

October 2019

Breast Cancer Awareness Month Social Media Toolkit



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CONTENTS

About This Toolkit.....	2
Who Should Use This Toolkit?.....	2
What is Breast Cancer Awareness Month?	2
Social Media 101.....	2
Social Media Channels.....	3
Twitter Best Practices.....	3
Facebook Best Practices.....	4
LinkedIn Best Practices.....	4
Instagram Best Practices	4
Best Practices for Communicating About Breast Cancer.....	5
Sample Tweets and Facebook Posts	8
Sample LinkedIn Posts	13
Other Ideas to Promote Breast Cancer Awareness	14
Measuring Success	17
Additional Tools and Resources	18
Glossary.....	19
References	20

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 breast cancer. 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 BREAST CANCER AWARENESS MONTH?

Breast Cancer Awareness Month is an annual observance held throughout the month of October. It is intended to raise awareness of breast cancer, the most common cancer in women of all races and ethnicities, and to focus on research into its cause, prevention, diagnosis, treatment, survivorship and cure (Centers for Disease Control and Prevention [CDC], 2019). In 2016, over 245,000 women and over 2,100 men were diagnosed with breast cancer (CDC, 2019). Breast Cancer Awareness Month begins on October 1st and ends on October 31st.

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.).

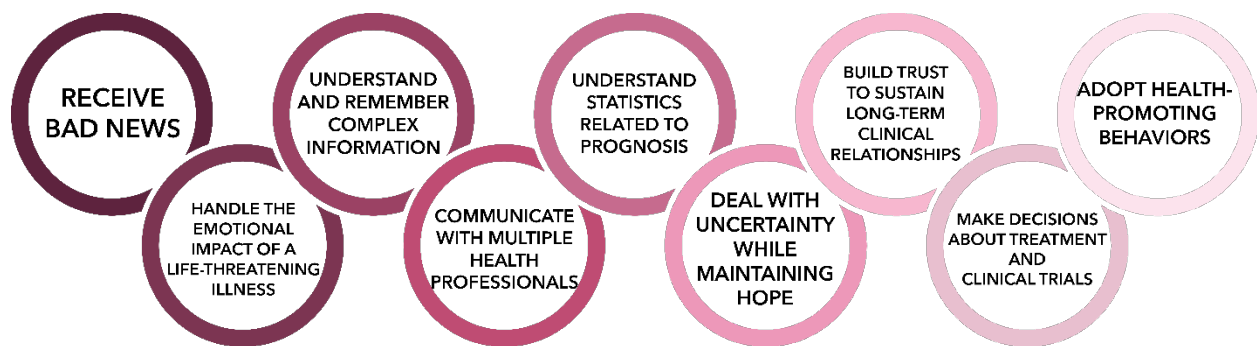
Instagram Best Practices

- 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).

BEST PRACTICES FOR COMMUNICATING ABOUT BREAST CANCER

The first step in any communication campaign is to define your audience. When communicating about breast cancer, your audience may be newly diagnosed or long-term survivors, caregivers, health care providers, employers or others. All of these audiences may have different messaging needs and may be reached through different channels. However, there are some commonalities in that cancer communication must help patients with some of the following issues:



(Epstein & Street, 2007, p. 1)

While breast cancer can affect all populations, certain groups experience higher rates of breast cancer incidence, mortality and health-related complications (National Cancer Institute [NCI], 2019). African American women are almost twice as likely to be diagnosed with triple-negative breast cancer (which can be more aggressive and difficult to treat) and are more likely than white women to die from breast cancer (NCI, 2019).

While these disparities are complex and affected by a variety of different factors, communication-related issues can play a role. For example, African American women may be less likely to be informed of their increased personal risk for breast cancer because of family history, and may be less likely to report feeling respected by a provider or having information explained in sufficient detail to understand (Royak-Schaler et al., 2002; White-Means & Osmani, 2017). Patients who are uninsured or have public health insurance may also report lower quality patient-provider communication than privately insured patients (White-Means & Osmani, 2017).

Communication about breast cancer should take into account health literacy and numeracy and promote patient-provider discussions of family history and risk. Patients also need information about long-term care and survivorship issues in addition to treatment information. Providers should also be reminded about the importance of good communication and its impact on patients' quality of life.

MESSAGES SHOULD...

