



UNIVERSITY OF  
**GEORGIA**

# Social Media and State Radon Programs

Translating Public Health Messaging to Social Media

*Rebecca Cantrell, UGA Radon Program, Radon Educator*



# Outline

- Why Social Media?
- How to Make Social Media Content
- What Content Performs Best?
- Limitations?
- UGA Radon Instagram Statistics
- Takeaways

# Why Social Media?



- Cost Effective
- Year Round Outreach
- Alternative to Traditional Outreach Events
- Reach a Wider Audience
- Reinforce Testing and Mitigation Messaging
- Community Engagement
- **Most people are not actively searching for radon information**

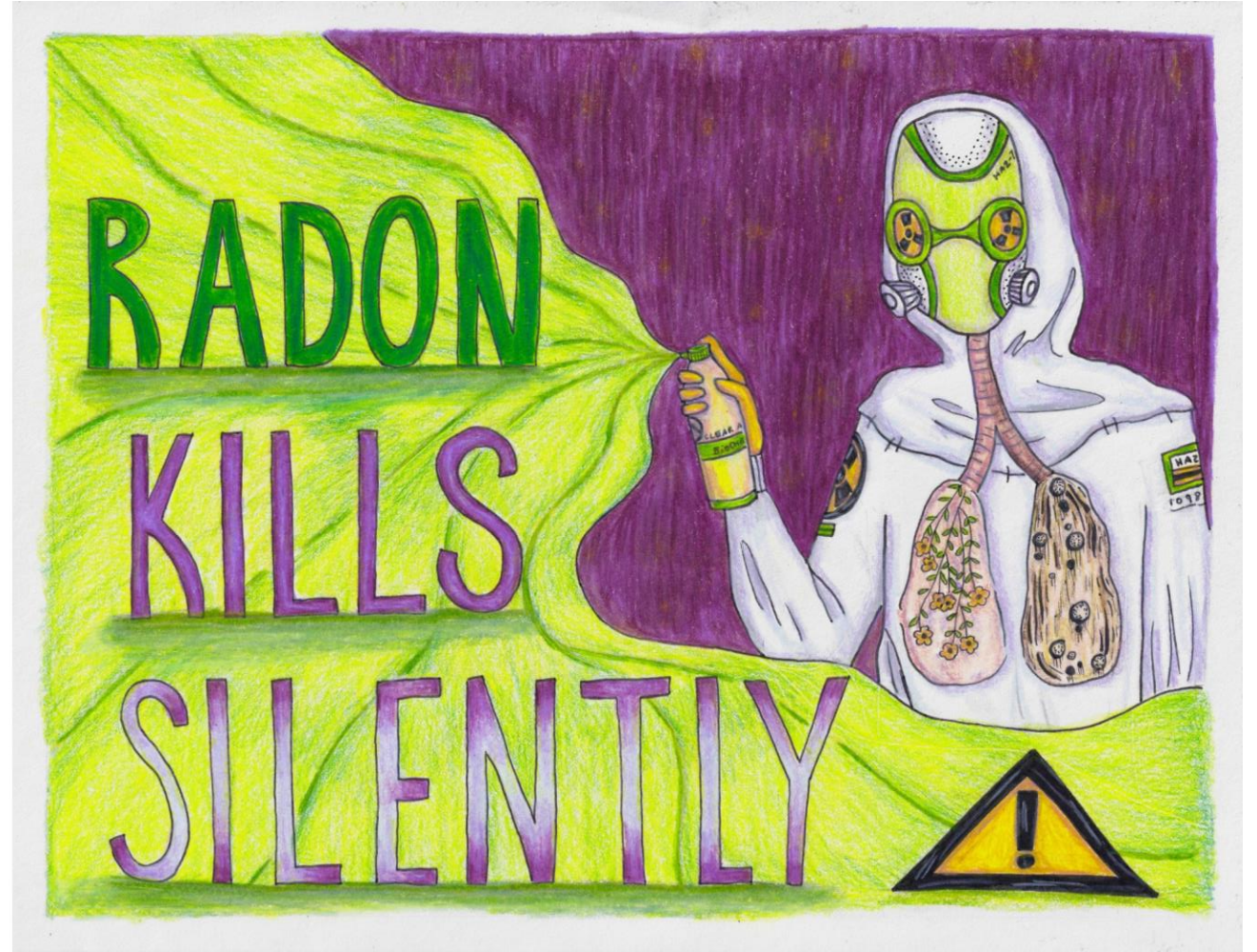
# Goals/Messaging

- Increase Awareness
- Encourage Testing
- Promote Mitigation
- Support Campaigns and Events
- Reach New Demographics
- Build Trust and Visibility
- Call to Action



# Creating Social Media Posts

- Canva
- Impactful Formats:
  - Infographics
  - Reels or Short Videos
  - Student Artwork
- Focus on:
  - Simple Messaging
  - Strong Visuals
  - Clear Call-to-Action
  - Local Relevance



# Which Content Performs Best?

- Educational
  - Monthly One Pagers
  - End of Year Wrap
- Flyers
- Fun
  - People
  - Memes
  - Trends

# Education

- Translate data into simple visuals
- Focuses on local relevance and risk
- Encourages testing
- Done monthly to build trust and inform Georgians

## April 2026 Results

Data collected between April 1 to 30, 2026  
Results from UGA Radon Program.

114 radon test kits were submitted for analysis.



31 homes had elevated levels of radon.

Barrow County had the highest radon level at

**44.5 pCi/L**

which is 11 times the EPA's Action Level!

**31.31%**

Approximately 1 in 3 homes tested had elevated radon levels this month.



**17 counties**

had elevated radon levels, increasing Georgians' risk for lung cancer.

