Minority Cancer Awareness Week
Social Media Toolkit

April 10-16, 2016
MINORITY CANCER AWARENESS WEEK SOCIAL MEDIA TOOLKIT
APRIL 10-16, 2016

CONTENTS

About This Toolkit ................................................................. 2
Who Should Use this Toolkit? .................................................. 2
What is Minority Cancer Awareness Week? ............................... 2
Social Media 101 .................................................................. 2
Social Media Channels ........................................................... 3
Twitter Best Practices ............................................................ 3
Facebook Best Practices ......................................................... 3
Sample Tweets and Facebook Posts ........................................... 4
Other Ideas to Promote Minority Cancer Awareness .................. 5
  Host or Participate in a Twitter Chat ...................................... 5
  Host a Twitterview ............................................................. 5
  Best Practices for Engagement Events and Activities .................. 6
Measuring Success ................................................................. 6
Additional Tools and Resources ............................................... 6
Glossary ............................................................................ 7
References ........................................................................ 8

Quick Tip:
Viewing this PDF in Chrome?
Use “Ctrl+click” on links to get them to open in a new tab
ABOUT THIS TOOLKIT

This toolkit is designed to help public health professionals establish a Minority Cancer Awareness Week social media strategy, manage social media accounts, implement Facebook and Twitter best practices, disseminate Minority Cancer Awareness Week messaging and evaluate their social media efforts.

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 MINORITY CANCER AWARENESS WEEK?

April is National Minority Health Month, an annual campaign to raise awareness about the health disparities that continue to affect racial and ethnic minorities (Office of Minority Health, 2015). The campaign was originally started as “National Negro Health Week” in April 1915 by Booker T. Washington, and has since grown into a month-long opportunity to advance health equity across the U.S.

National Minority Cancer Awareness week, also in April, provides an opportunity to raise awareness about cancer disparities among racial and ethnic minorities in the U.S. “According to data from the National Cancer Institute (NCI), African Americans have the highest incidence and death rates from cancer” (American Society of Clinical Oncology, 2013, p. 1). In addition, research suggests that minorities are underrepresented in cancer prevention programs, including cancer screenings, and “overall, minority populations have a higher total incidence of cancer and a higher total death rate” (American Society of Clinical Oncology, 2013, p. 2). African Americans and Hispanics in the U.S. are also less likely to have health insurance, making it more difficult for them to access the care they need (American Cancer Society, 2015).

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, Hughes (2010) found that, “one-third of adults access social media related to health” (p. 3).

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.).

“Without health and until we reduce the high death rate it will be impossible for us to have permanent success in business, in property getting, in acquiring education or to show other evidences of progress. **Without health and long life all else fails.**”

-BOOKER T. WASHINGTON

*THE INDIANAPOLIS RECORDER FEBRUARY 6, 1915*
Looking to establish a social media strategy for your organization or make the case for why it’s important? The Centers for Disease Control and Prevention offers “SocialMediaWorks,” an online step-by-step tool to create and establish a social media strategy. The site also offers pre-tested and effective messages as well as evaluation strategies, tools and templates.

