

Melanoma/Skin Cancer Awareness Month Social Media Toolkit



Melanoma/Skin Cancer Awareness Month Social Media Toolkit May 2018

CONTENTS

| | |
|---|----|
| ABOUT THIS TOOLKIT..... | 2 |
| WHO SHOULD USE THIS TOOLKIT?..... | 2 |
| WHAT IS MELANOMA/SKIN CANCER AWARENESS MONTH? | 2 |
| SOCIAL MEDIA 101 | 2 |
| SOCIAL MEDIA CHANNELS..... | 3 |
| TWITTER BEST PRACTICES..... | 3 |
| FACEBOOK BEST PRACTICES | 3 |
| BEST PRACTICES FOR COMMUNICATING ABOUT MELANOMA..... | 4 |
| Emphasize the costs of tanning with graphic images..... | 4 |
| Communicate using plain language that is easy to understand | 4 |
| Debunk misinformation about tanning and pro-tan attitudes | 5 |
| SAMPLE TWEETS AND FACEBOOK POSTS..... | 6 |
| OTHER IDEAS TO PROMOTE MELANOMA AWARENESS..... | 9 |
| Host or Participate in a Twitter Chat or Twitterview..... | 9 |
| Live Tweet an Event or Conference | 9 |
| Host a Facebook Live Event..... | 9 |
| Share Event Photos on Instagram..... | 10 |
| Share Your Event on Snapchat..... | 10 |
| Check out this Snapchat guide for more information..... | 10 |
| Promote Your Cause on Pinterest..... | 10 |
| Publish a Blog Post..... | 11 |
| Host a Reddit Ask Me Anything..... | 11 |
| Start a Twibbon Campaign..... | 11 |
| Best Practices for Engagement Events and Activities..... | 11 |
| MEASURING SUCCESS..... | 11 |
| ADDITIONAL TOOLS AND RESOURCES..... | 12 |
| GLOSSARY..... | 13 |

Tip: Viewing this PDF in Google Chrome? Use “Ctrl+Click” on links to open them in a new tab.

This work was supported by Cooperative Agreement #1U38DP004972-05 from the Centers for Disease Control and Prevention. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the Centers for Disease Control and Prevention.

ABOUT THIS TOOLKIT

This toolkit is designed to help public health professionals establish a Melanoma/Skin Cancer Awareness Month social media strategy, manage social media accounts, implement Facebook and Twitter best practices, disseminate Melanoma 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 MELANOMA/SKIN CANCER AWARENESS MONTH?

May is Melanoma/Skin Cancer Awareness Month, an annual opportunity to raise awareness about melanoma and skin cancer, fundraise for research into their cause, prevention, diagnosis, treatment, survivorship and cure as well as to support those affected by melanoma and skin cancer. In the United States, skin cancer is the most commonly diagnosed malignancy and approximately 76,665 cases of melanoma were diagnosed in 2014, the most recent year numbers are available (Centers for Disease Control and Prevention [CDC] and National Cancer Institute [NCI], 2017). Despite accounting for a very small percentage of all skin cancer cases, melanoma accounts for the vast majority of skin cancer deaths (American Cancer Society, 2016). In 2014, there were 9,324 deaths from melanoma in the United States (United States Cancer Statistics, 2014). Melanoma/Skin Cancer Awareness Month begins on May 1st and ends on May 31st. The Friday before Memorial Day is designated as Don't Fry Day to encourage sun safety awareness (National Council on Skin Cancer Prevention, n.d.).

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 represent 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? CDC 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.

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](#).

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 are growing every day, along with opportunities for outreach.

TWITTER BEST PRACTICES

- Keep Tweets short, between the 280 character limit. This allows other users to Retweet while adding their own comments.
- Add photos or videos. Adding a photo boosts Retweets by 62% on average (Twitter Government and Elections Team, 2014).
- Tweet at author or organizational Twitter handles when possible. Note that Tweets that begin with a username will now reach all your followers, 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.