1. 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.
- Cancer patients and survivors often face “cancer information overload” and may feel overwhelmed by information and unable to process it (Chae, Lee & Jensen, 2015). **Mitigate information overload by using clear, direct and relevant communication strategies.**

2. Promote patient-provider discussions of family history and risk

- **Present personalized risk information to facilitate patient-provider communication about breast cancer risk** (Yi et al., 2015).
- **Explicitly encourage patients to ask questions and be involved** as this can facilitate shared decision making about care, while lack of permission or encouragement can be a barrier to involvement (Joseph-Williams, Elwyn, & Edwards, 2014).
- Having a family history of breast cancer can increase a man’s risk of getting breast cancer but lack of awareness can delay diagnosis and reduce a man's chances for successful treatment. **Providers should identify male patients at high risk for breast cancer and discuss how they can manage their risk** (American Cancer Society, 2018).
- African American patients report being less informed about their risk for breast cancer due to family history (Royak-Schaler et al., 2002). **Inform providers that that screening discussions, recommendations and discussion about family history can facilitate early detection, and are particularly important for groups that may be at risk for poorer outcomes** (Royak-Schaler et al., 2002).

3. Provide information about long-term care and survivorship issues in addition to treatment

- While women report being highly satisfied with information related to treatment, they are often less satisfied with information on long-term, physical, psychological and psychosocial effects of breast cancer and its treatments (Ulloa et al., 2015). **Let patients know about specific resources they can request, such as survivorship care plans or long-term recommendations about screening and follow-up.**
- A recent study of social media traffic found that breast cancer awareness month messaging tended to focus mainly on general awareness and support (Vraga et al.,

2018. **While building awareness is important, focus on concrete actions or behaviors that can reduce risk or help patients make treatment decisions.**

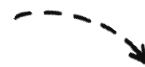
- Stabile et al. (2017) found that breast cancer patients often have unmet sexual health needs. **Address these needs by improving patient-provider communication and sharing educational resources that can help women manage long-term side effects.**
- According to CDC recommendations, **health care professionals should provide follow-up care to breast cancer survivors that focuses on tobacco cessation, increased physical activity, good nutrition, ongoing vaccinations, regular cancer screenings and pain management** (Underwood et al., 2012).
- The American College of Surgeons recommends that Commission on Cancer (CoC)-accredited programs to “provide a summary of treatment and a follow-up plan to all patients completing cancer treatments” (American College of Surgeons, n.d.). **Promote awareness of the [American Cancer Society/American Society of Clinical Oncology Breast Cancer Survivorship Care Guideline](#) and the [Cancer Survivorship E-Learning Series for Primary Care Providers](#) among providers.**

4. Remind providers about the importance of communication and its impact on patients' quality of life

- Patients frequently report health professionals as their most important information source. **Remind providers of the critical role that they can play in addressing the information needs of patients** (Shea-Budgell, Kostaras, Myhill, & Hagen, 2014).
- Patients who report having their information needs met report better mental health and physical health-related quality of life as well as lower rates of depression and anxiety (Husson, Mols & van de Poll-Franse, 2010). When creating messages for providers, **emphasize the importance of communication and its impact on patients' quality of life.**
- Communication at diagnosis can significantly affect quality of life and remains significant for up to four years. **Remind providers of the importance of offering clear and comprehensive information about a breast cancer diagnosis** (Institute of Medicine, 2013).
- **Promote participatory decision making** as this provider communication style may empower older women with breast cancer and help mitigate racial/ethnic disparities in treatment (Reilly et al., 2018).
- **Prompt providers to spend more time talking to their patients.** Peppercorn (2012) noted that many patients may not report problems with their care in routine satisfaction surveys but may prefer to mention them in person. “How many of the problematic events experienced by patients might be identified, and later prevented, by simply asking... ‘Have you had any problems that we haven’t discussed yet?’ and ‘Are there any things that...[we] can do better?’” (Peppercorn, 2012, p. 1745).
- **Remind providers that they should avoid heteronormative assumptions about their breast cancer patients and explore a full range of surgical options** including being aware that forgoing breast reconstruction may actually be an affirming decision for LGBTQ+ survivors (Brown & McElroy, 2016; Rubin & Tanenbaum, 2011).

SAMPLE TWEETS AND FACEBOOK POSTS

Tip: These correspond to the strategies above.













