



Colorectal Cancer Awareness Social Media Toolkit March 2015

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About This Toolkit

This *Colorectal Cancer Awareness Social Media Toolkit – March 2015* is designed to help public health professionals understand the functions and benefits of social media, 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 @GWCancerInst

Social Media 101

What is Colorectal Cancer Awareness Month?

March is Colorectal Cancer Awareness Month, which is 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.

When is Colorectal Cancer Awareness Month?

Colorectal Cancer Awareness Month begins on March 1st and ends on March 31st.

Why use social media?

[According to Pew Research](#), “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 Pew Research](#).

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, it is 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 12-13 below](#) for Twitter tips and 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 13-14 below](#) for a summary of Facebook best practices.

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:

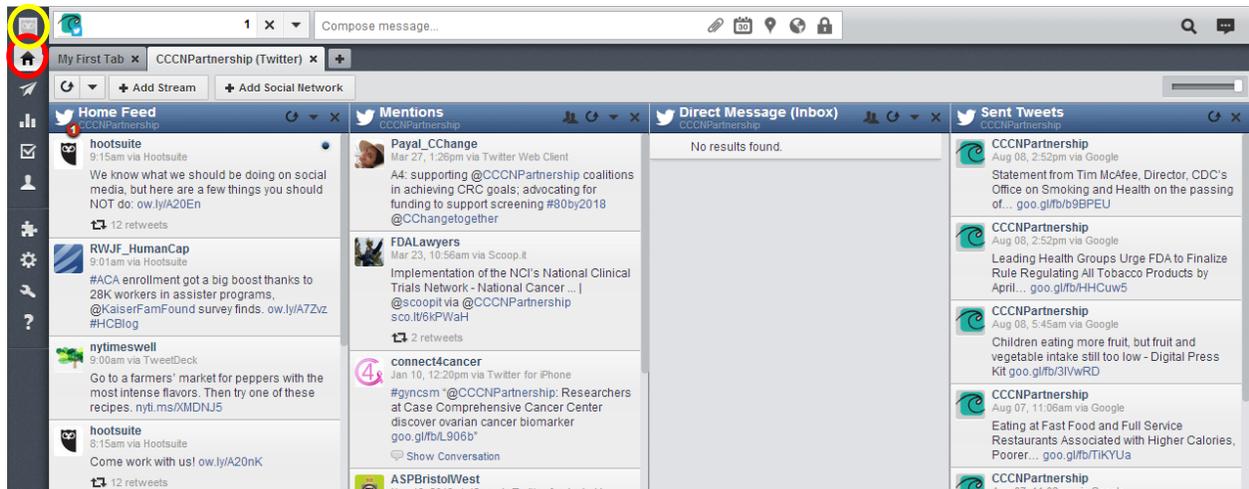
I need the colorectal cancer awareness month initiative to engage all adults, men and women, all races and ethnicities and all socioeconomic groups with daily mix of relevant links, engaging infographics, photos, videos and messages to get them to become more aware of colorectal cancer prevention and our organization's efforts to support colorectal 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.

