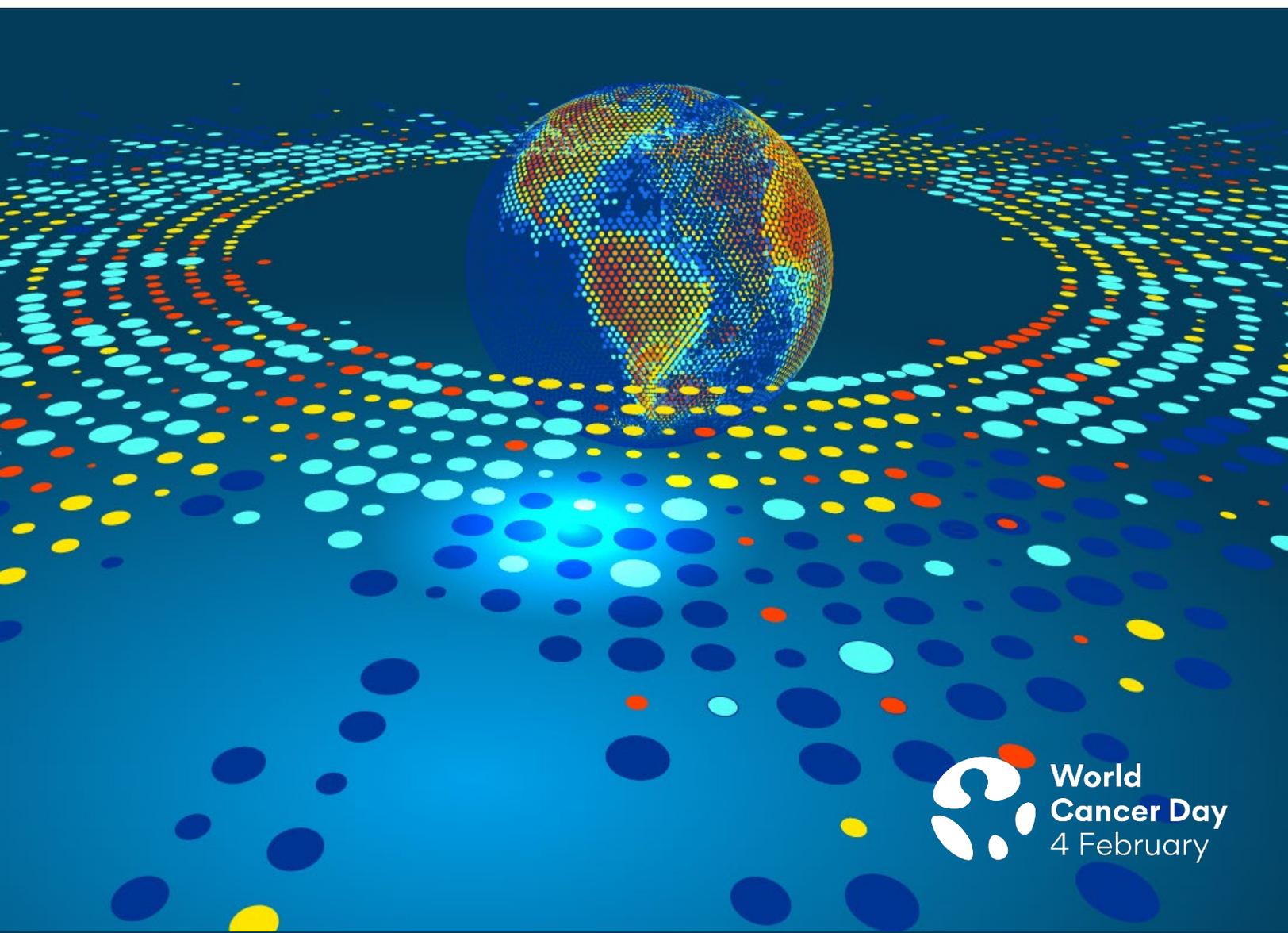


February 2020

Cancer Prevention Month and World Cancer Day Day Social Media Toolkit



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Tip: Viewing this PDF in Google Chrome? Use “Ctrl+Click” on links to open them in a new tab.

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ABOUT THIS TOOLKIT

This toolkit is designed to help stakeholders implement evidence-based practices when communicating about cancer prevention and World Cancer Day. It can also help you plan, implement and evaluate your social media strategy and make the case for why it's important.

