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About This Toolkit

This Breast Cancer Awareness Social Media Toolkit – October 2014 is designed to help public health professionals understand the functions and benefits of social media, 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.

Social Media 101

What is Breast Cancer Awareness Month?
October is Breast Cancer Awareness Month, which is an annual international campaign to raise awareness of the disease and fundraise for research into its cause, prevention, diagnosis, treatment, survivorship and cure as well as to support those affected by breast cancer.

When is Breast Cancer Awareness Month?
Breast Cancer Awareness Month begins on October 1st and ends on October 31st.

Why use social media?
According to PewResearch, “As of January 2014, 74% of online adults use social networking sites.” Quoted directly from the CDC’s The Health Communicator’s Social Media Toolkit, social media “can connect millions of voices to:

- Increase the timely dissemination and potential impact of health and safety information
- Leverage audience networks to facilitate information sharing
- Expand reach to include broader, more diverse audiences
- Personalize and reinforce health messages that can be more easily tailored or targeted to particular audiences
- Facilitate interactive communication, connection and public engagement
- Empower people to make safer and healthier decisions.”

Social media tools include, but are not limited to: buttons and badges, online video sharing, widgets, blogs, Twitter and Facebook. This toolkit focuses on Twitter and Facebook, since “19% of online adults use Twitter” as of January 2014 and “71% of online adults use Facebook” as of September 2013, according to PewResearch.

What is Twitter?
Twitter is an online social networking and microblogging service that enables users to send and read short 140-character text messages called “Tweets.” According to Twitter, is it used by millions of people, organizations and businesses to discover and share new information. For more information on who uses Twitter and what types of activities Twitter users participate in, Twitter best practices and Twitter resources, see pages 27-31 in CDC’s The Health Communicator’s Social Media Toolkit. See also pages 11-12 below for a summary of best practices.

What is Facebook?
Facebook is a social networking site that allows people to create personal profiles and stay connected with others. Companies, organizations and institutions also can create Facebook pages and become integrated into individuals’ network and newsfeed. For more information on who uses Facebook, Facebook best practices and Facebook resources, see pages 36-39 in CDC’s The Health Communicator’s Social Media Toolkit. See also pages 12-13 below for a summary of Facebook best practices.

@GW CancerInst
Create Your Social Media Strategy

CDC’s SocialMediaWorks is a great web-based tool to think through step-by-step and establish your social media strategy. Below is a template and example of a social media strategy for your use, courtesy of CDC’s SocialMediaWorks:

Template:

I need [fill in the name of the project initiative to engage specify target age groups, gender, race/ethnicity and socioeconomic groups with specify project content to get them to specify project outcomes]. I will achieve my overall goal with specify time hours of staff time, specify financial investment and be ready to begin in specify time. The duration of this initiative will be specify time.

Example:

I need the breast cancer awareness month initiative to engage all age groups, females, all races and ethnicities and all socioeconomic groups with daily mix of relevant links, engaging infographics, photos, videos and messages to get them to become more aware of breast cancer prevention and our organization’s efforts to support breast cancer survivors. I will achieve my overall goal with 5 hours of staff time, $0 (other than staff time) and be ready to begin in one month. The duration of this initiative will be one month.

Using Hootsuite for Scheduling and Management

Hootsuite is an online platform that allows organizations to schedule Tweets and Facebook posts, keep up with our feed (the posts of those we follow), and collect basic analytics for evaluation. New to Hootsuite? No problem! Below is a step-by-step guide on how to use this useful site to schedule Tweets. The steps are generally the same for scheduling Facebook posts.

2. Add your social media account(s) by clicking on the owl on the left bar (circled yellow below) and type in your social media sign-in names and passwords.
3. Click on the home icon on the left bar (circled red below). This is your dashboard and it will look like this:
a. The dashboard features a **Home Feed** of all the Tweets from those you follow in real time. This is the column you need to look at for retweets (RTs), when another organization shares what we have posted.

b. **Mentions** features all the Tweets that mention your organization. This is the column you need to look at for engagement. Those Twitter users thought to mention you. How can you respond so they think to mention you again in the future?

c. **Direct Message** features all the Tweets that are sent to you. Most of these will entail questions posed to you by other Twitter users. Responding quickly to any direct messages will be crucial to increasing engagement. This column will also come into use with Twitterviews (Q&A events between followers and an expert).

d. **Sent Tweets** features all the Tweets you push out!