"CDC uses **social media** to provide users with access to credible, science-based information...A variety of social media tools are used to reinforce and personalize messages, reach new audiences and build a communication infrastructure based on open information exchange" (CDC, 2015)

BEST PRACTICES FOR COMMUNICATING ABOUT MELANOMA

Warning signs of melanoma include: “changes in the size, shape, or color of a mole or other skin lesion, the appearance of a new growth on the skin, or a sore that doesn’t heal” (American Cancer Society, 2015, 21). Early detection and prevention continue to be proven tools to reduce the burden of melanoma in the United States. However, risk factors like indoor tanning (which increases lifetime risk of melanoma by approximately 20%) continue to pose a threat, with over 15% of white high school girls reporting tanning as of the 2015 Youth Risk Behavior Surveillance System (CDC, 2015a; Guy et al., 2013; Mays & Tercyak, 2015). Nationwide, over half of high school students and young adults get sunburned each year (CDC, 2016; Holman et al., 2018).

Policy, systems, and environmental (PSE) change can also be effective tool for combating melanoma and skin cancer risk factors. The GW Cancer Center’s online [Action 4 PSE Change](#) tool offers basic information on the PSE change approach and resources on where to find and how to use cancer data and other resources to advance PSE change efforts. It is also intended to help users learn from successful PSE change initiatives by providing real-world examples from across the cancer control sphere. PSE change is most effective when coupled with a strong communication strategy. Consider engaging with local parks and recreational facilities, clinicians, and outdoor community events to promote your messages. Studies suggest that the most effective messages around melanoma:

- Emphasize the costs of tanning with graphic images on the dangers of indoor tanning
- Communicate using plain language that is easy to understand
- Correct misinformation about tanning and pro-tan social norms

When crafting materials and messages to encourage UV protection, 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.

MESSAGES SHOULD...

Emphasize the costs of tanning with graphic images

- Health communication messages can use either a gain frame (emphasizing the benefits of avoiding risky behaviors) or a loss frame (emphasizing the costs of engaging in risky behavior). Mays and Tercyak (2015) found that warnings about indoor tanning were most effective when they included graphic images and loss framing. **Emphasize the costs of tanning and use graphic images when conveying the dangers of indoor tanning.**
- Messages that slightly increase risk perceptions can motivate behavior change (Myrick & Oliver, 2015). This is consistent with findings that show the effectiveness of loss framing when communicating about skin cancer and melanoma risk. **Use messages that increase risk perception.**

Communicate using plain language that is easy to understand

- **Present information in formats that are clear and easy to understand.** Smit et al. (2015) found that individuals preferred genomic risk information about melanoma to be presented in icon array format. 
- **Use simple language. If using data, make sure your audience can interpret the data.** (NCI, 2011).

- **When presenting information, organize it so that the most important points are first** (U.S. Department of Health and Human Services (HHS), n.d.).
- When creating communication materials, **break complex information into smaller chunks** (HHS, n.d.).

Debunk misinformation about tanning and pro-tan attitudes

- Listing the myths of a practice can lead the audience to remember the myth instead of the preferred behavior (Schwarz et al., 2007). **Be careful when listing myths associated with tanning.**
- Social norms regarding tanning or tanned skin (such as reporting that their friends are tan or use indoor tanning devices) are associated with indoor tanning among teens (Watson et al., 2013). **Promote accurate perceptions of social norms by sharing data on true rates of indoor tanning, which are likely lower than teens may believe.**
- Don't assume your audience knows about the dangers of tanning. Many young people report a lack of awareness about the dangers of UV tanning devices and their potential to lead to melanoma (Robinson, Kim, Rosenbaum & Ortiz, 2008; Lazovich et al., 2004). **If your messages are aimed at young people, remind them that indoor tanning is not safe.**
- **Use storytelling as a cancer communication tool**, particularly around social norms like tanning, as it has been shown to overcome resistance, facilitate information processing, provide social connections and represent emotional and existential issues (Wen-Ying, Hung, Folders & Augustson, 2011; Kreuter et al., 2007).
- Narratives are an effective tool to target detection and prevention behaviors (Shen, Sheer & Li, 2015). **Use narratives in your messaging.**
- **Create narratives with audio and video as they are more effective than text narratives alone** (Shen, Sheer & Li, 2015).