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, 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 Tuesday, February 4, 2020 is an initiative by the Union for International Cancer Control (UICC) to reduce the burden of cancer by raising awareness, improving education and catalyzing for action (Union for International Cancer Control, n.d.). This year is the 20th anniversary of the initiative.

SOCIAL MEDIA 101

As of January 2018, Pew Research Center found that 69% of adults report using social networking sites (Pew Research Center, 2018). YouTube is reported as the most commonly used social media platform, followed by Facebook, Instagram, Pinterest, Snapchat, LinkedIn and Twitter (Pew Research Center, 2018). In addition, a 2014 study found that nearly 75% of adults use social media to discuss health (Fox, 2014).

Social media provide a "socially mediated pathway" to distribute health-related messaging. They link people to social networks and communities that provide built-in incentives and personalized guidance to make behavioral changes (Sarkar et al., 2018). Organizations like CDC use social media to "provide users with access to credible, science-based health information" and to "reinforce and personalize messages, reach new audiences, and build a communication infrastructure based on open information exchange" (CDC, 2015).

The first step when designing your social media strategy should be to identify and learn about your audience. Ask yourself:

- Who is my intended audience? Be as specific as possible.
- What health issue or issues affect my audience?
- What action do I want audience to take and why?
- What social media platforms does my audience use and how do they prefer to be reached with health messaging?
- What tactics will be most effective and what messages resonate the most?

Looking to establish a social media strategy for your organization or make the case for why it's important? CDC offers a variety of [social media tools](#) to create and establish a social media strategy. They also offer guidelines and best practices, evaluation strategies, tools and templates.

Remember to tailor messaging to your intended 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 are growing every day, along with opportunities for outreach. Below we cover best practices for some of the most popular social media platforms, but many of these tips can apply to other media like blogs, websites or phone apps.

Twitter Best Practices

- Keep Tweets below the 280 character limit. This allows other users to Retweet while adding their own comments (@names don't count toward the 280 character limit).
- Add colorful graphics including photos, videos, infographics or other illustrations whenever possible. Tweets with images receive 18% more clicks, 89% more favorites and 150% more Retweets on average (Kim, 2018).
- Post regularly and make sure content is useful and relevant to your audience.
- Don't just talk "at" your audience, interact with them. Ask questions and listen - this builds engagement.
- Tweet at author or organizational Twitter handles when possible (Tweets that begin with a username will reach all of your followers, but will be categorized as "replies"; if you want the Tweet to be seen on your main timeline, use ".@" at the beginning).
- Twitter, Sprout Social and Hootsuite as well as other social media scheduling tools offer options to shorten links as you write Tweets.
- Promote engagement with other organizations by liking or Retweeting their content. You can even add your own comment before Retweeting. Likewise, be responsive and recognize Retweets, mentions and when other share your content.
- Remember that Tweets cannot be edited once they are posted, so proofread before you post!

Facebook Best Practices

- Facebook algorithms prioritize “meaningful interactions” over unrelated content. This means posting content that feels personal, conversational and authentic (Facebook, 2018).
- Shorter posts (around 250 characters or less) get up to 60% more distribution than longer posts (Cooper, 2016).
- Post consistently and with a variety of different content types like video or photos to maximize reach and make your content stand out (Facebook, 2018). Posts with photos receive up to 50% more likes than non-photo posts (Hershkowitz & Lavrusik, 2013).
- Acknowledge interactions and comments with visitors to your page, using Facebook analytics and insights to see how your audience is interacting with your comments. Track your results and act on them, focusing your efforts on what’s working.
- Vary your post type. Users don’t engage the same way with every post (Hershkowitz & Lavrusik, 2013).
- Consider turning on comment filters to prevent harassment in your comments section and avoid identifying people in photos without their consent (Facebook, 2018).
- 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” (York, 2016).
- Ensure that your organization’s profile is up-to-date; profiles with complete information get 30% more weekly views (LinkedIn, n.d.).
- Post consistently and ensure that your posts contain an image or other media as this is likely to increase engagement (LinkedIn, n.d.). Focus on practical and informative visuals, as this is more likely to be successful on LinkedIn (York, 2016).
- Share content that’s likely to be relevant to your professional network and provide value to your target audience (Top Dog Social Media, n.d.).

