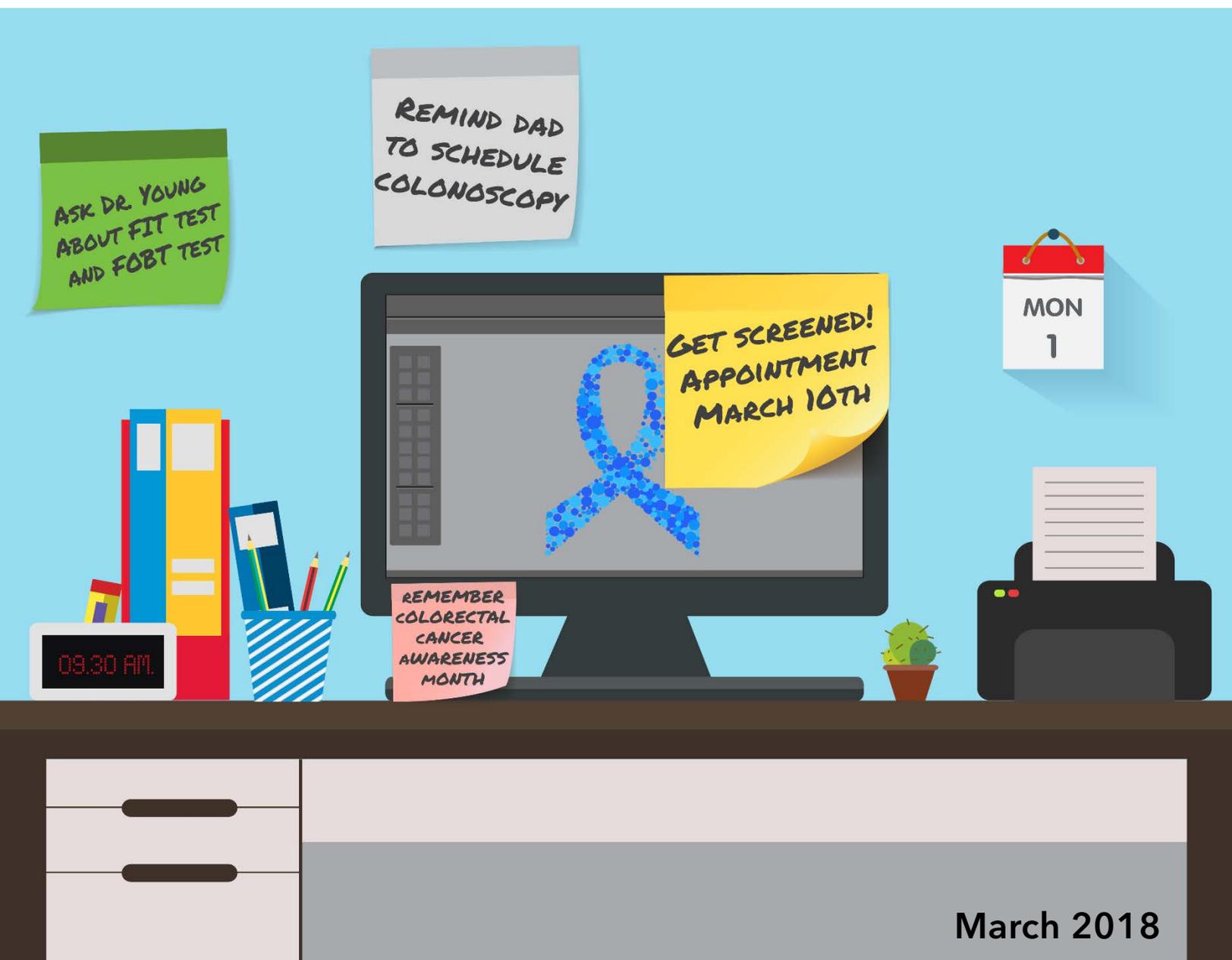


Colorectal Cancer Awareness Month Social Media Toolkit



March 2018



Cancer Center

GW Cancer Center
CANCER CONTROL TAP
Tap into resources to control cancer

Colorectal Cancer Awareness Month Social Media Toolkit

March 2018

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Use "Ctrl+click" on links to get
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ABOUT THIS TOOLKIT

This toolkit is designed to help public health professionals establish a Colorectal Cancer Awareness Month social media strategy, manage social media accounts, implement Facebook and Twitter best practices, disseminate Colorectal 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 stakeholders can all use this toolkit and adapt its messaging for their unique audiences and areas of expertise.