Date	Tweets	Facebook Posts	Message Category
Tue 10/1	<p>We're kicking off #BreastCancer Month! Did you know there are some things you can do to reduce your risk of breast cancer? Read more: http://bit.ly/2Kz4b5q</p> <p>Tweet This</p>	<p>October is Breast Cancer Awareness Month. You may be able to reduce your risk for breast cancer by taking care of your health. Check out this resource to learn more: http://bit.ly/2Kz4b5q</p> <p>Share Link on Facebook</p>	1
Wed 10/2	<p>What is #BreastCancer? What is a normal breast? Find out more here: http://bit.ly/29owD3X #BCSM</p> <p>Tweet This</p>	<p>Cancer is a disease in which cells in the body grow out of control. When cancer starts in the breast, it is called breast cancer. Read more about this disease here: http://bit.ly/29owD3X</p> <p>Share Link on Facebook</p>	1
Thu 10/3	<p>Other than skin cancer, #BreastCancer is the most common cancer in women in the US. Learn more with @CDCgov: http://bit.ly/2N8cluq</p> <p>Tweet This</p>	<p>Other than some kinds of skin cancer, breast cancer is the most common form of cancer in women in the US regardless of race or ethnicity. Learn more with the United States Cancer Statistics: http://bit.ly/2N8cluq</p> <p>Share Link on Facebook</p>	2
Fri 10/4	<p>You may have heard about BRCA in the news, but what does it mean for your health and breast cancer risk? Knowing your BRCA gene mutation risk can save your life. Learn more from @CDCgov: http://bit.ly/2HxOU1l</p> <p>Tweet This</p>	<p>All men and women have the BRCA1 and BRCA2 genes. Normally, they help protect you from getting cancer. However, when one or both of them have a mutation (change), they increase your chance of getting breast or ovarian cancer. This tool can help you learn about BRCA genes & assess your risk of having a BRCA mutation. Learn more: http://bit.ly/2HxOU1l</p> <p>Share Link on Facebook</p>	2











SAMPLE TWEETS AND FACEBOOK POSTS (CONTINUED)

Date	Tweets	Facebook Posts	Message Category
Mon 10/7	<p>Confused about #BreastCancer screening? Talk to your doctor about when you should get a mammogram: http://bit.ly/2Kquj26</p> <p>Tweet This</p>	<p>Regular mammograms are the best tests doctors have to find breast cancer early. Learn about tips for getting a mammogram: http://bit.ly/2Kquj26</p> <p>Share Link on Facebook</p>	2
Tue 10/8	<p>Breast cancer survivors discuss their cancer experience, offer tips and advice on how to cope with the challenges of recovery, and describe how they are moving beyond breast cancer in this video from @theNCI http://bit.ly/2MuCec4</p> <p>Tweet This</p>	<p>Watch breast cancer survivors discuss their experience and how they coped with the challenges of recovery. By getting information, taking action, seeking support and changing the way they think, these women talk about how they are "moving beyond breast cancer." http://bit.ly/2MuCec4</p> <p>Share Link on Facebook</p>	3
Wed 10/9	<p>Drinking #alcohol can increase your risk for #BreastCancer. Learn more with @CDCgov: http://bit.ly/2KjaqL6</p> <p>Tweet This</p>	<p>While you may not have control over all your risk factors for breast cancer, there are some you can control, like being physically active and limiting alcohol intake. Learn more from CDC: http://bit.ly/2KjaqL6</p> <p>Share Link on Facebook</p>	1
Thu 10/10	<p>Can men get #BreastCancer? The answer is yes. To find out more about risk factors and symptoms, visit: http://bit.ly/2IEkUil</p> <p>Tweet This</p>	<p>Breast cancer may occur in men. A family history of breast cancer and other factors can increase a man's risk of breast cancer. Learn more http://bit.ly/2IEkUil</p> <p>Share Link on Facebook</p>	2
Fri 10/11	<p>Get moving! Physical activity can lower your risk of #BreastCancer and improve your mental health and mood: http://bit.ly/2yJHITI</p> <p>Tweet This</p>	<p>Staying physically active throughout your life is one way to reduce the risk of breast cancer. Here are some guidelines for integrating physical activity into your life at any age or stage: http://bit.ly/2yJHITI</p> <p>Share Link on Facebook</p>	1









SAMPLE TWEETS AND FACEBOOK POSTS (CONTINUED)

