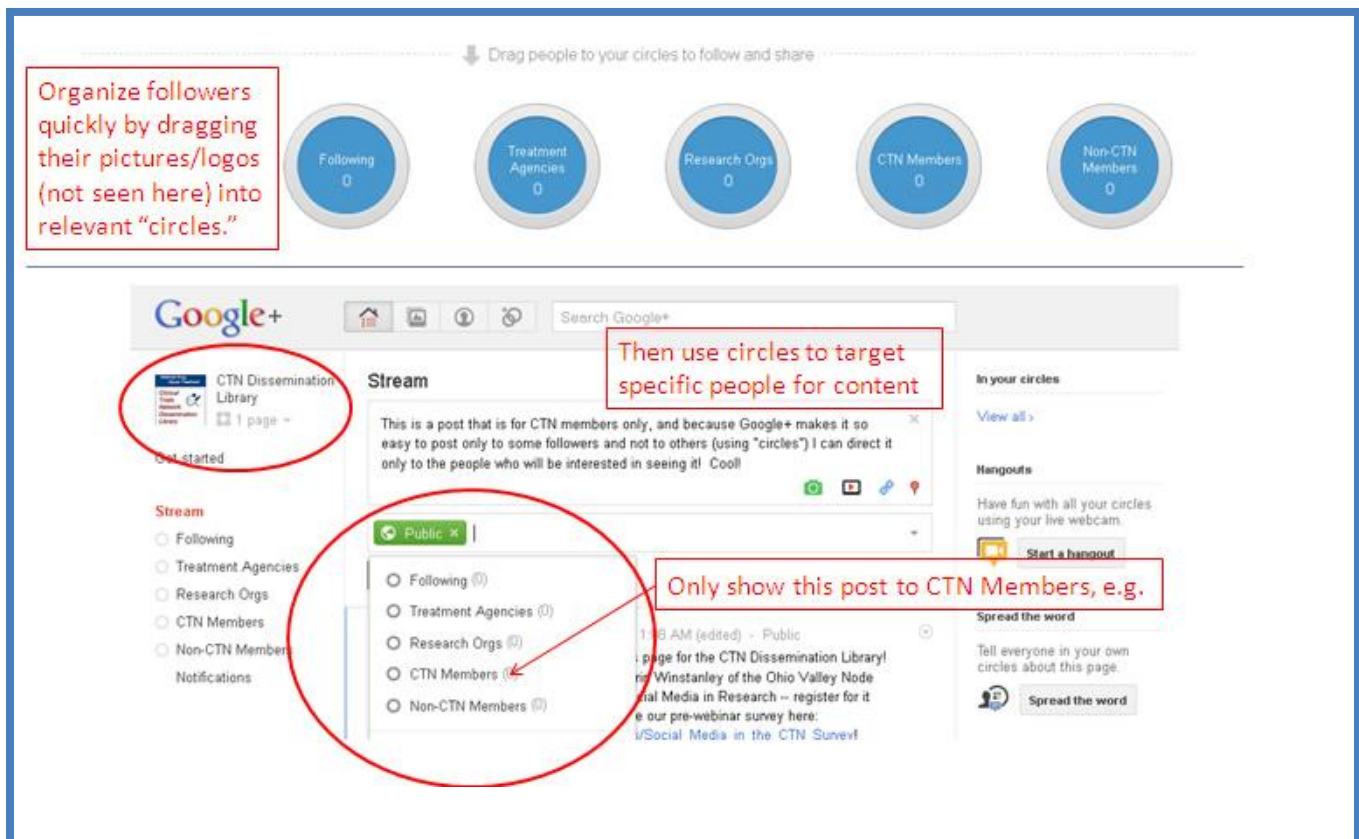


A new version of Hangouts, “Hangouts with Extras” is coming soon and will also allow for document sharing during video chats, making this a potential competitor to services like Skype.

- +1 button – this button is similar to the “Like” button of Facebook, but +1 clicking also provides feedback to Google Search on what posts and links are particularly germane to a given topic.
- Integration with other Google services – once you are logged into Google, you can switch between various Google apps (G+, Gmail, Calendar, Docs, Sites, Search, etc.) with the click of a button on a black “Google bar” located across the top of every screen. Apps also share information with each other; +1s from friends, in particular, will be seen across-platforms, especially in Search results.

One problem with Google+, however, is that it’s still very new, which means it’s low on features overall and, in that regard, not yet a real competitor to Facebook. “Pages” for organizations have only been allowed on Google+ since November 2011, and lack much in the way of extra bells and whistles. As of right now, Facebook is still the better platform for public organization profiles, though this may change as Google+ continues to develop.

