

June 2020

# Adolescent and Young Adult Cancer Awareness Social Media Toolkit



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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 stakeholders implement evidence-based practices when communicating about adolescent and young adult cancer. It can also help you plan, implement and evaluate your social media strategy and make the case for why it's important. It can be used throughout the year or for specific health observances like National Young Adult Cancer Awareness Week in April, National Cancer Survivors Day in June or back-to-school in the fall.

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](#)

## WHO SHOULD USE THIS TOOLKIT?

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

## ABOUT ADOLESCENT AND YOUNG ADULT CANCER

Over 70,000 adolescents and young adults (AYA) are diagnosed with cancer every year in the United States (National Cancer Institute, 2018). AYA typically refers to patients 15 to 39 years old (Perales, Drake Pemaraju & Wood, 2016). The National Cancer Institute (NCI) reports that cancer is the leading cause of disease-related death for this age group (NCI, 2018). In addition, the economic burden of cancer survivorship is particularly significant for AYA survivors. Guy et al. (2013) estimated that the average excess economic burden placed on a cancer survivor is over \$16,000 per year. While insurance protections in the Patient Protection and Affordable Care Act (ACA) increased insurance coverage rates among young adults diagnosed with cancer between the ages of 18-25, uncertainties in the future of the ACA may contribute to financial distress for AYAs diagnosed with cancer (Parsons et al., 2017).

Until recently, AYA cancer patients and survivors were not considered a distinct demographic group, and were often lumped together with childhood or older adult cancer patients and survivors. Improvements in outcomes for AYA cancer patients are being seen, yet inequities in survival within AYA cancer patients still exist and there are calls for continued focus on improving care and outcomes for AYA cancer patients and survivors (Close et al., 2019). With over 90% of adults ages 18-29 using social networking sites, social media can be an effective way to reach AYA patients, survivors and their families (Perales, Drake, Pemmaraju & Wood, 2016). Diverse channels of communication, like Instagram, Twitter and other social media channels can also be effective ways to reach an AYA audience (Cheung & Zebrack, 2017).



## SOCIAL MEDIA 101

As of January 2019, Pew Research Center found that 72% of adults report using social networking sites (Pew Research Center, 2019). YouTube is reported as the most commonly used social media platform, followed by Facebook, Instagram, Pinterest, LinkedIn, Snapchat and Twitter (Pew Research Center, 2019). In addition, a 2014 study found that nearly 75% of adults use social media to discuss health (Fox, 2014).

Social media provide a “socially mediated pathway” to distribute health-related messaging. They link people to social networks and communities that provide built-in incentives and personalized guidance to make behavioral changes (Sarkar et al., 2018). Organizations like CDC use social media to “provide users with access to credible, science-based health information” and to “reinforce and personalize messages, reach new audiences, and build a communication infrastructure based on open information exchange” (CDC, 2015).

The first step when designing your social media strategy should be to identify and learn about your audience. Ask yourself:

- Who is my intended audience? Be as specific as possible.
- What health issue or issues affect my audience?
- What action do I want audience to take and why?
- What social media platforms does my audience use and how do they prefer to be reached with health messaging?
- What communication tactics will be most effective and what messages resonate the most?

Looking to establish a social media strategy for your organization or make the case for why it's important? CDC offers a variety of [social media tools](#) to create and establish a social media strategy. They also offer guidelines and best practices, evaluation strategies, tools and templates.

**Remember to tailor messaging to your intended audience or audiences. Your organization offers unique strengths and expertise. Make sure to capitalize on them to make your campaign effective.**

## SOCIAL MEDIA CHANNELS

Twitter, Facebook, Instagram, LinkedIn, Snapchat, Pinterest and more - social media are growing every day, along with opportunities for outreach. Below we cover best practices for some of the most popular social media platforms, but many of these tips can apply to other media like blogs, websites or phone apps.

### Twitter Best Practices

- Keep tweets below the 280-character limit. This allows other users to retweet while adding their own comments (@names don't count toward the 280-character limit).