4. **Now on to scheduling** Tweets. Hootsuite will allow you to think about what you want to Tweet and post in the week ahead and schedule them on appropriate dates and times throughout the week so you don’t have to constantly be checking your account and creating new tweets as you go along. Below is a step-by-step guide on how this can be done!

   a. Click on the airplane icon (circled red above). This is your **Publisher**.
   
   b. Click on the **Compose message**... bar at the top of your screen (marked red above) and a smaller screen will drop down.
   
   c. Let’s schedule!
d. You did it! Your scheduled Tweets will look like this:
Sample Facebook Posts and Tweets

Week 1 (Wednesday, 1st – Friday, 3rd)

<table>
<thead>
<tr>
<th>Date</th>
<th>Twitter post</th>
<th>Facebook post</th>
</tr>
</thead>
</table>
| Wednesday, October 1st| **We're kicking off #BreastCancer Month! Read about some ways you can reduce** | **October is Breast Cancer Awareness Month. Check out this factsheet on knowing the risks of breast cancer** http://ow.ly/AMIMP  
**ways you can reduce your risk of breast cancer here:** ow.ly/AMIMP  
If you are using Hootsuite, the image will automatically be attached to your post. If you are not using Hootsuite, Visit http://ow.ly/AMMh7 and right click on the infographic to save the image onto your computer. Then, upload your image for your Facebook post |
| Thursday, October 2nd | **What is #BreastCancer? What is a normal breast? Find out more here:** ow.ly/AMKYI | **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. Except for skin cancer, breast cancer is the most common cancer in American women. Read more about this disease here:** http://ow.ly/AMKYI |
| Friday, October 3rd  | **Other than skin cancer, #BreastCancer is the most common cancer in women, regardless of race or ethnicity in the US** ow.ly/AMP1y | Two 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 breast and ovarian cancer risk. The Know:BRCA tool can help you learn about BRCA genes and assess your risk of having a BRCA mutation. Learn more here: http://ow.ly/AMQ6y |
## Week 2 (Monday, 6th – Friday 10th)

<table>
<thead>
<tr>
<th>Date</th>
<th>Twitter post</th>
<th>Facebook post</th>
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</thead>
<tbody>
<tr>
<td>Monday,</td>
<td>#BreastCancer is the most common cancer among American women. Talk to your doctor about getting a mammogram: ow.ly/AMVW7</td>
<td>Watch several breast cancer survivors discuss their cancer experience and offer tips and advice to help cope with the challenges of recovery in this video developed by the National Cancer Institute. By getting information, taking action, seeking support and changing the way they think, these women describe how they are &quot;moving beyond breast cancer.&quot; <a href="http://ow.ly/AN3t1">http://ow.ly/AN3t1</a></td>
</tr>
<tr>
<td>October 6th</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tuesday,</td>
<td>So what are the symptoms of #BreastCancer? Know the warning signs to look out for: ow.ly/AMXpg</td>
<td>Breast cancer is easiest to treat when it is found early. For more information, visit: <a href="http://ow.ly/AN1mh">http://ow.ly/AN1mh</a></td>
</tr>
<tr>
<td>October 7th</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wednesday,</td>
<td>Did you know that drinking alcohol can increase your risk for #BreastCancer? Learn more here: ow.ly/AMWop</td>
<td>2014 is the 23rd anniversary of the CDC Division of Cancer Prevention and Control's National Breast and Cervical Early Detection Program! Check out their milestones. <a href="http://ow.ly/AMY9M">http://ow.ly/AMY9M</a></td>
</tr>
<tr>
<td>October 8th</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thursday,</td>
<td>Can men get #BreastCancer? The answer is yes. To find out more visit: ow.ly/AMZEE</td>
<td>Are you 50 to 74 years old and due for your every-other-year mammogram? CDC's National Breast and Cervical Cancer Early Detection Program offers free or low-cost mammogram and education about breast cancer. Find out if you qualify. <a href="http://ow.ly/AMXXG">http://ow.ly/AMXXG</a></td>
</tr>
<tr>
<td>October 9th</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Friday,</td>
<td>Physical activity lowers the risk of #BreastCancer and improve your mental health and mood: ow.ly/AMR0U #WorldMentalHealthDay</td>
<td>Most women with breast cancer face some level of emotional challenge both during and after treatment. Patients may worry about the possibility that the cancer will return, or may be concerned about physical changes or psychological and social well-being. Here is a guide to help families, friends and caregivers know what feelings a loved one who has been diagnosed with cancer might experience: <a href="http://ow.ly/AMUB1">http://ow.ly/AMUB1</a></td>
</tr>
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</table>
# Week 3 (Monday, 13th – Friday 17th)