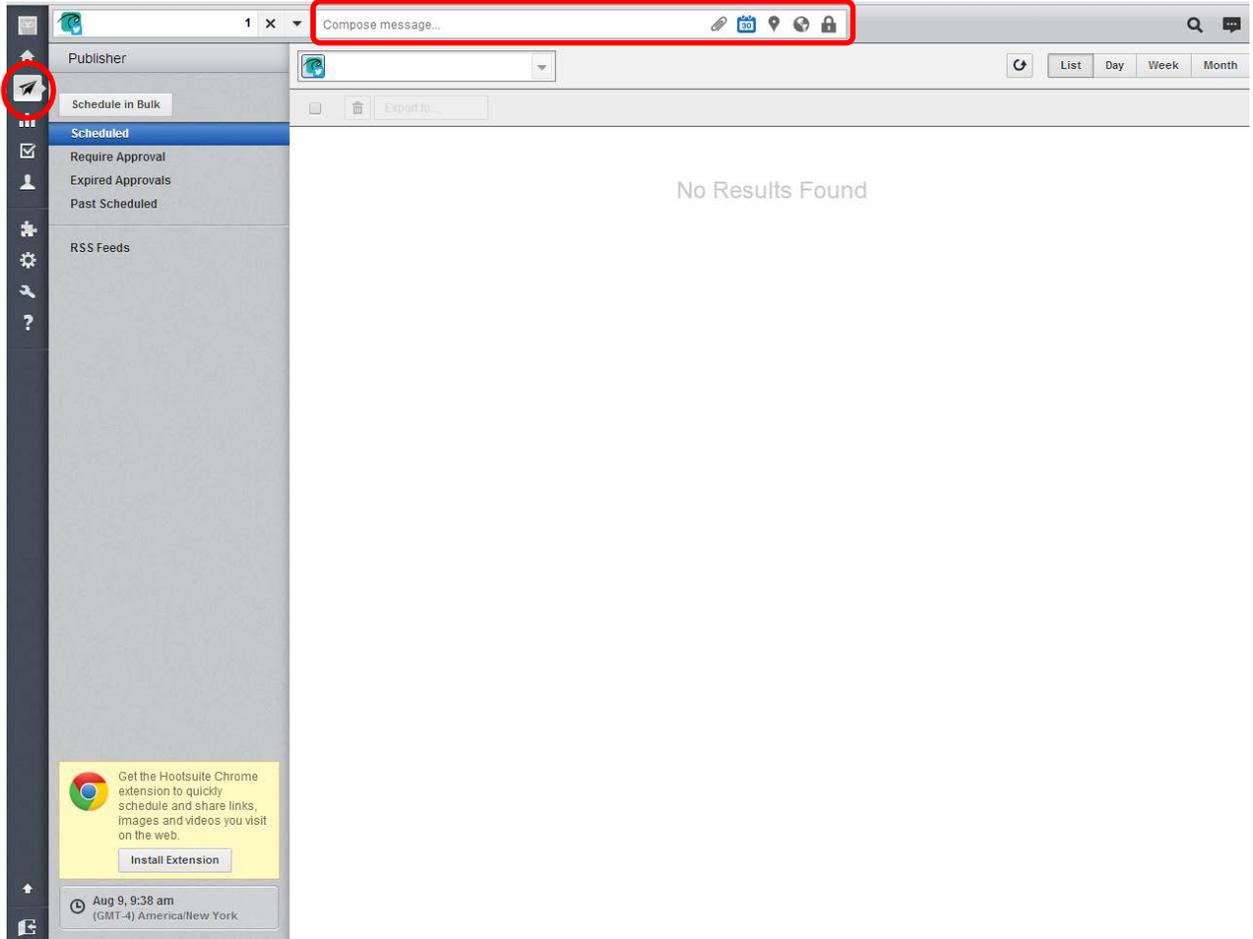
1. Open www.Hootsuite.com and create an account.
2. Add your social media account(s) by clicking on the owl on the left bar (circled yellow below) and type in your social media sign-in names and passwords.
3. Click on the home icon on the left bar (circled red below). This is your **dashboard** and it 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 you 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!

You can copy and paste your link here and it will shorten it for you

Type in your Tweet here

You can attach an image or file to your Tweet here

You can add your location here. This will be useful if you are at a conference or meeting

You can see how many characters remain in your Tweet here

You can schedule your Tweet here. Select the date you want your Tweet published on the calendar and indicate the time of day

Click *Schedule* once you are happy with your Tweet!

31

Schedule

September 2014

Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

2014-09-01

9 : 25 AM PM

Email me when message is sent

Want to save time? Try the bulk message uploader

Aug 9, 9:47 am (GMT-4) America/New York

Get the Hootsuite Chrome extension to quickly schedule and share links, images and videos you visit on the web.

Install Extension

d. You did it! Your scheduled Tweets will look like this:

Compose message...

Publisher

Schedule in Bulk

Scheduled

Require Approval

Expired Approvals

Past Scheduled

RSS Feeds

Monday, Sep 15

- 9:25am @Surgeon_General says \$8 billion was spent on treating #SkinCancer annually in the US: 1.usa.gov/1kvSZvt by CCC National Partnership
- 10:20am Presentation on #HPV immunization @CChangetogether conference this morning was great! by CCC National Partnership
- 12:20pm @Surgeon_General How much \$ can be saved on treating #SkinCancer if we employed #Screening best practices? by CCC National Partnership

Sample Facebook Posts and Tweets

Week 1 (Monday, March 2nd – Friday, March 6th)