**3.5 pCi/L**

The average radon level in April



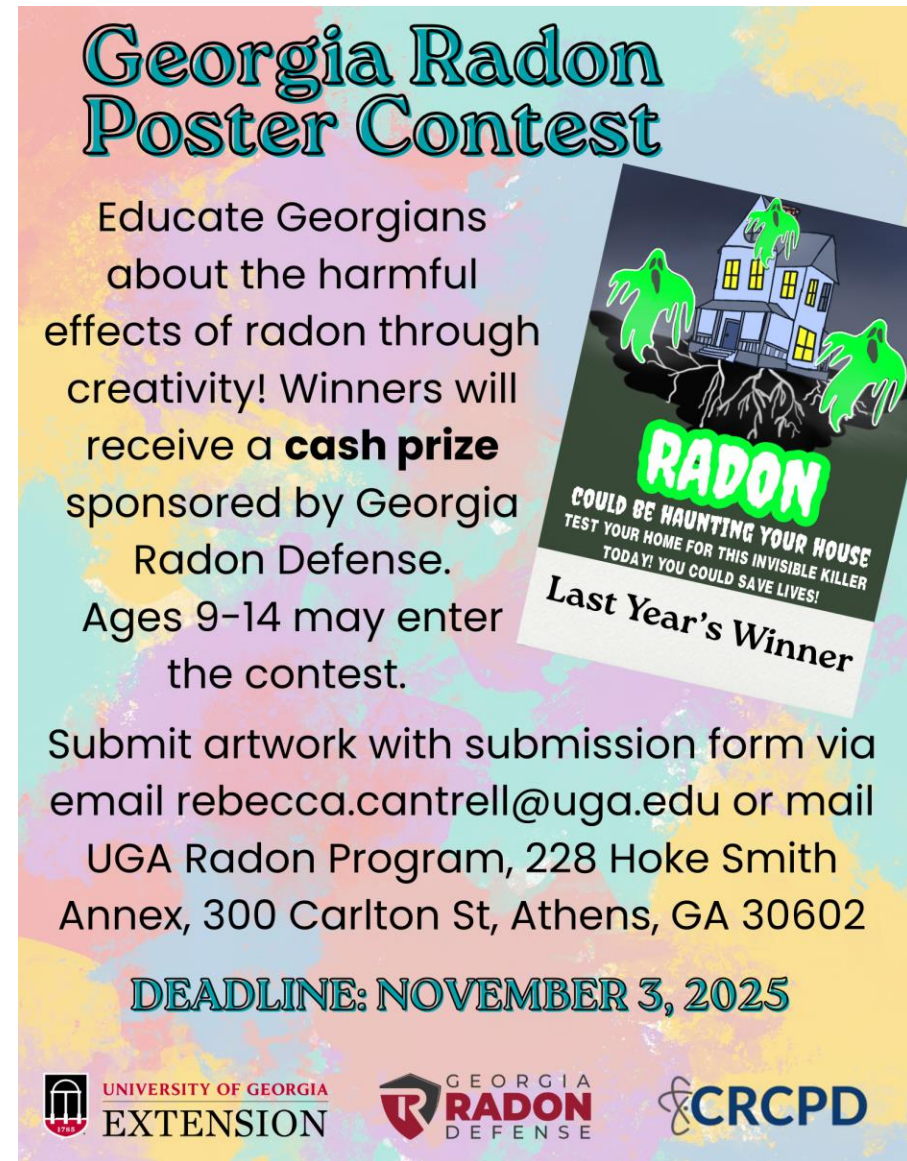
UNIVERSITY OF GEORGIA  
EXTENSION



UNIVERSITY OF GEORGIA

# Flyer

- Encourages engagement
- Generates community sharing
- Provides annual campaign material
- Makes radon education approachable



**Georgia Radon Poster Contest**

Educate Georgians about the harmful effects of radon through creativity! Winners will receive a **cash prize** sponsored by Georgia Radon Defense.

Ages 9-14 may enter the contest.

Submit artwork with submission form via email [rebecca.cantrell@uga.edu](mailto:rebecca.cantrell@uga.edu) or mail UGA Radon Program, 228 Hoke Smith Annex, 300 Carlton St, Athens, GA 30602

