Palliative Care Awareness Social Media Toolkit

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ABOUT THIS TOOLKIT

This toolkit is designed to help stakeholders implement evidence-based practices when communicating about palliative care. It can also help you plan, implement and evaluate your social media strategy and make the case for why it's important. It can be used throughout the year or for specific health observances like National Cancer Survivors Day in June or National Hospice and Palliative Care Month in November.

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, cancer centers, coalitions, community-based organizations and other stakeholders can use this toolkit and adapt its messaging for their unique audiences and areas of expertise.

WHAT IS PALLIATIVE CARE?

"Defined by the World Health Organization in 1990, palliative care seeks to address not only physical pain, but also emotional, social, and spiritual pain to achieve the best possible quality of life for patients and their families (NHPCO, n.d.)." **Palliative care differs from hospice care in that palliative care can be given at any point whereas hospice care is generally given at end-of-life when the priority is quality of life over curative treatment** (National Cancer Institute [NCI], 2011). Palliative care is specifically relevant to cancer patients as studies show that integrating palliative care into cancer treatment can improve quality of life and may prolong survival (Temel et al., 2010; Ferrell et al., 2017). Despite the proven positive effects of palliative care, only 67% of hospitals nationwide report having a palliative care program, and even in hospitals where palliative care is offered, patients are often not referred or don't receive services in a timely manner (Center to Advance Palliative Care [CAPC] and National Palliative Care Research Center, 2015).

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).

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**.

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, 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.

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.

"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)

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 liking 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.

LINKEDIN BEST PRACTICES

- Use a call to action to engage readers, like "click to find out more" (Sprout Social, 2016).
- Provide industry-specific content like industry insights or content about upcoming events (Sprout Social, 2016).
- Focus on practical and informative visuals rather than creative and unique (Sprout Social, 2016).
- Post up to once a day and aim for a new post every weekday. Aim to publish before and/or after work hours (Sprout Social, 2016).

BEST PRACTICES FOR COMMUNICATING ABOUT PALLIATIVE CARE

Although 90% of large hospitals in the United States have palliative care programs, palliative care continues to lag in availability in both smaller hospitals and community environments like nursing homes and physician office practices (CAPC & National Palliative Care Research Center, 2015). Access to and quality of palliative care also varies widely by region.

Research suggests that despite increases in palliative care there may still be a lack of awareness of the availability and purpose of palliative care (Shalev et al., 2017; CAPC, 2011). A recent study by Shalev et al. (2017) found that over half of participants expressed at least one misperception about palliative care, most commonly that it was associated with end-of-life care or only for the elderly. A large nationwide survey of adults also found that over 70% of participants self-reported low to no knowledge of palliative care (CAPC, 2011).

There are several evidence-based practices you can use when developing messages on palliative care:

- Build awareness about palliative care among patients and caregivers
- Correct misperceptions and myths about palliative care
- Inform and remind providers about palliative care services

Build awareness about palliative care

- Studies have found that more than 70% adults 18 years or older reported low to no knowledge of palliative care. However, once informed participants were extremely positive about palliative care and wanted access to this care if needed (CAPC, 2011; Shalev et al., 2017). **Focus your messaging on building awareness about palliative care and reminding patients to ask their care team about it.**
- Palliative care improves patient-centered outcomes such as pain, depression and other symptoms (Meier, 2011). **Promote the benefits of palliative care for patients with serious illness.**
- In addition to providing care for the patient, palliative care specialists also provide caregiver support as palliative care is about helping both the patient and their family. (NCI, 2011). **Acknowledge the needs of caregivers when promoting palliative care services.**
- Advanced care planning is an important part of chronic-disease self-management (CDC, 2017). **Encourage patients to have conversations about advanced care planning with their family and healthcare providers.**

Correct misperceptions and myths about palliative care

- Palliative care differs from hospice care in that it can be given at any stage of care and can be given concurrently with treatment (NCI, 2011). **Promote the difference between palliative and hospice/end-of-life care and de-couple the terms when discussing palliative care.**
- Research suggests that even among adults 18 years or older who were aware of palliative care, many still had the misperception that it was mainly end-of-life care or for the elderly (Shalev et al., 2017). **Address these misperceptions by showing diverse representations; including patients of different ages and health statuses in your messaging.**
- **Engage in community-based education interventions** to promote awareness of palliative care since these types of interventions have proven effective in multiple settings (Litzelman et al., 2016; Cruz-Oliver et al., 2015; Shalev et al., 2017).