One benefit to Google+’s newness, however, is that isn’t yet seen as the frivolous time-waster Facebook has a reputation for being. Therefore, some organization servers that block access to Facebook and Twitter may still be allowing access to Google+.



Linked In

LinkedIn is a virtual network of over 100 million professionals. The primary purpose of LinkedIn is to facilitate networking between professionals and simplify job hunting

Setting Up an Account. Accounts are set up for individuals and much of the content that is posted on your profile reflects your resume/CV. The key elements of your professional profile include: 1) summary, 2) experience, 3) brief recommendations (written by other professionals in your network), 4) files or slides (optional), and 5) publications (optional). Other features of LinkedIn include following groups and companies.

The screenshot displays two examples of LinkedIn applications. The top application, titled "My Travel", shows a user's current location as "Erin is in Cincinnati, OH" and lists "Upcoming Trips" including "Rockville, MD (2 days) Sep 26 - Sep 27, 2011" for attending the "NIDA CTN Steering Committee Meeting". A red circle highlights this trip, with a callout stating: "Erin's colleagues will know that she is attending the fall NIDA CTN Steering Committee Meeting". The bottom application, titled "Erin Winstanley's Files", shows a list of PDF documents available for download through her LinkedIn account. A red circle highlights the file "ELW_OVN_Overview_Slides.pdf". A callout points to this file with the text: "Documents available for download through Erin's LinkedIn account". The files list includes: "ATTC_Slides_ModelTransfer.pdf" (6 MB), "Brigham_Presentation_F...011.pdf" (647 KB), "ELW_OVN_Overview_Slides.pdf" (11 MB), "OVN_newsletterAug2011.pdf" (2 MB), and "OVN_newsletterFeb2011.pdf" (1 MB). The interface is powered by Box.

You can post updates, as on Facebook, Google+, or Twitter, however the volume of “posts” on LinkedIn is minimal.

LinkedIn is often used for:

- Advertising employment opportunities
- Joining interest groups like “Addiction Technology Transfer Center Networks,” or “Friends of SAMHSA,” or “Emerging Drugs of Abuse”

COOL TIP:

QR Codes are increasingly being used. Using a smartphone app (e.g., RedLaser) take a picture & it will automatically open a URL.


- Sharing documents on your profile page using an application called “Box”
- Posting your travel plans using the Triplt application, which will also let you know which of your connections are in the area of your destination
- Sharing presentations using the SlideShare application

Blogs

Blogs are probably the most familiar social media platform, though many people don’t tend to think of them as being part of “social media.” Most blogs are interactive, allowing visitors to leave comments and have discussions. Blogs typically provide commentary or news on a specific subject, though many people also use them as personal online diaries. Blog posts can combine text, video, photos, audio, and links to other blogs or web sites, making them extremely versatile when it comes to modes of information dissemination.

National Drug Abuse Treatment

Clinical Trials Network • Dissemination Library



What's New?

Updates from the CTN Dissemination Library

Welcome to the CTN Library’s “What’s New” blog!
December 30, 2010 by adaiblogs



This blog is an adjunct to the **CTN Dissemination Library website**. We’ll update you when new publications are added to the library’s digital collection, and also let you know about events and trainings, useful resources not included in the library, and more. On the blog, readers can **comment on posts** — we want to hear from you!


To receive notifications of new posts, subscribe to our **RSS feed**:
<http://ctndisseminationlibrary.wordpress.com/feed/>.

Posted in [Announcements](#) | [Leave a Comment »](#)

About this Blog

“What’s New” is a feature of the [CTN Dissemination Library](#), a digital library for NIDA’s National Drug Abuse Treatment Clinical Trials Network.

Email: info@ctnlibrary.org

 **RSS**

Get New Posts by Email

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Categories

- » [Also of Interest](#)
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Blogs are particularly suited to the type of information commonly found in a newsletter, and because information on blogs can be posted one item at a time, as time permits, they can be much more efficient ways to disseminate news of that nature to readers. Nodes in the CTN who are currently producing print-style newsletters may want to consider a switch to a blog platform, if they are struggling with time issues come deadline.

Free blog platforms such as Wordpress.com and Blogger.com are fairly simple to set up and allow for multiple administrators, meaning more than one person in your organization can be granted the rights to make

posts. You do not have to know HTML to write for a blog – after you set up your blog on a platform like Wordpress, writing and publishing a post is done in a window that works very similarly to standard word processing software. Setting up and designing your blog is as simple as filling out some information (your name, your blog’s name, a brief description, etc.) and choosing a pre-made design template you like the layout and colors of. The CTN Dissemination Library uses Wordpress.com for its [What’s New blog](#) and has found it very versatile and appropriate for beginners as well as experts.