**DEADLINE: NOVEMBER 3, 2025**

**UNIVERSITY OF GEORGIA EXTENSION** **GEORGIA RADON DEFENSE** **CRCPCD**

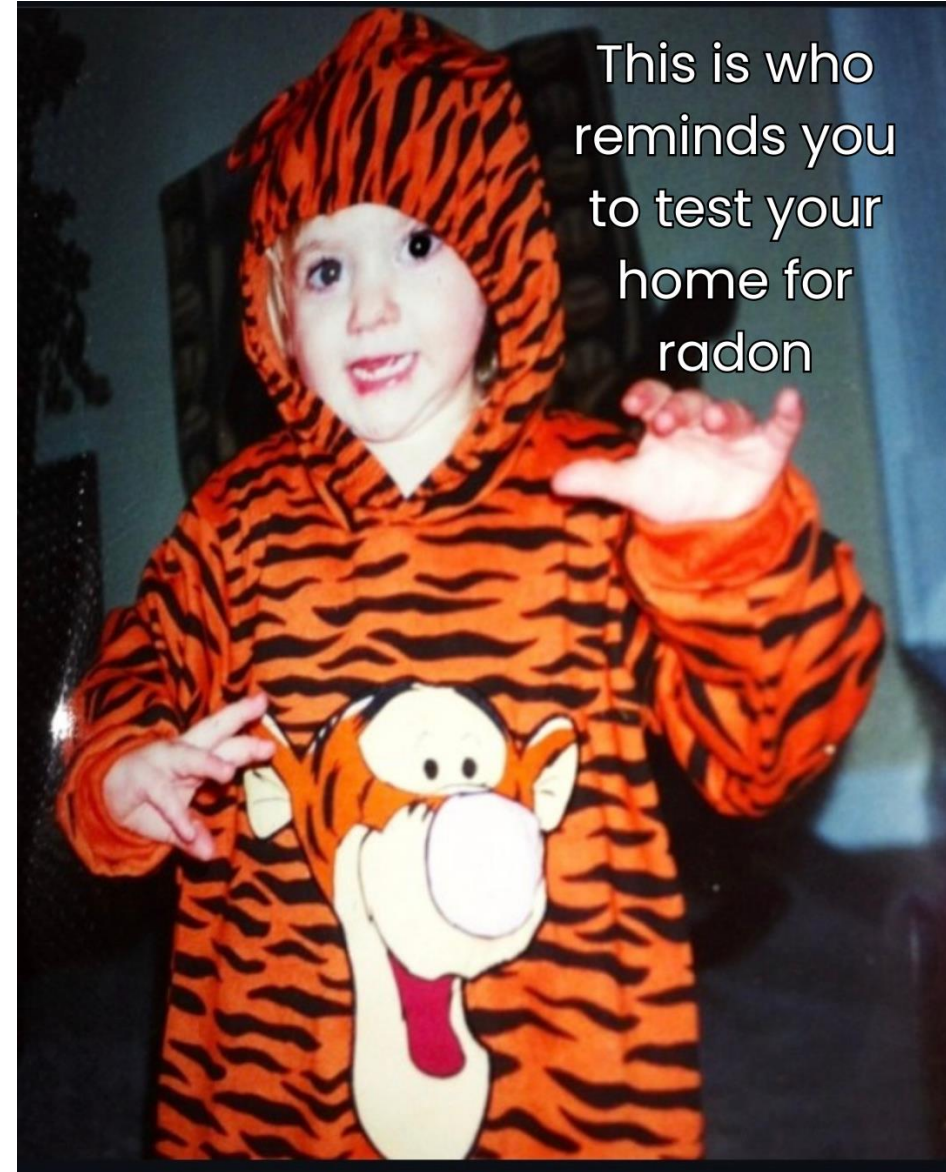
*Last Year's Winner*

**RADON**  
COULD BE HAUNTING YOUR HOUSE  
TEST YOUR HOME FOR THIS INVISIBLE KILLER  
TODAY! YOU COULD SAVE LIVES!

The flyer features a central illustration of a house with green ghostly figures emerging from the ground around it, symbolizing radon gas. The background is a colorful, abstract pattern of yellow, blue, and purple.

# Fun

- Humanizes radon programs
- People like people
- Relatable
- Encourages comments and engagement




This is who reminds you to test your home for radon

# The Sweet Spot: Education and Fun


- Educational Messaging
- Eye Catching
- Simple Call to Action
- Relatable
- Shareable

You seep into my heart  
like radon into a basement



To: \_\_\_\_\_

From: \_\_\_\_\_



Testing shows elevated  
levels of my affection for  
you



