Melanoma/Skin Cancer Detection and Prevention Month Social Media Toolkit
May 2017

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ABOUT THIS TOOLKIT

This toolkit is designed to help public health professionals establish a Melanoma/Skin Cancer Detection and Prevention 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**

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 DETECTION AND PREVENTION MONTH?

May is Melanoma/Skin Cancer Detection and Prevention Month, an annual campaign 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 U.S., skin cancer is the most commonly diagnosed malignancy and approximately 72,000 cases of melanoma were diagnosed in 2013, the most recent year numbers are available (Centers for Disease Control and Prevention and National Cancer Institute, 2016). 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). Melanoma/Skin Cancer Detection and Prevention Month begins on May 1st and ends on May 31st.

SOCIAL MEDIA 101

According to a 2015 Pew Research Center survey, "76% of online adults use social networking sites." (Pew Research Center, 2015). 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).

> 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.

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 (CDC) offers "SocialMediaWorks," an online step-by-step tool to create and establish a social media strategy. The site also offers pre-tested and effective messages as well as evaluation strategies, tools and templates.

Remember to tailor messaging to your target audience or audiences. Your organization offers unique strengths and expertise; make sure to capitalize on them to make your campaign 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 short, between 100-110 characters. 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 (this means you no longer have to use the ".@" convention in order for your Tweet to be seen by all your followers).
- 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.).

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). Screening and prevention continue to be proven tools to reduce the burden of melanoma in the U.S. 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).

Studies suggest that the most effective messages around melanoma:

- Use loss framing combined with graphic images on the dangers of indoor tanning
- Communicate risk in formats that are easy to understand
- Correct misinformation about tanning and pro-tan social norms

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

MESSAGES SHOULD…

Use loss-framing and 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.
- 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.

Communicate risk in formats that are easy to understand

- Individuals prefer information presented in formats that are clear and easy to understand. Smit et al. (2015) found that individuals preferred genomic risk information about melanoma when presented in icon array format.
- Messages should use simple language and avoid terms not often used outside of the scientific community (National Cancer Institute (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.).
- Communication materials are more effective when they break complex information into smaller chunks (HHS, n.d.).
- Be sure to explain how data or information impacts your audience and why it is relevant (NCI, 2011).

Debunk misinformation about tanning and pro-tan attitudes

- 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).
- 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).
- 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).
- 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
Mon 5/1	May is #MelanomaAwareness month! Kick it off by learning more about melanoma rates in your state: http://1.usa.gov/1T9acDa	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: http://1.usa.gov/1T9acDa
Tue 5/2	Don't get burned by #TanningMyths. Even a base tan can lead to #melanoma: http://1.usa.gov/1q5Hwzv #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://1.usa.gov/1q5Hwzv
Wed 5/3	Indoor tanning can lead to skin cancers like #melanoma. Learn more facts from @CDCgov: http://1.usa.gov/1UgtgRb	Indoor tanning is harmful and can lead to skin cancers like melanoma. It's particularly dangeorous for minors. Get more facts about indoor tanning from CDC: http://1.usa.gov/1UgtgRb
Thu 5/4	What can you do to reduce your risk of skin cancer, including #melanoma? Get some tips: http://1.usa.gov/1RqTHzS	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://1.usa.gov/1RqTHzS
Fri 5/5	Get the facts about #melanoma, including treatment info, from @theNCI: http://1.usa.gov/1Mpv87o	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://1.usa.gov/1Mpv87o
Mon 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://1.usa.gov/1MGlM1W	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 the CDC: http://1.usa.gov/1MGlM1W
Tue 5/9	Tanned skin isn't healthy skin. Get more facts from @CDCgov's #BurningTruth campaign: http://1.usa.gov/21KqUJd	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://1.usa.gov/21KqUJd
Wed 5/10	You do everything you can to protect your family. Protect them from #skincancer and #melanoma with these tips: http://1.usa.gov/1UgxJDr	Did you know you can protect your family and yourself from skin cancers like melanoma? Start with these tips from the CDC to stay sun safe outdoors: http://1.usa.gov/1UgxJDr
Thu 5/11	What's being done at @theNCI to combat #melanoma? Learn more: http://1.usa.gov/1MpwQ8E	Get the basics about melanoma and research into new treatments at the National Cancer Institute: http://1.usa.gov/1MpwQ8E
Fri 5/12	Thinking of enjoying some time outdoors this weekend? Don't forget your sun protection! http://1.usa.gov/1VN9axk #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://1.usa.gov/1VN9axk

