ABOUT THIS TOOLKIT

This toolkit is designed to help stakeholders establish a Cancer Prevention Month and World Cancer Day social media strategy, manage social media accounts, implement Facebook and Twitter best practices, disseminate cancer prevention messaging and evaluate their social media efforts.

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 NATIONAL CANCER PREVENTION MONTH?

Created by the American Institute for Cancer Research, National Cancer Prevention Month in February focuses on promoting healthy behaviors to reduce cancer incidence in the United States. Specifically, National Cancer Prevention Month emphasizes that individuals can cut their cancer risk by moving more, maintaining a healthy weight and eating more healthfully (American Institute for Cancer Research, 2015).

WHAT IS WORLD CANCER DAY?

World Cancer Day on Sunday, February 4, 2018 is an initiative by the Union for International Cancer Control (UICC) to reduce the burden of cancer worldwide (Union for International Cancer Control, 2017).

CAMPAIGN KEY MESSAGES

The theme for World Cancer Day 2018 is “We can. I can.” Some of the key messages for the campaign are:

- “We can” prevent cancer
- “We can” create healthy cities
- “We can” challenge perceptions
- “We can” improve access to cancer care
- “We can” join forces to make a difference
- I can make healthy lifestyle choices
- I can understand that early detection saves lives
- I can ask for support
- I can take control of my cancer journey
- I can make my voice heard”

For updates on World Cancer Day and international cancer news, follow @UICC

Here are some key messages for National Cancer Prevention Month:

- Avoid tobacco and secondhand smoke
- Protect your skin from ultraviolet (UV) rays
- Diet, activity and weight control could prevent 1 in 3 cancers
- Limit alcohol intake
- Choose mostly plant foods, limit red meat and avoid processed meat
- Be physically active every day in any way for 30 minutes or more
- Aim to be a healthy weight throughout life

(Quoted directly from World Cancer Day 2018 Campaign Toolkit)

(Quoted directly from Robert H. Lurie Comprehensive Cancer 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).

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, nd.).

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 effective.

SOCIAL MEDIA CHANNELS

Twitter, Facebook, Instagram, LinkedIn, Snapchat, Pinterest and more—social media is 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!

“CDC uses social media to provide users with access to credible, science-based health information. …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)
FACEBOOK BEST PRACTICES

- Shorter posts (around 250 characters) get up to 60% more distribution than longer posts (CDC, n.d.).
- Use photos or videos to make your posts stand out. Posts with photos receive up to 50% more likes than non-photo posts (Hershkowitz & Lavrusik, 2013). However, be aware of Facebook's policies about what can be posted and identifying people in photos without consent (CDC, n.d.).
- Use a conversational tone and explain to your audience why the content should matter to them (Hershkowitz & Lavrusik, 2013).
- Posts that start conversations by asking questions and responding receive approximately 70% above-average engagement (Hershkowitz & Lavrusik, 2013).
- Vary your post type. Users don’t engage the same way with every post (Hershkowitz & Lavrusik, 2013).
- Track your results and act on them. Facebook offers analytic data that you can use to find out what posts are being “liked” or shared and which ones aren’t. Focus your efforts on what is working (CDC, n.d.).

BEST PRACTICES FOR COMMUNICATING ABOUT CANCER PREVENTION

While communication is not a panacea for cancer control, it can increase knowledge and awareness, inspire action and influence beliefs. Your communication efforts will be most effective when you:

- Know your audience
- Consider health literacy and numeracy
- Use storytelling as a tool
- Demonstrate cultural humility
- Build partnerships
- Consider media advocacy

(P) Know your audience

- Different audiences respond differently to key messages.
- Audience segmentation (the process of defining and identifying your audience) allows you to focus your efforts and strategy most effectively for helping your audience adopt new behaviors (Johns Hopkins Center for Communication Programs, n.d.).
- Understand the channels your target audience uses to get information and find out who influences their health behavior. This will help you craft your messages appropriately.

