



The true power of social media is influence. Social media provides an avenue for Ohio AAP members to not only engage with their patients and followers, but to also influence them with the right content that helps them make a decision.

Now more than ever, it is critical to connect and engage families in their healthcare and their medical home. Pediatric providers are using social media to communicate with families, connect and share information.

Because social networks feed off interactions among people, they become more powerful as they grow. And this is where you come in; Ohio AAP is asking our membership to follow us on all social media platforms. Please feel free to pass this along to your colleagues, friends and family as well. We appreciate your ongoing dedication to promote the health, safety and well-being of Ohio's children and adolescents so that they may reach their full potential.

Connect with Ohio AAP on Social Media!

- Facebook – @aapohio
- Twitter – @OHPediatricians
- Instagram – @ohioaap
- LinkedIn – Ohio Chapter, American Academy of Pediatrics
- TikTok – @ohioaap

Ohio Parents Advocating for Vaccines (PA4V)

- Facebook – @Ohio Parents Advocating for Vaccines (private group)
- Twitter – @OhioPA4V

Ohio Teens Advocating for Vaccines (TA4V)

- Facebook – @OhioTA4V
- Twitter – @OTa4v
- Instagram – @ohiota4v

# Ohio AAP Guide to Social Media!



## What is Facebook?

Facebook is an online community set up to facilitate people finding and forming friendships with each other through an exchange of different content. Facebook is one of the biggest social networks because of how much you can do with it

### How do I create a Facebook account?

- Go to [facebook.com](https://facebook.com) and click **Create New Account**.
- Enter your name, email or mobile phone number, password, date of birth and gender.
- Click [Sign Up](#).
- To finish creating your account, you need to [confirm your email or mobile phone number](#).

If you're having trouble with your password, learn [how to reset your password](#).

If you still can't log in, [find out what to do next](#).



## What is Twitter?

Twitter is an online news and social networking site where people communicate in short messages called tweets. Tweeting is posting short messages for anyone who follows you on Twitter, with the hope that your words are useful and interesting to someone in your audience. Another description of Twitter and tweeting might be microblogging.

Some people use Twitter to discover interesting people and companies online, opting to follow their tweets.

### How do I set up a Twitter account?

Go to [twitter.com](https://twitter.com).

- Enter your full name, email address, and a password in the “New to Twitter? Sign up” box.
- Click “Sign up for Twitter”.
- On the next page, you can select a username (usernames are unique identifiers on Twitter) — type your own or choose one Twitter suggest. Twitter will tell you if the username you want is available.
- Double-check your name, email address, password, and username.
- Click “Create my account”.
- You may be asked to complete a Captcha.

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- Twitter will send a confirmation email to the address you entered on sign up, click the link in that email to confirm your email address and account.



## What is Instagram?

Instagram is so popular because it gives users a way to capture, edit, and share photos and videos within the app itself, as well as across other social media platforms. Instagram gives people a way to stay connected with their loved ones, and to stay up to date with their favorite celebrities as well.

### How do I set-up an Instagram account?

- Download the Instagram app for [Apple iOS](#) from the App Store, [Android](#) from Google Play Store or [Windows Phone](#) from the Windows Phone Store.
- Once the app is installed, tap to open it.
- Tap “Register with Email” to sign up with your email address or “Register with Facebook” to sign up with your Facebook account.
- If you register with email, create a username and password, fill out your profile info and then tap “Done”.
- If you register with Facebook, you’ll be prompted to sign into your Facebook account if you’re currently logged out.



## What is LinkedIn?

LinkedIn is a social network specifically designed for career and business professionals to connect. LinkedIn is about building strategic relationships.

### How to set-up a LinkedIn account?

- Navigate to the [LinkedIn sign up page](#).
- Type your first and last name, email address, and a password you'll use.
  - **Note:** You must [use your true name](#) when creating a profile. Company names and pseudonyms are not allowed, as we explain in our [User Agreement](#).
- Click **Join now**.
- Complete any additional steps as prompted.



## What is TikTok?

TikTok is a social network for sharing user-generated videos, mostly of people lip-synching to popular songs. Users can create and upload their own videos where they lip-synch, sing, dance, or just talk. You can also browse and interact with other users' content, which covers a wide range of topics, songs, and styles.

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## How to make a new Tik Tok account (2 Methods)

### How to make a new account on TikTok using your phone number:

- Open the TikTok app on your [iPhone](#) or [Android](#).
- Tap "Me" at the bottom-right of your screen.
- Tap your username at the top of the screen.
- Tap on your username with the downward-facing arrow next to it.
- Tap "Add account."
- Tap "Use phone or email."
- "Use phone or email" is listed as the first option.
- Enter your birthdate.
- Enter your phone number and then tap "Send code."
- A 4-digit code will be texted to you. Enter the code and your new account will be created.

### How to make a new account on TikTok using your email address:

- Open TikTok on your phone
- Tap "Me" in the bottom-right
- Tap your username at the top of the screen.
- Tap "Add account."

Visit [OhioAAP.org](http://OhioAAP.org) for additional education or resources, contact Elizabeth Dawson at [edawson@ohioaap.org](mailto:edawson@ohioaap.org) with questions.