WHAT IS COLORECTAL CANCER AWARENESS MONTH?

March is Colorectal Cancer Awareness Month, an annual 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 colorectal cancer. According to the Centers for Disease Control and Prevention (CDC), among cancers that affect both men and women, colorectal cancer is the second leading cancer killer in the U.S. (CDC, 2015). Colorectal Cancer Awareness Month begins on March 1st and ends on March 31st.

SOCIAL MEDIA 101

According to a 2016 Pew Research Center survey, "69% of online adults use some type of social media." (Pew Research Center, 2017). In addition, a 2014 study found that nearly 75% of adults use social media to discuss health (Fox, 2014).

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

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

Looking 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](#).

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, below the 280 character limit. This allows other users to Retweet while adding their own comments. Note that @names no longer count toward the 280 character limit on Twitter.
- Add photos or videos. Adding a photo boosts Retweets by 62% on average (Twitter Government and Elections Team, 2014).
- Tweet at author or organizational Twitter handles when possible. Note that Tweets that begin with a username will now reach all your followers, but they will be categorized as "replies." If you want the Tweet to be seen on your timeline, use the ".@" convention at the beginning.
- Twitter, Tweetdeck, Sprout Social and Hootsuite all have options to shorten links as you write Tweets. Other options for shortening links are provided under [Additional Tools and Resources](#).
- Promote engagement with other organizations by 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, 2015a)

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 COLORECTAL CANCER

Screening continues to be a proven tool to reduce the burden of colorectal cancer in the U.S. However, according to the National Colorectal Cancer Roundtable (NCCRT), barriers to screening still remain, including: affordability, lack of symptoms, no family history or personal connection, more pressing health issues, negative perceptions about the test, no regular primary care provider to reinforce messaging and/or a doctor who does not recommend screening (NCCRT, 2015). Physicians can address these barriers by providing relevant screening information to patients, while health communicators can help overcome resistance to screening by using survivor stories to make their messages personal (NCCRT, 2015).

The NCCRT (2015) found that the most effective messages:

1. "Address misperceptions and fears around the test;
2. Feature testimonies from those who have been screened; and
3. Provide patients with the information and knowledge they need, including potential alternative screening solutions, to feel prepared and responsible about the process and results" (p. 13).

When crafting materials and messages to encourage screening, both high- and low-health-literacy audiences benefit from simple messages and illustrations (Meppelink, Buurman, & van Weert, 2015). Consider making your messages and content shareable, as Cutrona et al. (2013) found that many adults are willing to share their screening experiences via email or other e-communication such as social media.

MESSAGES SHOULD...

1. Address misperceptions and fears around the test

- Individuals may not be aware of or understand the benefits of screening for colorectal cancer (Jones, Devers, Kuzel & Woolf, 2010; Nagelhout, Comarell, Samadder & Wu, 2017). **Promote the benefits of screening.**
- Fear of test results are a commonly cited barrier to screening (Jones, Devers, Kuzel & Woolf, 2010; Nagelhout, Comarell, Samadder & Wu, 2017). **Address these fears in your messaging.**
- Other barriers to being screened include an aversion to colonoscopy due to past sexual abuse or homophobia and the perception that screening procedures are embarrassing (Rohan, Boehm, DeGross, Glover-Kudon, & Priessle, 2013; Weaver, Ellis, Denizard-Thompson, Kronner & Miller, 2015). **Promote messages that shift social norms and normalize colorectal cancer screening.**
- **Ensure messages have a positive, reassuring tone and emphasize that screening is "worth it"** (Weaver et al., 2015).

