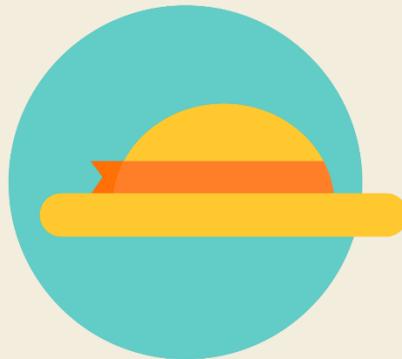


May 2019

Melanoma Awareness Month Social Media Toolkit



Melanoma Awareness Month Social Media Toolkit

May 2019

CONTENTS

About This Toolkit.....	2
Who Should Use This Toolkit?.....	2
What is Melanoma 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 Melanoma and Skin Cancer	5
Sample Tweets and Facebook Posts	8
Sample LinkedIn Posts	11
Other Ideas to Promote Melanoma and Skin Cancer Awareness.....	12
Measuring Success	15
Additional Tools and Resources	16
Glossary.....	17
References	18

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

This work was supported by Cooperative Agreement #NU58DP006461-01 from the Centers for Disease Control and Prevention (CDC). Its contents are solely the responsibility of the authors and do not necessarily represent the official views of CDC.

ABOUT THIS TOOLKIT

This toolkit is designed to help stakeholders implement evidence-based practices when communicating about melanoma and skin 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](#)

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 MELANOMA AWARENESS MONTH?

Melanoma/Skin Cancer Awareness Month is an annual opportunity to raise awareness about melanoma and skin cancer and focus on research into their cause, prevention, diagnosis, treatment and survivorship. The goal is to support those affected by melanoma and skin cancer and encourage health-promoting behaviors like getting screened and following sun safety practices. In the United States, skin cancer is the most common form of cancer. In 2015, over 80,000 new cases were reported and nearly 9,000 people died of melanoma (Centers for Disease Control and Prevention [CDC] and National Cancer Institute [NCI], 2019). Melanoma accounts for the vast majority of skin cancer deaths (American Cancer Society, 2019). Melanoma/Skin Cancer Awareness Month begins on May 1st and ends on May 31st. The Friday before Memorial Day is designated as "Don't Fry Day" to encourage sun safety awareness (National Council on Skin Cancer Prevention).

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 others 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 Melanoma and Skin 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).

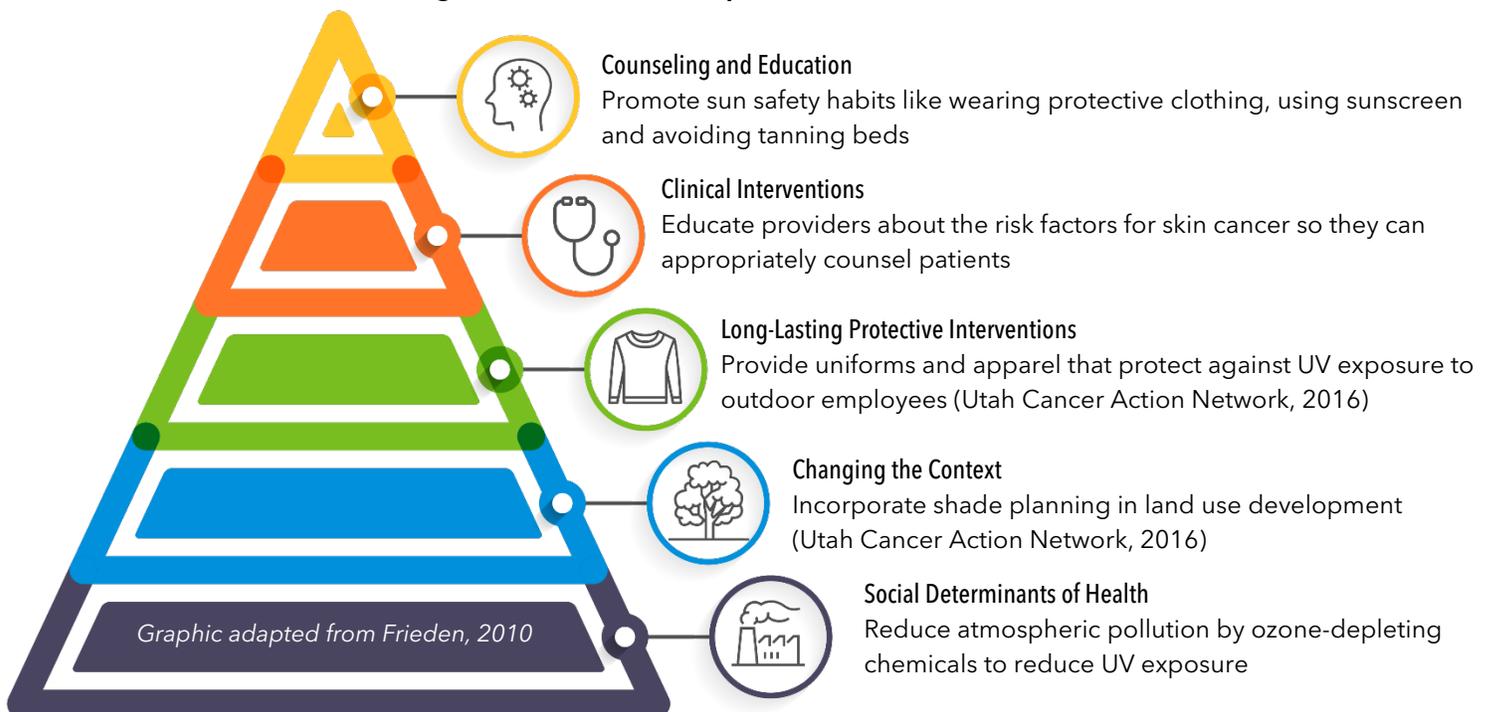
- Post regularly and during optimal times. Your analytics data from Instagram or other sources can help you identify when your audience is most active and likely to interact with a post (York, 2016).