SAMPLE TWEETS AND FACEBOOK POSTS

| Date | Tweets | Facebook Posts |
|----------|--|--|
| Tue 5/1 | May is #MelanomaAwareness month! Kick it off by learning more about melanoma rates in your state: http://bit.ly/2GKIGN5 | Did you know that May is melanoma awareness month? Kick it off by learning more about melanoma rates in your state with this interactive map from the National Cancer Institute and CDC: http://bit.ly/2GKIGN5 |
| Wed 5/2 | Don't get burned by #TanningMyths. Even a base tan can lead to #melanoma: http://bit.ly/2GwLw4V #BurningTruth @CDC_Cancer | There's no such thing as a "safe" base tan. A tan is the body's response to injury from UV rays, showing that damage has been done. Protect yourself and learn the truth about tanning: http://bit.ly/2GwLw4V |
| Thu 5/3 | Indoor tanning can lead to skin cancers like #melanoma. Learn more facts from @CDCgov: http://bit.ly/2q0YqB2 | Indoor tanning is harmful and can lead to skin cancers like melanoma. It's particularly dangerous for minors and young adults. Get more facts about indoor tanning from CDC: http://bit.ly/2q0YqB2 |
| Fri 5/4 | What can you do to reduce your risk of skin cancer, including #melanoma? Get some tips: http://bit.ly/2GPxn6i | What can you do to reduce your risk of skin cancer, including melanoma? Avoid indoor tanning, use sunscreen, and stay in the shade during midday hours: http://bit.ly/2GPxn6i |
| Mon 5/7 | Get the facts about #melanoma, including treatment info, from @theNCI: http://bit.ly/2GSDNBm #MelanomaMonday | Melanoma is a disease in which cancer cells form in melanocytes (cells that color the skin). Get more facts about melanoma and its treatment from the National Cancer Institute: http://bit.ly/2GSDNBm |
| Tue 5/8 | #DYK UV exposure is the most common cause of skin cancers like melanoma? Get the facts & protect the skin you're in: http://bit.ly/2pYC8Rm | Melanoma is the deadliest form of skin cancer and is commonly caused by UV exposure, but many people still don't use sunscreen regularly. Protect all the skin you're in with these tips from CDC: http://bit.ly/2pYC8Rm |
| Wed 5/9 | Tanned skin isn't healthy skin. Get more facts from @CDCgov's #BurningTruth campaign: http://bit.ly/2Ji2Plq | Whether tanning or burning, you're exposing yourself to harmful UV rays that damage your skin and increase your risk of melanoma. More burning truths here: http://bit.ly/2Ji2Plq |
| Thu 5/10 | You do everything you can to protect your family. Protect them from #skincancer and #melanoma with these tips: http://bit.ly/2GulcLp | Did you know you can protect your family and yourself from skin cancers like melanoma? Start with these tips from CDC to stay sun safe outdoors: http://bit.ly/2GulcLp |
| Fri 5/11 | Thinking of enjoying some time outdoors this weekend? Don't forget your sun protection! http://bit.ly/2uHwX8a #MelanomaAwareness | The weekend is a great time to get outdoors and enjoy time with your family and friends, but don't forget your sunscreen and hat! Find more tips on preventing skin cancers like melanoma here: http://bit.ly/2uHwX8a |
| Mon 5/14 | What's being done at @theNCI to combat #melanoma? Learn more: http://bit.ly/2q2eu6h | Get the basics about melanoma and research into new treatments at the National Cancer Institute: http://bit.ly/2q2eu6h |

SAMPLE TWEETS AND FACEBOOK POSTS (CONTINUED)

