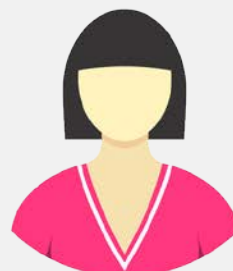
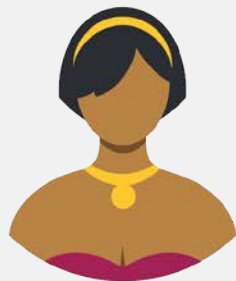


Breast Cancer Awareness Month Social Media Toolkit



October 2016

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CONTENTS

ABOUT THIS TOOLKIT.....	2
WHO SHOULD USE THIS TOOLKIT?.....	2
WHAT IS BREAST CANCER AWARENESS MONTH?.....	2
SOCIAL MEDIA 101	2
SOCIAL MEDIA CHANNELS.....	3
TWITTER BEST PRACTICES	3
FACEBOOK BEST PRACTICES.....	3
BEST PRACTICES FOR COMMUNICATING ABOUT BREAST CANCER.....	3
Consider health literacy and numeracy	4
Promote patient-provider discussions of family history and risk.....	4
Provide information about long-term care and survivorship issues in addition to treatment information....	4
Remind providers about the importance of communication and its impact on patients' quality of life	5
SAMPLE TWEETS AND FACEBOOK POSTS	6
OTHER IDEAS TO PROMOTE BREAST CANCER AWARENESS MONTH	9
Host or Participate in a Twitter Chat.....	9
Host a Twitterview	9
Best Practices for Engagement Events and Activities	10
MEASURING SUCCESS.....	10
ADDITIONAL TOOLS AND RESOURCES	10
GLOSSARY	11
REFERENCES	12

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ABOUT THIS TOOLKIT

This toolkit is designed to help stakeholders establish a Breast Cancer Awareness Month social media strategy, manage social media accounts, implement Facebook and Twitter best practices, disseminate Breast Cancer Awareness Month 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, community-based organizations and other stakeholders can use this toolkit and adapt its messaging for their unique audiences and areas of expertise.

WHAT IS BREAST CANCER AWARENESS MONTH?

Breast Cancer Awareness Month is an annual observance held throughout the Month of October. It is intended to raise awareness of breast cancer, the most common cancer in women of all races and ethnicities, and to fundraise for research into its cause, prevention, diagnosis, treatment, survivorship and cure (Centers for Disease Control and Prevention (CDC), 2016). In 2013, over 230,000 women and over 2,100 men were diagnosed with breast cancer (CDC, 2016). October is also an opportunity to support those affected by breast cancer. Breast Cancer Awareness Month begins on October 1 and ends on October 31.

SOCIAL MEDIA 101

According to a 2014 Pew Research Center survey, "74% of online adults use social networking sites." (Pew Research Center, 2014). In addition, Hughes (2010) found that, "one-third of adults access social media related to health" (p. 3).

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).

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

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 "[SocialMediaWorks](#)," an online step-by-step tool to create and establish a social media strategy. The site also offers pre-tested and effective messages 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 effective.



SOCIAL MEDIA CHANNELS

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

TWITTER BEST PRACTICES

- Keep Tweets short, between 100-110 characters. This allows other users to Retweet while adding their own comments.
- 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 (this means you no longer have to use the “.@” convention in order for your Tweet to be seen by all your followers).
- 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 liking 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!

“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, 2015)

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.).

BEST PRACTICES FOR COMMUNICATING ABOUT BREAST CANCER

The first step in any communication campaign is to define your audience. When communicating about breast cancer, your audience may be newly diagnosed patients, survivors, caregivers, health care providers, employers or others. All of these audiences may have different messaging needs and may be reached through different channels. However, there are some commonalities in that cancer communication must help patients: “(1) Receive bad news, (2) handle the emotional impact of a life-threatening illness, (3) understand and remember complex information, (4) communicate with multiple health professionals, (5) understand statistics related to prognosis, (6) deal with uncertainty while maintaining hope, (7) build trust




that will sustain long-term clinical relationships, (8) make decisions about treatment, possibly including participation in clinical trials and (9) adopt health-promoting behaviors” (Epstein & Street, 2007, p. 1).