BEST PRACTICES FOR COMMUNICATING ABOUT MELANOMA AND SKIN CANCER

Early detection and prevention continue to be proven tools to reduce the burden of melanoma in the United States. However, risk factors like indoor tanning (which significantly increases lifetime risk of melanoma) continue to pose a threat, with over 10% of white high school girls reporting tanning as of the 2017 Youth Risk Behavior Surveillance System (Kann et al., 2018; Lazovich et al., 2016; Mays & Tercyak, 2015). Nationwide, nearly 60% of high school students reported a sunburn in the previous year (Kann et al., 2018; Holman et al., 2018).

Messages around melanoma and skin cancer prevention should (1) provide education about risk factors and prevention strategies; (2) highlight the dangers of indoor tanning and correct misinformation about tanning and pro-tan social norms; and (3) emphasize the importance of policy, systems and environmental (PSE) change strategies to reduce the impact of skin cancer and melanoma at the community level. When crafting materials and messages, always consider the health literacy level of your audience and use plain language.

Strategies to Reduce the Impact of Melanoma and Skin Cancer



MESSAGES SHOULD...

1. Provide education about risk factors and prevention strategies

- Some people may think about sun safety only when they spend a summer day at the beach or pool. **Emphasize that sun exposure adds up daily, and happens every time you are in the sun** (American Cancer Society, 2017).
- **Educate your audience about the possible signs and symptoms of melanoma, like the "ABCDE rule"** (Asymmetry, Border, Color, Diameter, Evolving) (American Cancer Society, 2017a).
- **Present information in formats that are clear and easy to understand.** Smit et al. (2015) found that people preferred genomic risk information about melanoma to be presented in icon array format.
- A family history of melanoma can elevate an individual's risk for the disease. **Encourage your audience to know their family history, as this can be an important step in motivating behaviors to reduce risk** (Bowen et al., 2017).

2. Highlight the dangers of indoor tanning and correct misinformation about tanning and pro-tanning norms

- Health communication messages can use either a gain frame (emphasizing the benefits of avoiding risky behaviors) or a loss frame (emphasizing the costs of engaging in risky behavior). Warnings about indoor tanning are most effective when they include graphic images and loss framing (Mays & Tercyak, 2015). **Emphasize the costs of tanning and use graphic images.**
- **Highlight the belief that quitting indoor tanning will reduce skin damage. Counter the belief that quitting will reduce happiness** (Bleakley et al., 2018).
- Listing myths about tanning can backfire, leading the audience to remember the myth instead of the preferred behavior (Schwarz et al., 2007). **Be cautious when addressing myths associated with tanning and present the preferred message clearly.**
- **Highlight key people who would approve of your audience quitting indoor tanning, like parents, friends or romantic partners** (Bleakley et al., 2018). Social norms regarding tanning or tanned skin (such as reporting that their friends are tan or use indoor tanning devices) are associated with indoor tanning among teens (Watson et al., 2013).
- **Shift social norms by sharing data on true rates of indoor tanning, which are likely lower than teens may believe and highlight.**
- **Address appearance concerns and psychological benefits associated with feeling more attractive. Highlight the short-term gains of quitting, like saving money** (Glanz et al., 2019).