2. Feature testimonies of those who have been screened

- **Use culturally appropriate and diverse testimonials** to reach underserved and underrepresented populations, particularly those with lower screening rates like African Americans (NCCRT, 2015).
- **Use testimonials with cancer patients** to increase perceived severity of colon cancer, which is associated with getting screened (Lipkus, Green & Marcus, 2003).
- **Make testimonial messages and information emotionally interesting, or vivid**, as this is strongly associated with knowledge and behavioral intention to get screened (Dillard & Main, 2013).

3. Provide information including alternative screening options

- **Promote multiple screening options** such as fecal immunochemical test (FIT), high-sensitivity fecal occult blood testing (FOBT), sigmoidoscopy or colonoscopy.
- **Highlight screening options that can be done at home to address a variety of barriers** (NCCRT, 2015).
- **Provide information about affordable screening options** to encourage "consumers to take control of their health, while addressing concerns about affordability" (NCCRT, 2015, p. 15).
- **Point consumers to supporting materials, visuals, and reliable, accurate sources of information** such as trusted websites or physicians.

SAMPLE TWEETS AND FACEBOOK POSTS

Date	Tweets	Facebook Posts	Message Category
Thu 3/1	March is #ColorectalCancerMonth! #ColorectalCancer occurs in the colon or rectum. Read more: http://bit.ly/2fVWYsV	March is Colorectal Cancer Month! Colorectal cancer is cancer that occurs in the colon or rectum. It is the second leading cancer killer in the U.S., but it doesn't have to be. Read more: http://bit.ly/2fVWYsV	3
Fri 3/2	There's more than one way to screen for polyps or #ColorectalCancer: http://bit.ly/2gh6fB4 Talk to your doctor for more info	There are several different ways to screen for polyps or colorectal cancer. Colorectal cancer screening is recommended for men and women aged 50 and older. Talk to your doctor about which test is right for you: http://bit.ly/2gh6fB4	3
Mon 3/5	Screening for #ColorectalCancer saves lives. Learn more from actor Jimmy Smits http://bit.ly/2fVi0ZZ	Screening for colorectal cancer saves lives. It can detect precancerous polyps before they become cancer. Find out why Jimmy Smits got screened and you should too: http://bit.ly/2fVi0ZZ	2
Tue 3/7	Risk factors for #ColorectalCancer include family history, inflammatory bowel disease & certain genetic syndromes: http://bit.ly/2f0ioo3	You may be more at risk for colorectal cancer if you have a personal history of polyps, inflammatory bowel disease, certain genetic syndromes or a family history of colorectal cancer. Read more and talk to your doctor about getting screened: http://bit.ly/2f0ioo3	3
Wed 3/8	Limiting alcohol intake & keeping a healthy weight may lower your risk of #ColorectalCancer. Read more: http://bit.ly/2ezucm4	Leading a healthy lifestyle by limiting alcohol intake and keeping a healthy weight may lower your risk of colorectal cancer. Read more: http://bit.ly/2ezucm4	3
Thu 3/9	@the_NCI's #ColorectalCancer Risk Assessment Tool allows you to estimate your risk for #colorectal #cancer: http://bit.ly/2f4nd2V	The National Cancer Institute's Colorectal Cancer Risk Assessment Tool helps people age 50 and older estimate their risk of colorectal cancer. Calculate your risk and talk to your doctor for more information: http://bit.ly/2f4nd2V	3
Fri 3/10	Did you know? Black individuals are more likely to get & die from #ColorectalCancer than any other race/ethnicity, but screening can reduce your risk: http://bit.ly/2f4fr9h	Did you know? Black individuals are more likely to get and die from colorectal cancer than any other race/ethnicity. Screening can help reduce disparities. Find out more from Terrance Howard: http://bit.ly/2f4fr9h	2
Mon 3/12	Listen to @DrFrieden discussing #ColonCancer and the importance of finding it early: http://bit.ly/2Bvahwy	Listen to the former CDC Director, Dr. Frieden, discussing colon cancer and the importance of finding it early: http://bit.ly/2Bvahwy . There are several life-saving screening options, even at-home tests. Talk to your doctor for more information	3
Tue 3/13	#ColorectalCancer screening saves lives, but only if you get tested. Listen to this podcast for more: http://bit.ly/2fYJ0bk	Colorectal cancer screening saves lives, but only if you get tested. If you're 50 or older, talk with your doctor about which test is best for you. Listen to this podcast for more information: http://bit.ly/2fYJ0bk	3