<table>
<thead>
<tr>
<th>Date</th>
<th>Twitter post</th>
<th>Facebook post</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday, October 13th</td>
<td>Want to estimate your risk of developing invasive #BreastCancer? Take the quiz and talk to your doctor: ow.ly/AN38C</td>
<td>Regular exercise reduces your risk of breast cancer. Encourage your friends, family and coworkers to lead an active lifestyle by sending them this personalized eCard. <a href="http://ow.ly/AN8Gc">http://ow.ly/AN8Gc</a></td>
</tr>
<tr>
<td>Tuesday, October 14th</td>
<td>Did you know? Black women are 40% more likely to die of #BreastCancer than White women. ow.ly/AN6UR</td>
<td>Maintaining a healthy weight is one way to reduce the risk of breast cancer. The Million Hearts initiative was established by the Department of Health and Human Services and features health recipes and easy meal plans. Here is a delicious recipe for Five-Spice Turkey and Lettuce Wraps. <a href="http://ow.ly/ANaw1">http://ow.ly/ANaw1</a></td>
</tr>
<tr>
<td>Wednesday, October 15th</td>
<td>Exercising regularly reduces your risk of #BreastCancer. Follow these recommendations for children and adolescents: ow.ly/AN7of</td>
<td>Exercising regularly reduces your risk of breast cancer. But how much and how should you exercise? Watch this video by the CDC that explains the guidelines and gives you tips on how to meet them. <a href="http://ow.ly/AN8a6">http://ow.ly/AN8a6</a></td>
</tr>
<tr>
<td>Thursday, October 16th</td>
<td>Today is #WorldFoodDay! Eat healthfully to lower the risk of #BreastCancer. Here is a great recipe for Tomato Gratin: ow.ly/ANkT8</td>
<td>Tomorrow is National Mammography Day! What is a mammogram? What are the benefits and limitations of screening mammograms? Find out here: <a href="http://ow.ly/AN52B">http://ow.ly/AN52B</a></td>
</tr>
<tr>
<td>Friday, October 17th</td>
<td>Today is #NationalMammographyDay. To see if you qualify for a free or low-cost mammogram, visit: ow.ly/AMXXG #BreastCancer</td>
<td>Today is National Mammography Day! Send your friends, family and loved ones a personalized eCard to remind them to talk to their doctor about screening for breast cancer. <a href="http://ow.ly/AN6gB">http://ow.ly/AN6gB</a></td>
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## Week 4 (Monday, 20th – Friday 24th)

<table>
<thead>
<tr>
<th>Date</th>
<th>Twitter post</th>
<th>Facebook post</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday, October 20th</td>
<td>According to @theNCI, #BreastCancer cost the US $16.5 billion in 2010. ow.ly/BMcog</td>
<td>Maintaining a healthy weight is one way to reduce the risk of breast cancer. The Million Hearts initiative was established by the Department of Health and Human Services and features health recipes and easy meal plans. Here’s a quick and delicious recipe for Black Bean and Salmon Tostadas for two: ow.ly/ANcP0</td>
</tr>
<tr>
<td>Tuesday, October 21st</td>
<td>Drinking alcohol increases the risk of #BreastCancer. Check out this infographic to find out more: ow.ly/ANid9</td>
<td>Muscle strengthening exercises are an important component of your physical activity routine to keep diseases like breast cancer at bay. Here is a video by CDC on how to do a sit-up safely at home. <a href="http://ow.ly/ANgxC">http://ow.ly/ANgxC</a></td>
</tr>
<tr>
<td>Wednesday, October 22nd</td>
<td>Certain women have a higher risk of #BreastCancer at a young age. Find out more here: ow.ly/ANk6z</td>
<td>Regular exercise reduces your risk of breast cancer. Encourage your friends, family and coworkers to walk to work and lead an active lifestyle by sending them this personalized eCard. <a href="http://ow.ly/ANhD4">http://ow.ly/ANhD4</a></td>
</tr>
<tr>
<td>Thursday, October 23rd</td>
<td>On average, 572 Americans each day were diagnosed with #BreastCancer in 2010: ow.ly/ANmRF</td>
<td>Drinking alcohol increases the risk of breast cancer. Check out this infographic to find out more about the risks associated with alcohol, what &quot;excessive drinking&quot; means, and what is considered &quot;one drink.&quot; <a href="http://ow.ly/ANid9">http://ow.ly/ANid9</a></td>
</tr>
<tr>
<td>Friday, October 24th</td>
<td>Are you getting enough sleep? Start getting good sleep this weekend and reduce your risk of #BreastCancer ow.ly/ANfPA</td>
<td>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: <a href="http://ow.ly/AOQma">http://ow.ly/AOQma</a></td>
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## Week 5 (Monday, 27th – Friday 31st)