Inform and remind providers about palliative care services

- Negative provider attitudes can be a barrier to patients being referred to palliative care services. Research suggests that physicians tend to see palliative care as end-of-life care (CAPC, 2011). **Correct these misperceptions in your messaging to health care providers.**
- Patients with advanced cancer should receive dedicated palliative care services early in the disease course and concurrent with active treatment whenever possible (Ferrel et al., 2017). **Encourage timely and early provider referrals to palliative care for patients with advanced cancer.**
- Culturally sensitive care can help promote comfort and hope while diminishing suffering and distress. Providers should reaffirm commitment to quality of life, acknowledge the patient's values, and assess spirituality (Long, 2011). **Promote culturally sensitive communication in palliative care.**

SAMPLE TWEETS AND FACEBOOK POSTS

Tweets	Facebook Posts
A caregiver has a key role in the patient's care. Here are some things to think about if you are about to become a caregiver for a person with cancer: http://bit.ly/2G65zdi	A caregiver is the person who most often helps the person with cancer and is not paid to do so. The caregiver has a key role in the patient's care. Here are some things to think about if you are about to become a caregiver for a person with cancer: http://bit.ly/2G65zdi
#PalliativeCare can help improve quality of life. What is quality of life and why is it important? Learn more from @CDCgov http://bit.ly/2FL484A	Palliative care can help improve quality of life. CDC defines health-related quality of life as an individual's or group's perceived physical and mental health over time. Learn more: http://bit.ly/2FL484A
What does caring for the whole patient mean? Watch this video from @CancerDotNet to learn more: http://bit.ly/2G7Dbrq	Caring for the whole patient includes addressing the patient's emotional and social needs. Watch this video from the American Society of Clinical Oncology to learn more: http://bit.ly/2G7Dbrq
You may view yourself and your body differently after cancer. These tips from @CancerDotNet may help you cope: http://bit.ly/2DDmpeo	After a cancer diagnosis people may experience positive and negative changes to their self-image. Here are some of the common physical and emotional changes: http://bit.ly/2DDmpeo
As you prepare to start cancer treatment, it is normal to be concerned treatment-related side effects. These are some common fears about side effects and suggestions for helping cope with the fear: http://bit.ly/2G6ptrn	It is normal to be concerned about treatment-related side effects. Don't be afraid to talk with your doctor, nurse, or pharmacist about possible side effects and how you can manage them. http://bit.ly/2G6ptrn
Is #PalliativeCare only for patients at end-of-life? Listen to this episode of Cancer Mythbusters with @danafarber to explore common misconceptions about palliative care: http://bit.ly/2IBJhyL	Palliative care is an often misunderstood specialty. In this episode of Cancer Mythbusters, James Tulsky, MD, chair of Psychosocial Oncology and Palliative Care at Dana-Farber discusses common misconceptions about palliative care: http://bit.ly/2IBJhyL
Only you know how much pain you are in. Here are some tips from @AmericanCancer that might help you talk about pain with your cancer care team: http://bit.ly/2GHJz6t	Telling your cancer care team when you're in pain is very important because pain is easier to treat when it first starts. Together, you and your cancer care team can talk about how to best manage your pain. Learn more about developing a pain control plan: http://bit.ly/2GHJz6t
Cancer pain can often be managed. This booklet from @theNCI will show you how to work with your health care providers to find the best way to control your pain: http://bit.ly/2u9psM3	Having cancer doesn't mean that you'll have pain. But if you do, you can manage most of your pain with medicine and other treatments. This booklet discusses causes of pain, medicines, and how to talk to your doctor. http://bit.ly/2u9psM3
How does psychological stress affect people who have cancer? Learn more with this factsheet from @theNCI http://bit.ly/2u2O1tY	This fact sheet from the National Cancer Institute provides a general introduction to the stress that people may experience as they cope with cancer http://bit.ly/2u2O1tY

