

Minority Cancer Awareness Week Social Media Toolkit



April 8-14, 2018

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Tip: Viewing this PDF in Google Chrome? Use “Ctrl+Click” on links to open them in a new tab.

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ABOUT THIS TOOLKIT

This toolkit is designed to help public health professionals establish a Minority Cancer Awareness Week social media strategy, manage social media accounts, implement Facebook and Twitter best practices, disseminate Minority Cancer Awareness Week messaging and evaluate their social media efforts.

Don't have the time or capacity to implement this toolkit? Don't fret! You can still engage your audience by retweeting messages from [@GWCancer](https://twitter.com/GWCancer)

WHO SHOULD USE THIS TOOLKIT?

Public health professionals, cancer control professionals, coalitions and community-based organizations can all use this toolkit and adapt its messaging for their unique audiences and areas of expertise.

WHAT IS MINORITY CANCER AWARENESS WEEK?

April is National Minority Health Month, an annual campaign to raise awareness about the health disparities that continue to affect racial and ethnic minorities (Office of Minority Health, 2015). The campaign was originally started as "National Negro Health Week" in April 1915 by Booker T. Washington, and has since grown into a month-long opportunity to advance health equity across the United States

National Minority Cancer Awareness week, also in April, provides an opportunity to raise awareness about cancer disparities among racial and ethnic minorities in the United States. African American men have the highest incidence and death rates from cancer (Centers for Disease Control and Prevention (CDC), 2016). In addition, research suggests that despite improvements in life expectancy and overall health, many Americans are not benefiting equally from these advances (CDC, 2016). African Americans and Hispanic individuals in the United States are also more likely to be uninsured, making it more difficult for them to access the care they need (Martinez, Ward & Adams, 2015). A study found that groups of color are also more likely to report experiencing bias and lack of cultural sensitivity when seeking treatment in the health care system compared to non-Hispanic whites—differences that persist when controlling for demographic factors, health literacy and self-rated health status (Betancourt, 2006; Kagawa-Singer et al., 2010).

Cancer disparities also exist among people with disabilities and people with mental and substance abuse disorders. In 2010, 29% of adults with disabilities reported unmet health care needs compared to 12% of adults without disabilities (CDC, 2011). Individuals with a mental illness may develop cancer at a 2.6 times higher rate due to late stage diagnosis and inadequate treatment and screenings (National Council for Behavioral Health, n.d.).

"Without health and until we reduce the high death rate it will be impossible for us to have permanent success in business, in property getting, in acquiring education or to show other evidences of progress. **Without health and long life all else fails.**"

-BOOKER T. WASHINGTON
THE INDIANAPOLIS RECORDER FEBRUARY 6, 1915

SOCIAL MEDIA 101

According to a 2016 Pew Research Center survey, "69% of online adults use social networking sites." (Pew Research Center, 2017). In addition, a 2014 study found that nearly 75% of adults use social media to discuss health (Fox, 2014). African American users are more likely to report using Twitter than white users, and African American/Hispanic users are slightly more likely to report using Facebook, Instagram, Snapchat and Youtube than white users (Pew Research Center, 2017).

Social media represents a unique opportunity to reach a large audience of both consumers and professionals. It is more important than ever that online medical and health information is "trustworthy, engaging, and accessible to digitally empowered consumers" (Hootsuite, n.d., p. 2).

When designing and thinking about your social media strategy, consider your audience, the channel(s) you want to use, your objective(s), or what you are trying to achieve, as well as how you will measure success. Remember that your social media activities should ultimately support your organization's goals (Hootsuite, n.d.).

Looking to establish a social media strategy for your organization or make the case for why it's important? The Centers for Disease Control and Prevention offers [social media tools](#) to create and establish a social media strategy. The site also offers guidelines and best practices as well as evaluation strategies, tools and templates.

Remember to tailor messaging to your target audience or audiences. Your organization offers unique strengths and expertise; make sure to capitalize on them to make your campaign most effective.

