

# Behavioral Health is Essential To Health



Prevention Works



Treatment is Effective



People Recover



# Ask SAMHSA: Integrating social media platforms to optimize engagement touch points

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# Concept

- Based of White House's First Question

The screenshot shows the Microsoft Internet Explorer browser displaying the White House website's 'First Question' page. The address bar shows 'http://www.whitehouse.gov/firstquestion'. The page header includes the White House logo and navigation links such as 'BLOG', 'PHOTOS & VIDEO', 'BRIEFING ROOM', 'ISSUES', 'the ADMINISTRATION', 'the WHITE HOUSE', and 'our GOVERNMENT'. The main content area features a green banner with the text 'First Question' and 'Press Secretary Robert Gibbs answers your questions from twitter'. Below this, a video player shows a man in a white shirt sitting at a desk with a laptop, gesturing while speaking. To the right of the video, there are two tweets displayed under the heading 'Two Questions Answered'. The first tweet is from @vanesab: 'I'm gonna miss the colorful ties & southern accent @PressSec. What's next for you, sir? #1Q'. The second tweet is from @ssyphax: '#1Q Will you hand over the twitter account to the new guy or keep it, and all the followers?'. The browser's taskbar at the bottom shows the Windows Start button and several open applications: Microsoft PowerPoint, SAMHSA Blog, untkbled - Paint, and First Question | The... The system clock in the bottom right corner indicates the time is 5:42 PM.

# Ask SAMHSA! – How it works

- Audience: Behavioral Health workforce, consumers, people in recovery
- Blog post soliciting questions via Twitter and Facebook
- Promote on Twitter, Facebook, email blast

SAMHSA Dialogue Blog - Mozilla Firefox

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http://blog.samhsa.gov/

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## Ask SAMHSA: Questions about Alcohol

Tuesday, April 19th, 2011

April is Alcohol Awareness Month and for *Ask SAMHSA* this month we would like to take your questions on or relating to alcohol. Examples of some questions to ask include:

- “What constitutes a standard drink?”
- “What are some actions a person can take or resources available to promote prevention of underage drinking?”
- “What are some essential facts for preventing Fetal Alcohol Spectrum Disorders?”

Now through April 24th SAMHSA will take your questions about alcohol via Facebook, Twitter and the comment section of this blog post. If you are submitting questions over Twitter please use the hashtag #BHQ. Once we gather all the questions, we will then select a couple for our expert Frances Harding, Director of the [Center for Substance Abuse Prevention \(CSAP\)](#) to answer by video on the blog next week.

This entry was posted in the following categories: [Outreach](#), [Prevention](#), [Public Awareness and Support](#)

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## Children's Mental Health Awareness Day 2011: Everyone Can Help