| Date | Tweets | Facebook Posts |
|----------|---|--|
| Tue 5/15 | #DYK community skin cancer prevention programs can prevent future #melanoma cases? Learn more: http://bit.ly/2GuFlgn | What can you do in your community to help make the healthy choice the easy choice? Community skin cancer prevention programs can prevent future melanoma cases and decrease treatment costs. Learn more: http://bit.ly/2GuFlgn |
| Wed 5/16 | Indoor tanning increases your risk of #melanoma: http://bit.ly/2JhaBSX #BurningTruth @CDC_Cancer | Don't get burned by tanning myths like this one: "Indoor tanning is the safer way to tan." The truth is that indoor tanning exposes you to intense UV rays and increases your risk of melanoma. More info: http://bit.ly/2JhaBSX |
| Thu 5/17 | Help spread the word about preventing skin cancer w/these resources from @AADskin: http://bit.ly/2jAitRG | The first step toward a world without skin cancer is educating others about prevention and early detection. The American Academy of Dermatology has resources to help you spread the word: http://bit.ly/2jAitRG |
| Fri 5/18 | #CompCancer professionals: Looking for evidence-based interventions to prevent #melanoma in your community? Start here: http://bit.ly/1UgAGDP | Looking for evidence-based interventions to prevent melanoma and other skin cancers in your community? The Community Guide is a great place to start: http://bit.ly/1UgAGDP |
| Mon 5/21 | People who begin indoor tanning as adolescents have a higher risk of getting #melanoma. Learn more: http://bit.ly/2q0YqB2 | Indoor tanning causes wrinkles and age spots, changes your skin's texture and can lead to skin cancers like melanoma. Every time you tan you increase your risk of getting skin cancer, including melanoma. More facts from CDC: http://bit.ly/2q0YqB2 |
| Tue 5/22 | #CompCancer professionals: Looking for policy solutions to reduce tanning among minors? Start here: http://bit.ly/2Gu2rJk #MelanomaAwareness | Comp cancer professionals: Looking for policy strategies and practices to prevent melanoma and reduce youth indoor tanning rates? Start with this guide from CDC: http://bit.ly/2Gu2rJk |
| Wed 5/23 | What are some of the signs of #melanoma? This guide from @CDCgov can help assess changes in your skin: http://bit.ly/2GSmXTc | Do you know the ABCDE's of melanoma? This handy guide from CDC reminds you to regularly check for changes in your skin and what to look for when you check: http://bit.ly/2GSmXTc |
| Thu 5/24 | Schools and colleges can play an active role in preventing skin cancers like #melanoma. Here's how you can get involved: http://bit.ly/2GvqWl7 | What can schools and colleges do to prevent melanoma and protect kids from UV damage? Start talks about sun safety at an early age and teach students to avoid indoor tanning. More tips: http://bit.ly/2GvqWl7 |
| Fri 5/25 | Today is "Don't Fry Day!" Take a moment to make sure you're protecting yourself against #skincancer & #melanoma: http://bit.ly/2Eto8bw | Did you know today is "Don't Fry Day!"? Join the Melanoma Research Foundation and members of the National Council on Skin Cancer Prevention to raise awareness and help reduce the rates of skin cancer, including melanoma: http://bit.ly/2Eto8bw |

SAMPLE TWEETS AND FACEBOOK POSTS (CONTINUED)

| Date | Tweets | Facebook Posts |
|--------------|---|--|
| Mon 5/28 | Are you at risk for #melanoma? @theNCI's risk assessment tool can help you learn more: http://bit.ly/2mqFf2V | You can reduce your risk of melanoma skin cancer by avoiding excessive exposure to UV rays from the sun or indoor tanning. Get more basic information about whether you could be at risk from the National Cancer Institute: http://bit.ly/2mqFf2V |
| Tue 5/29 | Instead of frying your skin, why not go with your own glow? Love and protect your skin today: http://bit.ly/2kee74J | Natural, glowing healthy skin is the look that makes everyone look great. When you tan, you increase your risk of developing skin cancer. The Skin Cancer Foundation encourages you to "go with your own glow" today: http://bit.ly/2kee74J |
| Wed 5/30 | Learn about the treatment options for #melanoma and some basic info about participating in clinical trials: http://bit.ly/2GSDNBm | What are the treatment options available for melanoma? Start with this info from the National Cancer Institute and talk to your doctor about your choices: http://bit.ly/2GSDNBm |
| Thur 5/31 | Sunburn doesn't just happen at the beach! Learn how you can reduce your risk: http://bit.ly/2kNIAGq | We usually think of sunburn as something that happens at the beach, but did you know more people get sunburned during day-to-day activities? Learn how you can prevent UV damage and cut your risk of skin cancer: http://bit.ly/2kNIAGq |

OTHER IDEAS TO PROMOTE MELANOMA 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, your organization). Number your questions starting with a "Q" for question. For example: Q1: What are some early signs of #melanoma? #MelanomaChat. Your speaker(s) can either "reply" to the question you Tweet or Tweet starting with an "A" and the corresponding number. For example: A1: Main thing to look for is changes in moles or skin. Talk to a doc if you are worried! #MelanomaChat

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.

Live Tweet an Event or Conference

Consider live Tweeting a conference or other event related to Melanoma/Skin Cancer Detection and Prevention 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 Melanoma/Skin Cancer Detection and Prevention 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 Melanoma/Skin Cancer Detection and Prevention 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.

