World Cancer Day Social Media Toolkit
February 4, 2015

Contents
About This Toolkit .......................................................................................................................... 1
World Cancer Day .......................................................................................................................... 1
  What is World Cancer Day? ......................................................................................................... 1
  When is World Cancer Day? ....................................................................................................... 1
  2015 Campaign Key Areas ......................................................................................................... 1
  World Cancer Day Activity Idea: Host a Twitterview ................................................................. 1
    Twitter Chat Best Practices from HHS ...................................................................................... 2
Sample Facebook Posts and Tweets ............................................................................................... 3
  Posts for February 4th – World Cancer Day .............................................................................. 3
  Social Media Guide from UICC .................................................................................................. 3
World Cancer Day Royalty-Free Image Bank ............................................................................. 4
Glossary ........................................................................................................................................ 5

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About This Toolkit
This 2015 World Cancer Day Social Media Toolkit is designed to help public health professionals establish a World Cancer Day social media strategy and disseminate World Cancer Day messaging. Please see previous Social Media Toolkits from the GW Cancer Institute for Twitter best practices, social media account management advice and evaluation recommendations.

World Cancer Day

What is World Cancer Day?
According to the Union for International Cancer Control (UICC), World Cancer Day is “a unique opportunity to raise awareness that there is much that can be done at an individual, community and governmental level, to harness and mobilise [sic.] these solutions and catalyse [sic.] positive change.”

When is World Cancer Day?
World Cancer Day is Wednesday, February 4, 2015.

2015 Campaign Key Areas
The 2015 World Cancer Day campaign will focus on the following areas:

1. Choosing healthy lives #HealthyLives
2. Delivering early detection #EarlyDetection
3. Achieving treatment for all #TreatmentForAll
4. Maximizing Quality of Life #QualityOfLife

World Cancer Day Activity Idea: Host a Twitterview
Are you looking for a meaningful way to engage your social media audience and observe World Cancer Day with a low-cost activity? Why not host a Twitterview?

A Twitterview is an interview conducted through Tweets. A Twitterview is a form of Twitter Chat where individuals participate in a live moderated Twitter conversation focused around a specific topic using a single hashtag. There are many sources of information on hosting Twitter Chats, including from the US Department of Health and Human Services (HHS), Forbes and Social Media Examiner. For a Twitterview, typically an interviewer asks questions directly to the interviewee and followers can follow the conversation through an event hashtag. You may also open up the interview to questions from the audience. The benefits of a Twitterview include the creation of relevant and interesting content, dissemination of accurate and evidence-based information, increased visibility of your organization and increased engagement with followers.

Suggested steps for conducting a Twitterview are shown below:

1. Ask a question in a Twitterview or participate in a Tweet Chat in a relevant public health topic to experience how it works
2. Plan your Twitterview
   a. Pick a hashtag: Using hashtags is a way to group and organize messages together. In Twitterviews,
hashtags are used to distinguish your interview with your and others’ messages. Your followers will also be able to filter and track your Twitterview posts by searching your hashtag.

i. How to pick a hashtag: Check Symplur. Symplur amalgamates popular and established Tweet Chat hashtags on health care topics. If you use an established hashtag, your Tweets may reach audiences that you usually do not reach.

ii. If you would like to create your own hashtag, make sure it is short and intuitive. Don’t be afraid to use abbreviations and acronyms, because your questions and answers including the hashtag must be under 140 characters! In 2014, UICC organized a Twitter Chat using #TacklingCancer

b. Pick a date and time

c. Secure (a) “speaker(s)” to be interviewed

i. Provide your speaker(s) with a list of what questions that will be asked before the event, so they can prepare their answers in under 140 characters, which can take time and editing.

ii. Decide in advance whether you are going to open up the interview to your followers and let your speaker(s) know what to expect

d. Consider using a website to help manage the Twitterview such as TweetChat or TWUBS

3. Promote the event to your followers

4. Host the event

a. Run the event similarly to how you would host a live in-person meeting (introduce topic, speaker, your organization)

b. Number your questions starting with a “Q” for question and a number. For example: Q1: What is a kid-friendly cancer-preventing 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: Recipes with lots of vegetables are a way to go! Check out this recipe: www.xxx.com #FightCancerChat

c. Retweet or favorite the best questions posed by your followers and answers by your speaker(s)

d. Share relevant links and resources

5. Archive an event summary and share with participants and your other followers

a. Consider using Storify to create a visual transcript of the Twitterview

6. Review evaluation numbers and strategize future ways to engage your social media audience. For some evaluation tips, see GW Cancer Institute’s previous Social Media Toolkits

Twitter Chat Best Practices from HHS

- 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 the Twitterview event and increase “attendance”
## Sample Facebook Posts and Tweets