Instagram Best Practices

- Tell a story with your images by focusing on experience and emotional appeals over simple repetition of health information (Photoslurp, n.d.). Great images and videos create engagement, especially on a visual platform like Instagram (York, 2016a).
- Understand your audience and don’t try to appeal to everyone. Once you’ve identified your audience, be consistent with your style and branding (Photoslurp, n.d.).
- Use creative ideas like contests and post user-generated content to get your audience to participate (York, 2016). This doesn’t have to cost money, sometimes the contest award can simply be recognition for the poster.
- Stay relevant by leveraging existing health-related observances to spread your content -- connect with what other organizations are already doing for Breast Cancer Awareness Month (Photoslurp, n.d.).
- Make your content stand out by using simple or free photo editing tools to make your images pop (York, 2016).

- Post regularly and during optimal times. Your analytics data from Instagram or other sources can help you identify when your audience is most active and likely to interact with a post (York, 2016).

WORLD CANCER DAY KEY ISSUES

The theme for World Cancer Day 2020 is “I am and I Will.” The [key issues](#) for this year’s campaign include:



Awareness, understanding, myths and misinformation



Government action and accountability



Prevention and risk reduction



Equity in access to cancer services



Financial and economic burden



Beyond physical- mental and emotional impact



Reducing the skills gap



Working together as one

(Union for International Cancer Control, 2020)

CANCER PREVENTION MONTH KEY ISSUES

Some key messages for National Cancer Prevention Month include the following:

- 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

(Robert H. Luhrie Comprehensive Cancer Center, 2015)

BEST PRACTICES FOR COMMUNICATING ABOUT CANCER PREVENTION

The first step in any communication campaign is to define your audience. When communicating about cancer in general, your audience may be the general public, survivors, caregivers, health care providers, employers, policymakers or others. All of these audiences may have different messaging needs and may be reached through different channels. While communication is not a panacea for cancer control, it can increase knowledge and awareness, inspire action and influence beliefs. Your organization’s communication efforts can be most effective when you:

- Know your audience
- Consider health literacy and numeracy
- Demonstrate cultural humility

- Build partnerships
- Consider media advocacy

(Pratt-Chapman and Vos, 2016)

1. Know your audience

- Different audiences respond differently to key messages. **Use audience segmentation** (the process of defining and identifying your audience) to allow 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.

2. Consider health literacy and numeracy

- **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.

3. Use storytelling as a tool

- **Use storytelling as an effective cancer communication tool**, since 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. **Use narratives to target detection and prevention behaviors** (Dahlstrom, 2013; Shen, Sheer & Li, 2015).
- When using storytelling, **highlight the positive by telling your audience what they should do rather than what they should not do** (CDC, 2010).
- **Create narratives with audio and video as they are more effective** than non-narrative film or text narratives alone (Shen, Sheer & Li, 2015).
- **Use narrative film to effectively impact social norms and behavioral intention** (Moran, 2013).

4. 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.**

- **Remember to create messages with cultural sensitivity in mind.** 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).

5. Build partnerships

- **Leverage partnerships to 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.

6. 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.