SOCIAL MEDIA CHANNELS

Twitter, Facebook, Instagram, LinkedIn, YouTube, Pinterest and more: Social media are growing every day, along with opportunities for outreach.

TWITTER BEST PRACTICES

- Keep Tweets short, below the 280 character limit. This allows other users to Retweet while adding their own comments. Note that @names no longer count toward the 280 character limit on Twitter.
- Add photos or videos. Adding a photo boosts Retweets by 62% on average (Twitter Government and Elections Team, 2014).
- Tweet at author or organizational Twitter handles when possible. Note that Tweets that begin with a username will now reach all your followers, but they will be categorized as "replies." If you want the Tweet to be seen on your timeline, use the ".@" convention at the beginning.
- Twitter, Tweetdeck, Sprout Social and Hootsuite all have options to shorten links as you write Tweets. Other options for shortening links are provided under [Additional Tools and Resources](#).
- Promote engagement with other organizations by favoriting or Retweeting their content. You can even add your own comment before Retweeting.
- Be responsive and recognize Retweets, @ mentions and when others share your content. It doesn't take much, but a simple "thank you" goes a long way toward building engagement.
- Remember that Tweets cannot be edited once they are posted, so proofread before you post!

Looking for more in-depth info on social media channels and communication strategy? Check out our [Media Planning and Media Relations Guide](#), our [Guide to Making Communication Campaigns Evidence - Based](#) or our other [social media toolkits](#).

FACEBOOK BEST PRACTICES

- Shorter posts (around 250 characters) get up to 60% more distribution than longer posts (CDC, n.d.)
- Use photos or videos to make your posts stand out. Posts with photos receive up to 50% more likes than non-photo posts (Hershkowitz & Lavrusik, 2013). However, be aware of Facebook's policies about what can be posted and identifying people in photos without consent (CDC, n.d.).
- Use a conversational tone and explain to your audience why the content should matter to them (Hershkowitz & Lavrusik, 2013).
- Posts that start conversations by asking questions and responding receive approximately 70% above-average engagement (Hershkowitz & Lavrusik, 2013).
- Vary your post type. Users don't engage the same way with every post (Hershkowitz & Lavrusik, 2013).
- Track your results and act on them. Facebook offers analytic data that you can use to find out what posts are being "liked" or shared and which ones aren't. Focus your efforts on what is working (CDC, n.d.).
- More information about [Facebook best practices](#) is available from CDC

"...disparities in health may occur concomitantly with disparities in access to information and knowledge, that is, communication inequality" (Viswanath & Emmons, 2006, p. S242)

BEST PRACTICES FOR COMMUNICATION AND CANCER DISPARITIES

While communication is not a cure-all for reducing cancer-related health disparities, it can serve as one important tool in an overall strategy to address health inequities. Social epidemiology is one field of study that seeks to understand how institutions, and relationships, and social structures such as social class, income, and race influence health (Berkman, Kawachi & Glymour 2014). While research on message effects has largely focused on individual reactions to health messages, it's important to remember that audiences also process information through the shared filter of their social group or community (Viswanath & Emmons, 2006). There are several evidence-based practices you can use when developing messages intended to reduce cancer-related health disparities:

- Understand that cultural background significantly impacts the lens through which we view health information
- Assess the health literacy level of your messages for appropriateness and use culturally appropriate narratives as an effective communication tool
- Use communication messages to point people toward on-the-ground resources for care and don't underestimate the importance of community-based partnerships in reducing disparities

WHEN DEVELOPING MESSAGES...

Cultural Background

- **Integrate cultural knowledge into the style of your communication messages**—this requires a careful understanding of your audience and their preferred communication style (Kagawa-Singer, Valdez Dadia, Yu & Surbone, 2010).
- **Incorporate cultural norms, values, and religious beliefs into health messages** as this may be more effective than those that incorporate only surface-level cultural features such as risk statistics (Huang & Shen, 2016).

