

National Cancer Control Month Social Media Toolkit



April 2018

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ABOUT THIS TOOLKIT

This toolkit is designed to help public health professionals establish a National Cancer Control Month social media strategy, manage social media accounts, implement Facebook and Twitter best practices, disseminate National Cancer Control Month messaging and evaluate their social media efforts. Take advantage of this awareness month to communicate about your work and successes and thank your members and followers for their support.

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 and community-based organizations can all use this toolkit and adapt its messaging for their unique audiences and areas of expertise.

WHAT IS NATIONAL CANCER CONTROL MONTH?

April is National Cancer Control Month, an annual campaign to promote cancer prevention, screening, resources for survivors, investment into research and progress toward effective cancer control. The National Cancer Institute estimates that approximately 1.7 million new cancer cases were diagnosed in the U.S. in 2016 (National Cancer Institute, 2016). Cancer also remains the second leading cause of death in the U.S. (Centers for Disease Control & Prevention, 2015). National Cancer Control Month begins on April 1st and ends on April 30th.

This year marks the 20th Anniversary of the CDC's National Comprehensive Cancer Control Program (NCCCP). Since 1998, NCCCP has helped reduce the burden of cancer in the United States. The NCCCP helps all 50 states, the District of Columbia, 6 U.S. Associated Pacific Islands and Puerto Rico, and 8 tribes or tribal organizations to create coalitions, look at the cancer burden in their area, prioritize proven strategies for cancer control, create cancer plans and put them into action.

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SOCIAL MEDIA 101

According to a 2016 Pew Research Center survey, "69% of online adults use social networking sites." (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 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 [social media tools](#) to create and establish a social media strategy. The site also offers guidelines and best practices 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 most 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 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 favoriting 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!

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.).
- More information about [Facebook best practices](#) is available from CDC.

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](#).

BEST PRACTICES FOR COMMUNICATING ABOUT CANCER CONTROL

Consumers are often bombarded with information on social media, so how do you get your message about cancer prevention to stand out? There are three main evidence-based practices you can use to craft your messages most effectively:

- Consider the health literacy and numeracy level of your audience.
- Personal narratives and stories can serve as a powerful tool to spread the word about cancer control and prevention.
- Use empowering and engaging techniques as a complement to traditional educational approaches.

WHEN DEVELOPING MESSAGES...

Health Literacy and Numeracy

- Use simple language and avoid terms not often used outside of the scientific community (National Cancer Institute (NCI), 2011).
- Organize information so the most important points are first (U.S. Department of Health and Human Services (HHS), n.d.).
- Break complex information into smaller chunks (HHS, n.d.).
- Explain how data or information impacts your audience and why it is relevant (NCI, 2011).
- Use integers when talking about data as they are more convincing and easier for individuals to recall than decimals (Witteman, Zickmund-Fisher et al., 2011).
- Use non-numeric displays of data to make them easier to remember and understand. Icon arrays are an excellent tool for simplifying data ([view sample icon arrays](#)).

Personal Narratives

- Use storytelling as a cancer communication tool, as it has been shown to overcome resistance, facilitate information processing, provide social connections and represent emotional and existential issues (Wen-Ying, Hunt, Folkers and Augustson, 2011; Kreuter et al., 2007).
- Highlight the positive by telling your audience what they should do rather than what they should not do (CDC, 2010).
- Use narratives to target detection and prevention behaviors (Shen, Sheer & Li, 2015).
- Create narratives with audio and video as they are more effective than text narratives alone (Shen, Sheer & Li, 2015).

Empowerment and Engagement

- Use engaging and empowering messages to connect with your audience, as this approach can be more effective than traditional educational approaches alone (Lister et al., 2015).
- Provide practical tips and techniques to engage your audience (for example: provide simple recipes and tips for healthy meals rather than simply educating individuals about the health benefits of family dinners) (Lister et al., 2015).
- Use humor to increase attention, recognition and persuasiveness of preventive messages (Blanc & Brigaud, 2014).

