**Resources to Help with Health Communication and Social Marketing Campaign Components**

**Designing an Infographic**

[What is an infographic?  (Links to an external site.)Links to an external site.](https://infogram.com/page/infographic)

[7 Common Types of Infographics (Links to an external site.)Links to an external site.](https://www.youtube.com/watch?v=A6_7zC0mB9w)

[Tips for Designing an Infographic (Links to an external site.)Links to an external site.](https://easel.ly/blog/top-tips-from-experts-on-what-makes-a-great-infographic/)

[Reading on Infographics](https://canvas.uw.edu/courses/1232924/files/50660103/download?wrap=1) [by UW Bothell Digital Media Specialist, Salem Levesque)

**\*Examples of Infographics\***

[*9 Infographic Designs that Will Leave You Inspired* (Links to an external site.)Links to an external site.](https://www.columnfivemedia.com/9-infographic-design-examples-that-will-leave-you-inspired)

[*More examples* (Links to an external site.)Links to an external site.](https://infogram.com/examples)

**Free Tools for Designing an Infographic**

[Canva  (Links to an external site.)Links to an external site.](https://venngage.com/templates)

[Vengage (Links to an external site.)Links to an external site.](https://venngage.com/templates)

[Piktocharg (Links to an external site.)Links to an external site.](https://piktochart.com/)

[Easel.ly (Links to an external site.)Links to an external site.](https://www.easel.ly/)

**Tips for Designing an Effective Poster or Flyer**

[Creating Effective Posters and Flyers  (Links to an external site.)Links to an external site.](http://ctb.ku.edu/en/table-of-contents/participation/promoting-interest/posters-flyers/main)(Community Toolbox)

[A Guide to Creating Effective Posters  (Links to an external site.)Links to an external site.](https://www.aclu.org/creating-flyers-and-posters)(by ACLU)

**Creating a Fact Sheet**

[Creating a Fact Sheet on Local Issues (Links to an external site.)Links to an external site.](http://ctb.ku.edu/en/table-of-contents/participation/promoting-interest/fact-sheets/main) (Community Toolbox)

**Creating an Effective Handout**

[Tips for Designing Effective Handouts  (Links to an external site.)Links to an external site.](http://c.ymcdn.com/sites/www.mscare.org/resource/resmgr/articles/article0019_visualdesign.pdf)(Dr. Abbie Brown, CSU)

[Creating Easy to Read Handouts (Links to an external site.)Links to an external site.](https://medicine.osu.edu/orgs/ahec/documents/toolkit%20edit.pdf) (OSU)

**How to Write a Blog Post**

[(Links to an external site.)Links to an external site.](https://smartblogger.com/how-to-write-a-blog-post/)

1. [HOW TO START A BLOG (Links to an external site.)Links to an external site.](https://amylynnandrews.com/how-to-start-a-blog/)
2. [How to Write a Blog Post – The Ultimate Guide (Links to an external site.)Links to an external site.](https://smartblogger.com/how-to-write-a-blog-post/)
3. [How to Write a Blog Post: A Bookmarkable Formula + 5 Free Blog Post Templates (Links to an external site.)Links to an external site.](https://amylynnandrews.com/how-to-start-a-blog/)

**Storyboarding**

[For people who can't draw  (Links to an external site.)Links to an external site.](https://www.youtube.com/watch?v=ux_Em1lVsjI)[](https://www.youtube.com/watch?v=ux_Em1lVsjI)

**Creating a Short Video PSA**

[1. How to Prepare a PSA (Community Toolbox) (Links to an external site.)Links to an external site.](http://ctb.ku.edu/en/table-of-contents/participation/promoting-interest/public-service-announcements/main)

2 [Tips for Creating Your Own Video PSA (Links to an external site.)Links to an external site.](https://www.samhsa.gov/sites/default/files/tips-for-creating-own-psa.pdf)

3. [Plan Your PSA : [How to Make a PSA (Links to an external site.)Links to an external site.](https://www.youtube.com/watch?v=eywBa0xfQFw).](http://www.scholastic.com/browse/lessonplan.jsp?id=1504)

1. [(Links to an external site.)Links to an external site.](https://amylynnandrews.com/how-to-start-a-blog/)[How to Make a PSA (Links to an external site.)Links to an external site.](https://www.youtube.com/watch?v=eywBa0xfQFw)[](https://www.youtube.com/watch?v=eywBa0xfQFw)