Start a Twibbon Campaign

Twibbon is a free online tool to increase exposure, likes and support for your campaign. You can establish a microsite to allow users to add a Twibbon to their Facebook or Twitter profile picture, automatically publish messages of support for your campaign or change their social media artwork in support of your cause. You can also track and manage your campaign in real time.

Best Practices for Engagement Events and Activities

- Plan early and well
- Expand your audience and reach by partnering with another organization
- Make sure you use an original hashtag (unless it makes sense to use an established hashtag)
- Prepare as many questions and responses in Tweet format as possible in advance
- Involving well-known local figures may help raise the profile of your event(s) and increase participation and engagement

MEASURING SUCCESS

Looking to measure the success of your social media campaign? Twitter and Facebook both offer free analytic tools to allow you to demonstrate the impact of your social media efforts.

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

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

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

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

[CDC Public Health Image Library](#) (PHIL): Free image library. Search "sun protection," "skin cancer" or "melanoma" for relevant results to promote skin cancer and melanoma prevention.

[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

[Owly](#): Link shortener from Hootsuite

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

[Skin Cancer Buttons and Badges](#) from CDC: Connect visitors on your website or blog to the [Burning Truth](#) page.

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

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

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

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



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

Tweets: 140-character text messages

Twitter: An online [social networking](#) and [microblogging](#) service that enables users to send and read short 140-[character](#) text messages, called "Tweets" (www.twitter.com)

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

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

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

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

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

REFERENCES

- American Cancer Society. (2016). *Cancer Facts and Figures 2016*. Retrieved from <http://www.cancer.org/acs/groups/content/@research/documents/document/acspc-047079.pdf>
- Centers for Disease Control and Prevention (2015). *CDC Social Media Tools*. Retrieved from <http://www.cdc.gov/socialmedia/tools/index.html>
- Centers for Disease Control and Prevention (2015a). *United States High School Youth Behavioral Risk Factor Survey Results: 2015*. Retrieved from <http://bit.ly/2Chzb69>
- Centers for Disease Control and Prevention (n.d.). *Social Media Works*. Retrieved from <https://cdc.orau.gov/healthcommworks/Account/LogOn?signInArea=SocialMediaWorks#1>
- Centers for Disease Control and Prevention and National Cancer Institute (2017). *United States Cancer Statistics: 1999-2014 Incidence and Mortality Web-Based Report*. Retrieved from <https://nccd.cdc.gov/uscs/>
- Centers for Disease Control and Prevention (2016). *Youth Risk Behavior Surveillance - United States, 2015*. Retrieved from https://www.cdc.gov/healthyyouth/data/yrbs/pdf/2015/ss6506_updated.pdf
- Cutrona, S.L., Roblin, D.W., Wagner, J.L., Gaglio, B., Williams, A.E., Torres Stone, R., Field, T.S., & Mazor, K.M. (2013). Adult willingness to use email and social media for peer-to-peer cancer screening communication: Quantitative interview study. *JMIR Research Protocols*, 2(2), e52. <http://doi.org/10.2196/resprot.2886>
- Fox, S. (2014, January 15). The social life of health information. *Fact Tank: News in the Numbers*. Retrieved from <http://www.pewresearch.org/fact-tank/2014/01/15/the-social-life-of-health-information/>
- Guy, G.P. Jr., Berkowitz, Z., Watson, M., Holman, D.M., Richardson, L.C. (2013). Indoor tanning among young non-Hispanic white females. *JAMA Internal Medicine*, 173(20), 1920-1922. <http://dx.doi.org/10.1001/jamainternmed.2013.10013>
- Hershkowitz, S. & Lavrusik, V. (2013, May 2). *12 best practices for media companies using Facebook pages*. Retrieved from <https://m.facebook.com/notes/facebook-media/12-best-practices-for-media-companies-using-facebook-pages/518053828230111/>
- Holman DM, Ding H, Guy GP, Watson M, Hartman AM, Perna FM. (2018). Prevalence of sun protection use and sunburn and association of demographic and behavioral characteristics with sunburn among US adults. *JAMA Derm* 154(5):1-8.
- Hootsuite (n.d.). *Health care: The 4-step guide to driving greater patient engagement*. Retrieved from <https://hootsuite.com/resources/guide/health-care-guide-driving-patient-engagement>
- Kreuter, M.W., Green, M.C., Cappella, J.N., Slater, M.D., Wise, M.E., Storey, D. et al. (2007). Narrative communication in cancer prevention and control: A framework to guide research and application. *Annals of Behavioral Medicine* 33(3), 221-235.
- Lazovich, D., Choi, K., Rolnick, C., Jackson, J.M., Southwell, B. (2013). An intervention to decrease adolescent indoor tanning: A multi-method pilot study. *Journal of Adolescent Health*, 52(5S), 576-582.
- Mays, D., Tercyak, K.P. (2015). Framing indoor tanning warning messages to reduce skin cancer risks among young women: Implications for research and policy. *American Journal of Public Health*, 105(108), e70-e76. <http://dx.doi.org/10.2105/AJPH.2015.302665>
- Meppelink, C.S., Smit, E.G., Buurman, B.M., & van Weert, J.C.M. (2015). Should we be afraid of simple messages? The effects of text difficulty and illustrations in people with low or high health literacy. *Health Communication* 30(12), 1181-1189. <http://dx.doi.org/10.1080/10410236.2015.1037425>