- Add colorful graphics including photos, videos, infographics or other illustrations whenever possible. Tweets with images receive 18% more clicks, 89% more favorites and 150% more retweets on average (Kim, 2018).
- Post regularly and make sure content is useful and relevant to your audience.
- Don't just talk "at" your audience, interact with them. Ask questions and listen - this builds engagement.
- Engage others by tweeting at their Twitter handles when possible (tweets that begin with a username will reach all of your followers, but will be categorized as "replies"; if you want the tweet to be seen on your main timeline, use ".@" at the beginning).
- Twitter, [Sprout Social](#) and [Hootsuite](#) as well as other social media scheduling tools offer options to shorten links as you write tweets.
- Promote engagement with other organizations by liking or retweeting their content. You can even add your own comment before retweeting. Likewise, be responsive and recognize retweets, mentions and when other share your content.
- Remember that tweets cannot be edited once they are posted, so proofread before you post!

### Facebook Best Practices

- Facebook algorithms prioritize "meaningful interactions" over unrelated content. This means posting content that feels personal, conversational and authentic (Facebook, 2018).
- Shorter posts (around 250 characters or less) get up to 60% more distribution than longer posts (Cooper, 2016).
- Post consistently and with a variety of different content types like video or photos to maximize reach and make your content stand out (Facebook, 2018). Posts with photos receive up to 50% more likes than non-photo posts (Hershkowitz & Lavrusik, 2013).
- Monitor interactions and comments with visitors to your page, using Facebook analytics and insights to see how your audience is interacting with your comments. Track your results and act on them, focusing your efforts on what's working.
- Vary your post type. Users don't engage the same way with every post (Hershkowitz & Lavrusik, 2013).
- Develop a comment policy and moderate comments accordingly in order to prevent harassment in your comments section and avoid identifying people in photos without their consent. See the CDC's *Guidelines for Public Comments* for a model policy (CDC, 2019).
- More information about [Facebook best practices](#) is available from CDC.

### LinkedIn Best Practices

- Use a call to action to engage readers, like "click to find out more" (York, 2016).
- Ensure that your organization's profile is up-to-date; profiles with complete information get 30% more weekly views (LinkedIn, n.d.).

- Post consistently and ensure that your posts contain an image or other media as this is likely to increase engagement (LinkedIn, n.d.). Focus on practical and informative visuals, as this is more likely to be successful on LinkedIn (York, 2016).
- Share content that's likely to be relevant to your professional network and provide value to your target audience (Top Dog Social Media, n.d.).

### Instagram Best Practices

- Tell a story with your images by focusing on experience and emotional appeals over simple repetition of health information (Photoslurp, n.d.). Great images and videos create engagement, especially on a visual platform like Instagram (York, 2016a).
- Understand your audience and don't try to appeal to everyone. Once you've identified your audience, be consistent with your style and branding (Photoslurp, n.d.).
- Use creative ideas like contests and post user-generated content to get your audience to participate (York, 2016). This doesn't have to cost money, sometimes the contest award can simply be recognition for the poster.
- Stay relevant by leveraging existing health-related observances to spread your content -- connect with what other organizations are already doing [similar work] (Photoslurp, n.d.).
- Make your content stand out by using simple or free photo editing tools to make your images pop (York, 2016).
- Post regularly and during optimal times. Your analytics data from Instagram or other sources can help you identify when your audience is most active and likely to interact with a post (York, 2016).

## BEST PRACTICES FOR COMMUNICATING ABOUT ADOLESCENT AND YOUNG ADULT CANCER

AYA survivors have distinct needs that are different from those of childhood cancer survivors and older survivors. Limited awareness of AYA risk, treatment and other unique care needs hampers research, education and communication efforts tailored to this population (U.S. Department of Health and Human Services (HHS) & LIVESTRONG Young Adult Alliance, 2006). Raising awareness about AYA cancer issues is a first step toward increasing national focus and resource allocation to address gaps in care (HHS & LIVESTRONG Young Adult Alliance, 2006). Spread the word about AYA cancer issues to educate and inform your audience.

