

## Recommended Reading & Resources

- [“Building our understanding: Key concepts of evaluation](#). Applying theory in the evaluation of communication campaigns” from Creating a Culture of Health Living at the CDC’s Healthy Communities Program
- [“Communication toolkit”](#) from Center for Rural Health at the University of North Dakota School of Medicine and Health Sciences (2023)
- [“Five types of social media posts that go viral”](#) by Karon Thackston, Marketing Words (Oct 2022)
- [“Healthcare marketing personas: What they are and how to use them”](#) from LIFT Healthcare (n.d.)
- [“Implementing social marketing”](#) from Community Tool Box (n.d.)
- [“Social media and healthcare: 10 insightful statistics”](#) by Corey Foster, MediaGPS (Sep 2021)
- [“Social media at CDC”](#) resource page (n.d.)
- [“The history of social media”](#) by Kristi Hines, Search Engine Journal (Sep 2022)
- “What makes a social campaign strategic infographic” by Eye for Pharma that appeared in [“Optimize your customer’s lifecycles with an omnichannel healthcare digital marketing strategy”](#) by Gabrielle Wright, Smart Insights (Mar 2021)
- [PTTC Alcohol Awareness Toolkit](#) (2023)
- [Sculpt’s social media framework](#) by Josh Krakauer, Sculpt (2023)
- [“Social media for nonprofits: 11 essential tips for success”](#) by Katie Sehl, Hootsuite (Sep 2020)
- [Visme](#) tool for creating a “health conscious customer persona” audience personas templates (n.d.)