<table>
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<tr>
<th>Date</th>
<th>Twitter post</th>
<th>Facebook post</th>
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</thead>
<tbody>
<tr>
<td>Monday, October 27th</td>
<td>Eating healthy doesn't always mean eating salads! Check out this Lemon &amp; Dill Chicken recipe: ow.ly/ANEJ7 #Prevent #BreastCancer</td>
<td>Muscle strengthening exercises are an important component of your physical activity routine to keep diseases like breast cancer at bay. Here is a video by CDC on how to do a half squat safely at home. <a href="http://ow.ly/ANGKq">http://ow.ly/ANGKq</a></td>
</tr>
<tr>
<td>Tuesday, October 28th</td>
<td>Different people have different warning signs for #BreastCancer. Look out for these symptoms and talk to your doctor: ow.ly/AOQUa</td>
<td>Family members share genes, behaviors, lifestyles, and environments that together may influence their health and their risk of chronic disease. Most people have a family health history of some chronic diseases, including breast cancer. To help individuals collect and organize their family history information, CDC’s Office of Public Health Genomics collaborated with the U.S. Surgeon General and other federal agencies to develop a Web-based tool called &quot;My Family Health Portrait:&quot; <a href="http://ow.ly/AORr2">http://ow.ly/AORr2</a></td>
</tr>
<tr>
<td>Wednesday, October 29th</td>
<td>Judi, a #BreastCancer survivor, reminds us that early detection is the key to living. Hear more from survivors here: ow.ly/AOTML</td>
<td>With no-cost mammograms available at professional medical facilities, there’s no reason to wait. Because 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. <a href="http://ow.ly/AOSh6">http://ow.ly/AOSh6</a></td>
</tr>
<tr>
<td>Thursday, October 30th</td>
<td>Women who breastfeed may have lower rates of #BreastCancer. Learn more about the benefits for mothers and babies: ow.ly/AOUrM</td>
<td>This CDC video explores the health risks of binge drinking – including unintended pregnancy, sexually transmitted diseases, injury, car crashes, violence, HIV/AIDS and certain types of cancer, including breast cancer. The video also features experts who debunk common myths including the belief that binge drinking is only a problem among youth. <a href="http://ow.ly/BzjG4">http://ow.ly/BzjG4</a></td>
</tr>
<tr>
<td>Friday, October 31st</td>
<td>What is being done to combat #BreastCancer? From research to community prevention programs, progress is being made: ow.ly/AOSgO</td>
<td>Shopping for 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. <a href="http://ow.ly/ANdTg">http://ow.ly/ANdTg</a></td>
</tr>
</tbody>
</table>
## Sample Regional Facebook Posts and Tweets

### Twitter regional messaging

#BreastCancer claimed more than <insert regional breast cancer mortality statistic> lives in <insert region> in 2011 but early diagnosis saves lives. Visit: <insert shortened link>

There were <insert regional breast cancer incidence statistic> #BreastCancer cases diagnosed in <insert region> in 2011. Know the symptoms: <insert shortened link>

### Facebook regional messaging

Breast cancer claimed more than <insert regional breast cancer mortality statistic> lives in <insert region> in 2011. More lives could be saved if people were diagnosed at an earlier stage. Do you know the signs? Know what to look for: <insert shortened link>

Most women with breast cancer face some level of emotional challenge both during and after treatment. Patients may worry about the possibility that the cancer will return, or may be concerned about physical changes or psychological and social well-being. Support groups are available for patients, families, friends and caregivers in <insert region>. For more information, visit <insert shortened link>
Tips and Best Practices

Some Twitter Tips

1. Always try to Tweet at the author’s @username (also called a Twitter handle) when you want to mention them. For example:
   a. “Presentation on #HPV immunization @CChangeTogether conference this morning was great!”