Your organization's communication efforts can be most effective when they:

- Treat AYA survivors as a distinct group with unique needs
- Acknowledge and address psychosocial support needs
- Emphasize survivorship follow-up and resources
- Promote quality physician training to support AYA survivors
- Refer AYA cancer patients to clinical trials

## MESSAGES SHOULD...

### 1. Treat AYA survivors as a distinct group with unique needs

- Some of the issues that are particularly salient for AYA patients are self-esteem and identity development, returning to normalcy, psychological distress, psychosexual identity and fertility, financial strain and insurance concerns (Warner et al., 2016; Shay, Parsons & Vernon, 2017; Hydeman et al., 2019; Elsbernd et al., 2019). **Promote resources that address these unique concerns.**
- AYAs use in-person groups, social media and online forums to exchange support, cope with emotions, describe their experiences and establish their identity as a member of the community (Penn & Kuperberg, 2018). **Emphasize peer support groups, whether online or in-person, to meet this need.**
- Many AYA cancer survivors report cancer's negative impact on their ability to work and may not be aware of legal and employment protections available to them (Scardaville et al., 2019; Warner et al., 2016). **Highlight resources that increase awareness of protections and that support returning to work.**
- **Sponsor informal social activities such as meet-ups and retreats.** Group gatherings can help promote a healthy lifestyle and reduce stress for AYA survivors (Penn & Kuperberg, 2018).

### 2. Acknowledge and address psychosocial support needs

- Survivors who report any psychosocial care are more likely to report satisfaction with how their needs are met (Forsythe et al., 2013). Despite this fact, over 50% of survivors report not receiving this form of care (Forsythe et al. 2013). **Educate patients about how to obtain psychosocial support and services.**
- AYA patients experience high levels of distress at diagnosis and when they transition to survivorship. AYAs also experience poorer health-related quality of life compared to AYAs who have not received a cancer diagnosis (Burkart et al., 2019). **Refer patients to psychosocial support services throughout the continuum of care.**
- Psychosocial interventions should "include programmatic components that alleviate distress but also promote potential for positive growth and successful achievement of normative developmental tasks" (Zebrack, Kent, Keegan, Kato & Smith, 2014, p. 8). **Focus on AYA-specific concerns like vocational rehabilitation, social re-integration and involvement.**
- **Encourage survivors to take part in activities that restore a sense of normalcy to life whenever possible** (Penn & Kuperberg, 2018).

### 3. Emphasize survivorship follow-up and resources

- Having a written survivorship care plan may help AYA cancer survivors, especially to address needs specific to AYA cancer survivors (Shay, Parsons & Vernon, 2017; Hydeman et al., 2019). **Inform patients that they can ask their doctor or other health care professional about survivorship care plans.**
- AYA cancer survivors have expressed needing information to address concerns around late-effects of treatment, recurrence, fertility, physical and psychosocial effects of treatment, follow-up care and financial toxicity (Shay, Parsons & Vernon, 2017; Hydeman et al., 2019; Elsbernd et al., 2019). **Make sure patients are provided with information about their treatment as well as their practical follow-up care needs.**
- AYA survivors want resources and support for their age group (Cheung & Zebrack, 2017). **Tailor resources for your audience.**
- Survivorship care can include more than just treatment effects and screening recommendations. It can also include information about managing long-term financial toxicity. **Provide patients with resources on financial assistance** (Cheung & Zebrack, 2017).

### 4. Promote quality physician training to support AYA survivors

- “Providers caring for AYA patients at diagnosis through survivorship must keep abreast of the evolving AYA literature and guidelines and, most importantly, have the common goal of improving the health and quality of life for AYA patients through survivorship and survivorship care” (Burkart et al., 2019, p.7). **Educate primary care providers about the unique needs of AYA survivors.**
- AYA cancer treatment is evolving and clinical trials are becoming more available (Burkart et al., 2019; Close et al., 2019). **Ensure that providers are aware of and up-to-date on appropriate clinical trials that may benefit their AYA patients.**
- AYA cancer survivors are likely to smoke the same amount and have same level of physical activity as those who have no history of cancer (Burkart et al., 2019). **Provide targeted information on modifiable risk factors to reduce cancer risk and collaborate with other health providers to support behavior change** (Burkart et al., 2019).
- Age-based cancer care can support developmental milestones of adolescence and young adulthood (Close et al., 2019). **Remind providers about the unique needs of AYAs and encourage specialized training to meet these needs.**
- Including parents, family members or caregivers in care decisions may be important for some AYA patients (Siembida et al., 2020). **Ask patients who should be involved in decision-making and make every effort to honor those requests.**