SAMPLE TWEETS AND FACEBOOK POSTS

Date	Tweets	Facebook Posts
Mon 4/2	April is National #CancerControl Month—a time to recommit ourselves to progress toward reducing cancer risk: http://bit.ly/2lhhNIL	Did you know that April is National Cancer Control Month? It's a great time to recommit ourselves to progress toward effectively reducing cancer risk. Start by learning more about cancer causes and prevention: http://bit.ly/2lhhNIL
Tue 4/3	How does your state compare when it comes to #cancer rates? Get informed w/ interactive maps from @theNCI: http://bit.ly/2lgUCbq	What's happening in your state when it comes to cancer rates? Learn more from these interactive maps to see how your state stacks up: http://bit.ly/2lgUCbq
Wed 4/4	#CancerControl month is a great time to make appointments for routine screenings like #coloncancer. Actor and musician Terrance Howard talks about why it's important: http://bit.ly/2mstwxU	National Cancer Control Month is a great time to make appointments for routine screenings like colorectal cancer. This video reminds us why it's so important: http://bit.ly/2mstwxU
Thu 4/5	What can you do in your community to reduce cancer risk & improve health? Great infographic from @CDCgov: http://bit.ly/2msMMv8	How can you make a difference in your community when it comes to lowering cancer risk and improving health? This infographic from CDC gives some great first steps: http://bit.ly/2msMMv8
Fri 4/6	It's #CancerControl month! #DYK you can reduce your risk for some cancers? Read more: http://bit.ly/2mkssgm	Did you know you can reduce your risk for some cancers? Avoiding tobacco, protecting your skin, limiting alcohol intake and keeping a healthy weight can help lower your risk. Learn more: http://bit.ly/2mkssgm
Mon 4/9	It's oral, head, and neck cancer awareness week. Learn about signs and symptoms with @CDCgov http://bit.ly/2rVf3SZ	Did you know that 70% of oropharyngeal cancers in the head and neck are linked to HPV? If you are 26 years or younger, talk to your doctor today about HPV vaccines. Learn more: http://bit.ly/2rVf3SZ
Tue 4/10	This year marks the 20 th Anniversary of the #CompCancer program. Find out what @CDCgov is doing to fight cancer where you live: http://bit.ly/2ID2mVU	What exactly does comprehensive cancer control mean? Learn more about what's being done to fight cancer where you live: http://bit.ly/2ID2mVU
Wed 4/11	National #CancerControl month is a great time to reduce cancer risk by quitting smoking. Get started today: http://bit.ly/2lh9RB1	Thinking about quitting smoking? National Cancer Control month is a great opportunity to take charge of your health and lower your risk for cancer. Get started today: http://bit.ly/2lh9RB1
Thu 4/12	During National #CancerControl month, learn what cancer survivors can do to improve health: http://bit.ly/2IDekyP	National Cancer Control Month is a great time to learn more about what cancer survivors can do to improve their health. Looking for tips and information on staying active and healthy during and after cancer treatment? Start here: http://bit.ly/2IDekyP

SAMPLE TWEETS AND FACEBOOK POSTS (CONTINUED)

Date	Tweets	Facebook Posts
Fri 4/13	#DYK that #HPVvax can #PreventCancer? Learn more & spread the word during #CancerControl month: http://bit.ly/2kUm9mS	Parents: Did you know that the HPV vaccine can prevent cancer? Learn more and spread the word during National Cancer Control month: http://bit.ly/2kUm9mS
Mon 4/16	What's one thing you'll do this month to reduce your risk for cancer? Small steps can lead to big changes: http://bit.ly/2mkssgm	Small steps can add up to big changes when it comes to taking charge of your health and wellness. What's one step you'll take this month to lower your risk for cancer? http://bit.ly/2mkssgm
Tue 4/17	Its #CancerControl month & #QuitMonday, what better time to recommit to quitting smoking? Get support here: http://bit.ly/2IA5T9j	It's Quit Monday and halfway through National Cancer Control Month. What better time to quit smoking or recommit to being tobacco free? Get support and resources here: http://bit.ly/2IA5T9j
Wed 4/18	#ClinicalTrials are critical to #CancerControl. Great resource from @theNCI on how to get involved: http://bit.ly/2msvYo4	Clinical trials play an essential role in cancer control. This 6-step guide from the National Cancer Institute explains how to find a cancer treatment trial. Learn more and share: http://bit.ly/2msvYo4
Thu 4/19	What is CCCNP and what are they doing for #CancerControl? Learn more: http://bit.ly/2IRxJ1s	What is the Comprehensive Cancer Control National Partnership and how are they strengthening cancer control efforts in the U.S.? Read more: http://bit.ly/2IRxJ1s
Fri 4/20	What are social determinants of health & how do they affect #CancerControl? Get the details from @CDCgov: http://bit.ly/2IDgbnu	Conditions in the places we live, learn, work and play affect our health risks, including cancer. During National Cancer Control Month, learn about social determinants and how they affect our health: http://bit.ly/2IDgbnu
Mon 4/23	Looking for more #CompCancer resources to spread the word about national #CancerControl month? Look no further: http://bit.ly/2upzST6	Looking for more comprehensive cancer control resources to spread the word about Cancer Control month? Check out this guide on Promoting Existing Comprehensive Cancer Control Successes: http://bit.ly/2upzST6
Tue 4/24	Get the latest info about #Cancer research from @theNCI: http://bit.ly/2lzRNES #CompCancer #CancerControl	During National Cancer Control Month, let's celebrate advances in cancer research and continue to advocate for progress moving forward. Get the latest research info from the National Cancer Institute: http://bit.ly/2lzRNES
Wed 4/25	Many cancers can be more effectively treated if found early. Talk to your doc for more: http://bit.ly/2lh852V #CancerControl	Screening means checking your body for cancer before you have symptoms. Many cancers can be treated more effectively if they are found early. Talk to your doctors to see if getting screened for breast, cervical, colorectal or lung cancer is right for you. To read more, visit: http://bit.ly/2lh852V