A few sample blogs:

- [What’s New by the CTN Dissemination Library](#)
- [The Pacific Northwest Node’s blog](#) (a feed from the blog is also displayed on the [Node’s home page](#), letting visitors to the web site also see the latest news from the blog – this nice feature is fairly simple to set up)
- [CPDD Community Website](#)
- [The Sara Bellum Blog](#) (NIDA Blog)
- [ONDPC Blog](#)

Social Media Strategy & Policies

The development of a social media strategy and articulation of social media policies may ensure the integrity of your organization’s online presence. The first step is to determine whether your organization or its parent organization has an existing policy on social media. The second step is to determine your objectives in using social media. Why do you want to use social media? Would your social media account(s) be adding value? The third step is to consider your organizational setting (academic, clinical or nonprofit), the resources (time & money) you are willing to dedicate to social media, and who your target audience is (e.g., patients, colleagues, professional groups, the public). The fourth step is to determine whether existing social media policies are going to impact the scope of your social media objectives and formulate a plan to reach your objectives.

Legal Considerations. In August 2011, The National Labor Relations Board’s Acting General Counsel released a [report](#) describing decisions made on several social media cases in the labor-management community. The examples provided in this report illustrate the complexity of regulations on social media, particularly in regards to termination of employment for inappropriate use. The report includes an example of an employee at a mental institution who posted comments about her work *situation* (the report suggests that no patients’ names or identifying patient information were posted) on Facebook to her “friends” only. One of her “friends,” however, was a former patient at the facility, who reported the Facebook communication. The employee was found to be rightfully terminated because the employee was not engaged in “protected concerted activity” (activity related to the terms and



conditions of the employee's employment or engaged in the object of initiating or inducing group action, like union organization).

This case report underscores the importance of having an explicit policy on social media that has been reviewed by a lawyer and, in some clinical settings, by an insurance professional as well. It is a good idea to consider educating employees on 1) limitations of privacy settings, 2) permanency of the digital footprint, 3) consequences of policy violations, 4) third party access or storage (e.g., text messages are stored on phone company servers), and 5) federal laws applicable to digital communications.

Social Media Best Practices for CTNers

1. "Like" or "Follow" NIDA CTN-related accounts on social media sites
2. Make sure your messages are science-based or otherwise relevant to your target audience
3. "Retweet" or "share" NIDA CTN Dissemination Library posts
4. Don't assume that anything online is "private," no matter what your security settings are
5. Economize your time by simultaneously posting to multiple social media accounts
6. Promote your social media accounts by including links on your web site and within with your e-mail signature
7. Prioritize the protection of patient/subject confidentiality & NEVER post patient health information
8. When in doubt, don't post!
9. Routinely update your social media account passwords

The use of social media in health-related fields is a relatively new phenomenon and while there are some known pitfalls, there are probably more than we are aware of at this point. Organizations should develop policies on social media that clearly delineate appropriate versus inappropriate use of social media. For example, policies can limit the nature of content to be used in social media (only posting information regarding events and types of services, for example). One advantage of social media is that dissemination is *rapid*, so perhaps policies regarding content would prioritize information that requires timely dissemination. To get started with the development of your social media policy, it might be helpful to begin by reading other examples of social media workplace policies, two of which can be found at the [Ohio State Medical Association](#) or the [American Psychological Association](#) (see Appendix Two for additional policy resources).

There should be careful consideration of whether you are using social media only to "push" or to "push and pull" information. For example, Facebook accounts have privacy settings that can allow only account administrators to post information. If users are also allowed to "post" information, this may require careful monitoring to ensure the content of posts is appropriate.

Concluding Remarks

If Facebook were a country, based on the number of registered users in August 2011, it would be the third largest country in the world. According to the Pew Research Center, 50% of American adults are using social media sites such as Facebook, Twitter, and LinkedIn. Approximately 70% of American youth use social media everyday. Over 80% of companies are estimated to be using social media, and 59% are using Twitter. Given that social media sites can all be accessed via smartphone applications, we can virtually connect from

virtually anywhere. Some social networking sites may evolve, and others will dissolve, but experts believe social media is not just a fad -- rather it has become enmeshed within the fabric of our daily lives.



We know the potential reach of social media is significant, but we do not know the impact of this reach and how best to harness its power. Social networking sites are fun places to goof-around with your friends, but they are also an important mechanism to build and maintain virtual professional networks. Social media can connect individuals, professionals, organizations, and communities without traveling vast geographic distances. The NIDA CTN can use social media to build virtual communities of treatment providers and researchers, as well as key stakeholders. These communities can be used to foster collaboration and rapidly disseminate evidence-based treatment.