**Example PSAs**

1) For World Hunger Day (a simple PSA that looks like something they could replicate in Spark): [World Hunger PSA (Links to an external site.)Links to an external site.](https://youtu.be/1w4pv2_4xZw)[](https://youtu.be/1w4pv2_4xZw)

2) From University of Arkansas--campus social marketing campaign: [Time Management - PSA Video Immersion 2015 (Links to an external site.)Links to an external site.](https://youtu.be/eClcYCLHIvY)[](https://youtu.be/eClcYCLHIvY)

3) From anti Bullying campaign: [ERASE Bullying (public service announcement) (Links to an external site.)Links to an external site.](https://youtu.be/c1WBzMLgixM)[](https://youtu.be/c1WBzMLgixM)

[(Links to an external site.)Links to an external site.](https://youtu.be/c1WBzMLgixM)[](https://youtu.be/c1WBzMLgixM)4) From the truth campaign: [PSA: tobacco kills (from the truth) (Links to an external site.)Links to an external site.](https://www.youtube.com/watch?v=Y_56BQmY_e8)[](https://www.youtube.com/watch?v=Y_56BQmY_e8)

**Writing and Producing for Social Media**

[CDC's Social Media ToolkitPreview the document](https://canvas.uw.edu/courses/1232924/files/50660199/download?wrap=1)

[Supercharge your Social Media Strategy (by Weinrich)Preview the document](https://canvas.uw.edu/courses/1232924/files/50660239/download?wrap=1)

[CDC's Guide to Writing for Social MediaPreview the document](https://canvas.uw.edu/courses/1232924/files/50660242/download?wrap=1)

**Producing a Podcast**

[How to Make a Podcast (Links to an external site.)Links to an external site.](https://www.digitaltrends.com/how-to/how-to-make-a-podcast/3/)

[How to Start a Podcast (Links to an external site.)Links to an external site.](https://www.thepodcasthost.com/planning/how-to-start-a-podcast/)

[25 Free Podcasting Tools by Audacity (Links to an external site.)Links to an external site.](https://theaudacitytopodcast.com/25-free-podcasting-tools-good-premium-alternatives-tap185/)

**Writing and Producing a Radio Ad**

[Example Radio Ads and Scripts from CDC  (Links to an external site.)Links to an external site.](https://www.cdc.gov/knowmorehepatitis/media/radioscripts.htm)

[Video: How to Write an Effective Radio Ad  (Links to an external site.)Links to an external site.](https://www.youtube.com/watch?v=SbnwRL-1YTA)(by award winning British radio writers)

**Writing for Lower Literacy Populations**

[Simply Put: Preparing Communication for Lower Literacy PopulationsPreview the document](https://canvas.uw.edu/courses/1232924/files/50660255/download?wrap=1)

[Plain and Simple Toolkit from NIH:  (Links to an external site.)Links to an external site.](https://www.nih.gov/institutes-nih/nih-office-director/office-communications-public-liaison/clear-communication/plain-language/plain-language-getting-started-or-brushing)

**Other Resources**

[FREE and quality stock photos that are copyright free  (Links to an external site.)Links to an external site.](https://www.digitalimagemagazine.com/)

[More free photos (Links to an external site.)Links to an external site.](https://phil.cdc.gov/Default.aspx) from CDC

Creative Commons - [https://www.uwb.edu/learningtech/digital-media/creative-commons (Links to an external site.)Links to an external site.](https://www.uwb.edu/learningtech/digital-media/creative-commons)

Video Converter - [https://handbrake.fr/ (Links to an external site.)Links to an external site.](https://handbrake.fr/)

How to use Handbreak - [https://docs.google.com/document/d/1NgJQjNveP-IBHpyw-re76-CVPUxt5DYuLhPm-eWD6x8/edit (Links to an external site.)Links to an external site.](https://docs.google.com/document/d/1NgJQjNveP-IBHpyw-re76-CVPUxt5DYuLhPm-eWD6x8/edit)

iMovie or Final Cut tutorials - [https://www.uwb.edu/learningtech/digital-media/tutorials (Links to an external site.)Links to an external site.](https://www.uwb.edu/learningtech/digital-media/tutorials)