Learning Activity:

Social Media Intersections with Infection Control

Getting Started

Overview:

Social media influences how we live, how we work, and how we consume information. This activity is intended to engage students in exploring how social media is used to convey infection control content to and among healthcare workers. It can be used for introductory exposure to social media on infection control topics or tailored to the more precise needs of your course. This learning activity includes Learning Activity Instructions and a Learning Activity Handout.

Course Type Recommendation: Nonclinical courses such as health communications, public health, or pre-health courses

Underlying Principle: Public communication on infection control should be easy to find and easy to understand.

Learning Objectives:

- Summarize findings from a social media search on infection control in healthcare settings.
- Evaluate social media posts on infection control in healthcare settings for credibility, quality, and efficacy.

Key Resources:

Featured Campaigns | Gateway to Health Communication | CDC
Social Media Campaign Evaluation | CDC
Print Materials, Graphics and More | Project Firstline | CDC

Recommended Rubric(s) for Assessment:

VALUE Rubrics - Critical Thinking | AAC&U
VALUE Rubrics - Information Literacy | AAC&U
VALUE Rubrics - Oral Communication | AAC&U
VALUE Rubrics - Written Communication | AAC&U

CDC Project Firstline Social Media Channels:

Facebook: @CDCProjectFirstline

X (Twitter): @CDC_Firstline

Instagram: @CDCProjectFirstline

Learning Activity Instructions

1. Students will select a public health or healthcare organization and investigate how that organization uses social media (e.g., Instagram, Facebook, X, LinkedIn) to communicate a particular infection control topic to healthcare workers. Invite students to evaluate the organization's page content based on criteria such as credibility, quality, and efficacy.
   - **Instructor Note:** You may want to begin by giving students a few general hashtags to start with for their search: #InfectionControl, #IPC, #ProjectFirstline, #CDC, #HealthcareWorkers, #HCW

2. Students should then explore in greater depth one post on their chosen organization's page that addresses the selected infection control topic for healthcare workers. Students should consider the source of the information, the quality of the post, and the engagement level of the audience. Share the list of Key Resources on page two and the Learning Activity Handout on page four to help guide students' analysis.

3. Students should then prepare a short report or presentation with their analysis. To guide the final report, you may wish to integrate the prompts below or create your own.
   - **General Platform Analysis:**
     - » What public health or healthcare organization, social media platform, and infection control topic did you select?
     - » Is the organization a credible source of information, and what is the general quality of their posts on your chosen infection control topic?
     - » Across all postings you reviewed on the organization's platform, what was the conversation around the infection control topic of your choice? Did you notice any patterns in the approach or content of the messaging? If so, please share.
   - **Infection Control Post Analysis:**
     - » Who is the author of this post?
     - » What type of post was it (e.g., static graphic, video, meme)?
     - » Who is the target audience for this message?
     - » What is the key message and how was it conveyed (e.g., data or statistics about the infection control topic, personal stories)?
     - » What was the response or engagement with the post? Was it negative or positive? Did it get likes, retweets, and/or was it shared?
     - » Is there anything you would change about the post? If so, what and why?
   - **Discussion on Social Media:**
     - » What makes certain messages more effective or engaging than others? How do we measure the efficacy of messages?
     - » What are the advantages and disadvantages of using social media to discuss infection control topics?

Learning Activity Handout

Social Media Intersections with Infection Control

Use the worksheet below to guide your analysis for this activity.

Public Health or Healthcare Organization:

Infection Control Topic:

Healthcare Worker Target Audience:

Social Media Platform:

Description of Analyzed Post:

Social Media Post Analysis Table:

Category	Analysis Questions	Responses
Credibility	• How do you know the author is credible? • Is the information current, accurate, and relevant?	
Quality	• Does the post have a clear key message? • Are the visuals impactful? • Are the tone, style, and format of the post appropriate for the intended audience?	
Efficacy	• What was the response or engagement with the post? • Did it get likes, retweets, or was it shared? • Are there any other metrics you can find for engagement?	

Scan the QR code:
Please share feedback with Project Firstline.