### 5. Refer AYA patients with cancer to clinical trials

- AYAs have seen some gains in clinical trial enrollment compared to younger or older patients with cancer, but disparities still exist. **Refer AYA patients with cancer to centers that offer clinical trials** (Parsons et al., 2019; Close et al., 2019). Clinical trials

for adolescents with cancer are available at the Children's Oncology Group (COG) member institutions. **Refer adolescents with cancer to COG member institutions,** when possible, to increase access and enrollment in clinical trials for this population.

- **Improve AYA enrollment in clinical trials.** Research shows that decreased enrollment in clinical trials is an important factor in AYA oncology patients having lower cancer cure rates than patients in other age groups (Shaw, Hayes-Lattin, Johnson & Bleyer, 2014).
- Increase the number of clinical trials available to AYA patients with cancer (Siembida et al., 2020; Close et al., 2019; Fern & Taylor, 2018). **Educate stakeholders about the importance of increasing clinical trial availability for AYA patients.**
- A variety of barriers and facilitators can affect an AYA's decision to enroll and adhere to clinical trials. **Address barriers to clinical trials by: 1) establishing a trusted patient-provider relationship, 2) provider referring/recommending to clinical trial ideally with support from a nurse navigator, 3) balancing autonomy and dependency in decision making and 4) making sure consent forms are clear and meet the needs of AYA patients** (Siembida et al., 2020, Fern & Taylor, 2018).

## SAMPLE TWEETS AND FACEBOOK POSTS

Tweets	Facebook Posts
<p>#DYK over 70,000 adolescents &amp; young adults are diagnosed w/cancer each year in the U.S.? Learn more about #AYAcancer: <a href="http://bit.ly/2FAwpGP">http://bit.ly/2FAwpGP</a></p>	<p>Over 70,000 adolescents and young adults are diagnosed with cancer every year in the United States. That's one every eight minutes. Learn more: <a href="http://bit.ly/2FAwpGP">http://bit.ly/2FAwpGP</a></p>
<p>#AYACancer survivors have unique needs &amp; concerns, like fertility, financial issues &amp; social support. @CancerCare has resources to help: <a href="http://bit.ly/2DRGXEM">http://bit.ly/2DRGXEM</a></p>	<p>Adolescent and young adult cancer survivors have unique needs, from fertility issues to financial concerns—age-appropriate content is critical. These resources from CancerCare can help: <a href="http://bit.ly/2DRGXEM">http://bit.ly/2DRGXEM</a></p>
<p>Age-appropriate resources are critical for #AYACancer survivors. These from @LLSusa can help: <a href="http://bit.ly/2BIW4L7">http://bit.ly/2BIW4L7</a></p>	<p>Did you know that many adolescent and young adult cancer survivors report a lack of age-appropriate resources? This list from the Leukemia and Lymphoma Society can help: <a href="http://bit.ly/2BIW4L7">http://bit.ly/2BIW4L7</a></p>
<p>#BreastCancer is one of the most common cancers in women 25-39. Learn more from @YSCBuzz: <a href="http://bit.ly/2DANeob">http://bit.ly/2DANeob</a></p>	<p>Did you know that breast cancer is one of the most commonly diagnosed cancers among 25 to 39 year-olds? Young Survival Coalition has more information: <a href="http://bit.ly/2DANeob">http://bit.ly/2DANeob</a></p>
<p>You may have heard about BRCA genetic testing—but could it be right for you? Learn from Amy's story &amp; talk w/your doc: <a href="http://bit.ly/2n6UXQy">http://bit.ly/2n6UXQy</a> #BringYourBrave</p>	<p>"Cancer runs in Amy's family: her grandmother had both breast and ovarian cancer, and encouraged her family to learn about their risk." Learn more about genetic testing for BRCA gene mutations from Amy's story and talk to your doc about whether it's right for you: <a href="http://bit.ly/2n6UXQy">http://bit.ly/2n6UXQy</a></p>
<p>This video from @theNCI covers what adolescents &amp; young adults need to know after a cancer diagnosis: <a href="http://bit.ly/2DJnKUU">http://bit.ly/2DJnKUU</a> #AYAcancer</p>	<p>What do adolescents and young adults need to know after a cancer diagnosis? This video from the National Cancer Institute covers the basics. Number one? You're not alone: <a href="http://bit.ly/2DJnKUU">http://bit.ly/2DJnKUU</a></p>
<p>Finding out you have cancer is overwhelming at any age, but especially if you're young. This resource directory from @ulmanfoundation can help address your concerns and get you connected: <a href="https://bit.ly/3bv9M70">https://bit.ly/3bv9M70</a></p>	<p>"You're looking for help, and we want to help you find it." This resource directory from the Ulman Foundation covers everything from financial aid to fertility preservation: <a href="https://bit.ly/3bv9M70">https://bit.ly/3bv9M70</a></p>