Date	Tweets	Facebook Posts	Message Category
Mon 10/14	<p>Want to learn more about your risk of developing invasive #BreastCancer? Take this assessment and talk to your doctor: http://bit.ly/2lFj8os</p> <p></p>	<p>While nobody can tell you exactly what your personal risk is for breast cancer, assessments can help you get informed and talk to your doctor about your personal history and risk factors: http://bit.ly/2lFj8os</p> <p></p>	2
Tue 10/15	<p>Pam Bryant was only 43 when she got #BreastCancer. Learn more about her story: http://bit.ly/2vpJscn</p> <p></p>	<p>Pam Bryant was only 43 years old when she was diagnosed with breast cancer. Her advice? "You're going to have your highs and your lows...Take it one day at a time." http://bit.ly/2vpJscn</p> <p></p>	3
Wed 10/16	<p>About 11% of all breast cancer cases in the United States are found in women younger than 45 years of age. Learn more about risk factors for breast cancer at a young age: http://bit.ly/2MFA8uC</p> <p></p>	<p>In addition to the risk factors all women face, some risk factors can increase the likelihood of getting breast cancer at a young age. Learn more: http://bit.ly/2MFA8uC</p> <p></p>	2
Thu 10/17	<p>Exercising regularly can reduce your risk of breast cancer. If you're not sure where to start, check out this brochure from @CDCgov: http://bit.ly/2ciUeaC</p> <p></p>	<p>Muscle strengthening exercises are an important component of your exercise routine and may help keep breast cancer at bay. Here are some practical plans to get moving: http://bit.ly/2ciUeaC</p> <p></p>	1
Fri 10/18	<p>Today is National Mammography Day! Take a moment to learn more about this important screening tool: http://bit.ly/2Kh7ted</p> <p></p>	<p>Today is National Mammography Day! What is a mammogram? What are the pros and cons of screening mammograms? Find out answers to these questions and more: http://bit.ly/2Kh7ted</p> <p></p>	2

SAMPLE TWEETS AND FACEBOOK POSTS (CONTINUED)

Date	Tweets	Facebook Posts	Message Category
Mon 10/21	<p>Women in the U.S. have a 1 in 8 lifetime risk of getting breast cancer. Assess your risk with this tool from @BeBrightPink: http://bit.ly/2N2aaNG</p> <p></p>	<p>This tool can help assess your personal risk level for breast and ovarian cancers. The more you know, the better you can help reduce your risk. http://bit.ly/2N2aaNG</p> <p></p>	2
Tue 10/22	<p>Get emotional and practical support you need during your #BreastCancer treatment and recovery from @SusanGKomen: http://sgk.mn/1Pg1D45</p> <p></p>	<p>Anyone who has ever had breast cancer knows what it felt like hearing, “you have cancer.” You may feel angry, afraid, overwhelmed and unsure about the future. Get the emotional, informational, and practical support you need: http://sgk.mn/1Pg1D45</p> <p></p>	3
Wed 10/23	<p>Have you recently undergone treatment for breast cancer? Here is a handy checklist for talking to your doctor about the treatments you have had & potential long-term effects http://bit.ly/NCSRBrCaPatients</p> <p></p>	<p>After breast cancer it can be difficult to know what to ask your doctor. This handy checklist can help you ask about specific late and long-term effects of breast cancer and its treatment: http://bit.ly/NCSRBrCaPatients</p> <p></p>	3
Thu 10/24	<p>Screening mammography is the primary recommended method for breast cancer screening in transgender women. Learn more: http://bit.ly/29A6KmF</p> <p></p>	<p>Transgender women over the age of 50 who have undergone HRT for 5-10 years should talk to their health care provider about whether a mammogram is right for them. Learn more: http://bit.ly/29A6KmF</p> <p></p>	4
Fri 10/25	<p>Providers: #DYK our toolkit has checklists for #BreastCancer survivorship care? Learn more: http://bit.ly/NCSRCToolkitProviders</p> <p></p>	<p>Providers: Are you looking for more resources to improve care for cancer survivors? Check out our National Cancer Survivorship Resource Center Toolkit: http://bit.ly/NCSRCToolkitProviders</p> <p></p>	4

SAMPLE TWEETS AND FACEBOOK POSTS (CONTINUED)

