

Prostate Cancer Awareness Month Social Media Toolkit



September 2018

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ABOUT THIS TOOLKIT

This toolkit is designed to help stakeholders establish a Prostate Cancer Awareness Month social media strategy, manage social media accounts, implement Facebook and Twitter best practices, disseminate Prostate Cancer 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 other stakeholders can use this toolkit and adapt its messaging for their unique audiences and areas of expertise.

WHAT IS PROSTATE CANCER AWARENESS MONTH?

September is Prostate Cancer Awareness Month, also known as National Prostate Health Month, an annual campaign to raise awareness of the disease and identify funding resources for research into its cause, prevention, diagnosis, treatment, survivorship and cure as well as to support those affected by prostate cancer. In 2015, over 183,529 people in the United States were diagnosed with prostate cancer (Centers for Disease Control and Prevention [CDC], 2018). Prostate Cancer Awareness Month begins on September 1st and ends on September 30th.

SOCIAL MEDIA 101

According to a 2016 Pew Research Center survey, "69% of Americans use some type of social media" (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 represents a unique opportunity to reach a large audience of both consumers and professionals. It is more important than ever that online medical and health information is "trustworthy, engaging and accessible to digitally empowered consumers" (Hootsuite, n.d., p. 2).

When designing and thinking about your social media strategy, consider your audience, the channel(s) you want to use, your objective(s) or what you are trying to achieve, as well as how you will measure success. Remember that your social media activities should ultimately support your organization's goals (Hootsuite, n.d.).

Looking to establish a social media strategy for your organization or make the case for why it's important? 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 effective.



"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, 2016)

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 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 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 PROSTATE CANCER

Prostate cancer is one of the leading causes of cancer death among men (CDC & National Cancer Institute [NCI], 2016). It also reflects cancer disparities, as Black men more than twice as likely to die from prostate cancer as non-Hispanic White men (Brooks, 2013; Ross, Meade, Powe, & Howard, 2009). Data from the Health Information National Trends survey found low levels of communication between patients and providers about prostate-specific antigen (PSA) testing and treatment (Bhuyan et al., 2015). This lack of communication can inhibit the shared decision making process (Bhuyan et al., 2015). The U.S. Preventive Services Task Force (USPSTF) recommends that men should have an opportunity to discuss the potential benefits and harms of screening with their clinician and to incorporate their values and preferences in the decision (USPSTF, 2018). A recent systematic review of primary qualitative studies of prostate cancer patient perspectives during treatment decision making revealed that “most patients seek extensive information to help inform their treatment decisions” (Kandasamy, Khalid, Majid, & Vanstone, 2017, p. 3). These studies demonstrate the need to provide reliable information so that patients may obtain the knowledge and skills needed to make decisions around screening and treatment (Kandasamy et al, 2017). Since communication is becoming more technology-based, social media is emerging as a tool for health communication. YouTube has become widely used for health-related videos including prostate cancer (Basch, Menafro, Mongiovi, Clarke Hillyer, & Basch, 2016).

People are often overwhelmed by information on social media, so how do you get your prostate cancer messaging to stand out? There are several main evidence-based practices you can use to craft your messages most effectively.

WHEN COMMUNICATING ABOUT PROSTATE CANCER...

Consider health literacy and numeracy

- In at least one study, patients with low health literacy were more likely have higher levels of prostate-specific antigen (PSA) at prostate cancer diagnosis however, it is a frequently overlooked barrier to screening and prevention (Wolf et al., 2006). **Consider health literacy when communicating about prostate cancer.**
- **Assess multiple dimensions of health literacy** (functional, interactive, critical) within your target population before drafting communication messages (Friedman et al., 2009).

- **Use simple language.** Explain how data influence your audience and why they are relevant (NCI, 2011).
- **Organize information so the most important points are first** (U.S. Department of Health and Human Services, n.d.).
- If presenting data, **use integers instead of decimals as they are more convincing and easily recalled** (Witteman et al., 2011). Visual representations of data, like icon arrays, are most effective: 
- Where possible, **point consumers to supporting materials, visuals and reliable sources of information** such as trusted websites or physicians.

Promote shared decision-making about screening and treatment.