(P) Consider health literacy and numeracy

- Use simple language. If using data, make sure your audience can interpret the data (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: 🏷️𝙼𝙳𝙴𝙲
- Where possible, point consumers to supporting materials, visuals and reliable sources of information such as trusted websites or physicians.
Use storytelling as a tool

- Storytelling is an effective cancer communication tool, as it has been shown to overcome resistance, facilitate information processing, provide social connections and represent emotional and existential issues (Wen-Ying, Hunt, Folkers and Augustson, 2011; Kreuter et al., 2007).
- Narratives can increase comprehension, interest and engagement when communicating about scientific findings (Dahlstrom, 2013).
- When using storytelling, highlight the positive by telling your audience what they should do rather than what they should not do (CDC, 2010).
- Use narratives to target detection and prevention behaviors (Shen, Sheer & Li, 2015).
- Create narratives with audio and video as they are more effective than non-narrative film or text narratives alone (Shen, Sheer & Li, 2015).
- Narrative film has been proven to be effective at impacting social norms and behavioral intention (Moran, 2013).

Demonstrate cultural humility

- When tackling a global issue like cancer, it is essential that you understand the cultural and social context of your audience and take it into account when designing key messages.
- The key to cultural sensitivity is patient centeredness built on respect, sensitivity, composure, partnership, honesty, astuteness, curiosity, and tolerance (Epner, 2012).
- Understand that different cultures may have different health care values and may evolve over time and that even within racial or ethnic populations there is great diversity across gender identity, sexual orientation and income that may influence how your audience receives and interprets information (Surbone, 2008; Pratt-Chapman & Vos, 2016).
- If you are translating your messages into different languages, be sure to clarify and check your translation with a native speaker if possible (words often have different meanings in different cultures, even within the same language).

Build partnerships

- Leveraging partnerships can multiply the impact of your communication campaign. Don’t go it alone!
- Consider joining with organizations that reach different target audiences than your own. This can help to disseminate your message to people you wouldn’t otherwise reach.
- Join movements that are already happening (like World Cancer Day or other health observance events) to increase your reach and avoid reinventing the wheel.