WHEN COMMUNICATING ABOUT BREAST CANCER...

- Consider health literacy and numeracy
- Promote patient-provider discussions of family history and risk
- Provide information about long-term care and survivorship issues in addition to treatment information
- Remind providers about the importance of communication and its impact on patients’ quality of life

Consider health literacy and numeracy

- Use simple language and avoid terms not often used outside of the scientific community. Explain how data influences your audience and why it’s relevant (NCI, 2011).
- Organize information so the most important points are first (U.S. Department of Health and Human Services, n.d.).
- If presenting data, use integers instead of decimals as they are more convincing and easily recalled (Witteman et al., 2011). Visual representations of data, like icon arrays are most effective ().
- Where possible, point consumers to supporting materials, visuals and reliable sources of information such as trusted websites or physicians.

Promote patient-provider discussions of family history and risk

- Cancer patients and survivors often face “cancer information overload” and may feel overwhelmed by information and unable to process it (Chae, Lee & Jensen, 2015).
- Royak-Schaler et al. (2002) found that women who discussed family history and risk with their provider were more likely to have had a mammogram within the past two years.
- Narratives can be an effective tool for communicating with survivors. Storytelling can overcome resistance, facilitate information processing, provide social connections and represent emotional or existential issues (Wen-Ying et al., 2007).

Provide information about long-term care and survivorship issues in addition to treatment information

- While women report being highly satisfied with information related to treatment, they are often less satisfied with information on long-term, physical, psychological and psychosocial effects of breast cancer and its treatments (Mallinger, Griggs & Shields, 2004).
- Let patients know about specific resources they can request, such as survivorship care plans or long-term recommendations about screening and follow-up.
- CDC recommends that follow-up care to breast cancer survivors should focus on tobacco cessation, increased physical activity, good nutrition, ongoing vaccinations, regular cancer screenings and pain management (Underwood et al., 2012).
- The American College of Surgeons requires Commission on Cancer (CoC)-accredited programs to “provide a summary of treatment and a follow-up plan to all patients completing cancer treatments” (American College of Surgeons, n.d.).
- Providers may not be aware of the CoC requirement or may not be aware of the [American Cancer Society/American Society of Clinical Oncology Breast Cancer Survivorship Care Guideline](#) as well as the [Cancer Survivorship E-Learning Series for Primary Care Providers](#) that covers follow-up care for survivors of adult-onset cancers. Survivorship Care Plan resources are available in [Additional Tools and Resources](#) below.



Remind providers about the importance of communication and its impact on patients' quality of life

- Patients frequently report health professionals as their most important information source, emphasizing the critical role that providers can play in addressing the information needs of patients (Finney Rutten et al., 2005).
- Communication is an essential component of the doctor-patient relationships and a “core clinical skill” (Kerr, Engel, Schlesinger-Raab, Sauer & Hölzel, 2002).
- Kerr et al. (2002) also found that communication at diagnosis can significantly affect quality of life and remains significant for up to four years, underscoring the need for providers to offer clear and comprehensive information about a breast cancer diagnosis.
- Greater physician communication is associated with patients' sense of choice, treatment choice as well as satisfaction with care (Liang et al., 2002).