## SAMPLE TWEETS AND FACEBOOK POSTS (CONTINUED)

Tweets	Facebook Posts
<p>Janna was 32 when she was diagnosed w/cervical cancer. Her advice? Your annual checkup can save your life: <a href="http://bit.ly/2E3QSUF">http://bit.ly/2E3QSUF</a> #AYAacancer</p>	<p>"I was scared and angry when I received my diagnosis, but I decided to face it head on." Janna was just 32 when she was diagnosed with cervical cancer. Her advice? Take your regular OB/GYN appointments seriously—it could just save your life: <a href="http://bit.ly/2E3QSUF">http://bit.ly/2E3QSUF</a></p>
<p>Looking for work during or after cancer treatment can seem daunting, but @CancerAndCareer resume review service can help you move forward: <a href="http://bit.ly/2GfDZrw">http://bit.ly/2GfDZrw</a></p>	<p>Do you have questions about looking for work after a cancer diagnosis? Cancer and Career's resume review service can help polish your resume, answer your questions and build your confidence: <a href="http://bit.ly/2GfDZrw">http://bit.ly/2GfDZrw</a></p>
<p>Looking to find other young adult #BreastCancer survivors? @YSCBuzz has you covered: <a href="http://bit.ly/2F7BO7V">http://bit.ly/2F7BO7V</a></p>	<p>Young Survival Coalition connects young adult breast cancer survivors. Gain perspective and insights from stories about survivors just like you: <a href="http://bit.ly/2F7BO7V">http://bit.ly/2F7BO7V</a></p>
<p>Treatment side effects can impact you at work. These tips from @CancerAndCareer can help you cope: <a href="http://bit.ly/2rBqn6r">http://bit.ly/2rBqn6r</a> #youngadultcancer</p>	<p>"Cancer can drain you physically and mentally, but there are ways to bolster your inner reserves. Specially tailored food and fitness plans can ward off fatigue and other side effects. Plus, there's your psyche – the most important weapon in your arsenal against the disease." Read on: <a href="http://bit.ly/2rBqn6r">http://bit.ly/2rBqn6r</a></p>
<p>You're not alone. @theNCI has tips for confronting some of the challenges of #AYAacancer: <a href="http://bit.ly/2FAwpGP">http://bit.ly/2FAwpGP</a></p>	<p>A cancer diagnosis as an adolescent or young adult can leave you feeling alone, but this info from the National Cancer Institute can help you find support: <a href="http://bit.ly/2FAwpGP">http://bit.ly/2FAwpGP</a></p>
<p>Looking for a support group to meet others dealing w/#AYAacancer? @StupidCancer has you covered: <a href="http://bit.ly/2E7ppBA">http://bit.ly/2E7ppBA</a></p>	<p>Hanging out with other adolescent or young adult cancer survivors can make you feel less alone. Stupid Cancer can help you locate a support group in your area: <a href="http://bit.ly/2E7ppBA">http://bit.ly/2E7ppBA</a></p>
<p>Young women w/#BreastCancer have unique concerns. #YSCBuzz has meet up groups just for you: <a href="http://bit.ly/2Brl4WM">http://bit.ly/2Brl4WM</a></p>	<p>Local Young Survival Coalition's Face 2 Face networks are support and social networks that bring together young women at all stages of a breast cancer diagnosis, treatment or recovery to learn from each other: <a href="http://bit.ly/2Brl4WM">http://bit.ly/2Brl4WM</a></p>