Remember to tailor messaging to your target audience or audiences. Your organization offers unique strengths and expertise; make sure to capitalize on them to make your campaign 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. If you are mentioning a person/organization at the beginning of a Tweet, add a period (.) before the Tweet, unless you only want the Tweet to be seen by people who are following both of you.
- 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.).
<table>
<thead>
<tr>
<th>Date</th>
<th>Tweets</th>
<th>Facebook Posts</th>
</tr>
</thead>
<tbody>
<tr>
<td>4/10 Sun</td>
<td>It's National Minority Cancer Awareness Week, a chance to raise awareness &amp; work toward eliminating health disparities #NMHM16</td>
<td>Did you know it's Minority Cancer Awareness Week? It's a great opportunity to raise awareness and work toward eliminating health disparities. Stay tuned for more info throughout the week!</td>
</tr>
<tr>
<td>4/11 Mon</td>
<td>Eliminating health disparities starts w/ awareness. Learn more about differences in cancer rates from @CDCgov: <a href="http://goo.gl/m1Y0kv">http://goo.gl/m1Y0kv</a> #NMHM16</td>
<td>Awareness is the first step toward consciousness-raising. Learn more about health disparities and differences in cancer rates from the CDC: <a href="http://goo.gl/m1Y0kv">http://goo.gl/m1Y0kv</a></td>
</tr>
<tr>
<td>4/11 Mon</td>
<td>What programs work when it comes to #cancer prevention? Check out these great resources from @CPSTF: <a href="http://goo.gl/4izBHo">http://goo.gl/4izBHo</a> #NMHM16</td>
<td>Cancer is the 2nd leading cause of death in the U.S. What programs work when it comes to prevention &amp; reducing disparities? These resources from the Community Preventive Services Task Force are a great place to start: <a href="http://goo.gl/4izBHo">http://goo.gl/4izBHo</a></td>
</tr>
<tr>
<td>4/12 Tue</td>
<td>American Indian &amp; Alaska Natives have the ↑ smoking rates in the US. Learn what @KeepItSacred is doing to change it: <a href="http://goo.gl/UYRxHR">http://goo.gl/UYRxHR</a></td>
<td>Did you know that American Indians and Alaska Natives have the highest smoking rates in the U.S. and face inequities in cancer prevention and control? Learn what Keep It Sacred is doing to make a difference: <a href="http://goo.gl/UYRxHR">http://goo.gl/UYRxHR</a></td>
</tr>
<tr>
<td>4/13 Wed</td>
<td>@CDCgov funds #CompCancer efforts to reduce disparities in states, tribes &amp; territories: <a href="http://goo.gl/M1mR9L">http://goo.gl/M1mR9L</a></td>
<td>Did you know the CDC funds comprehensive cancer control efforts in states, tribes &amp; territories? Many of those plans include strategies to reduce cancer disparities. Read more: <a href="http://goo.gl/M1mR9L">http://goo.gl/M1mR9L</a></td>
</tr>
<tr>
<td>4/14 Thur</td>
<td>#DYK @LGBTHealthLink is working to address LGBT cancer disparities? Learn more: <a href="http://goo.gl/Del1Uj">http://goo.gl/Del1Uj</a> #NMHM16</td>
<td>LGBT communities are disproportionately affected by cancer. Learn more about what’s being done to address disparities across the continuum of care: <a href="http://goo.gl/Del1Uj">http://goo.gl/Del1Uj</a></td>
</tr>
<tr>
<td>4/15 Fri</td>
<td>Black men are most at risk of prostate cancer. Talk to your doc for ways to prevent &amp; detect the disease early: <a href="http://goo.gl/SfwUZs">http://goo.gl/SfwUZs</a> #NMHM16</td>
<td>Black men are most at risk for getting #prostatecancer, followed by White, Hispanic, Asian/Pacific Islander, and American Indian/Alaska Native men. Talk to your doctor about ways to prevent and detect the disease early: <a href="http://goo.gl/SfwUZs">http://goo.gl/SfwUZs</a></td>
</tr>
<tr>
<td>4/16 Sat</td>
<td>Tobacco use is the #1 preventable cause of death among Asian Americans. Thinking of quitting? Start here: <a href="http://goo.gl/fyUxA2">http://goo.gl/fyUxA2</a> #NMHM16</td>
<td>Smoking rates in some Asian American groups are higher than the general population, and tobacco use is the #1 cause of preventable death among Asian Americans. Thinking about quitting? These top 10 tips can help you get started: <a href="http://goo.gl/fyUxA2">http://goo.gl/fyUxA2</a></td>
</tr>
<tr>
<td>4/16 Sat</td>
<td>#DYK Hispanic women have about twice the risk of cervical #cancer compared to non-Hispanic women? Learn more: <a href="https://goo.gl/bO5ze8">https://goo.gl/bO5ze8</a> #NMHM16</td>
<td>Hispanic/Latina women have about twice the risk of cervical cancer compared to non-Hispanic women. Get the inside knowledge about gynecologic cancers and what you can do to get screened and protect yourself: <a href="https://goo.gl/bO5ze8">https://goo.gl/bO5ze8</a></td>
</tr>
</tbody>
</table>
OTHER IDEAS TO PROMOTE MINORITY CANCER AWARENESS

April is a busy month for health observances. It includes Minority Health Awareness Month, National Cancer Control Month and National Oral, Head and Neck Cancer Awareness Week. Consider linking your Minority Cancer Awareness Week activities to other observances to leverage momentum for your campaign.

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.

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 participants 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 for 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. This 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 is 1 thing you can do to #PreventCancer? #CCchat. Your speaker(s) can either “reply” to the question or Tweet “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

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

- National African American Tobacco Prevention Network: Focuses on tobacco control leadership, expertise and promotion in the African American Community
- National Native Network: A network of Tribes, trial organizations and health programs working to decrease commercial tobacco use and cancer health disparities among American Indians and Alaska Natives
- Nuestras Voces: Works to empower Hispanics and those who serve them around the United States to eliminate disparities in critical health areas
- The RAISE Network: A network of national and local organizations that work together to prevent and reduce tobacco use and other cancer-related health disparities in the diverse Asian Americans, Native Hawaiian, and Pacific Islander (AANHPI) communities
- LGBT Health Link: A community-driven network of advocates and professionals looking to enhance LGBT health by reducing tobacco-, cancer- and other health disparities.
- 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

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

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

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

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

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.

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: @GW CancerInst

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


