



🏠 **Location:** [NIPH, Prague, Czech Republic](#)

📅 **Date:** 31/08/19 and 01/09/19

🕒 **Time:** 09:00 - 17:00 and 09:00 - 15:00

@ **Email:** eanboard@gmail.com

EAN workshop: “Social media for Public Health Professionals”

Day 1: Introduction to Social Media (SoMe) and use in Public Health

09:00 – 09:30	Registration & coffee	
09:30 – 10:00	Introductions and “ice-breaker” game	
10:00 – 10:30	Introduction to SoMe (part 1)	[Lecture]
10:30 – 11:00	Participants experiences on SoMe	[Panel discussion]
11:00 – 11:30	Coffee break	
11:30 – 12:00	Introduction to SoMe (part 2)	[Lecture]
12:00 – 13:00	Debate: Pros vs Cons of SoMe in Public Health	[Panel discussion]
13:00 – 14:00	Lunch	
14:00 – 14:30	Introduction to case studies	[Practical]
14:30 – 15:00	International organizations and SoMe	[Lecture]
15:00 – 15:30	Coffee break	
15:30 – 16:00	In-country experience in SoMe (part 1)	[Lecture]
16:00 – 16:30	In-country experience in SoMe (part 2)	[Lecture]
16:30 – 17:00	Key messages, evaluation and feedback	





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Day 2: Use of Social Media (SoMe) for Crisis Communication

09:00 – 09:30	Background to Crisis Communication (evidence review, readiness)	[Lecture]
09:30 – 10:00	SoMe as a tracking tool (surveillance, outbreak investigation, mass gatherings)	[Lecture]
10:00 – 10:30	Risk communication toolkit (training/capacity building, access to technology)	[Lecture]
10:30 – 11:00	Coffee break	
11:00 – 11:30	Case study	[Practical]
11:30 – 12:00	Case study	[Practical]
12:00 – 13:00	Lunch	
13:00 – 13:30	Case study	[Practical]
13:30 – 14:00	Case study	[Practical]
14:00 – 14:30	Case study	[Practical]
14:30 – 15:00	Closing remarks, evaluation and feedback	