## SAMPLE TWEETS AND FACEBOOK POSTS (CONTINUED)

Tweets	Facebook Posts
<p>Eating well &amp; getting active are especially important for #AYAcancer survivors. Get started today w/these resources from @AmericanCancer: <a href="http://bit.ly/2rCCUXm">http://bit.ly/2rCCUXm</a></p>	<p>Taking the first steps toward eating healthy and getting active can seem overwhelming, especially if you're a cancer survivor. But don't worry, the American Cancer Society has resources to get you started on the path to wellness: <a href="http://bit.ly/2rCCUXm">http://bit.ly/2rCCUXm</a></p>
<p>Cancer is something you should never have to face alone. @StupidCancer has resources that can help you connect &amp; get support: <a href="https://bit.ly/2wMMH0p">https://bit.ly/2wMMH0p</a></p>	<p>Facing a cancer diagnosis in the prime of life can bring up lots of emotions and fear. Stupid Cancer has a number of ways to help you process these feelings by finding others who understand what you're going through. Learn more: <a href="https://bit.ly/2wMMH0p">https://bit.ly/2wMMH0p</a></p>
<p>#AYAcancer treatment comes w/a lot of questions. Questions from @ulmanfoundation can help you talk with your doc: <a href="https://bit.ly/2KbJGJU">https://bit.ly/2KbJGJU</a></p>	<p>Going through cancer treatment as an adolescent or young adult can seem overwhelming. These questions from the Ulman Cancer Foundation can help you organize your care by asking the right questions with your care team: <a href="https://bit.ly/2KbJGJU">https://bit.ly/2KbJGJU</a></p>
<p>#DYK adolescents and young adults w/cancer have unique needs? @NCCNnews has a resource guide for patients: <a href="https://bit.ly/3crXNad">https://bit.ly/3crXNad</a></p>	<p>Adolescents and young adults (AYAs) with cancer are often lumped in with pediatric patients or older adults, but they have unique needs. This guide can help AYA patients take charge of their care: <a href="https://bit.ly/3crXNad">https://bit.ly/3crXNad</a></p>
<p>Thinking about joining a cancer clinical trial? Check out this guide from @theNCI to help you take the first steps: <a href="http://bit.ly/2msvYo4">http://bit.ly/2msvYo4</a></p>	<p>Thinking about joining a cancer clinical trial? This guide from the National Cancer Institute can help you learn how to search for clinical trials and decide which one may be right for you: <a href="http://bit.ly/2msvYo4">http://bit.ly/2msvYo4</a></p>
<p>#AYACancer survivors have unique concerns when it comes to the sexual impacts of cancer. This toolbox can help clinicians address these important needs: <a href="http://bit.ly/2GgAd10">http://bit.ly/2GgAd10</a></p>	<p>Providers: Adolescents and young adult cancer survivors have unique needs when it comes to the sexual impacts of cancer. This toolbox for clinicians can help assess and treat these concerns: <a href="http://bit.ly/2GgAd10">http://bit.ly/2GgAd10</a></p>
<p>What are clinical trials? Why are they important for #AYAcancer patients. Watch this quick video from @theNCI about clinical trials: <a href="https://bit.ly/2VoU2wD">https://bit.ly/2VoU2wD</a></p>	<p>Cancer clinical trials are at the heart of delivering breakthroughs to patients and saving lives. However, research would benefit young adult cancer patients if more participated in clinical trials. This short video from the National Cancer Institute aims to spread the word about clinical trials: <a href="https://bit.ly/2VoU2wD">https://bit.ly/2VoU2wD</a></p>