Date	Twitter post	Facebook post
Monday, March 2nd	March is #ColorectalCancerMonth! #ColorectalCancer occurs in the colon or rectum. Read more: ow.ly/HIPFv	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 US, but it doesn't have to be. Read more: http://ow.ly/HIPFv
Tuesday, March 3rd	There's more than one way to screen for polyps or #ColorectalCancer: ow.ly/HLM5i 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://ow.ly/HLM5i
Wednesday, March 4th	Screening for #ColorectalCancer can be easy. Read why Dr. Plescia chose FIT when he turned 50! ow.ly/IY4Wr	Screening for colorectal cancer can be easy. Of three screening options, Dr. Plescia chose the FIT for himself when he turned 50. Find out why: http://ow.ly/IY4Wr
Thursday, March 5th	Risk factors for #ColorectalCancer include family history, inflammatory bowel disease & certain genetic syndromes: ow.ly/HXzwi	You may be more at risk for colorectal cancer if you or a close relative have had colorectal cancer or polyps; you have inflammatory bowel disease; or if you have certain genetic syndromes. Read more and talk to your doctor about getting screened: http://ow.ly/HXAxt
Friday, March 6th	Limiting alcohol intake & keeping a healthy weight may lower your risk of #ColorectalCancer. Read more: ow.ly/HXFJK	Leading a healthy lifestyle by limiting alcohol intake and keeping a healthy weight may lower your risk of colorectal cancer. Read more: http://ow.ly/HXFJK

Week 2 (Monday, 9th – Friday 13th)

Date	Twitter post	Facebook post
Monday, March 9th	.@the_NCI's #ColorectalCancer Risk Assessment Tool allows you to estimate your risk for #colorectal #cancer: ow.ly/HXIVd	The National Cancer Institute's Colorectal Cancer Risk Assessment Tool allows you to estimate the risk of colorectal cancer for people over the age of 50. Calculate your risk and talk to your doctor for more information: http://ow.ly/HXIVd
Tuesday, March 10th	Did you know? Blacks are more likely to get and die from #ColorectalCancer than any other race/ethnicity. Watch to learn how to reduce the risk: ow.ly/HXVIK	Did you know? Blacks are more likely to get and die from colorectal cancer than any other race/ethnicity. Screening can help reduce disparities. Watch this short video to find out more: http://ow.ly/HXVIK
Wednesday, March 11th	Listen to @DrFriedenCDC discussing #ColonCancer and the importance of finding it early: ow.ly/HY6IO	Listen to the CDC Director, Dr. Frieden, discussing colon cancer and the importance of finding it early: http://ow.ly/HY6IO There are several life-saving screening options, even at-home tests. Talk to your doctor for more information.
Thursday, March 12th	Preventing #ColonCancer or finding it early doesn't have to be expensive. There are simple, affordable tests available. Talk to your doc!	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!
Friday, March 13th	There are several ways to get screened for #ColorectalCancer, including simple take home options. Talk to your doc about getting screened	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.

Week 3 (Monday, 16th – Friday 20th)

Date	Twitter post	Facebook post
Monday, March 16th	#ColorectalCancer screening saves lives, but only if you get tested. Learn more from this podcast: ow.ly/IY8qo	Colorectal cancer screening saves lives, but only if you get tested! If you are over 50, talk to your doctor about which test is right for you. Listen to this podcast to find out more: http://ow.ly/IY8qo
Tuesday, March 17th	Most insurance plans and #Medicare help pay for #ColorectalCancer screening for people aged 50 and older: ow.ly/HYcku	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://ow.ly/HYcku
Wednesday, March 18th	Joyce from DC says #ColorectalCancer screening is "a small price to pay for enjoying the rest of my life." Read more: ow.ly/HYqm2	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://ow.ly/HYoDC
Thursday, March 19th	Colonoscopy isn't the only way to get #ColorectalCancer screening. Read more about your options & talk to your doc: ow.ly/HY99v	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://ow.ly/HY99v
Friday, March 20th	Talking to your doctor about #ColorectalCancer screening can be daunting. Here are some questions to ask: ow.ly/HYrum	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://ow.ly/HYrum



Week 4 (Monday, 23rd – Friday 27th)

Date	Twitter post	Facebook post
Monday, March 23 rd	#ColorectalCancer is the 2nd leading killer in the US, but it can be prevented. Talk to your doctor about screening: ow.ly/HYsTH	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://ow.ly/HYsTH
Tuesday, March 24 th	Screening finds polyps so they can be removed before they turn into #ColorectalCancer ow.ly/HYuDG	If there was 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://ow.ly/HYuDG
Wednesday, March 25 th	#ColorectalCancer screening rates remain low among Asian Americans. Watch this short video for more: ow.ly/HYx8g	Colorectal cancer screening rates remain very low among Asian Americans. Watch this short video to find out more: http://ow.ly/HYx8g
Thursday, March 26 th	Look out for your grandparents by making sure they get screened for #ColorectalCancer. Refer them here: ow.ly/HYNvH	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://ow.ly/HYNvH
Friday, March 27 th	#ColorectalCancer screening saves lives, but only if you get tested. Listen to this podcast for more: ow.ly/HYOzy	Colorectal cancer screening saves lives, but only if you get tested. If you're over the age of 50, talk with your doctor about which test is best for you. Listen to this podcast for more: http://ow.ly/HYOzy