SAMPLE TWEETS AND FACEBOOK POSTS (CONTINUED)

Date	Tweets	Facebook Posts
Thu 4/26	We can empower people to make healthy lifestyle choices and reduce cancer risk. What can you do in your community? http://bit.ly/2INaBB3	Cancer control is about empowering people to make healthy lifestyle choices. How can you support healthy choices in your community? Learn more: http://bit.ly/2INaBB3
Fri 4/27	Prevention is the best way to fight cancer. Check out this guide from @CDCgov on Promoting Cancer Prevention in Your Community http://bit.ly/2G1kLWB	Prevention is the best way to fight cancer. The CDC developed The Road to Better Health: A Guide to Promoting Cancer Prevention in Your Community. You can use this tool kit to develop a community outreach strategy—a plan of action to get information about cancer prevention to the people in your county, state, tribal community, or territory. Learn more: http://bit.ly/2G1kLWB
Mon 4/30	Together we can make progress toward #CancerControl. Work together with members of your community to make a difference: http://bit.ly/2IDdbYe	Together we can improve the health of our communities and make progress toward cancer control. What can you do in your community to encourage healthy living, improve well-being and prevent cancer? http://bit.ly/2IDdbYe

OTHER IDEAS TO PROMOTE CANCER CONTROL

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 such as [TweetChat](#) or [TWUBS](#).

Promote the event to your followers. Host the event, running it similarly to how you would host a live in-person meeting (introduce topic, speaker, your organization). Number your questions starting with a "Q" for question. For example: Q1: What is 1 thing you can do to #PreventCancer? #CCchat. Your speaker(s) can either "reply" to the question or Tweet starting with an "A" and the corresponding number that aligns with the question followed by an answer to the question. For example: A1: Quitting smoking is the #1 step you can take to #PreventCancer! www.xyz.com #CCchat

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 to tie in with National Cancer Control 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 a National Cancer Control Month 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 National Cancer Control 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 National Cancer Control Month 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 National Cancer Control 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 National Cancer Control Month 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 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. For National Cancer Control Month, consider hosting an A.M.A with a cancer expert or survivor.

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)
- Prepare as many questions and responses in Tweet format as possible in advance
- Involving well-known local figures may help raise the profile of your event(s) and increase participation and engagement

MEASURING SUCCESS

Looking to measure the success of your social media campaign? Twitter, 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 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

[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 “cancer control” or “cancer prevention” for relevant results to go with cancer prevention messaging.

[CDC "photostream" on Flickr](#): Website designed for public image sharing. CDC images include public health photos and graphics developed for public health events that users can comment on and share.

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

[GW Cancer Center Technical Assistance Portal](#): A website that pulls together existing and new technical assistance for cancer control professionals.

[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

[Icon Array](#): Tool for creating icon-based graphics for use in risk communication

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

[National Colorectal Cancer Roundtable](#): an organization dedicated to engaging public, private, medical and civic organizations in the effort to promote colorectal cancer prevention and early detection.

[National HPV Roundtable](#): a national coalition of public organizations, private organizations, voluntary organizations, and invited individuals dedicated to reducing the incidence of and mortality from HPV-associated cancer in the U.S.

[Owly](#): Link shortener from Hootsuite

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

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

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

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

[Symplur](#): A current list of health care related hashtags in use on Twitter

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](https://www.facebook.com/) 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/>)

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

Pinterest: A website where users can discover information mainly through images, GIFs (animated images), and videos (<https://www.pinterest.com/>)

Reddit: A social news aggregation, content rating, and discussion website (<https://www.reddit.com>)

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

Snapchat: an image messaging application where messages auto-delete after set amount of seconds

Tweets: 280-character text messages

Twitter: An online [social networking](https://www.twitter.com) and [microblogging](https://www.twitter.com) service that enables users to send and read short 280-[character](https://www.twitter.com) text messages, called "Tweets" (www.twitter.com)

Twitter chat: A live moderated Twitter conversation focused around a specific topic using a single hashtag

Twitter handle: Your Twitter name that begins with the "@" sign. For example: @GWCancer

Twittersphere or Twitterverse: The total universe of Twitter users and their habits

Twitterview: A combination of the terms Twitter, a popular microblogging platform, and interview. It is a type of interview for which the medium restricts the interviewer and interviewee to short-form responses

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

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