## SAMPLE TWEETS AND FACEBOOK POSTS (CONTINUED)

Tweets	Facebook Posts
<p>Looking to find clinical trials for adolescents with cancer? Visit the Children’s Oncology Group to find clinical trials for this population: <a href="https://bit.ly/3gD9T35">https://bit.ly/3gD9T35</a></p>	<p>Clinical trials for adolescent cancer patients are available at the Children’s Oncology Group (COG) member institutions. Visit COG to find clinical trials for this population: <a href="https://bit.ly/3gD9T35">https://bit.ly/3gD9T35</a></p>
<p>What’s being done to close the gap &amp; improve #AYAcancer care? This update and next steps aims to keep moving the conversation forward: <a href="https://bit.ly/3asfdC1">https://bit.ly/3asfdC1</a></p>	<p>Adolescent and young adult cancer survivors haven’t seen the same gains in treatment and care as other groups. This report provides next steps to close the gap: <a href="https://bit.ly/3asfdC1">https://bit.ly/3asfdC1</a></p>
<p>Should you join a clinical trial? Watch this short video from @theNCI which explains possible benefits of participating in a trial: <a href="https://bit.ly/2xDLEjV">https://bit.ly/2xDLEjV</a></p>	<p>Clinical trials can be a valuable opportunity for cancer patients, but there’s a lot of misinformation out there. This short video from the National Cancer Institute explains benefits of participating in a trial and next steps you can take: <a href="https://bit.ly/2xDLEjV">https://bit.ly/2xDLEjV</a></p>
<p>Health insurance can be a major concern for #AYAcancer survivors. @TriageCancer can help: <a href="https://bit.ly/2xVyE9j">https://bit.ly/2xVyE9j</a></p>	<p>Worried about health insurance after a cancer diagnosis? Triage Cancer has you covered with health insurance resources and practical advice: <a href="https://bit.ly/2xVyE9j">https://bit.ly/2xVyE9j</a></p>
<p>Providers: Adolescents &amp; young adults affected by cancer have unique care needs. Learn more from @NCCNnews: <a href="http://bit.ly/2DGrtCN">http://bit.ly/2DGrtCN</a></p>	<p>Providers: Did you know the National Comprehensive Cancer Network has guidelines on caring for adolescents and young adults with cancer? Create a free account to access: <a href="http://bit.ly/2DGrtCN">http://bit.ly/2DGrtCN</a></p>
<p>Providers: Stay up to date about AYA treatment, side effect management and survivorship through @ASCO eLearning: <a href="https://bit.ly/3ciVtBU">https://bit.ly/3ciVtBU</a></p>	<p>Are you a health care provider caring for an adolescent or young adult (AYA) who has had cancer? Stay up to date on the needs of AYA cancer patients and survivors through ASCO eLearning: <a href="https://bit.ly/3ciVtBU">https://bit.ly/3ciVtBU</a></p>

## SAMPLE LINKEDIN POSTS

### LinkedIn Message

Providers: Caring for an adolescent or young adult (AYA) who has had cancer? Stay up to date on the needs of AYA cancer patients and survivors through ASCO eLearning: <https://bit.ly/2Vv9Ei6>

Providers: Did you know adolescent and young adults (AYA) who have cancer have unique care needs? The National Comprehensive Cancer Network has guidelines on caring for adolescents and young adults with cancer. Create a free account to access: <http://bit.ly/2DGrtCN>

Adolescent and young adults who have received a cancer diagnosis have a variety of unique needs and concerns. This resource directory from the Ulman Cancer Foundation can help providers and patients: <https://bit.ly/3bv9M70>

## OTHER IDEAS TO PROMOTE ADOLESCENT AND YOUNG ADULT CANCER AWARENESS

### 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.

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 [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 or participating organizations, your organization). Number your questions starting with a "Q" for question. For example: Q1: What's the #1 thing providers should know about caring for #AYAcancer survivors? #AYACC. Your speaker(s) can either "reply" to the question you tweet or tweet starting with an "A" and the corresponding number. For example: A1: #AYAcancer survivors have unique needs. Don't treat us like pediatric or older adult #survivors #AYACC.

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 [Hashtracking](#) 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 around AYA cancer issues. 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 an 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 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 events by 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 posts 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 215 million users with a majority of users under 30 years old (Sprout Social, 2020; Statista, 2020). 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 events or fundraising boards for AYA cancer awareness.

*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 AYA cancer event. 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 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. Consider hosting an A.M.A with an AYA cancer expert or survivor.

*Publicize your A.M.A.* through your other social media channels to draw more participants.