SAMPLE TWEETS AND FACEBOOK POSTS

Date	Tweets	Facebook Posts
Mon 10/3	We're kicking off #BreastCancer Month! You CAN reduce your risk of breast cancer. Read how here: http://1.usa.gov/25Kjqxb #preventionworks	October is Breast Cancer Awareness Month. You CAN reduce your risk of breast cancer. Check out this factsheet to learn about the risks and what to look for: http://bit.ly/2cqkNYS
Tue 10/4	What is #BreastCancer? What is a normal breast? Find out more here: http://bit.ly/29owD3X #BCSM	Cancer is a disease in which cells in the body grow out of control. When cancer starts in the breast, it is called breast cancer. Other than skin cancer, breast cancer is the most common cancer in women in the U.S. Read more about this disease here: http://bit.ly/29owD3X
Wed 10/5	Other than skin cancer, #BreastCancer is the most common cancer in women in the US. Learn more: http://1.usa.gov/1Pg0ppq	2 genes are known to influence the risk of breast cancer: BRCA1 and BRCA2. All men and women have these genes. Normally, they help protect you from getting cancer. But when one or both of them have a mutation (change), they increase your chance of getting breast or ovarian cancer. This tool can help you learn about BRCA genes & assess your risk of having a BRCA mutation. Learn more: http://bit.ly/1ZuKVn7
Thu 10/6	Confused about #BreastCancer screening? Talk to your doctor about when you should get a mammogram: http://1.usa.gov/1ObXZ0d	Watch breast cancer survivors discuss their cancer experience and offer advice on how to help cope with the challenges of recovery in this video from the National Cancer Institute. By getting information, taking action, seeking support and changing the way they think, these women talk about how they are "moving beyond breast cancer." http://bit.ly/24wmC9G
Fri 10/7	So what are the symptoms of #BreastCancer? Know the warning signs to look out for: http://1.usa.gov/1UwPvx5	Breast cancer is easiest to treat when it is found early. Talk to your doctor about when and how to get screened. For more information, visit: http://1.usa.gov/1rbz15W
Mon 10/10	Drinking #alcohol can increase your risk for #BreastCancer. Drink water instead! Learn more here: http://1.usa.gov/24wmMxO	Here is a simple factsheet of what you need to know about breast cancer, including factors that increase your risk and symptoms: http://1.usa.gov/1teFFdJ
Tue 10/11	Can men get #BreastCancer? The answer is yes. To find out more about risk factors and symptoms, visit: http://1.usa.gov/1UwQ61u	For more than 20 years, CDC's National Breast & Cervical Cancer Early Detection Program has provided free or low-cost mammograms and Pap tests to low-income women with little or no health insurance. Learn how the program is changing with the Affordable Care Act and expanding focus to population-based approaches to screening for breast and cervical cancer: http://1.usa.gov/1Pg0pG5