SAMPLE TWEETS AND FACEBOOK POSTS

Tweets	Facebook Posts
It's #CancerPreventionMonth! How does your state measure up when it comes to #cancer rates? http://bit.ly/2lgUCbq	February is National Cancer Prevention Month. Do you know how your state measures up when it comes to cancer rates? Check out these statistics from CDC to find out more: http://bit.ly/2lgUCbq
#WorldCancerDay goes beyond just one day! Help us spread the message that we can take individual action to help prevent & fight cancer: http://bit.ly/2dnmgP2 #IAmAndIWill	World Cancer Day goes beyond just one day! It's a chance to raise awareness about cancer and to encourage prevention, detection and treatment. Take action to help prevent and fight cancer this month and throughout the year: http://bit.ly/2dnmgP2
It's National #CancerPrevention Month! There's a lot of misinformation out there, but this info from @theNCI can help: http://bit.ly/2djfMW9	It's National Cancer Prevention Month! Take a moment to dispel some cancer myths and misconceptions by sharing this info: http://bit.ly/2djfMW9 Which ones surprised you?
We can all take actions to reduce our cancer risk, like eating healthy and exercising. What will you do to reduce your risk? http://bit.ly/2CMmXmw #IAmAndIWill	Research shows that being overweight or having obesity raises a person's risk of getting some cancers. Read more about the connection between weight and cancer and about healthy eating and exercise: http://bit.ly/2CMmXmw
#CancerSurvivors: getting regular exercise gives you a better #QualityOfLife and improves fitness http://bit.ly/2eclmsZ	Getting regular exercise is good for everybody, including cancer survivors. Improve your health, lower your risk for some cancers and boost your mood by getting active today: http://bit.ly/2eclmsZ
We can fight #cancer by empowering people to make #healthy lifestyle choices. What can you do in your community? http://bit.ly/2dnoluj #IAmAndIWill	Sometimes the healthiest choice isn't the easiest one. You can make a difference and fight cancer in your community by empowering people to make healthy lifestyle choices. Learn more: http://bit.ly/2dnoluj
Many cancers can be treated if found early. Talk to your doc for more: http://bit.ly/2dX1RD0 #PreventCancer #EarlyDetection #IAmAndIWill	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: http://bit.ly/2dX1RD0
Quitting smoking is one of the best things you can do to reduce your cancer risk. Make a plan today: http://bit.ly/2lh9RB1 #IAmAndIWill	Quitting tobacco is tough, but being prepared boosts your chances of success. Take the first steps now during #PreventCancer month! http://bit.ly/2lh9RB1
Got Valentine's day plans? Make sure they include breaking up with tobacco: http://bit.ly/2SIWp9J #PreventCancer #IAmAndIWill @SmokefreeUs	"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: http://bit.ly/2SIWp9J

SAMPLE TWEETS AND FACEBOOK POSTS (CONTINUED)

Tweets	Facebook Posts
<p>Show off your #SunSafeSelfie and reduce your risk for skin cancers like melanoma: http://bit.ly/2ehoFB3 #CancerPrevention</p>	<p>Indoor tanning exposes you to intense UV rays, increasing your risk of melanoma – the second most common cancer in women between 20 and 29 years old. Get more skin cancer prevention info here: http://bit.ly/2ehoFB3</p>
<p>I am a parent and I will do everything I can to protect my kids including protecting them from cancers caused by HPV: http://bit.ly/2dwafu5 #PreventCancer #IAmandIWill</p>	<p>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: http://bit.ly/2dwafu5</p>
<p>Youth can make healthy lifestyle choices to reduce #cancer risk: http://bit.ly/2eniiXx #QuitSmoking #BeActive #IAmAndIWill</p>	<p>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: http://bit.ly/2eniiXx</p>
<p>Early detection save lives. Learn about cancer screening: http://bit.ly/2dX1RD0 #PreventCancer @CDCgov</p>	<p>Learn how early detection saves lives and talk to your doctor to decide which screening tests are right for you: http://bit.ly/2dX1RD0</p>
<p>#Cancer affects some groups more than others. Spread the word about why it matters: http://bit.ly/2j1Zjrd #PreventCancer</p>	<p>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: http://bit.ly/2j1Zjrd</p>
<p>Awareness is a first step to behavior change. Spread the word about #CancerPrevention: http://bit.ly/2ebaeeZ #IAmAndIWill</p>	<p>Awareness is a first step toward behavior change. Spread the word about cancer prevention in your community: http://bit.ly/2ebaeeZ</p>
<p>Anyone can get #hepatitisC, but baby boomers have higher rates than other adults. Early detection can save lives. Learn more http://bit.ly/2fP6xgA #IAmandIWill</p>	<p>Did you know that baby boomers are more likely to have hepatitis C than other adults? If you were born from 1945 to 1965, talk to your doctor about getting tested - it could save your life: http://bit.ly/2fP6xgA</p>
<p>#Alcohol use can increase risk for some #cancers. Rethink your drinking and learn more: http://bit.ly/2RfJ7F1 #PreventCancer #IAmAndIWill</p>	<p>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: http://bit.ly/2RfJ7F1</p>
<p>Keeping a healthy weight is one way to reduce cancer risk. These @CDCgov tools can help assess if you're in a healthy range: http://bit.ly/2efSFZy #IAmAndIWill</p>	<p>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: http://bit.ly/2efSFZy</p>
<p>Need motivation to get off the couch? #Exercise can reduce your risk of some cancers. More benefits: http://bit.ly/2REThyu #PreventCancer #IAmAndIWill</p>	<p>Need a little extra motivation to get off the couch today? Exercise can reduce your risk of some cancers, among other benefits: http://bit.ly/2REThyu Grab a workout buddy and get moving today!</p>