SAMPLE TWEETS AND FACEBOOK POSTS

Tweets	Facebook Posts
What is #PalliativeCare and when is it used in cancer care? Learn the facts from @theNCI http://bit.ly/2GMl9J9	When is palliative care used in cancer care? What is the difference between palliative care and hospice care? Get your answers to these questions and more: http://bit.ly/2GMl9J9
#PalliativeCare can be compared to foundation of a bridge. When illness may weaken the foundation, the palliative care team provides a stronger layer of support. Learn more from @GetPalliative: http://bit.ly/2Dyhxr3	Palliative care can be confusing, but here's a helpful analogy: Imagine your body is like a bridge. When the bridge is sound, you can handle anything. But when serious illness strikes, it can weaken the foundation. When this happens, palliative care can reinforce the bridge and provide support. Watch this video to learn more: http://bit.ly/2Dyhxr3
Check out this factsheet to learn about the 7 things you should know about palliative care @GetPalliative http://bit.ly/2phvBjm	Palliative care is specialized medical care for people with serious illness. It can provide relief from symptoms and improve quality of life. Here are 7 things you should know about it: http://bit.ly/2phvBjm
#PalliativeCare can improve the quality of life of children with cancer and their families. Learn more with this video from @AmericanCancer http://bit.ly/2piqujE	The side effects of cancer treatment can be debilitating, especially for children. Palliative care can improve the quality of life of children with cancer – and their family – by focusing on relieving the symptoms, side effects, and stress associated with the disease. See how palliative care is helping a young cancer patient in Boston: http://bit.ly/2piqujE
#PalliativeCare is appropriate at any cancer stage and can be provided alongside curative treatment. Learn more with this video from @AmericanCancer http://bit.ly/2HHYLQr	Palliative care improves quality of life for adults, children and families facing serious illness like cancer by focusing on relief from pain, stress and other symptoms. Learn more with this video from American Cancer Society http://bit.ly/2HHYLQr
Kate, a 22 year old cancer survivor says "The palliative doctors and team were amazing. They make you comfortable and they also give you hope." Read more about Kate's story with @PallDocs http://bit.ly/2HEgKHg	Cancer survivor Kate talks about her experience with palliative care. "Palliative care is about comfort in so many ways— emotionally, spiritually, physically—while getting you through a rough patch in life…They make you comfortable and they also give you hope." Read about Kate's story: http://bit.ly/2HEgKHg
What questions will your palliative team ask while developing a care plan? http://bit.ly/2HCWPZu	By understanding your goals and wishes, both you and your team will be able to better develop your treatment and care plan. Read more to learn about what questions your palliative care team may ask while developing a care plan. http://bit.ly/2HCWPZu
What Does a palliative doctor do? Learn more with @PallDocs http://bit.ly/2FPHxjq	Palliative care doctors specialize in palliative medicine and provide care and support as you and your loved ones face the many challenges of living with a serious illness. Learn more about the role of palliative doctors: http://bit.ly/2FPHxjq