- Sajjid et al. (2012) found that suboptimal communication about prostate cancer can lead to “increased decisional conflict, increased anxiety and poorer quality of life,” despite the fact that prostate cancer usually grows very slowly (NCI, n.d., p. 1069). **Encourage open communication between patients and providers to help patients navigate their concerns.**
- Most people desire an active or collaborative role in medical decision making after a prostate cancer diagnosis (Davison, Parker, & Goldenberg, 2004). **Promote shared decision-making about prostate cancer treatment.**
- Low health literacy may be a barrier to patients’ full participation in the decision making process (Davis, Williams, Marin, Parker, & Glass, 2008). **Reduce health literacy barriers to promote patients’ full participation in the decision-making process.**
- **Let patients know about specific resources they can request**, such as survivorship care plans or long-term recommendations about screening and follow-up.

Tailor your messages to your target audience

- Research suggests that Black men expressed a preference for prostate cancer messages that included a local “champion” from the community and provided culturally relevant information (Pedersen, Armes, & Ream 2011). **Customize your messages to your target audience using tools like [Make it Your Own \(MIYO\)](#).**
- For Hispanic or Latino men, cultural taboos around sex, reproductive health and intimacy may limit discussions around familial risk and screening options for prostate cancer (Hicks, Litwin, & Maliski, 2014). **Be aware of cultural and societal taboos when creating messages around prostate cancer.**
- **Adapt and test decision aids targeted at Spanish-speaking Latino men** rather than simple English to Spanish translations (Berry, Halpenny, Bosco, Bruyere, & Sanda, 2015).
- A recent study of gay and bisexual prostate cancer survivors’ experiences with health care providers reported inadequate provider competence in addressing their unique and significant sexual concerns (Rose, Ussher, & Perez, 2017). **[Learn](#) about LGBTQ-affirming prostate cancer considerations, and share resources with providers and patients in your area.**

SAMPLE TWEETS AND FACEBOOK POSTS

Date	Tweets	Facebook Posts
Mon 9/3	September is National #Prostate Health Month! Start by learning about the prostate: http://bit.ly/2M24UK4 #PCSM	September is #ProstateCancer Awareness Month! Start by learning about what the prostate is: http://bit.ly/2M24UK4
Tue 9/4	Need help talking to your doctor about getting screened for #prostatecancer? This worksheet may help: http://bit.ly/2kQKlhT #PCSM	Most #prostatecancers grow slowly and don't cause health problems in some men who have them. There are ways to get screened. Take time to ask your doctor these questions before you decide to get tested or treated for prostate cancer: http://bit.ly/2kQKlhT
Wed 9/5	Being older & having a family history of cancer can increase your chances of getting #prostatecancer. Read on for more: http://bit.ly/2Lt2HWO #PCSM	Research has found that being older and having a family history can increase your chances of getting #prostatecancer. Read on for more and talk with your doctor: http://bit.ly/2Lt2HWO
Thurs 9/6	DYK that #prostatecancer is the most common #cancer for US males aside from non-melanoma #skincancer? http://bit.ly/2zOSxPp #PCSM	Did you know that #prostatecancer is the most common cancer among men in the US aside from non-melanoma skin cancer? Talk to your doctor to see if you should get screened for prostate cancer: http://bit.ly/2zOSxPp
Fri 9/7	Different people have different symptoms for #prostatecancer. Here are some symptoms you can look out for: http://bit.ly/2Jlh1A8 #PCSM	What are the symptoms of #prostatecancer? Different people have different symptoms. Some men do not have symptoms at all, but here are some signs: http://bit.ly/2Jlh1A8
Mon 9/10	There are a couple of ways to get screened for #prostatecancer: the DRE and PSA. Talk w/your doc to learn more: http://bit.ly/2syYU3A	Did you know there are a couple of ways to get screened for #prostatecancer? There is the digital rectal exam (DRE) and prostate specific antigen (PSA) test. Read more about them and talk to your doctor about which test is right for you: http://bit.ly/2syYU3A
Tue 9/11	Having a father, brother or son who has had #prostatecancer puts you at increased risk. Take charge! Learn more: http://1.usa.gov/1sNat4Y	Having a father, brother or son who has had #prostatecancer puts you at increased risk. Take charge of your health! Use this tool to map your family history to learn more about your risk and share with your doctor. http://1.usa.gov/1sNat4Y
Wed 9/12	Have you been diagnosed with #prostatecancer or know someone who has? See this free booklet for information: http://1.usa.gov/1sNax4x #pcsm	Have you been diagnosed with #prostatecancer or know someone who has? See this free booklet for information on the disease and sources of support: http://1.usa.gov/1sNax4x
Thu 9/13	DYK that more men are living with #prostatecancer? The key is finding it early & monitoring its growth http://bit.ly/1WNP87T #PCSM	Did you know that more men with #prostatecancer are living longer, healthier lives? The key is finding it early and monitoring its growth. Watch this 2 min video and talk with your doctor for more information: http://bit.ly/1WNP87T