Date	Tweets	Facebook Posts	Message Category
Mon 10/28	<p>Knowing your family history can help determine your risk of #BreastCancer. Learn more from My Family Health Portrait: http://bit.ly/2MIKUQm</p> <p></p>	<p>Knowing your family history can help you learn more about your risk of breast cancer. To help individuals collect and organize their family history information, CDC and the Surgeon General developed a Web-based tool called "My Family Health Portrait": http://bit.ly/2MIKUQm</p> <p></p>	2
Tue 10/29	<p>No-cost mammograms are available at some professional medical facilities. Call 1-800-4-CANCER to schedule your mammogram today. http://bit.ly/2LkhvZM</p> <p></p>	<p>With no-cost mammograms available at some professional medical facilities for those who qualify, there's no reason to wait. If you are over 50 years old, the sooner you have a mammogram, the greater your chances of finding cancer in its early stages and making a full recovery. Talk to your doctor about breast cancer screening that is right for you. http://bit.ly/2LkhvZM</p> <p></p>	1
Wed 10/30	<p>Judi, a #BreastCancer survivor, reminds us that early detection can be the key to living. Hear more from survivors here: http://bit.ly/2MqWZVW</p> <p></p>	<p>Breast cancer is a major public health concern for all women, including women with disabilities. Listen to four women with disabilities tell their stories of surviving breast cancer http://bit.ly/2MqWZVW</p> <p></p>	3
Thu 10/31	<p>Interested in searching for a #BreastCancer clinical trial? Check out @theNCI's extensive list: http://bit.ly/329Hhq7</p> <p></p>	<p>Looking for a breast cancer clinical trial but don't know where to start? Let NCI help with their searchable database of clinical trials: http://bit.ly/329Hhq7</p> <p></p>	1

SAMPLE LINKEDIN POSTS

LinkedIn Message	Message Category
<p>Are you looking for more comprehensive, peer-reviewed, evidence-based information about the treatment of breast cancer during pregnancy? Check out this resource from the National Cancer Institute to learn more: http://bit.ly/2m7g7xo</p> <p>Share on LinkedIn</p>	4
<p>The Centers for Disease Control and Prevention has convened an Advisory Committee on Breast Cancer in Young Women (ACBCYW). The ACBCYW helps CDC develop evidence-based approaches to advance understanding and awareness of breast cancer among young women through prevention research, public and health professional education and awareness activities, and emerging prevention strategies. Click here for more information about the ACBCYW: http://bit.ly/2Jg7Ksw</p> <p>Share on LinkedIn</p>	2
<p>According to the Centers for Disease Control and Prevention the use of effective workplace health programs and policies can reduce health risks and improve the quality of life for 138 million workers in the United States. Check out this resource for ideas for a breast cancer workplace health program: http://bit.ly/2umr41F</p> <p>Share on LinkedIn</p>	1
<p>Interested in cancer-related public health research? Check out this resource from the National Cancer Institute to learn more about cancer's impact on public health and opportunities in population-based cancer research: http://bit.ly/2zrvgmz</p> <p>Share on LinkedIn</p>	4
<p>Looking for examples of breast cancer screening interventions programs? Check out the Research-tested Intervention Programs (RTIPs) database with the National Cancer Institute. RTIPs is a searchable database of cancer control interventions and program materials and is designed to provide program planners and public health practitioners easy and immediate access to research-tested materials. http://bit.ly/2ukA2MN</p> <p>Share on LinkedIn</p>	1

OTHER IDEAS TO PROMOTE BREAST CANCER AWARENESS

Host or Participate in a Twitter Chat or Twitterview

Twitter chats are a great way to expand your audience and promote engagement with other partners and organizations. You can organize a Twitter chat yourself or simply participate in another one. Twitter chats are live moderated Twitter conversations focused around a specific topic using a single hashtag. They usually last an hour and involve a list of pre-circulated questions to participants. If you are organizing a chat, reach out to partners early and provide the list of questions as far in advance as possible.

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

Consider using a website to help manage the Twitterview or Twitter chat such as [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 questions should #breastcancer survivors ask their doc? #BCSMChat. 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 #BCSMChat.

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 Breast Cancer Awareness 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 Breast 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 Breast Cancer Awareness 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 breast cancer expert or survivor.

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

Host a Breast Cancer Survivors Meetup Event

Consider hosting a meetup for local breast cancer survivors. It doesn't have to be a formal support group setting or even have cancer survivorship as the main focus. It could simply be a social activity intended to gather cancer survivors, caregivers or family members who have been affected by cancer.

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 breast cancer. 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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