



Media Release

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First Tweet heralds new era for local health district

South Eastern Sydney Local Health District will now be able to provide key health messages and information to a wider demographic after joining popular social online networking service, Twitter.

Chief Executive, Gerry Marr, said social media is now an expected form of communication and it will be used to enhance the promotion of health information and other important messages.

“Most people now use their phones and other mobile devices to access a range of information, including about their health and wellbeing. We are always keen to ensure that we, as a health service, communicate effectively with our patients, consumers, families and the community as a whole.

“Twitter will enable us to reach a wider demographic more quickly,” said Mr Marr.

You can follow us through Twitter at @SEastSydHealth

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