- **Recognize that social networks can affect messaging by framing and interpreting health messages** in the environment - choices may be influenced by others who could be a secondary audience for your messages such a spouse or peer (Viswanath & Emmons, 2006).
- **Emphasize the importance of cross-cultural communication skills for providers** as they play an important role in developing trust with patients and their families throughout the cancer care continuum (Kagawa-Singer et al., 2010).
- **Conduct thorough background research on your intended audience** to develop targeted messaging and utilize the most appropriate channel of communication (Joint Center for Political and Economic Studies, 2012).

Health Literacy

- **Reduce health literacy barriers.** Low health literacy is associated with poorer health outcomes and lack of participation in cancer screening programs. (Berkman & Kawachi 2011; Peterson, Dwyer, Mulvaney, Dietrich, & Rothman 2007).
- While writing health information, **keep messages concise and use plain language.** Online health information is often inaccessible to those with low literacy levels. (Bodie & Dutta 2008; McInnes & Haglund; 2011).
- **Provide health information in languages appropriate for the target audience whenever possible.** (McInnes & Haglund; 2011).
- **Modify health communication messages for the disability community** whenever possible to reduce disparities in health care access for people with disabilities (CDC, 2011).
- **Use narrative stories.** Longer narratives may have a better chance of addressing barriers that lead to disparities. Exposure to fictional narratives may influence perceptions of social reality, behaviors or knowledge about health (Viswanath & Emmons, 2006).
- **Use culture-centric health promotion messages in narratives as they may be more effective at eliciting behavior change** (Larkey & Hecht, 2010). Narratives can also be used to overcome health literacy challenges since they can increase comprehension while communicating scientific findings (Dahlstrom, 2014).

Leverage Community and Clinical Partnerships

- Communication alone cannot solve health disparities. It can, however, serve as a tool to point people toward on-the-ground resources in the community. **Focus on promoting community-based resources for supporting cancer patients and families.** As Kagawa-Singer et al. note: "Development of community engagement in health disparities through outreach, education, and research is crucial" (2010, p. 33).
- Interventions that improve the health care system can stimulate preventive health care behaviors, but system improvements should also ideally come with increased care access. **Promote clinical partnerships to deliver health promotion interventions such increasing health care providers' counseling of patients about smoking cessation** (Viswanath & Emmons, 2006).
- **Leverage partnerships with local media in the community** to increase media attention around a topic as this may equalize knowledge across different groups, especially by focusing on active areas of improvement (smokers' rights vs. secondhand smoke effects, how we talk about clinical trials, etc.) (Viswanath & Emmons, 2006).