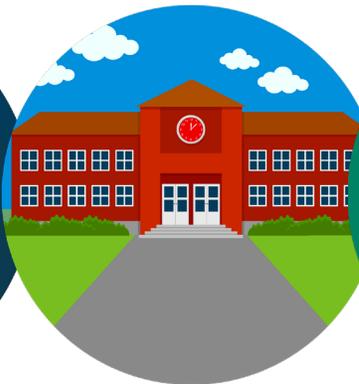
3. Emphasize the importance of policy, systems and environmental (PSE) change strategies to reduce the impact of skin cancer and melanoma at the community level

- **Combine PSE change with a strong communication strategy to make your efforts more effective.**
- Use cancer data to inform PSE change efforts. **Explain to your audience why the data are relevant and how they impact your audience** (NCI, 2011).
- **Engage with other partners like local parks, recreational facilities, clinicians and outdoor community events to promote your efforts.** Ensure you are following and communicating with relevant stakeholders on social media.
- **Learn from other organizations' successful interventions to reduce the impact of melanoma and skin cancer.** Highlight your organization's success stories through tools like [Action for PSE Change](#) or [CDC's Success Stories](#) application.
- Community-based systematic changes lead to more consistent long-term health improvements than temporary interventions (American Cancer Society, 2015). **Focus on community engagement to empower communities to take part in the PSE change process and advocate for their own health.**

Sample PSE Change Ideas to Consider



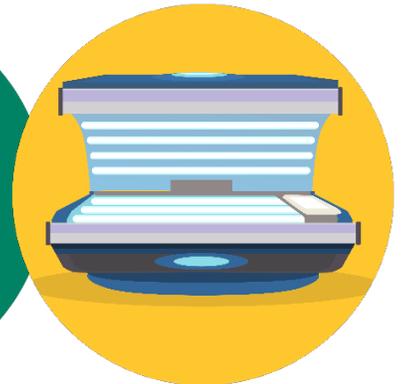
Provision of shade in development projects



School policies



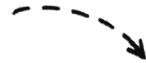
Policies for outdoor workers



Indoor tanning legislation

SAMPLE TWEETS AND FACEBOOK POSTS

Tip: These correspond to the strategies above.



Date	Tweets	Facebook Posts	Message Category
Wed 5/1	<p>May is #MelanomaAwareness month! Kick it off by learning more about melanoma rates in your state: http://bit.ly/2GKIGN5</p> <p>Tweet This</p>	<p>Did you know that May is melanoma awareness month? Kick it off by learning more about melanoma rates in your state with this interactive map from the National Cancer Institute and CDC: http://bit.ly/2GKIGN5</p> <p>Share Link on Facebook</p>	3
Thu 5/2	<p>Programs have found many innovative ways to help prevent skin cancer in their communities. Learn more: http://bit.ly/2JhhyFY @CDC_Cancer</p> <p>Tweet This</p>	<p>Communities from across the country are finding innovative ways to reduce the burden of skin cancer and melanoma. Explore their stories and learn more: http://bit.ly/2JhhyFY</p> <p>Share Link on Facebook</p>	3
Fri 5/3	<p>Just a few serious sunburns can increase your child's risk for skin cancer later in life, but there are steps you can take to protect them: http://bit.ly/2IVkuJ8</p> <p>Tweet This</p>	<p>Kids don't have to be at the pool, beach, or on vacation to get too much sun. Their skin needs protection from the sun's harmful UV rays whenever they are outdoors. Learn more: http://bit.ly/2IVkuJ8</p> <p>Share Link on Facebook</p>	1
Mon 5/6	<p>What can you do to reduce your risk of skin cancer, including #melanoma? Get some tips: http://bit.ly/2GPxn6i #MelanomaMonday</p> <p>Tweet This</p>	<p>What can you do to reduce your risk of skin cancer, including melanoma? Avoid indoor tanning, use sunscreen, and stay in the shade during midday hours: http://bit.ly/2GPxn6i</p> <p>Share Link on Facebook</p>	1
Tue 5/7	<p>Think indoor tanning is a safe alternative to being outdoors? Think again: http://bit.ly/2JbCcaH</p> <p>Tweet This</p>	<p>There's no such thing as a safe tanning bed, tanning booth or sun lamp. Just one indoor tanning session can increase the risk of developing skin cancer. More facts: http://bit.ly/2JbCcaH</p> <p>Share Link on Facebook</p>	2
Wed 5/8	<p>Sunlamps and tanning beds promise a bronzed body year-round, but the UV radiation from these devices poses serious health risks: http://bit.ly/2VG1eFy</p> <p>Tweet This</p>	<p>Any tan is a sign of skin damage. Over time, use of devices like indoor tanning beds can lead to prematurely aged skin, and, in some cases, skin cancer: http://bit.ly/2VG1eFy</p> <p>Share Link on Facebook</p>	2