Consider media advocacy

- Reach out to existing grassroots networks, faith-based organizations, community-based partners or other stakeholders to enlist their support in translating communication strategies into policy, systems or environmental change (Pratt-Chapman & Vos, 2016).
- Think about using additional avenues like letters to the editor, opinion pieces or blog posts to reach your audience, especially if you are trying to influence decision makers.
- Get creative in your efforts - photography, art work, poetry and other creative expressions can be great methods for conveying your messages about cancer prevention.
<table>
<thead>
<tr>
<th>Date</th>
<th>Tweets</th>
<th>Facebook Posts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sat 2/3</td>
<td>Tomorrow is #WorldCancerDay. How does your state measure up when it comes to #cancer rates? <a href="http://bit.ly/2CKa64d">http://bit.ly/2CKa64d</a> #WeCanICan</td>
<td>Tomorrow is World Cancer Day. Do you know how your state measures up when it comes to cancer rates? Check out these statistics from CDC to find out more: <a href="http://bit.ly/2CKa64d">http://bit.ly/2CKa64d</a></td>
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<tr>
<td>Wed 2/7</td>
<td>#WeCanICan support improved access to #CancerTreatment &amp; services. Practical guidance from @CDCgov: <a href="http://bit.ly/2dX0ZP5">http://bit.ly/2dX0ZP5</a></td>
<td>Looking to promote better health in your community? Start by supporting efforts to improve access to cancer treatment and services. This guide from CDC has practical guidance to get started: <a href="http://bit.ly/2dX0ZP5">http://bit.ly/2dX0ZP5</a></td>
</tr>
<tr>
<td>Thu 2/8</td>
<td>Many cancers can be treated if found early. Talk to your doc for more: <a href="http://bit.ly/2dX1RD0">http://bit.ly/2dX1RD0</a> #PreventCancer #EarlyDetection</td>
<td>Screening means checking your body for cancer before you have symptoms. Many cancers can be more effectively treated if found early. Talk to your doctors to see if getting screened for breast, cervical, colorectal or lung cancer is right for you. To read more, visit: <a href="http://bit.ly/2dX1RD0">http://bit.ly/2dX1RD0</a></td>
</tr>
<tr>
<td>Fri 2/9</td>
<td>Health tips for men about prostate cancer: what you can do <a href="http://bit.ly/2e0Dq95">http://bit.ly/2e0Dq95</a> #EarlyDetection</td>
<td>Prostate cancer occurs most often in older men, men with family history and African American men. Talk to your doctor about whether screening for this disease is right for you. <a href="http://bit.ly/2e0Dq95">http://bit.ly/2e0Dq95</a></td>
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<td>Date</td>
<td>Tweets</td>
<td>Facebook Posts</td>
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<td>Wed 2/14</td>
<td>Got Valentine’s day plans? Make sure they include breaking up with tobacco: <a href="http://bit.ly/2efT8Lb">http://bit.ly/2efT8Lb</a> #PreventCancer @SmokefreeUs</td>
<td>“Dear cigarettes: It's not me...it's you” Make sure your Valentine’s day plans include breaking up with tobacco. These 5 tips can help you quit and stay quit: <a href="http://bit.ly/2efT8Lb">http://bit.ly/2efT8Lb</a></td>
</tr>
<tr>
<td>Thu 2/15</td>
<td>Youth can make healthy lifestyle choices to reduce #cancer risk: #QuitSmoking BeActive #HealthyFood WeCanICan <a href="http://bit.ly/2eniiXx">http://bit.ly/2eniiXx</a></td>
<td>Adolescents have unique opportunities to prevent cancer. Start by not smoking, being active and choosing healthy food. Little changes add up to big gains in health. Take the first steps today: <a href="http://bit.ly/2eniiXx">http://bit.ly/2eniiXx</a></td>
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<td>Fri 2/16</td>
<td>Early detection save lives. Learn about cancer screening with @CDCgov <a href="http://bit.ly/2dX1RD0">http://bit.ly/2dX1RD0</a> #PreventCancer</td>
<td>Learn how early detection saves lives and talk to your doctor to decide which screening tests are right for you: <a href="http://bit.ly/2dX1RD0">http://bit.ly/2dX1RD0</a></td>
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<tr>
<td>Mon 2/19</td>
<td>#Cancer affects some groups more than others. #WeCanICan spread the word about why it matters: <a href="http://bit.ly/2j1Zjrd">http://bit.ly/2j1Zjrd</a> #PreventCancer</td>
<td>Cancer continues to affect some groups more than others. Take a moment to get educated about the basics of cancer disparities and why it matters for cancer prevention: <a href="http://bit.ly/2j1Zjrd">http://bit.ly/2j1Zjrd</a></td>
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<td>Tue 2/20</td>
<td>Colorectal #cancer screening saves lives. What you need to know: <a href="http://bit.ly/2eb9ZRc">http://bit.ly/2eb9ZRc</a> #PreventCancer</td>
<td>Colorectal cancer screening can catch abnormal cell changes before they become cancerous. Find out more about screening and talk to your doctor: <a href="http://bit.ly/2eb9ZRc">http://bit.ly/2eb9ZRc</a></td>
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<td>Wed 2/21</td>
<td>Anyone can get #hepatitisC, but baby boomers have the highest rates. Early detection can save lives. Learn more <a href="http://bit.ly/2fP6xgA">http://bit.ly/2fP6xgA</a></td>
<td>Did you know that baby boomers have the highest rates of infection from hepatitis C? If you were born from 1945 to 1965, talk to your doctor about getting tested --- it could save your life: <a href="http://bit.ly/2fP6xgA">http://bit.ly/2fP6xgA</a></td>
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<td>Thu 2/22</td>
<td>#Alcohol use can increase risk for some #cancers. Rethink your drinking and learn more: <a href="http://bit.ly/2djJUspl">http://bit.ly/2djJUspl</a> #PreventCancer</td>
<td>Reaching for that second drink at tonight’s happy hour? Think twice. Alcohol can increase your risk for some cancers. Rethink your drinking and learn more: <a href="http://bit.ly/2djJUspl">http://bit.ly/2djJUspl</a></td>
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<td>Fri 2/23</td>
<td>Keeping a healthy weight is one way to reduce cancer risk. These @CDCgov tools can help assess if you’re in a healthy range: <a href="http://bit.ly/2efSFZy">http://bit.ly/2efSFZy</a></td>
<td>Maintaining a healthy weight can go a long way in reducing your risk for cancer and keeping you healthy. These tools from CDC can help you find out if you’re in a healthy range: <a href="http://bit.ly/2efSFZy">http://bit.ly/2efSFZy</a></td>
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<td>Tue 2/27</td>
<td>Awareness is a first step to behavior change. #WeCanICan spread the word about #CancerPrevention: <a href="http://bit.ly/2ebaeeZ">http://bit.ly/2ebaeeZ</a></td>
<td>Awareness is a first step toward behavior change. Spread the word about cancer prevention in your community: <a href="http://bit.ly/2ebaeeZ">http://bit.ly/2ebaeeZ</a></td>
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<tr>
<td>Wed 2/28</td>
<td>You can reduce your risk of cancer throughout your life. Find out how from @CDCgov: <a href="http://bit.ly/2qvRUW#">http://bit.ly/2qvRUW#</a> #PreventCancer #WeCanICan</td>
<td>Did you know there are ways to reduce your risk of cancer? Screening for cervical and colorectal cancers as recommended helps prevent these diseases by finding precancerous lesions so they can be treated before they become cancerous. <a href="http://bit.ly/2qvRUW#">http://bit.ly/2qvRUW#</a> #PreventCancer</td>
</tr>
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</table>
OTHER IDEAS TO ENGAGE ON WORLD CANCER DAY