Week 5 (Monday, 30th – Friday, 31st)

Date	Twitter post	Facebook post
Monday, March 30th	Have your (grand)parents been screened for #ColorectalCancer? Screening can save their lives. For more info: ow.ly/HYLua	Have your parents and grandparents been screened for colorectal cancer? Life-saving screening for colorectal cancer is recommended for men and women age 50 and older. Ask them to talk to their doctor and refer them here for more information: http://ow.ly/HYLua
Tuesday, March 31st	Terrence Howard on his mother's death from #ColonCancer: "Do all you can to stay around for yourself and your family." ow.ly/HYyw4	Golden Globe and Academy Award nominated actor and musician Terrence Howard talks about his mother's death from colon cancer at the age of 56. He says, "This is personal. Please do all you can to stay around for yourself and your family. Screening saves lives." http://ow.ly/HYyw4

Sample Regional Facebook Posts and Tweets

Twitter regional messaging

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

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

Facebook regional messaging

Colorectal cancer claimed more than <insert regional lung cancer mortality statistic> lives in <insert region> in 2011. More lives could be saved if people were diagnosed at an earlier stage. Know what to expect when you get screened: <insert shortened link>

Most men and women with colorectal 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>

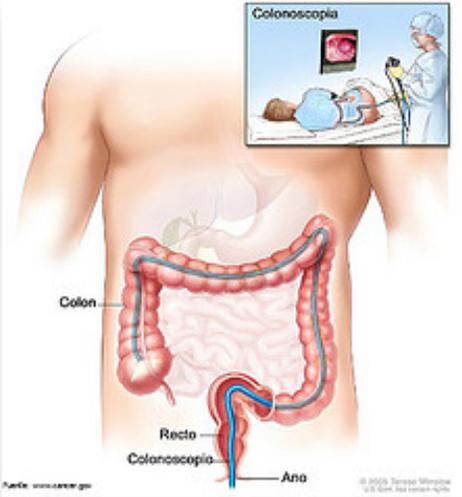
Are you or your loved one a colorectal cancer survivor? Cancer survivors need special medical and emotional care, even after treatment. We can help you by providing information and guidance to get you the care you need. Visit <insert shortened link> for more.



Tip: To access colorectal cancer statistics for your state go to the CDC and National Cancer Institute's (NCI) [State Cancer Profiles](#), which characterizes the cancer burden in a standardized manner to motivate action, integrate surveillance into cancer control planning, characterize areas and demographic groups and expose health disparities.



Colorectal Cancer Media Bank

Image	Source
	<p>From the CDC Public Health Image Library (PHIL). Right click the image on the left and select "Save image as" for a hi-resolution image. Search "healthy weight" "physical activity" or "nutrition" for relevant results to promote colorectal cancer prevention.</p>
	<p>From the CDC "photostream" on Flickr, a Web site 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.</p>
	<p>From the Colorectal Cancer Buttons and Badges page. Copy the code below to add the button on the left to your organization's website. This button will connect visitors on your web page or blog to the What Should I Know About Screening? page.</p> <pre></pre>



Tips and Best Practices

Effective Messaging for Colorectal Cancer Screening

The National Colorectal Cancer Roundtable (NCCRT), established by the American Cancer Society (ACS) and the CDC, has released a [Colorectal Cancer Screening 80% by 2018 Communications Guidebook](#), designed to “assist partners in effectively outreaching to unscreened individuals and to advance the collective goal to increase age and risk appropriate colorectal screening to 80% by 2018.” This guidebook provides “information on those not getting screened, ways to reach these populations and materials to help activate outreach campaigns to achieve our shared goals.” The blue messages in the calendar above are particularly responsive to the research findings included in the guidebook.

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 replying to that person or organization). 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 reply to a person/organization, mention their @username at the beginning of your Tweet. Using @username at the beginning of the Tweet will only be seen by the person you replied to and the people who are following both of you. Nobody else will see it in their stream, although it will appear on your profile page and in Twitter search. 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.”
- **“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 (ie, “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

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