SAMPLE TWEETS AND FACEBOOK POSTS (CONTINUED)

Date	Tweets	Facebook Posts	Message Category
Thu 5/9	<p>You do everything you can to keep your family healthy. Protect them from #skincancer with these tips: http://bit.ly/2GulcLp</p> <p>Tweet This</p>	<p>Did you know you can protect your family and yourself from skin cancers like melanoma? Start with these tips from CDC to stay sun safe outdoors: http://bit.ly/2GulcLp</p> <p>Share Link on Facebook</p>	1
Fri 5/10	<p>Get the facts about #melanoma, including treatment info, from @theNCI: http://bit.ly/2GSDNBm</p> <p>Tweet This</p>	<p>Melanoma is a disease in which cancer cells form in melanocytes (cells that color the skin). Get more facts about melanoma and its treatment: http://bit.ly/2GSDNBm</p> <p>Share Link on Facebook</p>	1
Mon 5/13	<p>The “Go With Your Own Glow” campaign reminds women to love the skin they’re in. Learn more: http://bit.ly/2GTLjKu</p> <p>Tweet This</p>	<p>Healthy skin makes everyone look their best. When you tan, indoors or out, you increase signs of aging and your risk for skin cancer: http://bit.ly/2GTLjKu</p> <p>Share Link on Facebook</p>	2
Tue 5/14	<p>Every time you use an indoor tanning bed, your skin is exposed to damaging UV rays. Protect your skin w/these tips: http://bit.ly/2DO3QqH</p> <p>Tweet This</p>	<p>Tanning, both indoors and out, can lead to wrinkles, age spots and skin cancer. If you want that golden glow, use a self-tanning product instead: http://bit.ly/2DO3QqH</p> <p>Share Link on Facebook</p>	2
Wed 5/15	<p>#DYK community skin cancer prevention programs can prevent future #melanoma cases? Learn more: http://bit.ly/2GuFlgn</p> <p>Tweet This</p>	<p>What can you do in your community to help prevent skin cancer? Community-based programs can prevent future cases and lower treatment costs: http://bit.ly/2GuFlgn</p> <p>Share Link on Facebook</p>	3
Thu 5/16	<p>Thinking of enjoying some time outdoors this weekend? Don't forget your sun protection! http://bit.ly/2uHwX8a #MelanomaAwareness</p> <p>Tweet This</p>	<p>The weekend is a great time to get outdoors and enjoy time with your family and friends, but don't forget your sunscreen and hat! More tips here: http://bit.ly/2uHwX8a</p> <p>Share Link on Facebook</p>	1
Fri 5/17	<p>#CompCancer professionals: Looking for evidence-based interventions to prevent #melanoma in your community? Start here: http://bit.ly/1UgAGDP</p> <p>Tweet This</p>	<p>Looking for evidence-based interventions to prevent melanoma and other skin cancers in your community? The Community Guide is a great place to start: http://bit.ly/1UgAGDP</p> <p>Share Link on Facebook</p>	3

SAMPLE TWEETS AND FACEBOOK POSTS (CONTINUED)