SAMPLE TWEETS AND FACEBOOK POSTS

Tweets	Facebook Posts
It's National Minority Cancer Awareness Week, a chance to raise awareness & work toward eliminating health disparities #NMHM	Did you know it's Minority Cancer Awareness Week? It's a great opportunity to raise awareness and work toward eliminating health disparities. Stay tuned for more info throughout the week!
Eliminating health disparities starts w/ awareness. Learn more about differences in cancer rates from @CDCgov: http://bit.ly/2gTqnZW #NMHM	Awareness is the first step toward action. Learn more about health disparities and differences in cancer rates from the CDC: http://bit.ly/2gTqnZW
What programs work when it comes to reducing #cancer risk? Check out these great resources from @CPSTF: http://bit.ly/2h5SVdJ #NMHM	Cancer is the 2nd leading cause of death in the U.S. What programs work when it comes to reducing cancer risk and disparities? These resources from the Community Preventive Services Task Force are a great place to start: http://bit.ly/2h5SVdJ
American Indians & Alaska Natives have the highest smoking rates in the US. Learn what @KeptSacred is doing to change it: http://bit.ly/2gTzB8n	Did you know that American Indians and Alaska Natives have the highest smoking rates in the U.S. and face inequities in cancer prevention and control? Learn what Keep It Sacred is doing to make a difference: http://bit.ly/2gTzB8n
@CDCgov funds #CompCancer efforts to reduce disparities in states, tribes & territories: http://bit.ly/2hE1QVz	Did you know the CDC funds comprehensive cancer control efforts in states, tribes & territories? Many of those efforts include strategies to reduce cancer disparities. Read more: http://bit.ly/2hE1QVz
#DYK @LGBTHealthLink is working to address LGBT cancer disparities? Learn more: http://bit.ly/2hDd4MO #NMHM	LGBT communities are disproportionately affected by cancer. Learn more about what's being done to address disparities across the continuum of care: http://bit.ly/2hDd4MO
Black men are most at risk for #ProstateCancer. Learn about risk factors and early detection. http://bit.ly/2atrTMV #NMHM	Black men are most at risk for getting prostate cancer, followed by White, Hispanic, Asian/Pacific Islander, and American Indian/Alaska Native men. Talk to your doctor about ways to detect the disease early: http://bit.ly/2atrTMV
Tobacco use is the #1 preventable cause of cancer death among Asian Americans. Thinking of quitting? Start here: http://bit.ly/2hsWmzf #NMHM	Smoking rates in some Asian American groups are higher than the general population, and tobacco use is the #1 cause of preventable cancer death among Asian Americans. Thinking about quitting? These top 10 tips can help you get started: http://bit.ly/2hsWmzf
#DYK Hispanic women have about twice the risk of cervical #cancer compared to non-Hispanic women? Learn more from actress Cote de Pablo: http://bit.ly/2hDka3A #NMHM	Hispanic/Latina women have about twice the risk of cervical cancer compared to non-Hispanic women. Get the inside knowledge about gynecologic cancers and what you can do to get screened and protect yourself: http://bit.ly/2hDka3A

SAMPLE TWEETS AND FACEBOOK POSTS

Tweets	Facebook Posts
#DYK People with disabilities are less likely to report having recommended preventive health care screenings? http://bit.ly/2CUCQT8 #HealthEquity	Did you know that in 2010, 29% of people with disabilities reported unmet health care needs compared to 12% of people without disabilities? Learn more about what can be done to reduce disparities in healthcare access for people with disabilities: http://bit.ly/2CUCQT8
#DYK Individuals with a mental illness may develop cancer at a 2.6 times higher rate due to late stage diagnosis and inadequate treatment and screenings http://bit.ly/2F6YkCi #HealthEquity	Individuals with a mental illness may develop cancer at a 2.6 times higher rate on account of late stage diagnosis and inadequate treatment and screenings. Learn more about what the National Council is doing to reduce tobacco use and cancer among people with mental and substance use disorders: http://bit.ly/2F6YkCi

OTHER IDEAS TO PROMOTE MINORITY CANCER AWARENESS

April is a busy month for health observances. It includes National Minority Health Month, National Cancer Control Month and National Oral, Head and Neck Cancer Awareness Week. Consider linking your Minority Cancer Awareness Week activities to other observances to leverage momentum for your campaign.

Host or Participate in a Twitter Chat or Twitterview

Twitter chats are a great way to expand your audience and promote engagement with other partners and organizations. You can organize a Twitter chat yourself or simply participate in another one. Twitter chats are live moderated Twitter conversations focused around a specific topic using a single hashtag. They usually last an hour and involve a list of pre-circulated questions to participants. If you are organizing a chat, reach out to partners early and provide the list of questions as far in advance as possible.

"CDC uses social media to provide users with access to credible, science-based information...A variety of social media tools are used to reinforce and personalize messages, reach new audiences and build a communication infrastructure based on open information exchange" (CDC, 2015a)

A Twitterview is an interview conducted through Tweets. For a Twitterview, typically an interviewer asks questions directly to the interviewee and participants can follow the conversation through an event hashtag. You may also open up the interview to questions from the audience. Potentially influential speakers might include researchers, cancer survivors or caregivers, health care providers or other subject matter experts.

Consider using a website to help manage the Twitterview or Twitter chat such as [TweetChat](#) or [TWUBS](#).