Virtual social networks cannot truly replace the value of in-person interactions, but they may provide a zero-cost way of staying connected across geographic boundaries. Based on the lessons learned from the Obama campaign, social media is one of many Internet-based strategies that, when appropriately combined with other strategies, have great potential for social change. Learning how to harness these strategies can help us reach our goal of improving the quality of treatment for substance use disorders nationwide.

Appendix 1: Sample List of Organizations using Facebook or Twitter

ORGANIZATIONS	FACEBOOK	TWITTER
CTN NODES		
Delaware Valley Node	X	
Ohio Valley Node	X	X
Western States Node	X	
OVN CTPs:		
CenterPointe	X	
Centro de Salud Esperanza	X	
Cumberland Heights	X	
DCCCA, Inc.	X	
Heartview Foundation	X	
Jefferson Alcohol and Drug Abuse Center	X	
Maryhaven	X	
OTHER CTN		
NIDA Blending Initiative		<u>X</u>
CTN Dissemination Library	<u>X</u>	
Professional Organizations:		
AAFP National Research Network	X	
American Academy of Family Physicians	X	
American Academy of Family Physicians Foundation	X	
American Academy of Nurse Practitioners	X	
American Academy of Physician Assistants	X	
American Family Physician	X	
American Medical Student Association	X	
American Medical Women's Association	X	
American Nurses Association	X	
American Psychological Association	X	
American Public Health Association	X	
American Society for Clinical Pathology	X	
APA PsycNET	X	X
Association of Recovery Schools	X	
Cincinnati Academy of Professional Psychology	X	
Emergency Nurses Association	X	
Emergency Nurses Association Foundation	X	
Join Together	X	X
National Association for Addiction Professionals	X	
National Association of Community Health Centers	X	
National Association of County & City Health Officials	X	
National Association of Public Hospitals and Health Systems	X	
National Association of School Nurses	X	
National Association of Social Workers	X	X
National Center for Responsible Gaming	X	
National Rural Health Association	X	
Ohio Psychological Association	X	
Society of Teachers of Family Medicine	X	
Substance Abuse Librarians & Information Specialists (SALIS)	X	
West Virginia Psychological Association	X	
Community Organizations:		
Active Minds	X	

ORGANIZATIONS	FACEBOOK	TWITTER
American Association for the Treatment of Opioid Dependence, Inc.	X	
ATTCs	X	X
Campaign for Tobacco-Free Kids	X	
Clinical and Translational Science Network	X	
Coalition for a Drug-Free Greater Cincinnati	X	
Coalition for a Tobacco-Free West Virginia	X	
Community Anti-Drug Coalitions of America	X	
Community Coalition for the Prevention of Substance Use and Abuse	X	
Community Shares of Greater Cincinnati	X	
Community Violence & Substance Abuse Prevention Council (Delta County, MI)	X	
Connecticut Community for Addiction Recovery	X	
Faces & Voices of Recovery	X	
Faces without Places	X	
Greater Cincinnati Coalition for the Homeless	X	
Mothers Against Drunk Driving	X	
NAMI	X	X
National Coalition Against Prescription Drug Abuse	X	
National Coalition for Homeless Veterans	X	
National Council for Community Behavioral Healthcare	X	X
National Network to Eliminate Disparities in Behavioral Health	X	
Ohio Citizen Advocates for Chemical Dependency Prevention & Treatment	X	
Reclaiming Futures	X	
Recovery Support Network	X	
STOP AIDS Cincinnati	X	
Students Against Destructive Decisions (SADD)	X	
Students Against Substance Abuse	X	
The Partnership at Drugfree.org	X	
The Recovery Project	X	
West Virginia Association of Alcoholism & Drug Abuse Counselors, Inc.	X	
YWCA of Greater Cincinnati	X	
Local, State, and Federal Organizations:		
ADAMHS Board for Montgomery County Ohio	X	
ADAMHS Board of Cuyahoga County (Cleveland, Ohio)	X	
AIDS.gov	X	X
CDC	X	X
City of Kansas City, Mo., Health Department	X	
Columbiana County Mental Health & Recovery Services Board	X	
County of Summit ADM Board (Akron, Ohio)	X	
Crawford-Marion ADAMH Board	X	
Drug Facts	X	X
Fairfield County ADAMH Board	X	
FDA	X	X
Geauga County of Mental Health & Recovery Services (Ohio)	X	
Hamilton County Health Department – Indiana	X	
Hancock County Board of Alcohol, Drug Addiction & Mental Health Services	X	
HealthCare.gov	X	X
Mental Health & Recovery Board of Clark, Greene & Madison Counties (Ohio)	X	
Mental Health & Recovery Board of Wayne & Holmes Counties (Ohio)	X	
Mental Health & Recovery Services Board of Allen, Auglaize & Hardine Cos. (Ohio)	X	
Mental Health & Recovery Services Board of Logan & Champaign Co.	X	
Mental Health & Recovery Services Board of Stark County	X	

