

Mission:  
To protect, promote & improve the health  
of all people in Florida through integrated  
state, county & community efforts.



Rick Scott  
Governor

John H. Armstrong, MD, FACS  
State Surgeon General & Secretary

Vision: To be the Healthiest State in the Nation

**FOR IMMEDIATE RELEASE**  
February 3, 2015

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### **Florida Department of Health Reaches Social Media Milestone**

**TALLAHASSEE** —The Florida Department of Health has surpassed 6,000 likes on Facebook, making it the top social media presence among state health departments in the southeastern United States. Currently, the department's account has three times as many "likes" as the Texas Department of State Health Services, which serves a population outnumbering Florida's by seven million residents.

"I am proud to know our residents are engaged, have access to the most up-to-date health information and recognize the benefits of continuing to seek a healthy lifestyle," said State Surgeon General and Secretary of Health Dr. John Armstrong. "The growing number of "likes" for the Florida Department of Health Facebook account is a wonderful reminder of the importance of effective communication."

Launched in 2011, the department's Facebook page serves to bring together diverse audiences and deliver timely and accurate information, updates, resources and materials. The Florida Department of Health's social media presence includes Facebook, Twitter, YouTube, Pinterest, Flickr and communications platforms ISSUU and SoundCloud. Together these platforms have engaged over 3.5 million people in the past six months through videos, articles, images and healthy reminders.

The department works to protect, promote and improve the health of all people in Florida through integrated state, county and community efforts. Follow us on Twitter at [@HealthyFla](#) and on [Facebook](#). For more information about the Florida Department of Health please visit [www.floridahealth.gov](http://www.floridahealth.gov).

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