



# Health Communication: la salute nella società digitale

Giuseppe Fattori

Marketing Sociale – Università di Bologna

1. Social media e salute: analisi di caso
2. Aziende Sanitarie, professionisti
3. I competitor
4. La segmentazione



# OnLife (Luciano Floridi)

The Mangrove Society  
Online + Offline (onlife)  
Analogue + Digital (e.g. IoT)





Spesso le scelte di acquisto dei nostri consumatori vengono influenzate dalle rispettive mamme fidanzate, compagne mogli e figlie.

Pertanto avevamo bisogno di un talent che fosse apprezzato dalle donne...



**Step 3:** Swap your points  
for rewards

Bologna's Bella Mossa

G. Fattori 2021




# Clubhouse!

## ESG INVESTING



Following

Environmental, social, and governance (ESG) has arrived with force in markets around the globe. Assets under management (AUM) have doubled in the last four years, representing greater than \$40T today. The ESG Investing club brings together thought leaders, asset managers, and investors alike to discuss the ESG Industry and where it needs to go in order to save the planet for everybody.

 Climate ·  Markets ·  Social Issues



3k Members



**Andrew Rodriguez** @andrewro...  
CEO + Chief Investment Officer  
@ Change Finance...

Follow



**Dr MK Dorsey** @drrenewables  
Renewable energy investor  
(IberSun , Pahal Solar , Uni...

Follow



**Hunter Lovins** @hlovins  
President Natural Capitalism  
Solutions [www.natcapsolutions...](http://www.natcapsolutions...)

Follow



G.Fattori 2021

## IMPACT INVESTMENT CLUB



Follow

Welcome to the IIC

A space to share ideas, explore better ways to allocate capital in all its forms, accelerate ESG investing and sustainability, and create solutions together

[www.impactinvestment.club](http://www.impactinvestment.club)

Past sessions include:

- Investing in Oceans with Dr. Sylvia Earle of Mission Blue, Jeremy McKane of Ultramarine
- Criminal Justice Reform with Jason Flom, poet Amir Sulaiman, Eliza Orlins and Aida Murad
- Future of Food series on Cellular Agriculture and Plant-Based Innovation with Bruce Friedrich of Good Food Institute, Jenny Stojkavic of VWA, New Crop Capital, 50 Years