# **Special Issue**

# Exploring the Role of Social Media in Health Promotion

# Message from the Guest Editors

This Special Issue aims to explore social media as a translational health promotion tool by bridging principles of health education and health communication. Broadly, this Special Issue is seeking original submissions that examine: (1) The method with which social media users access, negotiate, and create health information that is both actionable and impactful for diverse audiences; (2) strategies for overcoming challenges to using social media in health promotion; and (3) best practices for designing, implementing, and/or evaluating social media campaigns and forums in public health. Special interest will be given to innovative submissions that expand and build upon traditional health education approaches with health communication theories and models. Other manuscript types of interest include relevant position papers, brief reports, and commentaries.

### **Guest Editors**

Dr. Michael Stellefson

Prof. Dr. J. Don Chaney

Prof. Dr. Beth H. Chaney

Dr. Samantha R. Paige

## Deadline for manuscript submissions

closed (31 December 2019)



# International Journal of Environmental Research and Public Health

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# Editor-in-Chief

Prof. Dr. Paul R. Ward

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