ORGANIZATIONS	FACEBOOK	TWITTER
Michigan Department of Community Health	X	
NIDA	X	X
NIMH	X	X
OF-1-MIND (State of Ohio)	X	
Ohio Association of County Behavioral Health Authorities	X	
Ohio Department of Health	X	
Oklahoma Department of Mental Health & Substance Abuse Services	X	
Paint Valley ADAMH Board	X	
Recovery Month	X	X
SAMHSA	X	X
VA	X	X
West Virginia Tobacco QuitLine	X	
White House Office of National Drug Control Policy	X	X
World Health Organization	X	X
Journals & Other Media Outlets:		
Alcoholism and Drug Abuse Weekly	X	
APA Journals	X	
Health Affairs	X	
Journal of Studies on Alcohol & Drugs	X	X
Minds on the Edge	X	
MMWR	X	
NIH News in Health	X	
NY Times: Healthy Living	X	
Psychology Today	X	
This Emotional Life	X	
Non-CTP Treatment Providers:		
Greater Cincinnati Behavioral Health Services	X	
Holzer Clinic	X	
HOPJ Substance Abuse Prevention Center	X	
Native American Health Center	X	
Phoenix House	X	
Portage Path Behavioral Health	X	
The Counseling Center (Portsmouth, OH)	X	
Conferences:		
Addiction Studies Institute (Columbus, Ohio)	X	
Joint Meeting on Adolescent Treatment Effectiveness (JMATE)	X	
NIDA Blending Conference 2010	X	
Other:		
AlcoholScreening.org	X	
Johns Hopkins Bloomberg School of Public Health	X	
National Association for Children of Alcoholics	X	
New England Institute of Addiction Studies, Inc	X	
NIATx	X	
Science Inside Alcohol	X	
The Ohio State University Center for Clinical and Translational Science	X	
University of Cincinnati Academic Health Center	X	
University of Cincinnati Center for Community Engagement	X	

Appendix 2: Additional Resources

Other Interactive Web-based Applications

[Ning](#)

[Patients Like Me](#)

[FourSquare](#)

[Flickr](#)

Databases & Surveys

- [REDCap – Research Electronic Data Capture](#)
- [Survey Monkey](#)

Storage:

- [Box](#)
- [Dropbox](#)

Collaborative Workspaces

- [Slideshare](#)
- [Basecamp](#)

URL Shorteners:

- [Bitly](#)

References/Bookmarks

- [Zotero](#)
- [Delicious](#)

Social Media Guides

[CDC's The Health Communicator's Social Media Toolkit](#)

[Social Media Policy Guide for Governments](#)

[Ohio State Medical Association Guide](#)

[SAMHSA's Digital Engagement Toolkit](#)

[Mayo Clinic Center for Social Media](#)

[Howto.gov's on Social Media Use in Government](#)

[Vanderbilt University's Social Media Toolkit](#)

[University of Oregon's Social Media Best Practices](#)

[Tufts University Social Media Policy](#)

Comment Policy for SAMHSA.gov Fan Page

by SAMHSA on Wednesday, March 3, 2010 at 8:28pm

Facebook encourages and allows for the submission of written comments. In accordance with the Federal Government's other social media comment policies, SAMHSA.gov has instituted the following comment policy for this Facebook page:

1. To maintain respectful interaction on this page, we encourage that all comments:
 - Stay focused. All viewpoints are welcome, but comments should remain relevant to this Facebook page and the associated Web site (<http://samhsa.gov>).
 - Be respectful. Personal attacks, profanity, and aggressive behavior are prohibited. Instigating arguments in a disrespectful way is also prohibited.
 - Tell the truth. Spreading misleading or false information is prohibited.
 - No spam. Repeated posting of identical or very similar content in a counter-productive manner is prohibited — this includes posts aggressively promoting services or products.

2. Comments will be deleted if they contain:
 - Partisan political views
 - Commercial endorsements
 - Discriminatory, racist, offensive, obscene, inflammatory, unlawful, or otherwise objectionable statements, language or content.

3. Records will be kept of all comments that are deleted for the above reasons.

4. We reserve the right to block or delete offenders of this policy.