Promote the event to your followers. Host the event, running it similarly to how you would host a live in-person meeting (introduce topic, speaker, your organization). Number your questions starting with a "Q" for question. For example: Q1: What is 1 thing you can do to reduce cancer disparities? #HealthEquityChat. Your speaker(s) can either "reply" to the question or Tweet "A" and the corresponding number that aligns with the question followed by an answer to the question. For example: A1: Connecting communities to on-the-ground resources is a great start #HealthEquityChat.

Retweet or favorite the best questions posed by your followers and answers by your speaker(s) and be sure to share relevant links and resources. After the event, archive an event summary and share with participants and your other followers. Consider using [Storify](#) to create a visual transcript of the Twitterview or Tweet chat.

Live Tweet an Event or Conference

Consider live Tweeting a conference or other event to tie in with Minority Cancer Awareness Week. Live tweeting is a form of notetaking which is online and interactive. During an event, conference, speech or webinar, organizers and attendees can live tweet and use established hashtags so that everyone following the event hashtag can see the tweet and reply. During the event you can tweet quotes from speakers, share pictures of attendees, and retweet messages from the attendees. When quoting speakers make sure to include their twitter handles to let them know you are promoting their sessions. You can also pre-write tweets and schedule them to go out during the event if you know when certain parts of the event are planned to occur.

Host a Facebook Live Event

Facebook Live is a live video streaming service that can be used to connect with your followers in real time. Facebook Live offers the opportunity to conduct live Q & A's through the comment function where followers can ask questions or post commentary during the livestream. You can also use this livestream service to host an interview or broadcast a Minority Cancer Awareness Week event, enabling people to participate even if they are not able to attend in person.

Pick a date and time. Tell your followers about your livestream event ahead of time. Live broadcasts can last for up to 4 hours.

Promote the event to your followers. Write a compelling description for your event which will show up on your followers' newsfeeds along with the video to help people understand what your event is about. You can also add your location to the broadcast to increase discoverability. Keep track of your audience's reactions to gauge how your broadcast is being received.

Share Event Photos on Instagram

Instagram is a photo sharing application that allows users to share pictures, videos, and messages with their followers. Instagram can be a great platform for increasing engagement with your audience and sharing your mission through photos. You can use Instagram to share photos from your Minority Cancer Awareness Week events and feature individuals involved with the events such as speakers or volunteers. You can also share video clips from the events by posting them to your Instagram story. Encourage followers to share their photos of your Minority Cancer Awareness Week events through using a hashtag.

Pick a hashtag. Using hashtags is a way to group and organize photos together. Many users search for photos in Instagram using hashtags. If you use an established hashtag, your photos or videos may reach audiences that you usually do not reach. If you would like to create your own hashtag, make sure it is short and intuitive. You can increase visibility of your event by having followers post their photos to Instagram with a hashtag.

Connect your Instagram to your other social media accounts to cross-promote your activities and increase engagement with your audience.

Share Your Event on Snapchat

Snapchat is another social media platform to help you share photos and videos with your followers. Snapchat has over 158 million users with a majority of users under 30 years old (SproutSocial, 2017). You can share photos and videos individually with followers or share them in your Snapchat story. Photos and videos in your Snapchat story are visible to followers for 24 hours. You can use the story feature to promote your event, provide exclusive content such as behind the scenes footage or send a call to action. Share your story to your local "Our Story" to be featured on Snapchat's map of stories and gain more visibility.

Utilize Snapchat's unique features to promote your organization and events. Geofilters are location-based filters that can be used on photos and videos to further promote your cause as followers can then use these geofilters in their own posts. In the past, Snapchat has created geofilters for Giving Tuesday and donated to a designated charity every time someone posted using one of those geofilters. Snapcash is a feature that allows users to send money through Snapchat which could be a useful tool for soliciting online donations. Check out this [Snapchat guide](#) for more information.

Promote Your Cause on Pinterest

Pinterest is an online tool that can help users discover and organize creative ideas by serving as a vision board. Pinterest can be used to drive more traffic to your website by adding eye-catching images, infographics, or quotes to your Pinterest boards and linking them to your website. Pinterest boards function as albums or folders in that they categorize pins for users to peruse. If you are just starting out with Pinterest it may be good to include general boards showcasing your organization's mission in addition to adding event or fundraising boards for Minority Cancer Awareness Week.

