

## Call for expressions of interest

Social Media, Safety and Health Promotion in the Workplace



### **Social Media, Safety and Health Promotion in the Workplace (edited collection)** **Kelly Jaunzems, David Leith, Leesa Costello, Julie Dare**

Twelve years after social media's entry to mainstream communication, occupational health and safety (OHS) practitioners seem hesitant in adopting this method of information sharing.

Using examples from related disciplines - such as health promotion and disaster management - this edited volume will highlight the opportunities for harnessing social media strategies in OHS.

Social media, when used well, can be a powerful and persuasive communication channel: it enables the presentation of information in multiple forms and modes; it facilitates fast and meaningful interactions between people, organisations and stakeholders; and it can cut through other communications clutter in entertaining ways.

Individuals, industry, governments and other relevant organisations and disciplines, such as health and disaster management agencies, have, to varying degrees, utilised social media successfully.

**Hence, we are calling for chapters from any of these domains that have application to the OHS context and from any innovative OHS experts who can add to the discussion.**

#### **Chapter Suggestions**

- Analysis or case study of social media use in other relevant contexts (e.g. health promotion)
- Current status of social media in OHS (Risks vs. benefits)
- Using social media to engage young people in safety
- Social media for fatality prevention in drug and alcohol use environments (e.g. concerts)
- Safety media campaigns in the aftermath of fatalities or injuries
- Case study of how diverse market economies (e.g. in China, Scandinavia etc.) promote safety using social media.
- Social media campaigns in related fields such as radiation safety

#### **Areas of Interest**

- OHS/OSH
- Health Care and Health Promotion
- Addiction Studies
- Internet Studies
- Digital Citizenship
- Social Marketing and/or Media Studies
- Disaster and Emergency Management
- Communications
- Cultural Studies
- Risk Communication

Abstracts of no more than 500 words can be submitted to [k.jaunzems@ecu.edu.au](mailto:k.jaunzems@ecu.edu.au) until 15th July 2019.