SAMPLE TWEETS AND FACEBOOK POSTS

Date	Tweets	Facebook Posts
Fri 9/14	Different types of treatment are available for #prostatecancer. Decide with your doctor about which is right for you: http://1.usa.gov/1NHxhfv	Different types of treatment are available for #prostatecancer. You and your doctor will decide which one is right for you. Here are some common treatments: http://1.usa.gov/1NHxhfv
Mon 9/17	Black men are most at risk of #prostatecancer. Talk with your doctor for ways to reduce your risk: http://bit.ly/2uvSqTW	Black men are most at risk for getting #prostatecancer, followed by White, Hispanic, Asian/Pacific Islander and American Indian/Alaska Native men. Talk with your doctor about ways to reduce your risk and detect the disease early: http://bit.ly/2uvSqTW
Tue 9/18	Being told you have #prostatecancer can be scary. Here are Qs to ask your doctor to get the information you need: http://bit.ly/1U9wO55	Being told you have #prostatecancer can be scary and stressful. Learning about the disease, how it's treated and how this info may apply to you is a lot to do on your own. Here are some questions you can use to help you understand your options: http://bit.ly/1U9wO55
Wed 9/19	Learn more about #prostatecancer risk reduction, early detection, symptoms & treatment: http://bit.ly/2sKz77z #pcsm	Check out this factsheet for an overview of #prostatecancer, including risk reduction and early detection, symptoms and treatment. Talk with your doctor for more information: http://bit.ly/2sKz77z
Thur 9/20	Some #prostatecancer symptoms: difficulty starting urination & pain during urination. Learn more & talk with your doc: http://bit.ly/2Jlh1A8	Symptoms of #prostatecancer include difficulty starting urination and pain in the back, hips or pelvis that doesn't go away. Learn more about what to look out for and talk with your doctor if you experience these symptoms: http://bit.ly/2Jlh1A8
Fri 9/21	#Clinicians: Find the latest on #prostatecancer survivorship care from @AmericanCancer: http://bit.ly/ACSPrCa	Clinicians: The American Cancer Society has issued guidance on follow-up care for prostate cancer survivors. Read to learn more: http://bit.ly/ACSPrCa
Mon 9/24	There are treatment choices for different stages of #prostatecancer including early-stage. Know them well & get the right care for you: http://bit.ly/2kPPLiu #PCSM	There are treatment choices for different stages of prostate cancer including early-stage. Be sure to know them all to choose the right treatment for you. Learn more and talk with your doctor: http://bit.ly/2kPPLiu
Tue 9/25	Here's a simple health guide to help you understand normal prostate changes & #prostatecancer signs/symptoms: http://bit.ly/2sB4D8W #PCSM	Here is a simple health guide to help you understand normal prostate changes and #prostatecancer signs and symptoms, risk factors and screenings. Talk with your doctor for more information: http://bit.ly/2sB4D8W
Wed 9/26	There are multiple types of treatment for prostate cancer. Learn more: http://bit.ly/2tY9rvv #PCSM	From watchful waiting to surgery, there are a number of different types of standard treatment for prostate cancer. Get the facts from NCI: http://bit.ly/2tY9rvv