[Link your website](#) and other social media accounts to your Pinterest by including them in the profile header to expand your exposure. If you have a YouTube channel or photo sharing page consider sharing those videos and photos on Pinterest as well.

Publish a Blog Post

Publishing blog posts can be a great way to highlight the successes of your organization and promote your events. Consider writing a post with a call to action for your readers to attend your Minority Cancer Awareness Week events. Personal stories of patients or survivors, for example, can make for powerful blog posts by connecting with the reader emotionally. Use visuals such as photos and videos to illustrate your narrative and engage readers.

[Create dialogue](#). Use your blog not only to share stories but also to communicate with your readers and increase engagement. Ask for audience feedback on your content and promote a space to discuss issues and share success stories.

Host a Reddit Ask Me Anything

Reddit is a social news aggregation, content rating, and discussion website. An Ask Me Anything (A.M.A.) is a feature on Reddit where users can interview someone with a notable trait such as a researcher or other expert through posting questions to the Reddit message board. The A.M.A. begins with the interviewee posting an introduction about themselves and then users respond with questions and comments. Users can "upvote" posted questions to indicate that they are also interested in knowing the answer to those questions. A.M.As can be scheduled to start and stop at certain times or be open-ended in duration. For Minority Cancer Awareness Week, consider hosting an A.M.A with a cancer expert or survivor.

[Publicize your A.M.A](#) through your other social media channels to draw more participants.

Best Practices for Engagement Events and Activities

- Plan early and well
- Expand your audience and reach by partnering with another organization
- Make sure you use an original hashtag (unless it makes sense to use an established hashtag)
- Involve well-known local figures to help raise the profile of your event(s) and increase participation and engagement

MEASURING SUCCESS

Looking to measure the success of your social media campaign? Twitter, Facebook, and Instagram both offer free analytic tools to allow you to demonstrate the impact of your social media efforts.

[Twitter Analytics](#) allows you to see and download detailed tracking information about Tweet activity, engagement, audience and trends over time. Log in to analytics.twitter.com with your Twitter username and password to learn more.

[Facebook Insights](#) allows users to track page likes, post reach, number of visits, specific posts as well as who is following your page. According to Facebook, "posts that get more likes, comments and shares show up more in News Feed and are seen by more people. Posts that are hidden, reported as spam or cause people to unlike your Page reach fewer people."

[Instagram Insights](#) is available in the app for users who have an Instagram Business Profile. This tool allows you see overall account metrics, follower demographics, and metrics for your Instagram stories such as impression, reach, and replies.

[Viralwoot](#) helps track Pinterest analytics, schedule pins, promote pins, and gain new followers. This analytics tool provides statistics about your reach, activity, and engagement scores. It also provides you with an influence score and tells you what you need to do to boost your Pinterest presence.

[Snaplytics](#) allows users to manage their Snapchat stories, Instagram stories, and Instagram accounts and can help identify the most engaging content across platforms.

[Klout](#) tracks the influence and reach of your social media profiles and provides a score based on how others are interacting with your content across multiple networks. It also provides information on your top posts so you can see what content is generating action from your networks.

ADDITIONAL TOOLS AND RESOURCES

Minority Cancer Awareness Week Resources

[Geographic Health Equity Alliance](#): Aims to raise awareness about geographic health disparities related to tobacco and cancer and to support the development, dissemination and implementation of effective public health practices.

[LGBT Health Link](#): A community-driven network of advocates and professionals looking to enhance LGBT health by reducing tobacco-, cancer- and other health disparities.

[National African American Tobacco Prevention Network](#): Focuses on tobacco control leadership, expertise and promotion in the African American community.

[National Behavioral Health Network](#): The National Behavioral Health Network empowers and prepares a wide range of stakeholders to prevent and reduce tobacco use and cancer among adults with mental illnesses and substance use disorders.