SAMPLE TWEETS AND FACEBOOK POSTS (CONTINUED)

Date	Tweets	Facebook Posts	Message Category
Wed 3/14	There are several ways to get screened for #ColorectalCancer, including simple take-home options. Talk to your doc about getting screened: http://bit.ly/2fFu0OR	Did you know there are several ways to get screened for colorectal cancer, including a take-home option? Talk to your doctor about getting screened: http://bit.ly/2fFu0OR	3
Thu 3/15	Do you know the facts about #ColorectalCancer? Get the basics from @theNCI: http://bit.ly/2fVvBEh	What is NCI working on when it comes to colorectal cancer? Get the basic facts and some info on research that's being done to fight colorectal cancer: http://bit.ly/2fVvBEh	3
Fri 3/16	Most insurance plans and #Medicare help pay for #ColorectalCancer screening for people aged 50 and older: http://bit.ly/2fVmb80	Getting screened for #ColorectalCancer doesn't have to break the bank! Most insurance plans and #Medicare help pay for #ColorectalCancer screening for people aged 50 and older. Find out more: http://bit.ly/2fVmb80	1
Mon 3/19	Recognizing #cancer signs & symptoms & early detection save lives: http://bit.ly/2gh6fB4 #PreventCancer	Can you recognize cancer signs and symptoms? Learn how early detection saves lives and talk to your doctor to decide which screening tests are right for you: http://bit.ly/2gh6fB4	1
Tue 3/20	#Cancer affects some groups more than others. We can spread the word about why it matters: http://bit.ly/2kNnabF #PreventCancer	Cancer continues to affect some groups more than others. Take a moment to get educated about the basics of cancer disparities and why it matters for cancer prevention: http://bit.ly/2kNnabF	3
Wed 3/21	Preventing #ColonCancer or finding it early doesn't have to be expensive. There are simple, affordable tests available. Talk to your doc! http://bit.ly/2fFu0OR	Preventing colon cancer, or finding it early, doesn't have to be expensive. There are simple, affordable tests available. Get screened! Call your doctor today! http://bit.ly/2fFu0OR	1
Thu 3/22	Joyce from DC says #ColorectalCancer screening is "a small price to pay for enjoying the rest of my life." Read more from @CDCgov: http://bit.ly/2f0mtbC	Joyce from Washington, DC says: "In 1992, my husband and sister were diagnosed with colon cancer. They died within four months of each other...I get a colonoscopy regularly. I'm 71 and have had at least four of them. The first two times, I had polyps which were painlessly removed during the procedure. Do I enjoy the prep? No way. But I see it as a small price to pay for enjoying the rest of my life. The procedure itself has always been painless, and afterwards I have gone out with friends to a film or a walk, or gone back to work. I am passionate about people getting a colonoscopy. I check with my friends regularly to see if they are up-to-date on their exams. I don't want to lose anyone else needlessly." Read more personal stories here: http://bit.ly/2f0mtbC	2
Fri 3/23	Colonoscopy isn't the only way to get #ColorectalCancer screening. Read more about your options & talk to your doc: http://bit.ly/2fFu0OR	Colonoscopy isn't the only way to get screened for colorectal cancer. Your doctor can even give you a kit for you to take and use at home! Read more and talk to your doctor: http://bit.ly/2fFu0OR	3

SAMPLE TWEETS AND FACEBOOK POSTS (CONTINUED)