SAMPLE TWEETS AND FACEBOOK POSTS

Date	Tweets	Facebook Posts
Thu 9/27	#Medicare Part B covers yearly #prostatecancer screenings for men 50+ years old. Talk with your doc for more info: http://1.usa.gov/27QR7Mf	Did you know that Medicare fully or partly covers yearly #prostatecancer screenings for men over 50? Talk to your doctor about screening that's right for you: http://1.usa.gov/27QR7Mf
Fri 9/28	Studies suggest that being a healthy weight and quitting smoking can reduce overall cancer risk http://bit.ly/2Luysz9	Studies suggest you may be able to reduce your risk for cancer by quitting smoking, eating a healthy diet and exercising: http://bit.ly/2Luysz9

LGBTQ-SPECIFIC SAMPLE TWEETS AND FACEBOOK POSTS

Tweets	Facebook Posts
Gay and bisexual men have health care needs that are often not talked about. This fact sheet is for men who have sex with men and have been diagnosed with #prostatecancer http://bit.ly/MSMPrCaFactSheet	Do you identify as a gay or bisexual man living with #prostatecancer? Here are some resources to help you take charge of your health: http://bit.ly/MSMPrCaFactSheet
All people with a prostate can get cancer. This includes transgender women and gender non-conforming individuals. This fact sheet can help you talk with your doctor if you have prostate cancer: http://bit.ly/TransPrCaFactSheet	Transgender women and gender non-conforming individuals have health care needs that are often not talked about. It may be uncomfortable to think about parts of the body that may still be there after you have transitioned. This fact sheet can help you talk with your doctor if you have prostate cancer: http://bit.ly/TransPrCaFactSheet
#Clinicians: Learn about the unique challenges experienced by LGBTQI prostate cancer survivors http://bit.ly/LGBTQIPrCaCareGuide	Clinicians: This guide offers strategies to provide affirming and culturally sensitive care for sexual and gender minority prostate cancer survivors http://bit.ly/LGBTQIPrCaCareGuide

OTHER IDEAS TO PROMOTE PROSTATE CANCER AWARENESS MONTH

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 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 questions that are pre-circulated to participants. If you are organizing a chat, reach out to partners early and provide the list of questions as far in advance as possible.

A Twitterview is an interview conducted through Tweets. For a Twitterview, typically an interviewer asks questions directly to the interviewee and participants can follow the conversation through an event hashtag. You may also open up the interview to questions from the audience. Potentially influential speakers might include researchers, cancer survivors or caregivers, health care providers or other subject matter experts.

Consider using a website to help manage the Twitterview such as [TweetChat](#) or [TWUBS](#).

Promote the event to your followers. Host the event, running it similarly to how you would host a live in-person meeting (introduce topic, speaker, your organization). Number your questions starting with a "Q" for question. For example: Q1: What questions should #ProstateCancer survivors ask their doc? #PrCaChat. Your speaker(s) can either "reply" to the question you Tweet or Tweet starting with an "A" and the corresponding number. For example: A1: Start w/questions about short- and long-term side effects & screening #PrCaChat.

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 that 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 prostate cancer awareness 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 Prostate Cancer Awareness 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 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.

ADDITIONAL TOOLS AND RESOURCES

Prostate Cancer Resources

[American Cancer Society Prostate Cancer Survivorship Care Guideline](#): Covers follow-up clinical care guidelines for prostate cancer survivors

[CDC](#): Featured resources on prostate cancer screening tests, health tips, questions and treatment options and side effects

[E-Learning Series for Primary Care Providers](#): A no-cost series to educate primary care providers to better understand care for survivors in the primary care setting; contains prostate cancer-specific module

[LIVESTRONG](#): A list of articles covering a range of topics related to prostate cancer including treatment and patient wellbeing

[National Cancer Survivorship Resource Center](#): Information on treatment and follow-up care for patients and providers

[NCI](#): Information for both health professionals and patients on prostate cancer prevention, screening, treatment and research as well as general resources for coping

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

[Prostate Cancer Survivorship Checklist for Patients](#): Checklist for patients to take to appointments with prostate cancer-specific questions

General Social Media 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

[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

[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

[Owly](#): Link shortener from Hootsuite

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

[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

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

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 280-[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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