2. If you are mentioning a person/organization at the beginning of the Tweet, add a period (.) before the Tweet (without the period, we would be sending that person or organization a direct message). For example:
   a. “.@Surgeon_General says $8 billion was spent on treating #SkinCancer annually in the US: 1.usa.gov/1kvSZvt”

3. If you want to send a person/organization a direct message, mention their @username at the beginning of your Tweet. For example:
   a. “@Surgeon_General How much $ can be saved on treating #SkinCancer if we employed #Screening best practices?”

4. Always shorten the URLs! This way, it takes up fewer characters and looks cleaner. You can do this when you are scheduling your Tweets on Hootsuite as shown above. Here is another alternative:
   a. Copy the URL you want to shorten
   b. Go to bit.ly or other URL shorteners (One is available through the Hootsuite platform)
   c. Paste the URL into their site to generate a shortened version
   d. Paste the shortened URL into your Tweet
   e. Take out the “http://” and “www.”

5. Browse your Home Feed of friends and partner organizations’ Tweets and retweet (RT) whenever appropriate. This helps to increase engagement between you and that partner as well as show your collaborative side! Just click the retweet button!

6. Want to RT something but add your own comment?
   a. Copy the Tweet you want to share
   b. Open a new Tweet box and paste the content into the message.
   c. Add the letters RT and the Tweet author’s @username to show that it’s a RT and isn’t your own content.
   d. Add your comment at the beginning of the message.
   e. Click Tweet to post the message to your followers. For example:
      i. “Helpful #prevention tips! RT @CDCChronic Enjoying the outdoors this summer? Protect yourself from #SkinCancer go.usa.gov/59r4”
   f. Remember: All of this still needs to be within 140 characters!

Best Practices for Twitter

*NOTE: The following section was taken directly from CDC’s SocialMediaWorks*

- **“Personal voice.”** Twitter is a channel for people to connect and share ideas with other people. If you enact a Twitter campaign that sounds detached and mechanical, you will likely get a poorer response than if you shared that same information in a more personable way. Each Twitter user has their own communication style and should take time to explore what works.”

- **“Complete your profile.”** Most people will evaluate your credibility on your content, and your profile is the most important piece of that content. Having an incomplete personal profile is sloppy, and doesn’t reflect well on your brand.”

@GWcancerInst
• **Add hashtags to your tweets.** If you are tweeting on a particular topic, take a moment to research what popular hashtags are used, and include one or two in your tweet. Often, the hashtags can be used in-line to save character space (i.e., “Important lessons for #health communication”). Adding a hashtag will help people outside your network see your tweets. Note: It is common practice to limit hashtags to two at most.”

• **Keep it short.** Tweets that are short and creative are easier to read and more stimulating. One useful rule is to use only 100-120 of your allocated 140 characters. Leaving this extra character space allows others to use it when retweeting your content (adding a “RT” and comments).

• **Consistency is critical.** Develop a routine and stick to it. This ensures your followers remain interested in your content, and frequent, periodic posts will help ensure that your followers do not miss information if they were offline at the time.

• **Integrate with your other channels.** There are a number of mini-applications (called widgets) that let you place a Twitter update feed on your website. When strategically used, this can help to drive attention to your social media efforts.

• **Pay attention to analytics.** There are paid services or free methods of analyzing your Twitter activity. For example, there are many sites that will summarize your tweet and re-tweet activity, and some link-shortening services track how many people click through your link. These services give you valuable feedback on what tweets get a better response, and help you to improve your method of communication.

• **Limit your Direct Messages.** Direct messaging is often considered a source of spam by users when sent from people they do not know very well. If you want to thank someone for following you, learn a bit about them and post it on your main Twitter feed, or promote some of their content. These actions demonstrate an investment in them, and are usually much better received.”