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 or participating organizations, your organization). Number your questions starting with a “Q” for question. For example: Q1: What is a kid-friendly #healthy recipe for dinner? #FightCancerChat. Your speaker(s) can either “reply” to the question you Tweet or Tweet starting with an “A” and the corresponding number. For example: A1: Whole grain pasta w/ tomato and veggie sauce is a way to go! Check out this recipe: www.recipes.com #FightCancerChat

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 or Tweet chat.

Live Tweet an Event or Conference

Consider live Tweeting a conference or other event to tie in with World Cancer Day. 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 a World Cancer Day 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 World Cancer Day 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 World Cancer Day 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 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 World Cancer Day.

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 World Cancer Day 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. For World Cancer Day, consider hosting an A.M.A with a cancer expert or survivor.

Publicize your A.M.A through your other social media channels to draw more participants.

Launch Event or Giveaway

Consider hosting a launch event to generate interest around World Cancer Day and National Cancer Prevention Month. World Cancer Day is a prime opportunity to re-launch your Twitter account if it’s been dormant or less active.

Consider reaching out to local organizations to solicit donations or prizes. Organize a giveaway or prizes to encourage people to use your hashtag and engage with your content. For example, in 2014 the GW Cancer Center used #iExerciseBC and #iEatHealthyBC to engage followers to share why they engage in healthy behaviors in order to be entered in a contest to win gift cards to a local salad shop and fitness studio. In order to qualify, participants had to include #WorldCancerDay, @GWCancer and the gift card sponsor’s Twitter handle in their Tweet. This campaign allowed us to share information about how healthy eating, physical activity and weight management reduce the risk of cancer. Twitter and Instagram photo contests are another a great way to get your followers involved and engaged.

You might also consider hosting a special webinar or panel to launch your cancer prevention or World Cancer Day activities. Make sure to reach out to potential partners early to ensure support. Check out Communication Training for Comprehensive Cancer Control (CCC) Professionals 101 for more information on working with local media.

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)
- Involve well-known local figures to 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, Facebook, and Instagram 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](http://analytics.twitter.com) 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.

**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

**UICC World Cancer Day Toolkit**: Contains additional campaign key messages and social media guidance

**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

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

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

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

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

**CDC Public Health Image Library** (PHIL): Free image library. Search “exercise,” “nutrition” or “tobacco” for relevant results to go with cancer prevention messaging.

**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.

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

Live Tweet: To post comments about an event on Twitter while the event is taking place

Pinterest: A website where users can discover information mainly through images, GIFs (animated images), and videos (https://www.pinterest.com/)

Reddit: A social news aggregation, content rating, and discussion website (https://www.reddit.com)

Retweet (RT): Re-posting of someone else’s Tweet

Snapchat: an image messaging application where messages auto-delete after set amount of seconds

Tweets: 280-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.
REFERENCES


