Tweet for Behaviour Change

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Social Media

- very diverse
- simultaneously similar and different from traditional media
- more persuasive than traditional media channels...

How?

How?

- Over 100 peer-reviewed articles
- + 10 focus groups
- _____
- **7 Reasons**

7S of Social Media “Persuasion”

S

- Simplify
- Sign-post
- Self -relevant
- Self-supervise
- Support
- Suggest
- Socialise

Simplify

- A healthy diet is one that helps maintain or improve general health. It is important for lowering many chronic health risks, such as obesity, heart disease, diabetes, hypertension and cancer.[1] A healthy diet involves consuming appropriate amounts of all essential nutrients and an adequate amount of water. Nutrients can be obtained from many different foods, so there are numerous diets that may be considered healthy. A healthy diet needs to have a balance of fats, proteins, and carbohydrates, calories to support energy need and micro nutrients to meet the needs for human nutrition without inducing toxicity or excessive weight gain from consuming excessive amounts.

Simplify

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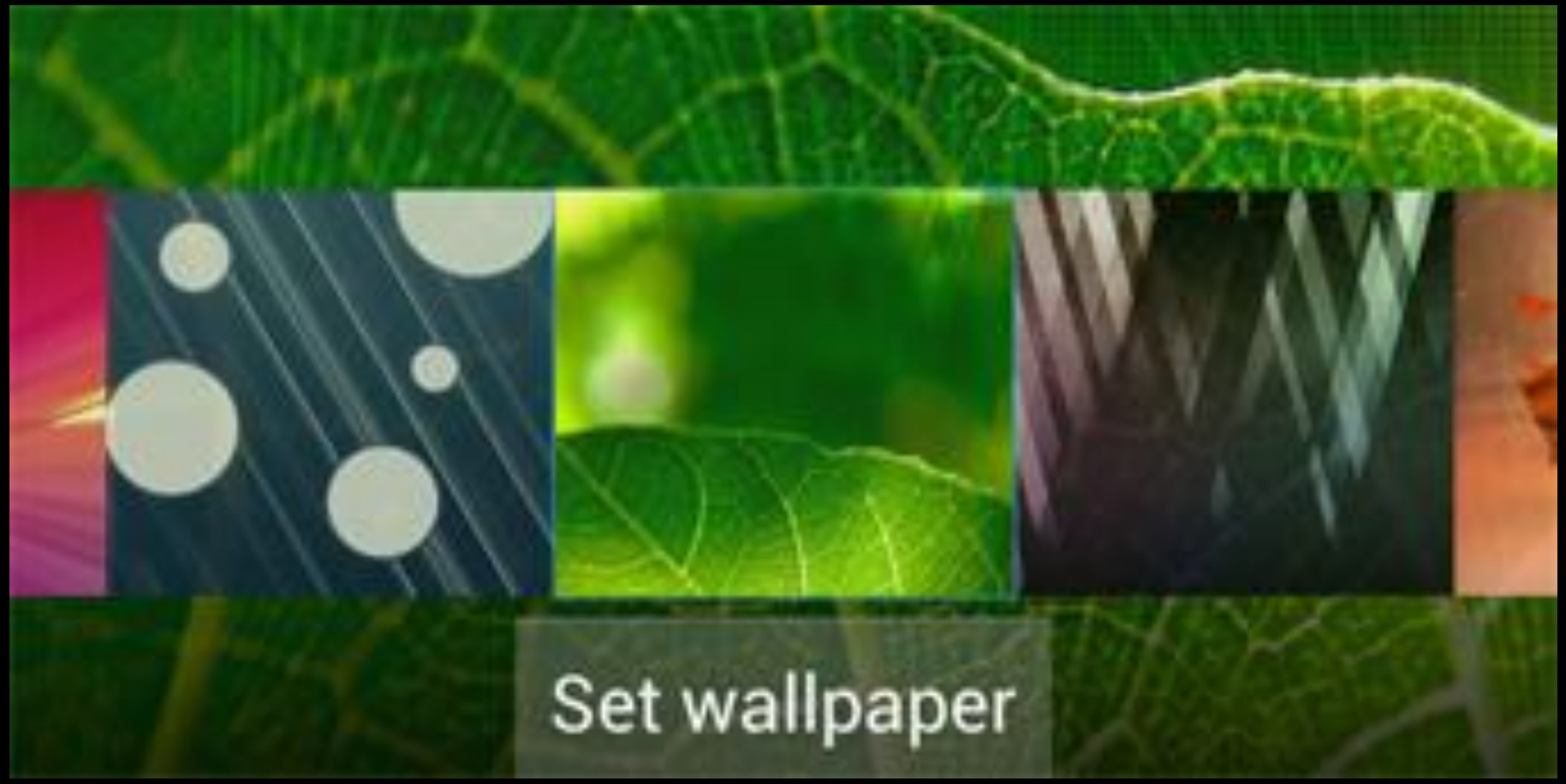
Eat no carbs