### Posts for February 4th – World Cancer Day

<table>
<thead>
<tr>
<th>Twitter post</th>
<th>Facebook post</th>
</tr>
</thead>
<tbody>
<tr>
<td>Today is #WorldCancerDay! Join the fight against #cancer and learn more about the initiative: ow.ly/FFWvU #NotBeyondUs</td>
<td>Research shows that being overweight or obese raises a person’s risk of getting some cancers. Read more about the connection between weight and cancer and about healthy eating and exercise: <a href="http://ow.ly/HoNgo">http://ow.ly/HoNgo</a></td>
</tr>
<tr>
<td>#CancerSurvivors: getting regular exercise gives you a better #QualityOfLife and improves fitness ow.ly/FFZHD #WorldCancerDay</td>
<td>World Cancer Day is marked on February 4 to raise awareness of cancer and to encourage its prevention, detection, and treatment. World Cancer Day was founded by the Union for International Cancer Control (UICC) to support the goals of the World Cancer Declaration, written in 2008. The primary goal of the World Cancer Day is to significantly reduce illness and death caused by cancer by 2025. <a href="http://ow.ly/FG0w3">http://ow.ly/FG0w3</a></td>
</tr>
<tr>
<td>Many cancers can be prevented or treated if found early. Talk to your doc for more: ow.ly/FG2fX #WorldCancerDay #EarlyDetection</td>
<td>Screening means checking your body for cancer before you have symptoms. Many cancers can be prevented or treated if they are 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://ow.ly/FG2fX">http://ow.ly/FG2fX</a></td>
</tr>
<tr>
<td>You can reduce your risk of cancer by being at a healthy weight. Read more here: ow.ly/HoNgo #WorldCancerDay #HealthyLives</td>
<td>Prostate cancer occurs most often in older men, men with family history and African American men. Talk to your doctor about your prostate health and whether getting checked with a simple blood sample is right for you. See this infographic for more information: <a href="http://ow.ly/FJGfo">http://ow.ly/FJGfo</a></td>
</tr>
<tr>
<td>Parents: you do everything you can to protect your kids. Protect them from #CervicalCancer too: ow.ly/GhEuv #WorldCancerDay</td>
<td>As parents, you do everything you can to protect your children's health for now and for the future. Today, there is a strong weapon to prevent several types of cancer in your kids: the HPV vaccine. Find out more: <a href="http://ow.ly/EyOo9">http://ow.ly/EyOo9</a></td>
</tr>
<tr>
<td>Tanning beds gives you wrinkles, brown spots AND #SkinCancer! Tanned skin is not healthy skin: ow.ly/FG8xW #WorldCancerDay #BurningTruth</td>
<td>Truth or Myth? &quot;Tanning beds are a good way to get vitamin D.&quot; MYTH. In fact, you can get more than a tan from a tanning bed, including genital warts, skin rashes, skin warts, wrinkles, brown spots AND skin cancer. It's not worth the risk. Get more truths and myths here: <a href="http://ow.ly/FG9xC">http://ow.ly/FG9xC</a></td>
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### Social Media Guide from UICC

UICC has published a [Social Media Guide](#) to help “increase World Cancer Day’s presence on social media.” Take a look for sample Tweets and tips from them.

@GWCanerInst #WorldCancerDay #NotBeyondUs #HealthyLives #EarlyDetection #TreatmentForAll #QualityOfLife
### World Cancer Day Royalty-Free Image Bank

<table>
<thead>
<tr>
<th>Image</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.jpg" alt="Image" /></td>
<td>From <a href="https://www.uicc.org/">UICC World Cancer Day</a>. Right click the image on the left and select &quot;Save image as&quot; for a hi-resolution image. Search “HPV” on the link above for relevant results.</td>
</tr>
<tr>
<td><img src="image2.jpg" alt="Image" /></td>
<td>From the <a href="https://www.flickr.com/photos/cdc/">CDC &quot;photostream&quot; on Flickr</a>, a 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. Search “exercise,” “nutrition” or “tobacco” for relevant results to go with cancer prevention messaging.</td>
</tr>
<tr>
<td><img src="image3.jpg" alt="Image" /></td>
<td>From the <a href="https://phil.cdc.gov/">CDC Public Health Image Library (PHIL)</a>. Right click the image on the left and select &quot;Save image as&quot; for a hi-resolution image. Search “exercise,” “nutrition” or “tobacco” for relevant results to go with cancer prevention messaging.</td>
</tr>
</tbody>
</table>
Glossary

**Facebook:** A social networking site that allows people to create personal profiles and stay connected with others

**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

**Hootsuite:** A social media management system

**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"

**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: @GWCancerInst

**Twittersphere AKA 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.