

SERVICES

SOCIAL MEDIA MARKETING

- Marketing Assessment & Planning
- Facebook Business Page Setup
- Facebook Page Maintenance
- Twitter Page Set-Up



SKILL BUILDING TRAINING

- Social Media Training & Workshops
- Virtual Worlds Usability Training



TECHNICAL ASSISTANCE

- Social Media Consultations
- Virtual Worlds Consultation
- Usability Coaching

NETWORKING

- Conference & Event Twitter Chats
- Networking Events & Meetups

SPEAKERSNET

- The Power of Social Media
- Social Media in Public Health
- Best Practices in Virtual Worlds
- Collaborative & Social Networking

CHeTARE Project

Website

CHeTAREproject.com

Like on Facebook

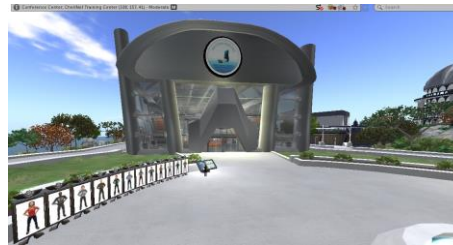
[Facebook.com/CHeTAREproject](https://www.facebook.com/CHeTAREproject)

CHeTARE Tech Tips

CHeTAREproject.blogspot.com

Follow on Twitter

[Twitter.com/CherryNetwork](https://twitter.com/CherryNetwork)



Primary Consultant/Instructor

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BUSINESS AFFILIATION

Community Health Technology Resource Exchange Project (CHeTARE Project) is a program of Cherry Consulting Network
cherryconsultingnetwork.net

Active Registrant

System for Award Management (SAM)
Dun & Bradstreet

CHETARE Project



COMMUNITY

HEALTH

TECHNOLOGY

AWARENESS

RESOURCE

EXCHANGE

Capacity Building Services

Social Media Marketing

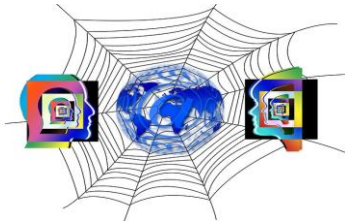
Training & Workshops

Technical Assistance

Provided by Cherry Consulting Network

MISSION STATEMENT

The mission of **Community Health Technology Awareness Resource Exchange (CHeTARE) Project** is to provide capacity building through social media and 3D virtual worlds to enhance access and the delivery of health services, information, education, and resources within targeted populations.



TARGET MARKET

The services provided through **CHeTARE Project** are available to medical/health professionals, service providers, organizations, agencies, and advocates providing public and community health care and related services. **CHeTARE Project** and its network partners have solutions for the social media needs of your...

- Community-based organization
- Faith-based organization
- Community association
- Government agency
- Healthcare agency
- Health Campaign
- Advocacy Plan

Contact CHeTARE Project

CONSULTANT & INSTRUCTOR

CHeTARE Project serves as a vehicle to channel the acquired experience, knowledge, skills, and network of primary consultant and instructor...

Sally S. Cherry, BS, MT(ASCP)



Experience and Skills

40 years in Laboratory Science
Research, Hospital, Clinical, Training,
Administration, Project Management

35 years as Community Volunteer
Team Leader, Organizer, Board Member

32 years as Professional Public Speaker
Internet, Social Media and Virtual Worlds
Laboratory Methods in Dx of STD/STI

17 years in Internet and Social Media
Webmaster, Education Specialist, Blogger
Internet Marketer, Instructor, Writer

12 years in Public Health Administration
Clinical Lab Coordinator and Designer

6 years in 2D and 3D Virtual Technology
Virtual Worlds: Second Life & OpenSim
Content Creator, Community Manager

5 years as International Lab Consultant
USA, Turkey, Kenya, Uganda, Egypt

3 years in HIV/AIDS Prevention
Project Manager, Community Outreach

Certification

American Society for Clinical Pathology (ASCP)
Board of Certification (BOC)
Medical Technologist

GOAL

The goal of **CHeTARE Project** is to increase the basic understanding and usability of social media and 3D virtual worlds as well as relevant applications within public and community health.



OBJECTIVES

- To provide technical assistance and training for relevant use of social media platforms in health education, promotion and awareness
- To provide technical assistance and training related to the use of 3D virtual worlds within public and community health programs.
- To promote social media health campaigns and awareness events
- To provide linkage to medical, health, and laboratory-related information and resources
- To promote the use of social media and virtual worlds in public health
- To foster networking partnerships.

VISION

"Real to Virtual; Virtual to Real"

"Real to Virtual" - Virtual Marketing

"Virtual to Real" - Avatar Networking