**Best Practices for Facebook**

*NOTE: The following section was taken directly from CDC’s SocialMediaWorks*

• **It’s always 51% relationships and community.** Facebook was built to be a space for connecting the dots and relationship-building – one where you can signal you “like” something or some cause, “friend” a person or cause, or share something personal with those connected to you. This emphasis on relationships is very important and should be the context for your communication on the site. By creating a Facebook page, you are indicating you want to form connections with others and must be ready for the time and attention it takes to promptly respond to their comments and interactions.”

• **Know the rules.** There are a number of rules that Facebook has in place that restrict what and how things can be posted. For example, there are specific rules for promotions and contests, you need to create your awareness campaign or business on a Facebook Page and not a personal profile, and there are privacy restrictions on identifying people in photos without consent. Not paying attention to these rules can land you in trouble, which is not something you want to deal with once you’ve built an attentive community.”

• **Long-term focus.** Individuals log onto Facebook to connect first, to be distracted second, and a possible third, to get persuaded to subscribe to/like/purchase something. Because of this, your efforts will likely be those of constant, polite-yet-engaging exposure so that when the timing is right, they can easily act on that offer they saw in your update. Be careful of expectations of quick returns and avoid over-publishing content – a steady, consistent pace is best until you can identify what works well.”

• **Pay attention to the data.** Facebook Pages offer analytic data that can be used to trend when and what is “Liked” or shared. Use this information to inform your update strategy, and get a better ROI for your effort.”
• “Keep it short, simple, and active.” Facebook’s communication manager recently mentioned that shorter posts—a max of 250 characters—received 60% more distribution than those that are greater than 250 characters. Also, consider framing your posts with calls to action—sharing, commenting, or Liking the content.

• “Integrate with your other channels.” There are a number of mini-applications (called widgets) that let you place a Facebook update feed on your website. When strategically used, this can help to drive attention to your social media efforts.

• “EdgeRank.” Facebook uses an algorithm called EdgeRank to determine what information is displayed in a person’s newsfeed. On average, a user/fan will only visit your company’s/organization’s page a certain percent of the time, so it is important to understand how your content and strategy can take advantage of this algorithm so that your posts are seen by your audience.

• “Facebook Ads and Sponsored Stories.” Consider using Facebook Ads and Sponsored Stories to gain more “likes” and to reach out to more people. Note that click-through-rates of ads and sponsored stories are among the worst in the PPC (pay-per-click) world, but still help expose your brand/organization to users who may not otherwise know you existed.

Guide to Social Media Analytics and Metrics

Why Measuring Your Social Media Campaign is Important

*NOTE: The following section was taken directly from CDC’s SocialMediaWorks*

“Maintaining support for your social media strategy depends on how well you can demonstrate the impact of your social media efforts on the goals and objectives important to your organization. This section will provide you with an overview of steps you can take to translate your social media objectives into metrics that can be used to demonstrate value and leverage ongoing support.”

“As part of your social media strategy, the following analytic steps are critical to demonstrating your campaign’s impact:

• Identifying your organization’s social media goals
• Identifying metrics and the critical path
• Determining your analytic capacity and needs
• Selecting the appropriate analytic services”

CDC’s SocialMediaWorks also provides guidance to “Identifying Your Organization’s Social Media Goals” and “Identifying Metrics and the Critical Path” to set your objectives and measure the outcomes.

Selected Services to Increase Analytical Capacity

*NOTE: The following section was taken directly from CDC’s SocialMediaWorks*

“Facebook (free) allows you to see certain internal analytic reports. For example, charts showing overviews, likes, audience reach and content sharing. These resources are valuable for identifying how your posting activity encourages the posting and sharing of others.”
“Klout (free) tracks the influence of your posts to the rest of the online community. Klout scores are measured through: Facebook (mentions, likes, comments, subscribers, wall posts, friends), Twitter (retweets, mentions, list memberships, followers, replies), Google+ (comments, +1’s, reshares), LinkedIn (connections, recommenders, comments) and more. Klout will also show you a summary of your best content from the previous 90 days. This will allow you to take note of what content generated action from your audience. Klout score is a score between 1 and 100 that measures a user’s overall influence on seven different networks. It looks at your audience and who they are sharing your information with.”
Glossary

Facebook: A social networking site that allows people to create personal profiles and stay connected with others

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

Hootsuite: A social media management system

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”

Twitter handle: Your Twitter name that begins with the “@” sign. For example: @GWCAncerInst

Twittersphere AKA 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