- Myrick, J.G., Oliver, M.B. (2015). Laughing and crying: Mixed emotions, compassion, and the effectiveness of a YouTube PSA about skin cancer. *Health Communication*, 30(8), 820-829.
<http://dx.doi.org/10.1080/10410236.2013.845729>
- National Cancer Institute (2011). *Making data talk: A workbook*. Retrieved from
<http://www.cancer.gov/publications/health-communication/making-data-talk.pdf>
- Pew Research Center. (2017). *Social media fact sheet*. Retrieved from <http://www.pewinternet.org/fact-sheets/social-networking-fact-sheet/>
- Robinson, J.K., Kim, J., Rosebaum, S., Ortiz, S. (2008). Indoor tanning knowledge, attitudes, and behavior among young adults from 1998-2007. *Archives of Dermatology*, 144(4), 484-488.
<http://dx.doi.org/10.1001/archderm.144.4.484>
- Rogers, H.W., Weinstock, M.A., Harris, A.R., Hinckley, M.R., Feldman, S.R., Fleischer, A.B. & Coldiron, B.M. (2006). Incidence estimate of nonmelanoma skin cancer in the United States, 2006. *Archives of Dermatology*, 146(3), 283-287.
<http://dx.doi.org/10.1001/archdermatol.2010.19>
- Shen, F., Sheer, V.C., Li, R. (2015). Impact of narratives on persuasion in health communication: A meta-analysis. *Journal of Advertising* 44(2), 105-113. <http://dx.doi.org/10.1080/00913367.2015.1018467>
- Schwarz, N., Sanna, L. J., Skurnik, I., & Yoon, C. (2007). Metacognitive experiences and the intricacies of setting people straight: Implications for debiasing and public information campaigns. *Advances in Experimental Social Psychology*, 39, 127-161.
- Siegel, R., Ma, J., Zou, J. & Jemal, A. (2014). Cancer statistics, 2014. *CA: A Cancer Journal for Clinicians*, 64(1), 9-29.
<http://dx.doi.org/10.3322/caac.21208>
- Smit, A.K., Keough, L.A., Hersch, J., Newson, A.J., Butow, P., Ed, D.,..., Cust, A.E. (2015). Public preferences for communicating personal genomic risk information: A focus group study. *Health Expectations* [Published online first].
<http://dx.doi.org/10.1111/hex.12406>
- Twitter Government and Elections Team. (2014). *The Twitter government and elections handbook*. Retrieved from
https://media.twitter.com/gov_handbook
- U.S. Department of Health and Human Services (n.d.). *Quick guide to health literacy*. Retrieved from
<http://health.gov/communication/literacy/quickguide/factsbasic.htm>
- Watson, M., Homan, D.M., Fox, K.A., Guy, G.P., Seidenberg, A.B., Sampson, B.P.,..., Lazovich, D. (2013). Preventing skin cancer through reduction of indoor tanning. *American Journal of Preventive Medicine*, 44(6), 682-689.
<http://dx.doi.org/10.1016/j.amepre.2013.02.015>
- Wen-Ying, S., Hunt, Y., Folkers, A., Augustson, E. (2011). Cancer survivorship in the age of YouTube and social media: A narrative analysis. *Journal of Medical Internet Research* 13(1), e7. <http://dx.doi.org/10.2196/jmir.11569>