Date	Tweets	Facebook Posts
Wed 10/12	Get moving! Physical activity lowers the risk of #BreastCancer & improves your mental health & mood: http://1.usa.gov/25JXuib	Dreaming of brunch this weekend? Maintaining a healthy weight is one way to reduce the risk of breast cancer. Here is a quick and easy Healthy Pancakes recipe by the Million Hearts initiative to start the weekend right. http://1.usa.gov/1RWkAbC
Thu 10/13	Want to estimate your risk of developing invasive #BreastCancer? Take the quiz and talk to your doctor: http://1.usa.gov/1ZuMW2T	A healthy lifestyle can reduce your risk of breast cancer. Encourage your friends, family and coworkers to make a healthy change by sending them a personalized eCard: http://bit.ly/29A50d0
Fri 10/14	DYK: Black women are 40% more likely to die of #BreastCancer than White women: http://1.usa.gov/1ZuMFwN @SistersNetwork provides support.	Maintaining a healthy weight is one way to reduce the risk of breast cancer. The Million Hearts initiative features healthy recipes and easy meal plans. Here is a delicious recipe for Five-Spice Turkey and Lettuce Wraps: http://1.usa.gov/215uqyA
Mon 10/17	Patients: Don't forget to ask for a #BreastCancer survivorship care plan. Here's a sample template: http://bit.ly/29I463v	Exercising regularly can reduce your risk of breast cancer. But how much and how should you exercise? Check out this fact sheet by the CDC that explains the guidelines and gives you tips on how to meet them. http://1.usa.gov/1U5XYKo
Tue 10/18	See @PBS & @cancerfilm documentary "Cancer: Emperor of All Maladies"& learn about the history of #BreastCancer: http://to.pbs.org/1WDkuxM	Muscle strengthening exercises are an important component of your exercise routine and may help keep breast cancer at bay. This brochure from CDC gives some practical plans for integrating physical activity into your routine: http://bit.ly/2ciUeaC
Wed 10/19	20 yrs of mammograms & Pap tests for low income women from @CDC_cancer. See how programs are evolving: http://1.usa.gov/1Pg0pG5	Transgender women over the age of 50 who have undergone HRT for 5 or more years should talk to their health care provider about mammograms. Learn more: http://bit.ly/29A6KmF
Thu 10/20	Get emotional and practical support you need during your #BreastCancer treatment and recovery from @SusanGKomen: http://sgk.mn/1Pg1D45	After breast cancer it can be difficult to know what to ask your doctor. This handy checklist can help you ask about specific late and long-term effects of breast cancer and its treatment: http://bit.ly/NCSRCBrCaPatients
Fri 10/21	Today is National Mammography Day! Take a moment to learn more about this important screening tool: http://1.usa.gov/22MtVuL	Today is National Mammography Day! What is a mammogram? What are the pros and cons of screening mammograms? Find out answers to these questions and more: http://1.usa.gov/22MtVuL
Mon 10/24	Certain factors increase your risk of #BreastCancer at a young age. Find out more and talk to your doctor: http://1.usa.gov/1teH2Jm	Transgender men who have not had chest reconstructive surgery should talk with their health provider about the risks of breast cancer. Talk with your doctor and learn more: http://bit.ly/29s4Cw1



Date	Tweets	Facebook Posts
Tue 10/25	Providers: #DYK our toolkit has checklists for #BreastCancer survivorship care? Learn more: http://bit.ly/NCSRCToolkitProviders	You may have heard about research that showed having a glass of red wine each day improves your heart health. However, many studies also show that drinking alcohol can increase your risk of breast cancer. If you do drink alcohol, aim to drink less than one drink a day: http://1.usa.gov/25Kjqxb
Wed 10/26	632 people in the U.S. a day were diagnosed with #BreastCancer in 2013 on average: http://1.usa.gov/1YcSNva Talk to your doc about when to get screened	What is breast cancer? What increases the risk of breast cancer? What are the symptoms? Find out the answers to these questions and more here: http://1.usa.gov/1U5ZxrN
Thu 10/27	Knowing your family history can help determine your risk of #BreastCancer. Learn more from My Family Health Portrait: http://1.usa.gov/215xmlt	Muscle strengthening exercises are an important component of your physical activity routine and may help keep breast cancer at bay. Here is a video by CDC on how to do a half squat safely at home: http://1.usa.gov/1WDICkR
Fri 10/28	Different people have different warning signs for #BreastCancer. Look out for these symptoms and talk to your doctor: http://1.usa.gov/1UwPvx5	Most people have a family health history of some chronic diseases. Knowing your family history helps determine your risk of breast cancer. To help individuals collect and organize their family history information, CDC and the Surgeon General developed a Web-based tool called "My Family Health Portrait": http://1.usa.gov/215xmlt
Mon 10/31	Judi, a #BreastCancer survivor, reminds us that early detection is the key to living. Hear more from survivors here: http://1.usa.gov/1PEbh68	With no-cost mammograms available at some professional medical facilities for those who qualify, there's no reason to wait. If you are over 50 years old, the sooner you have a mammogram, the greater your chances of finding cancer in its early stages and making a full recovery. Talk to your doctor about breast cancer screening that is right for you. http://1.usa.gov/1TTBmdM



OTHER IDEAS TO PROMOTE BREAST CANCER AWARENESS MONTH

Host or Participate in a Twitter Chat

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.