Date	Tweets	Facebook Posts	Message Category
Mon 3/26	Talking to your doctor about #ColorectalCancer screening can be daunting. Here are some questions to ask: http://bit.ly/2fVrXqb	Screening for colorectal cancer is recommended for men and women starting at age 50. Talking to your doctor can sometimes be daunting and confusing. Here is a brochure to help take charge of your health care: http://bit.ly/2fVrXqb	1
Tue 3/27	#ColorectalCancer is the 2nd leading cancer killer in the US, but it can be prevented. Talk to your doc about screening: http://bit.ly/2fXqUsd	Why should you get screened for colorectal cancer when you don't have symptoms? The fact is, colorectal cancer doesn't always cause symptoms, especially early on. Find it early by getting screened. Talk to your doctor for more information http://bit.ly/2fXqUsd	1
Wed 3/28	Screening finds polyps so they can be removed before they turn into #ColorectalCancer http://bit.ly/2ghexbZ	If there were a way for you to prevent cancer, would you do it? Colorectal cancer is one you can prevent! Screening finds polyps so they can be removed before they turn into colorectal cancer. Talk to your doctor about screening that's right for you http://bit.ly/2ghexbZ	2
Thu 3/29	Actress Meryl Streep says, "There is so much in life we can't control. But here's something we can: colorectal cancer." http://bit.ly/2oKp5ov	Meryl Streep discusses the importance of colorectal cancer screening for men and women aged 50 and older. She talks about getting screened herself and urges others to do the same. http://bit.ly/2oKp5ov	2
Fri 3/30	Look out for your grandparents by making sure they get screened for #ColorectalCancer. Refer them here: http://bit.ly/2eFW2Nc	Your grandparents look out for you. Look out for them, too! Make sure they get screened for colorectal cancer. Refer them here for more information: http://bit.ly/2eFW2Nc	3

OTHER IDEAS TO PROMOTE COLORECTAL 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 [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 or participating organizations, your organization). Number your questions starting with a "Q" for question. For example: Q1: Are there alternatives to colonoscopy for colon cancer screening? #FightCRCChat. Your speaker(s) can either "reply" to the question you Tweet or Tweet starting with an "A" and the corresponding number. For example: A1: Yes, lots of other options like FIT and FOBT. Learn more & ask your doc: <http://bit.ly/2fFu0OR> #FightCRCChat

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

Live Tweet an Event or Conference

Consider live Tweeting a conference or other event related to Colorectal Cancer Awareness Month. 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 in your event 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 Colorectal Cancer Awareness Month 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 through using a hashtag.

[Pick a hashtag.](#) Using hashtags is a way to group and organize photos together. Many users search for photos in Instagram using hashtags. If you use an established hashtag, your 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. You can increase visibility of your event by having followers post their photos to Instagram with a hashtag.

[Connect your Instagram](#) to your other social media accounts to cross-promote your activities and increase engagement with your audience.

Share Your Event on Snapchat

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

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

Check out this [Snapchat guide](#) for more information.

Promote Your Cause on Pinterest

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

[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 events. Personal stories of patients or survivors, for example, can make for powerful blog posts by connecting with the reader emotionally. Use visuals such as photos and videos to illustrate your narrative and engage readers.

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

Host a Reddit Ask Me Anything

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

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

Best Practices for Engagement Events and Activities

- Plan early and well
- Expand your audience and reach by partnering with another organization
- Make sure you use an original hashtag (unless it makes sense to use an established hashtag)
- 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, Facebook, and Instagram both offer free analytic tools to allow you to demonstrate the impact of your social media efforts.

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

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

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

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

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

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

ADDITIONAL TOOLS AND RESOURCES

[80% by 2018: Effective Messaging to Reach the Unscreened 2017 Communications Guidebook](#) from the National Colorectal Cancer Roundtable

[80% by 2018: Asian Americans and Colorectal Cancer Companion Guide](#) from the National Colorectal Cancer Roundtable

[80% by 2018: Hispanics/Latinos American Colorectal Cancer Companion Guide](#) from the National Colorectal Cancer Roundtable

[Colorectal Cancer Buttons and Badges](#) from the CDC: Connect visitors on your website or blog to the [What Should I Know about Screening?](#) page.

[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. Search “healthy weight,” “physical activity” or “nutrition” for relevant results to promote colorectal cancer prevention.

[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. Search “colorectal cancer” for relevant results.

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

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)

Facebook Live: A live video streaming service provided through Facebook

Feed: News feeds which you receive straight into your account

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

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

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

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)

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: @GWCancerInst

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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