Tuesday, April 19th, 2011

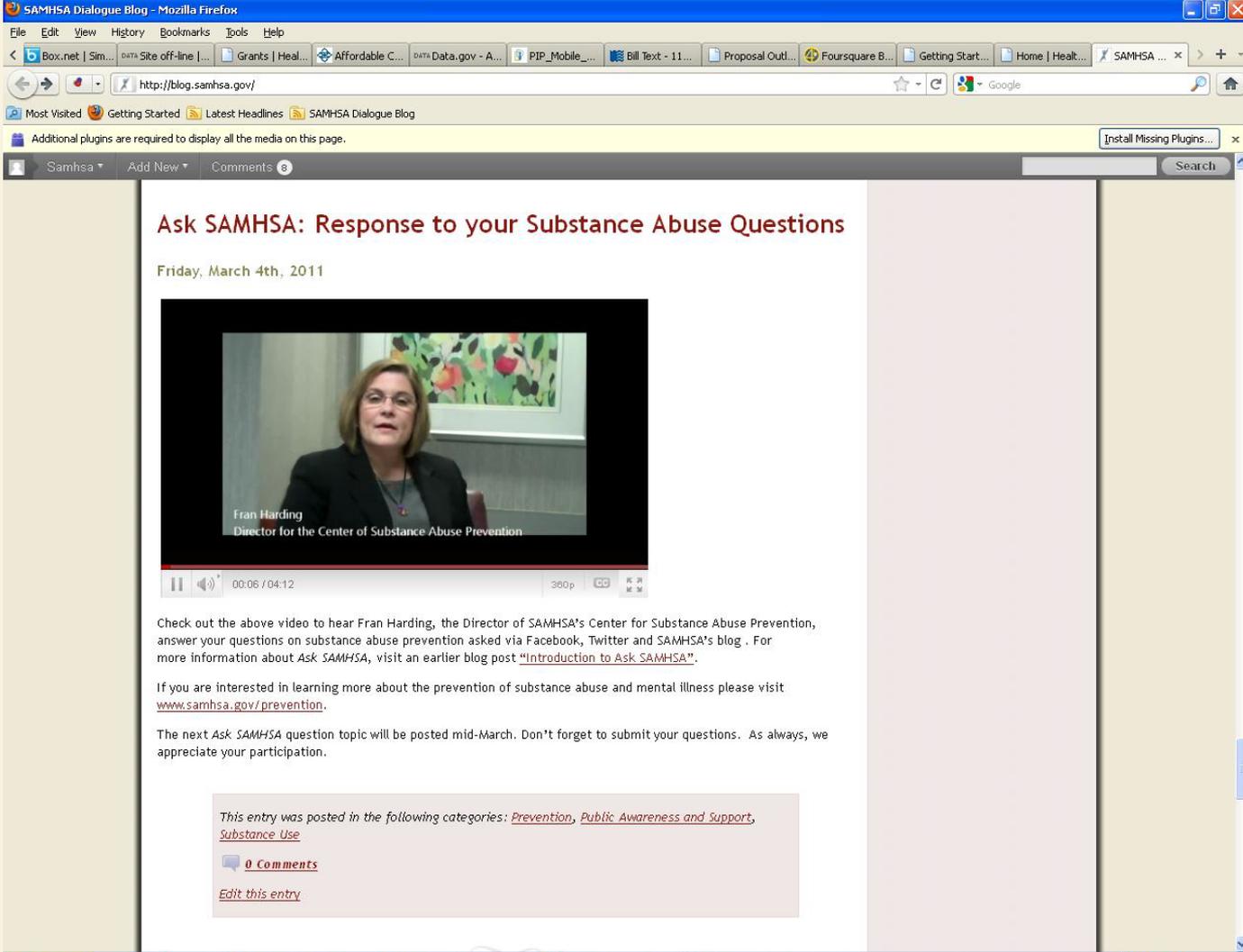
It is difficult to imagine, but even very young children can experience trauma that has a long-term impact on their mental and behavioral health. Research shows that when exposed to traumatic events such as witnessing violence or natural disasters, children as young as 18 months can develop serious psychological problems later in life. You might wonder how you can help get the word out about young children and trauma. SAMHSA's National Children's Mental Health Awareness Day 2011 provides an ideal opportunity to participate in local events to raise awareness about the importance of positive social emotional development from birth. This year, Awareness Day is on May 3, 2011.

start

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# Ask SAMHSA! – How it works

- Response through video posted on SAMHSA's YouTube Channel and posted on the SAMHSA Blog



SAMHSA Dialogue Blog - Mozilla Firefox

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## Ask SAMHSA: Response to your Substance Abuse Questions

Friday, March 4th, 2011



00:06 / 04:12 360p

Check out the above video to hear Fran Harding, the Director of SAMHSA's Center for Substance Abuse Prevention, answer your questions on substance abuse prevention asked via Facebook, Twitter and SAMHSA's blog . For more information about Ask SAMHSA, visit an earlier blog post "[Introduction to Ask SAMHSA](#)".

If you are interested in learning more about the prevention of substance abuse and mental illness please visit [www.samhsa.gov/prevention](http://www.samhsa.gov/prevention).

The next Ask SAMHSA question topic will be posted mid-March. Don't forget to submit your questions. As always, we appreciate your participation.

This entry was posted in the following categories: [Prevention](#), [Public Awareness and Support](#), [Substance Use](#)

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# Ask SAMHSA! – How it works

- Resources
  - Little resources needed
    - Camera, computer that edits, 2 staff, time – average editing takes 20 minutes
- Clearance
  - Clear concept before
  - Identify expert
  - Share questions with expert ahead of time

# Ask SAMHSA!

- Integrate SAMHSA's Social Media Platform
  - Positives
    - Exposes people to SAMHSA's other platforms
    - Casts a wider net – more touch points
    - Fully utilizes social media platform
    - Encourages engagement
  - Challenges
    - Promotion
    - Scope of topic
    - Timing
    - Accessibility – captioning