

Greek Organizations use of Social Media for Health Promotion

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Georgia State University (GSU) has a Greek community of over 30 fraternities and sororities. Greek organizations promote scholarship, community service, leadership and friendship. Communication is an important aspect to Greek life and many chapters have embraced social media for recruitment of new members and to remain connected with members and alumni. College students may experience a variety of health issues that may influence their future health. The purpose of this project was to examine if and how Greek organizations at GSU use social media to promote health. All 33 Greek chapters listed on the GSU Greek Life Webpage were included. Social media presence was explored by determining whether each chapter had a Facebook, Instagram or Twitter page. For each social media site identified, post/messages for the previous 12 months (January – December, 2016) were observed for health promotion information. An extraction template was developed to record health information which included recognition of national initiatives for diseases/illnesses, participation in community service health activities, participation in healthy activities, and access to care for screening or treatment services. The review is near completion and results will be presented in aggregate form. Social media can be a prime mode for increasing health awareness and promoting healthy lifestyle choices among young adults. Greek organizations may need additional information and resources to foster health promotion through social media.