



# New Media Best Practices: Instagram for Health Resources



## Articles, Reports:

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- Beth Kanter, 2014. Beth's Blog: [Nonprofits and Instagram: The Ultimate Curated Collection of Best Practices, Examples and Tips](#)
- Paresh Dave, 2013. LA Times: [UCLA surgeons using Vine, Instagram to video tweet brain surgery](#)
- Leah Roman, 2013. Pop Health Blog: [Instagram It! Using Instagram for Public Health](#)
- Adriana Munoz-Tayraco, 2013. Klick.com: [Pinterest Vs. Instagram for Healthcare Marketers](#)
- Maeve Duggan, et. al, 2015. Pew Research Center: [Social Media Update 2014](#)
- Kevin Systrom, 2014. Blog.instagram.com: [300 Million: Sharing Real Moments](#)



## Tools:

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- Courtney Seiter, 2014. BufferSocial: [53+ Free Image Sources for Your Blog and Social Media Posts](#)
- Ian Cleary, 2014. Socialmediaexaminer.com: [5 Instagram Tools to Better Manage Your Marketing](#)
- [Iconosquare](#)
- [Union Metrics](#)
- [Minter.io](#)



## A Few Examples of Public Health on Instagram:

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- [UCLA Health](#)
- [Pediatric AIDS Coalition at UCLA](#)
- [UC Berkeley School of Public Health](#)
- [American Public Health Association](#)
- [Centers for Disease Control and Prevention](#)
- [Chicago Department of Public Health](#)

Hope you enjoyed these resources from the New Media Best Practices Webinar, *"Instagram for Health"* presented on June 23, 2015 with **Megha Savla** from [Pediatric AIDS Coalition at UCLA](#) and **Ashley Dinielli** from [UCLA Health](#).

Learn more about the **21<sup>st</sup> Century New Media Training Series** [here](#). Listen to the webinar [here](#) and view the presentation slides [here](#).