To: \_\_\_\_\_

From: \_\_\_\_\_



Unlike radon, I want you  
to stay in my house  
forever



To: \_\_\_\_\_

From: \_\_\_\_\_



# Limitations?

- Niche Topic
- Hard to Measure Understanding
- Easy to Ignore
- Limited Staff
- Redundant
- Must Be Relatively Active



# UGA Radon Program

## Instagram Metrics



Followers

**89**



Posts

**91**



Impressions

**12,335**



Reach

**6,626**



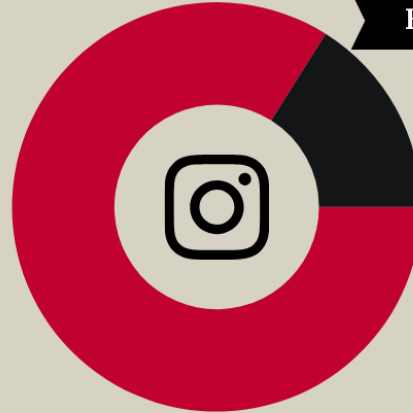
Engagement

**519**

### Engagement Breakdown

**83.95%**

Engagement from followers



**16.05%**

Engagement from non-followers



**Post Interactions**

**655**



Likes

**459**



Comments

**29**



Shares

**94**

### Interactions Breakdown



# Takeaways

- Social Media Can Help State Radon Programs:
  - Expand Outreach
  - Increase Visibility
  - Reach Multiple Demographics
  - Spread Messages and Education Year Round

# Thank You!

Instagram: ugaradon

Facebook: UGA Radon Program