Date	Tweets	Facebook Posts	Message Category
Mon 5/20	<p>What's being done at @theNCI to combat #melanoma? Learn more: http://bit.ly/2q2eu6h</p> <p>Tweet This</p>	<p>Get the basics about melanoma and research into new treatments at the National Cancer Institute: http://bit.ly/2q2eu6h</p> <p>Share Link on Facebook</p>	1
Tue 5/21	<p>1 in 5 Americans will develop skin cancer in their lifetime. Reduce your risk by saying "yes" to sun protection: http://bit.ly/2UZHLVa</p> <p>Tweet This</p>	<p>Since exposure to harmful UV rays is the most preventable risk factor for skin cancer, protect your skin with these tips, including generously applying sunscreen: http://bit.ly/2UZHLVa</p> <p>Share Link on Facebook</p>	1
Wed 5/22	<p>Parents: #DYK you can influence your teen's decisions about starting indoor tanning? http://bit.ly/2vljZK2</p> <p>Tweet This</p>	<p>One in three people who tan indoors started before age 18, and over half started tanning before age 21. Learn more: http://bit.ly/2vljZK2</p> <p>Share Link on Facebook</p>	2
Thu 5/23	<p>Indoor tanning rates are going down, but there's still room for improvement: http://bit.ly/2YeR2I7</p> <p>Tweet This</p>	<p>Did you know that fewer teens are reporting using an indoor tanning device every year? Just over 5% of teens reported use in 2017: http://bit.ly/2YeR2I7</p> <p>Share Link on Facebook</p>	2
Fri 5/24	<p>Today is "Don't Fry Day!" Take a moment to make sure you're protecting yourself against #skincancer & #melanoma: http://bit.ly/2Eto8bw</p> <p>Tweet This</p>	<p>Did you know today is "Don't Fry Day!"? Help us raise awareness and reduce the rates of skin cancer, including melanoma: http://bit.ly/2Eto8bw</p> <p>Share Link on Facebook</p>	1
Mon 5/27	<p>Schools and colleges can play an active role in preventing skin cancers like #melanoma. Here's how you can get involved: http://bit.ly/2GvqWl7</p> <p>Tweet This</p>	<p>What can schools and colleges do to prevent melanoma and protect kids from UV damage? This CDC resource has some practical tips: http://bit.ly/2GvqWl7</p> <p>Share Link on Facebook</p>	3
Tue 5/28	<p>When detected early, skin cancer is highly treatable. Learn the ABCDEs of melanoma to check yourself and your partner: http://bit.ly/2Y2EbCr</p> <p>Tweet This</p>	<p>Simple memory tools like the ABCDEs of melanoma can help you identify the warning signs of melanoma. Check your partner, check yourself: http://bit.ly/2Y2EbCr</p> <p>Share Link on Facebook</p>	1

SAMPLE TWEETS AND FACEBOOK POSTS (CONTINUED)

Date	Tweets	Facebook Posts	Message Category
Wed 5/29	<p>Help spread the word about preventing skin cancer w/these resources from @AADskin: http://bit.ly/2jAitRG</p> <p>Tweet This</p>	<p>The first step toward a world without skin cancer is educating others about prevention and early detection. The American Academy of Dermatology has resources to help you spread the word: http://bit.ly/2jAitRG</p> <p>Share Link on Facebook</p>	1
Thu 5/30	<p>What are some of the signs of #melanoma? This guide from @CDCgov can help assess changes in your skin: http://bit.ly/2GSmXTc</p> <p>Tweet This</p>	<p>Do you know the ABCDEs of melanoma? This handy guide reminds you to regularly check for changes in your skin and what to look for: http://bit.ly/2GSmXTc</p> <p>Share Link on Facebook</p>	1
Fri 5/31	<p>#CompCancer professionals: Looking for policy solutions to reduce tanning among minors? Start here: http://bit.ly/2Gu2rJk #MelanomaAwareness</p> <p>Tweet This</p>	<p>Comp cancer professionals: Looking for policy strategies and practices to prevent melanoma and reduce youth indoor tanning rates? Start with this CDC guide: http://bit.ly/2Gu2rJk</p> <p>Share Link on Facebook</p>	3

SAMPLE LINKEDIN POSTS

LinkedIn Message	Message Category
<p>Providers: May is a great time to brush up on current information about skin cancer screening. This summary from the National Cancer Institute provides an overview and description of the evidence: http://bit.ly/2Ya9ZVS</p> <p>Share on LinkedIn</p>	1
<p>Skin cancer is the most common cancer in the United States. This data visualization tool presents U.S. Cancer Statistics data and demographic trends in an easy-to-understand visual format: http://bit.ly/2KxPy3r</p> <p>Share on LinkedIn</p>	1
<p>The GW Cancer Center no-cost continuing education credits and information about caring for cancer survivors in the Cancer Survivorship E-Learning Series for Primary Care Providers: http://bit.ly/2CckkaH</p> <p>Share on LinkedIn</p>	1

OTHER IDEAS TO PROMOTE MELANOMA AND SKIN 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 [TweetChat](#) or [TWUBS](#).