SAMPLE LINKEDIN POSTS

LinkedIn Messages

Why is research on prevention so critical to progress against cancer? This resource from the National Cancer Institute provides an overview of opportunities and challenges in cancer prevention research: <http://bit.ly/31oGH8O>

The Centers for Disease Control and Prevention is working to prevent cancer through a number of innovative programs. Here's how they're achieving progress against the disease: <http://bit.ly/2SlvVvR>

People are living longer after a cancer diagnosis because of advances in early detection and treatment. After completing treatment, survivors may encounter ongoing or future needs related to their cancer or its treatment. Health care providers: Learn about tools that you can use to ensure quality care for cancer survivors in your practice: <http://bit.ly/2XXFylk>

February is a great time to spread the word about cancer prevention with these evidence-based graphics from the Centers for Disease Control and Prevention: <http://bit.ly/2GX0EKt>

Health care providers can play a critical role in helping to reduce the incidence of hereditary breast and ovarian cancer by identifying patients with elevated risk. Learn more caring for young women who are at high risk for early-onset breast cancer with these guidelines from the Centers for Disease Control and Prevention: <https://bit.ly/2yQTrbx>

OTHER IDEAS TO PROMOTE CANCER PREVENTION

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 [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 [Wakelet](#) 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 around Cancer Prevention Month. 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 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 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 by 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 186 million daily users with a majority of users under 30 years old (SproutSocial, 2019). 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 Cancer Prevention 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 Cancer Prevention Month 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. 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.

Host a Cancer Research Meetup Event

Consider hosting a meetup for local cancer researchers. It doesn't have to be a formal symposium or even have cancer as the main focus. It could simply be a social activity intended to gather researchers, generate ideas and break down silos.

Consider reaching out to local organizations to solicit donations or prizes for the event. Organize a giveaway or prizes to encourage people to use your hashtag and engage with your content. 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 promote cancer prevention. 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 offer free analytic tools to allow you to demonstrate the impact of your social media efforts.

Tool	Description
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	Available in the app for users who have an Instagram Business Profile. This tool allows you to see overall account metrics, follower demographics and metrics for your Instagram stories such as impression, reach and replies.
Snaplytics	Paid service that allows users to manage their Snapchat stories, Instagram stories and Instagram accounts and can help identify the most engaging content across platforms.
Twitter Analytics	Allows users to see and download detailed tracking information about Tweet activity, engagement, audience and trends over time. Log in with your Twitter username and password to learn more.
Viralwoot	Helps track Pinterest analytics, schedule pins, promote pins and gain new followers. This paid 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.



ADDITIONAL TOOLS AND RESOURCES

These social media, communication and design tools can help you enhance your online presence and overall communications strategy.

Tool	Description
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	Provides a gallery of CDC-designed infographics to visually communicate data or information.
CDC on Flickr	Designed for public health image sharing. CDC images include public health photos and graphics developed for public health events that users can comment on and share.
CDC Public Health Image Library (PHIL)	Free image library from CDC.
Communication Training for Comprehensive Cancer Control Professionals 101	Comm 101 is a no-cost online training from the GW Cancer Center on establishing a media and communications strategy and working with the media.
Communication Training for Comprehensive Cancer Control Professionals 102	Comm 102 is a no-cost online training from the GW Cancer Center on planning, implementing and evaluating evidence-based communication campaigns.
Guide to Making Communication Campaigns Evidence-Based	Companion guide to Comm 102 training that explores the process for planning, implementing and evaluating a communication campaign.
GW Cancer Center Social Media Toolkits	Additional social media toolkits for other health-related observances throughout the year.
Hootsuite	Social media management platform that allows users to schedule social media posts, keep up with trends and followers, and collect basic analytics for evaluation.
Media Planning and Media Relations Guide	Companion guide to Comm 101 training that covers working with the media and establishing a communications and media strategy.
Periscope	Live-streaming video app to show events or videos live to your audience on social media.
Sprout Social	Paid social media management platform that allows users to schedule social media posts, keep up with trends and followers, and collect basic analytics for evaluation.
TinyURL	Link shortening service that allows for customization of URLs to make them more memorable.
Tweetdeck	Platform from Twitter that allows for pre-scheduling tweets and graphics.

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.

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