Host a Twitterview

A Twitterview is an interview conducted through Tweets. A Twitterview is a form of Twitter Chat where individuals participate in a live moderated Twitter conversation focused around a specific topic using a single hashtag.

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. The benefits of a Twitterview include the creation of relevant and interesting content, dissemination of accurate and evidence-based information, increased visibility of your organization and increased engagement with followers.

Pick a hashtag. Using hashtags is a way to group and organize messages together. In Twitterviews, hashtags are used to distinguish your interview from regular Tweets in the feed. Your followers will also be able to filter and track your Twitterview posts by searching your hashtag. [Symplur](#) amalgamates popular and established Tweet Chat hashtags on health care topics. If you use an established hashtag, your Tweets 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. Don't be afraid to use abbreviations and acronyms, because your questions and answers including the hashtag must be under 140 characters.

Pick a date and time, then secure a speaker or speakers to be interviewed. Potentially influential speakers might include researchers, cancer survivors or caregivers, health care providers or other subject matter experts. Provide your speaker(s) with a list of what questions will be asked before the event, so they can prepare their answers in under 140 characters, which can take time and editing. Decide in advance whether you are going to open up the interview to your followers and let your speaker(s) know what to expect. Consider using a website to help manage the Twitterview 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 questions should #breastcancer survivors ask their doc? #BCSMChat. Your speaker(s) can either "reply" to the question you Tweet or Tweet starting with an "A" and the corresponding number. For example: A1: Start w/questions about short- and long-term side effects & screening #BCSMChat.



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 Twitterinterview.

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)
- Prepare as many questions and responses in Tweet format as possible in advance
- Involving well-known local figures may 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 and Facebook 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/about 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."

[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

Survivorship Resources

[American Cancer Society and American Society of Clinical Oncology Clinical Oncology Breast Cancer Survivorship Care Guideline](#)

[ASCO Breast Cancer Survivorship Care Plan](#)

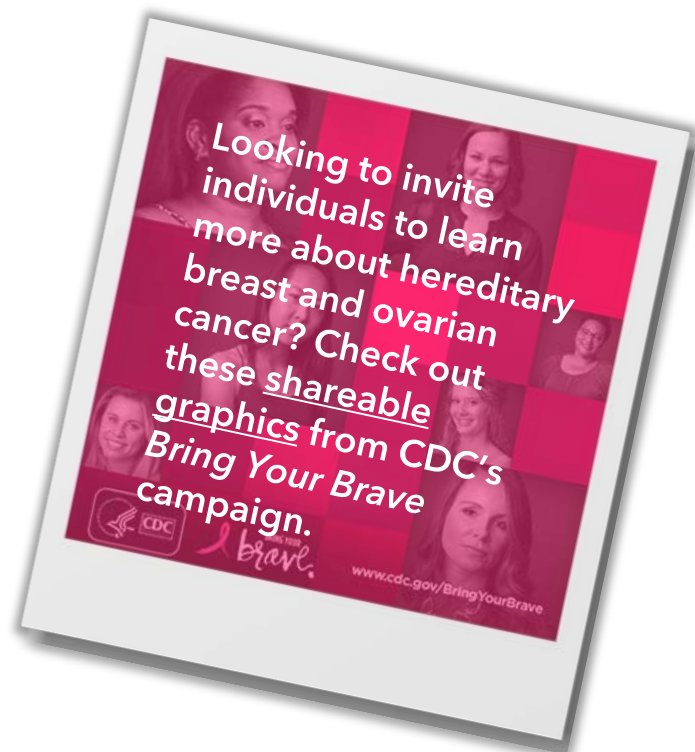
[Journey Forward Survivorship Care Plans](#)

[LIVESTRONG Survivorship Care Plans](#)

General Social Media Resources

[Owly](#): Link shortener from Hootsuite

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



[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

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

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

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

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

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

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

GLOSSARY

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

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

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

Tweets: 140-character text messages

Twitter: An online [social networking](#) and [microblogging](#) service that enables users to send and read short 140-[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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