## **Host an AYA Survivors Meetup Event**

Consider hosting a meetup for local AYA cancer survivors. It does not have to be formal or have cancer survivorship as the focus. It could simply be a social activity intended to gather AYA survivors, caregivers or loved ones.

Consider reaching out to local organizations to solicit donations or prizes for the event. Organize a giveaway or prizes to encourage people to use your hashtag and engage with your content. Twitter and Instagram photo contests are another a great way to get your followers involved and engaged.

You might also consider hosting a special webinar or panel to promote AYA cancer awareness. Make sure to reach out to potential partners early to ensure support. Check out [Communication Training for Comprehensive Cancer Control \(CCC\) Professionals 101](#) for more information on working with local media.

### 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? Several platforms offer analytic tools to allow you to demonstrate the impact of your social media efforts.

Tool	Description
<a href="#">Facebook Insights</a>	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.”
<a href="#">Instagram Insights</a>	Available in the app for users who have an Instagram Business Profile. This tool allows you to see overall account metrics, follower demographics and metrics for your Instagram stories such as impression, reach and replies.
<a href="#">Snaplytics</a>	Paid service that allows users to manage their Snapchat stories, Instagram stories and Instagram accounts and can help identify the most engaging content across platforms.
<a href="#">Twitter Analytics</a>	Allows users to see and download detailed tracking information about tweet activity, engagement, audience and trends over time. Log in with your Twitter username and password to learn more.
<a href="#">Pinterest Analytics</a>	Allows users to track statistics about your reach, activity and engagement. It provides you with audience and account insights so you can strategize what you need to do to boost your Pinterest presence.



## ADDITIONAL TOOLS AND RESOURCES

These social media, communication and design tools can help you enhance your online presence and overall communications strategy.

Tool	Description
<a href="#">Canva</a>	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.
<a href="#">CDC Infographics</a>	Provides a gallery of CDC-designed infographics to visually communicate data or information.
<a href="#">CDC on Flickr</a>	Designed for public health image sharing. CDC images include public health photos and graphics developed for public health events that users can comment on and share.
<a href="#">CDC Public Health Image Library (PHIL)</a>	Free image library from CDC.
<a href="#">Communication Training for Comprehensive Cancer Control Professionals 101</a>	Comm 101 is a no-cost online training from the GW Cancer Center on establishing a media and communications strategy and working with the media.
<a href="#">Communication Training for Comprehensive Cancer Control Professionals 102</a>	Comm 102 is a no-cost online training from the GW Cancer Center on planning, implementing and evaluating evidence-based communication campaigns.
<a href="#">Guide to Making Communication Campaigns Evidence-Based</a>	Companion guide to Comm 102 training that explores the process for planning, implementing and evaluating a communication campaign.
<a href="#">GW Cancer Center Social Media Toolkits</a>	Additional social media toolkits for other health-related observances throughout the year.
<a href="#">Hootsuite</a>	Social media management platform that allows users to schedule social media posts, keep up with trends and followers, and collect basic analytics for evaluation.
<a href="#">Media Planning and Media Relations Guide</a>	Companion guide to Comm 101 training that covers working with the media and establishing a communications and media strategy.
<a href="#">Periscope</a>	Live-streaming video app to show events or videos live to your audience on social media.
<a href="#">Sprout Social</a>	Paid social media management platform that allows users to schedule social media posts, keep up with trends and followers, and collect basic analytics for evaluation.
<a href="#">TinyURL</a>	Link shortening service that allows for customization of URLs to make them more memorable.
<a href="#">Tweetdeck</a>	Platform from Twitter that allows for pre-scheduling tweets and graphics.

## 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](#) site that allows people to create personal profiles and stay connected with others ([www.facebook.com](http://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 ([www.instagram.com/](http://www.instagram.com/))

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

**Pinterest:** A website where users can discover information mainly through images, GIFs (animated images), and videos ([www.pinterest.com/](http://www.pinterest.com/))

**Reddit:** A social news aggregation, content rating, and discussion website ([www.reddit.com](http://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](#) and [microblogging](#) service that enables users to send and read short 280-[character](#) text messages, called "tweets" ([www.twitter.com](http://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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