Date	Tweets	Facebook Posts
Mon 5/15	#DYK community skin cancer prevention programs can prevent future #melanoma cases? Learn more: http://1.usa.gov/1Sl6fsE	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://1.usa.gov/1Sl6fsE
Tue 5/16	Indoor tanning increases your risk of #melanoma: http://1.usa.gov/25ogTWH #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://1.usa.gov/25ogTWH
Wed 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
Thu 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
Fri 5/19	Indoor tanning is especially harmful for minors who have a higher risk of getting #melanoma. Learn more: http://1.usa.gov/1UgtgRb	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://1.usa.gov/1UgtgRb
Mon 5/22	#CompCancer professionals: Looking for policy solutions to reduce tanning among minors? Start here: http://1.usa.gov/1UgBAAl #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://1.usa.gov/1UgBAAl
Tue 5/23	What are some of the signs of #melanoma? This guide from @CDCgov can help assess changes in your skin: http://1.usa.gov/22zOluA	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://1.usa.gov/22zOluA
Wed 5/24	Schools can play an active role in preventing skin cancers like #melanoma. Here's how you can get involved: http://1.usa.gov/1RDfNCt	What can schools 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://1.usa.gov/1RDfNCt
Thu 5/25	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

Date	Tweets	Facebook Posts
Fri 5/26	Today is "Don't Fry Day!" Take a moment to make sure you're protecting yourself against #skincancer & #melanoma: http://bit.ly/2koveD5	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/2koveD5
Mon 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
Tue 5/30	Learn about the treatment options for #melanoma and some basic info about participating in clinical trials: http://1.usa.gov/1Mpv87o	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://1.usa.gov/1Mpv87o
Wed 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

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.

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.

Host a Twitterview

A Twitterview is an interview conducted through Tweets. A Twitterview is a form of Twitter Chat where individuals participate in a live moderated Twitter conversation focused around a specific topic using a single hashtag.

For a Twitterview, typically an interviewer asks questions directly to the interviewee and followers can follow the conversation through an event hashtag. You may also open up the interview to questions from the audience. The benefits of a Twitterview include the creation of relevant and interesting content, dissemination of accurate and evidence-based information, increased visibility of your organization and increased engagement with followers.

Pick a hashtag. Using hashtags is a way to group and organize messages together. In Twitterviews, hashtags are used to distinguish your interview from regular Tweets in the feed. Your followers will also be able to filter and track your Twitterview posts by searching your hashtag. Symplur amalgamates popular and established Tweet Chat hashtags on health care topics. 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. Don't be afraid to use abbreviations and acronyms, because your questions and answers including the hashtag must be under 140 characters.

Pick a date and time, then secure a speaker or speakers to be interviewed. Potentially influential speakers might include researchers, cancer survivors or caregivers, health care providers or other subject matter experts. Provide your speaker(s) with a list of what questions will be asked before the event, so they can prepare their answers in under 140 characters, which can take time and editing. Decide in advance whether you are going to open up the interview to your followers and let your speaker(s) know what to expect. 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 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.

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."

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

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

Icon Array: Tool for creating icon-based graphics for use in risk communication

Owly: Link shortener from Hootsuite

TinyURL: Link shortener that allows for customization of URLs to make them more memorable

Goo.gl: Link shortener that allows for tracking of clicks

Looking for royalty-free stock photos? Check out the **CDC Public Health Image Library**, **CDC Flickr Photostream** or **Pexels** for more general images.

Hootsuite, Sprout Social: Online platforms that allow organizations to schedule Tweets and Facebook posts, keep up with their feed (the posts of those they follow), and collect basic analytics for evaluation

Tweetdeck: Platform from Twitter that allows for pre-scheduling Tweets, including pre-loading photos

Klout: Service that tracks your organization's level of online social influence

Canva: Allows users to create visually appealing graphics and photos for social media and print materials; includes a collection of low-cost or free stock photos and backgrounds

Thunderclap: Social networking tool that allows you to "crowdsource" your social media campaign to increase its impact

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

Symplur: A current list of health care related hashtags in use on Twitter

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.

CDC Infographics: Gallery of CDC-designed infographics to visually communicate data or information

GLOSSARY

Facebook: A social networking site that allows people to create personal profiles and stay connected with others (www.facebook.com)

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

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.

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