Sign-post

8 2
red a link.
op Smoking
sinesses on the
5
red a link.
happy to do so
leave a review
Allen Carr's
t you do need
would be the one walking around
Like · Comment · Share
5 2
Allen Carr's Easyway To Stop Smoking shared a link.
30 April
Allen Carr's Easyway stop smoking therapist, Mark Keen, tells us a bit about his smoking history. Fiona O'Shea (whoever she is :)) has a lot to answer for!
Stop Smoking Therapist | Lancashire, Liverpool, Newcastle | Allen Carr's Easyway to Stop Smoking
allencarr.com
Stop smoking clinic in Lancashire, Liverpool and Newcastle offer help to stop smoking
Like · Comment · Share
2
Allen Carr's Easyway To Stop Smoking
16 April

Self -relevant



Self-supervise

Support

Suggest

- How about next time...?

Socialise!

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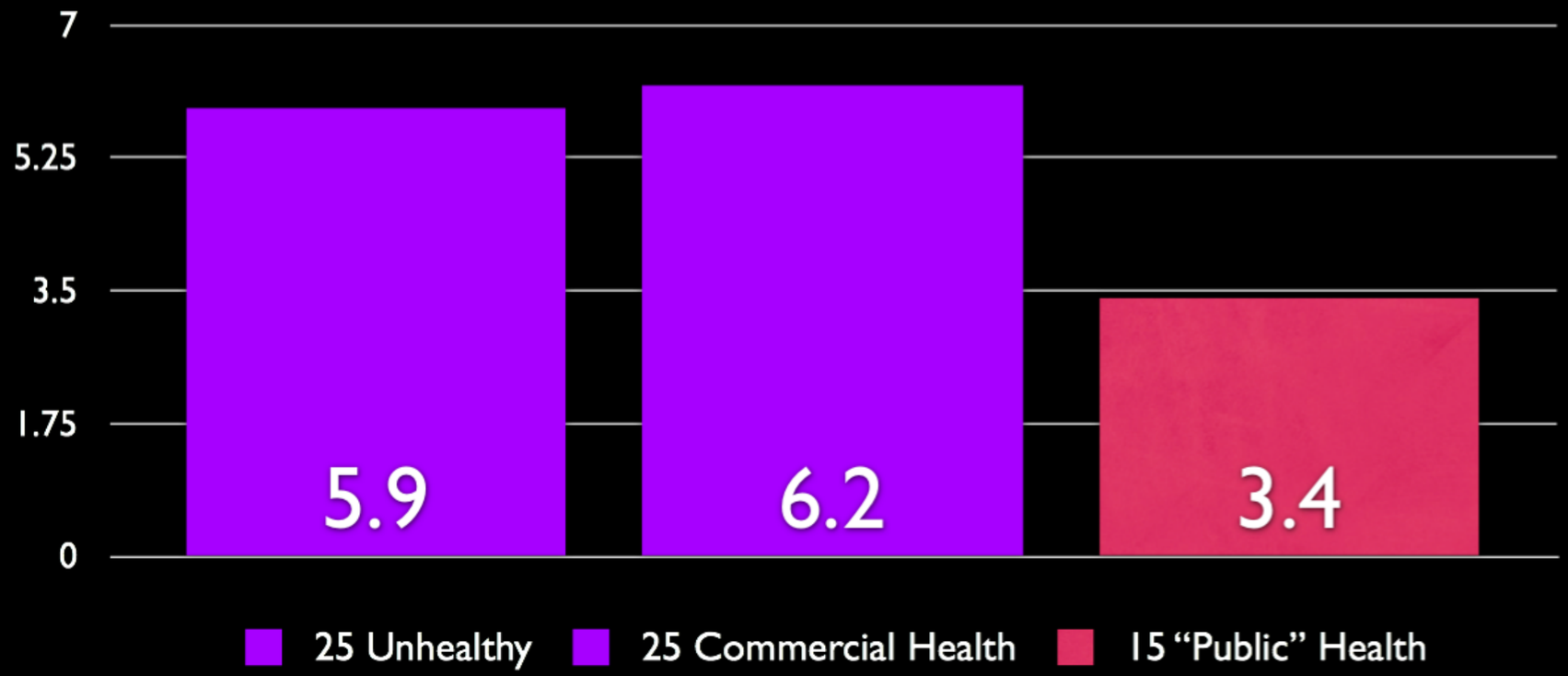
The “real world”?

How many?


7
5.25
3.5
1.75
0
5.9
6.2
3.4
25 Unhealthy
25 Commercial Health
15 "Public" Health

Thank you!

Any questions?