Promote the event to your followers. Host the event, running it similarly to how you would host a live in-person meeting (introduce topic, speaker or participating organizations, your organization). Number your questions starting with a “Q” for question. For example: Q1: What’s the most important step I can take to prevent skin cancer? #SkinCancerChat. Your speaker(s) can either “reply” to the question you Tweet or Tweet starting with an “A” and the corresponding number. For example: A1: Following sun safety practices is critical! Learn more: <http://bit.ly/2UZHLva> #SkinCancerChat.

Retweet or “like” the best questions posed by your followers and answers by your speaker(s) and be sure to share relevant links and resources. After the event, archive an event summary and share with participants and your other followers. Consider using [Storify](#) to create a visual transcript of the Twitterview or Tweet chat.

Live Tweet an Event or Conference

Consider live Tweeting a conference or other event around Melanoma and Skin 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. 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 Melanoma and Skin 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 Melanoma and Skin Cancer Awareness Month events. Personal stories of patients or survivors, for example, can make for powerful blog posts by connecting with the reader. 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 dermatologist or melanoma survivor.

[Publicize your A.M.A](#) through your other social media channels to draw more participants.

Host a Melanoma or Skin Cancer Survivors Meetup Event

Consider hosting a meetup for local melanoma 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 melanoma or skin cancer awareness. 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.
Thunderclap	Social networking tool that allows you to “crowdsource” your social media campaign to increase its impact.
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.

REFERENCES

- American Cancer Society. (2015). *Policy, systems and environmental change resource guide*. Retrieved from https://smhs.gwu.edu/cancercontroptap/sites/cancercontroptap/files/PSE_Resource_Guide_FIN_AL_05.15.15.pdf
- American Cancer Society. (2017). *How do I protect myself from UV rays?* Retrieved from <https://www.cancer.org/cancer/skin-cancer/prevention-and-early-detection/uv-protection.html>
- American Cancer Society. (2017a). *What should I look for on a skin self-exam?* Retrieved from <https://www.cancer.org/cancer/skin-cancer/prevention-and-early-detection/what-to-look-for.html>
- American Cancer Society. (2019). *Cancer facts and figures 2019*. Retrieved from <https://www.cancer.org/content/dam/cancer-org/research/cancer-facts-and-statistics/annual-cancer-facts-and-figures/2019/cancer-facts-and-figures-2019.pdf>
- Bleakley, A., Jordan, A., Ellithorpe, M. E., Lazovich, D., Grossman, S., & Glanz, K. (2018). A national survey of young women's beliefs about quitting indoor tanning: Implications for health communication messages. *Translational Behavioral Medicine*, 8(6), 898-906. <https://doi.org/10.1093/tbm/ibx007>
- Bowen, D. J., Albrecht, T., Hay, J., Eggly, S., Harris-Wei, J., Meischke, H., & Burke, W. (2017). Communication among melanoma family members. *Journal of Health Communication*, 22(3), 198-204. <http://dx.doi.org/10.1080/10810730.2016.1259374>
- Centers for Disease Control and Prevention. (2015). *CDC social media tools* [webpage]. Retrieved from <https://www.cdc.gov/socialmedia/tools/index.html>
- Centers for Disease Control and Prevention & National Cancer Institute. (2019). Leading cancer cases and deaths, male and female, 2015 - Melanomas of the skin. *U.S. Cancer Statistics Data Visualizations Tool*. Retrieved from <https://gis.cdc.gov/Cancer/USCS/DataViz.html>
- Cooper, B. B. (2016, April 19). *7 powerful Facebook statistics you should know for a more engaging Facebook page*. Retrieved from <https://blog.bufferapp.com/7-facebook-stats-you-should-know-for-a-more-engaging-page>
- Facebook. (2018). *Facebook and Instagram best practices*. Retrieved from https://www.facebook.com/gms_hub/share/best-practice-fb-and-ig
- Fox, S. (2014, January 15). The social life of health information. *Fact Tank: News in the Numbers*. Retrieved from <http://www.pewresearch.org/fact-tank/2014/01/15/the-social-life-of-health-information/>
- Frieden, T. R. (2010). A framework for public health action: The health impact pyramid. *American Journal of Public Health*, 100(4), 590-595. <http://dx.doi.org/10.2105/AJPH.2009.185652>
- Glanz, K., Jordan, A., Lazovich, D., & Bleakley, A. (2019). Frequent indoor tanners' beliefs about indoor tanning and cessation. *American Journal of Health Promotion*, 33(2), 293-299. <http://dx.doi.org/10.1177/0890117118784235>
- Hershkovitz, S. and Lavrusik, V. (2013, May 2). *12 best practices for media companies using Facebook pages*. Retrieved from <https://m.facebook.com/notes/facebook-media/12-best-practices-for-media-companies-using-facebook-pages/518053828230111/>