[National Native Network](#): A network of Tribes, tribal organizations and health programs working to decrease commercial tobacco use and cancer health disparities among American Indians and Alaska Natives.

[Nuestras Voces](#): Works to empower Hispanics and those who serve them around the United States to eliminate disparities in critical health areas.

[SelfMade Health Network](#): A national network of dedicated professionals, organizations and communities seeking to eliminate cancer and tobacco-related disparities among our nation's most vulnerable, underserved and "high-risk" populations.

[SelfMade Health Network Factsheets](#): Determinants of health fact sheets.

[The RAISE Network](#): A network of national and local organizations that work together to prevent and reduce tobacco use and other cancer-related health disparities in the diverse Asian American, Native Hawaiian, and Pacific Islander (AANHPI) communities.

Social Media Resources

[Canva](#): Allows users to create visually appealing graphics and photos for social media and print materials; includes a collection of low-cost or free stock photos and backgrounds

[CDC Infographics](#): Gallery of CDC-designed infographics to visually communicate data or information

[CDC "photostream" on Flickr](#): Website designed for public image sharing. CDC images include public health photos and graphics developed for public health events that users can comment on and share.

[CDC Public Health Image Library \(PHIL\)](#): Free image library

[Goo.gl](#): Link shortener that allows for tracking of clicks

[Hootsuite](#), [Sprout Social](#): Online platforms that allow organizations to schedule Tweets and Facebook posts, keep up with their feed (the posts of those they follow), and collect basic analytics for evaluation

[Icon Array](#): Tool for creating icon-based graphics for use in risk communication

[Klout](#): Service that tracks your organization's level of online social influence

[Owly](#): Link shortener from Hootsuite

[TinyURL](#): Link shortener that allows for customization of URLs to make them more memorable

[Thunderclap](#): Social networking tool that allows you to "crowdsource" your social media campaign to increase its impact

[Tweetdeck](#): Platform from Twitter that allows for pre-scheduling Tweets, including pre-loading photos

[Periscope](#): Live-streaming video app so you can show events or videos live to your audience on social media

[Symplur](#): A current list of health care related hashtags in use on Twitter

GLOSSARY

Ask Me Anything (A.M.A): A feature of Reddit where users can interview someone through posting questions to the Reddit message board

Facebook: A [social networking](https://www.facebook.com/) site that allows people to create personal profiles and stay connected with others (www.facebook.com)

Facebook Live: A live video streaming service provided through Facebook

Feed: News feeds which you receive straight into your account

Followers: People who have agreed to receive your Tweets or Facebook posts

Hashtags (#): A form of metadata tag that makes it possible to group messages

Instagram: A photo sharing application that allows users to share pictures and videos to their followers either publicly or privately to pre-approved followers (<https://www.instagram.com/>)

Live Tweet: To post comments about an event on Twitter while the event is taking place

Message Effects: Research that systematically exploring how features, formats and structure of messages may attract audience attention and influence the audience (Viswanath & Emmons, 2006).

Pinterest: A website where users can discover information mainly through images, GIFs (animated images), and videos (<https://www.pinterest.com/>)

Reddit: A social news aggregation, content rating, and discussion website (https://www.reddit.com)

Retweet (RT): Re-posting of someone else's Tweet

Snapchat: an image messaging application where messages auto-delete after set amount of seconds

Tweets: 280-character text messages

Twitter: An online [social networking](https://www.twitter.com/) and [microblogging](https://www.twitter.com/) service that enables users to send and read short 280-character text messages, called "Tweets" (www.twitter.com)

Twitter chat: A live moderated Twitter conversation focused around a specific topic using a single hashtag

Twitter handle: Your Twitter name that begins with the "@" sign. For example: @GWCancer

Twittersphere or Twitterverse: The total universe of Twitter users and their habits

Twitterview: A combination of the terms Twitter, a popular microblogging platform, and interview. It is a type of interview for which the medium restricts the interviewer and interviewee to short-form responses

See Twitter's "[Twitter Glossary](#)" for more.

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