SAMPLE TWEETS AND FACEBOOK POSTS

Tweets	Facebook Posts
Providers: Are you a part of a community-based palliative care program? Add your program to the Palliative Care Provider Directory @CAPCpalliative http://bit.ly/2tUk137	Providers: Are you a part of a community-based palliative care program? Add your program to the Palliative Care Provider Directory on GetPalliativeCare.org to make it easier for patients, families, and other providers to locate your program: http://bit.ly/2tUk137
Do you know the difference between palliative care and hospice care? Check the facts with @NHPCO_news http://bit.ly/2lwgPhA	What is the difference between palliative care and hospice care? Here are some common questions and answers about both. http://bit.ly/2lwgPhA
Providers: Are you interested in learning more about #palliativecare? These resources can help: http://bit.ly/2GBCzbp	Providers: Check out this brochure by the National Hospice and Palliative Care Organization for information you should know about palliative care and becoming a palliative care professional: http://bit.ly/2GBCzbp
Wondering how #palliativecare can help you? Check out this factsheet from @NHPCO_news http://bit.ly/2GBCzbp	Who can benefit from palliative care? Palliative care is provided to people who are facing serious illness and their families. Conditions that may warrant palliative care referrals include cancer, heart disease, kidney failure, respiratory disease, Alzheimer's disease, Amyotrophic Lateral Sclerosis (ALS), multiple sclerosis and others. Learn more: http://bit.ly/2GBCzbp
When you are in pain after a #cancer diagnosis it can be difficult to focus on anything else. Learn the truth about pain and what you can do to manage your pain with @NHPCO_news http://bit.ly/2HGy3rt	Physical pain is a common side effect of many types of cancer treatment. Learning the truth about pain and what you can do to manage it may help you focus on other parts of your life and improve your daily quality of life. http://bit.ly/2HGy3rt
Know someone who is a caregiver? Learn about ways to support someone caring for another with @NHPCO_news http://bit.ly/2ltVsO1	Many of us know someone who is a caregiver. Often, people caring for another need help and do not know how to ask for it. Learn about some ways to support a caregiver: http://bit.ly/2ltVsO1
This report from @ACSCAN shares stories of patients who have benefited from #palliativecare and providers who deliver this important care: http://bit.ly/2IxKmHG	Read patient and provider stories of their experiences with palliative care with this report from the American Cancer Society Cancer Action Network. Each of the stories increases awareness about the benefits of palliative care, a proven approach that provides an extra layer of support for people of any age and at any stage of a serious disease such as cancer. http://bit.ly/2IxKmHG
Is #PalliativeCare right for you? Learn more with this brochure from @ACSCAN http://bit.ly/2HKUZpd	Palliative care may be right for you or a loved one if you are having symptoms or side effects that interfere with your quality of life. Learn more: http://bit.ly/2HKUZpd

SAMPLE TWEETS AND FACEBOOK POSTS

Tweets	Facebook Posts
10 actions you can take to improve your quality of life from @CancerSupportHQ http://bit.ly/2FLNJNo	Here are 10 actions you can take to improve your quality of life while living with cancer http://bit.ly/2FLNJNo
Watch this video to explore palliative care, and follow the experience of Joyce Jann and her family as they work with a palliative care team: http://bit.ly/2lypakV	This video from the Center to Advance Palliative Care explores palliative care and follows the experience of Joyce Jann and her family as they work with a palliative care team at Lee Memorial Health System in Fort Myers, Florida: http://bit.ly/2lypakV
Looking for a #PalliativeCare provider? Check out this palliative care provider directory from @GetPalliative http://bit.ly/2pof4KH	This Palliative Care Provider Directory is a resource to help you or a loved one locate palliative care in your area: http://bit.ly/2pof4KH
What does better cancer care mean? Take this quiz from @ACSCAN http://bit.ly/2FTSKzq	We need to improve the quality of life for cancer patients both during treatment and into survivorship. Take this American Cancer Society quiz and learn a better way to support cancer patients & survivors: http://bit.ly/2FTSKzq
Is pediatric palliative care right for your child? Learn more with this brochure from @ACSCAN http://bit.ly/2FSWCRq	Is your child experiencing symptoms or side effects from cancer treatment that interfere with their quality of life? Learn about improving your child's quality of life through pediatric palliative care: http://bit.ly/2FSWCRq

OTHER IDEAS TO PROMOTE PALLIATIVE CARE 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 is the difference between #palliativecare and hospice care? #PalliativeCareChat. Your speaker(s) can either "reply" to the question you Tweet or Tweet starting with an "A" and the corresponding number. For example: A1: Palliative care can be given at any point in the care continuum. Talk to a doc to learn more! #PalliativeCareChat

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 palliative care awareness. 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 palliative care 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 than 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 vison 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 Palliative Care Awareness.

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 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 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.

LinkedIn Analytics allows you to track your reach, engagement and followers on LinkedIn.

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

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

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

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.

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