- Holman, D. M., Ding, H., Guy, G. P. Jr., Watson, M., Hartman, A. M., & Perna, F. M. (2018). Prevalence of sun protection use and sunburn and association of demographic and behavioral characteristics with sunburn among US adults. *JAMA Dermatology*, 154(5), 561-568. <http://dx.doi.org/10.1001/jamadermatol.2018.0028>
- Kann, L., McManus, T., Harris, W. A., Shanklin, S. I., Flint, K. H., Queen, B.,... & Ethier, K. A. (2018). Youth risk behavior surveillance - United States, 2017. *Morbidity and Mortality Weekly Report Surveillance Summary*, 67(8), 1-479. Retrieved from <https://www.cdc.gov/healthyyouth/data/yrbs/pdf/2017/ss6708.pdf>
- Kim, L. (2018, July 6). 5 ways to get 10x more retweets on Twitter. *Medium: Marketing and Entrepreneurship*. Retrieved from <https://medium.com/marketing-and-entrepreneurship/5-ways-to-get-10x-more-retweets-on-twitter-f0b2ba18a7ff>
- Lazovich, D., Choi, K., Rolnick, C., Jackson, J. M., Forster, J., & Southwell, B. (2013). An intervention to decrease adolescent indoor tanning: A multi-method pilot study. *Journal of Adolescent Health*, 52(5 0), S76-S82. <http://dx.doi.org/10.1016/j.jadohealth.2012.08.009>
- Lazovich, D., Vogel, R. I., Weinstock, M. A., Nelson, H. H., Ahmed, R. L., & Berwick, M. (2016). Association between indoor tanning and melanoma in younger men and women. *JAMA Dermatology*, 152(3), 268-275. <http://dx.doi.org/10.1001/jamadermatol.2015.2938>
- LinkedIn. (n.d.). *LinkedIn pages best practices* [webpage]. Retrieved from <https://business.linkedin.com/marketing-solutions/linkedin-pages/best-practices>
- Mays, D. & Tercyak, K. P. (2015). Framing indoor tanning warning messages to reduce skin cancer risks among young women: Implications for research and policy. *American Journal of Public Health*, 105(8), e70-e76. <http://dx.doi.org/10.2105/AJPH.2015.302665>
- National Cancer Institute. (2011). *Making data talk: A workbook*. Retrieved from <https://www.cancer.gov/publications/health-communication/making-data-talk.pdf>
- National Council on Skin Cancer Prevention. (n.d.). *Don't fry day* [webpage]. Retrieved from <https://www.skincancerprevention.org/programs/dont-fry-day>
- Pew Research Center. (2018). *Social media fact sheet* [webpage]. Retrieved from <http://www.pewinternet.org/fact-sheet/social-media/>
- Photoslurp. (n.d.). *Instagram best practices - 8 content tricks used by top brands*. Retrieved from <https://hi.photoslurp.com/blog/instagram-best-practices-content/>
- Sarkar, U., Le, G. M., Lyles, C. R., Ramo, D., Linos, E., Bibbins-Domingo, K. (2018). Using social media to target cancer prevention in young adults: Viewpoint. *Journal of Medical Internet Research*, 20(6), e203-e210. <http://dx.doi.org/10.2196/jmir.8882>
- Schwarz, N., Sanna, L. J., Skurnik, I., & Yoon, C. (2007). Metacognitive experiences and the intricacies of setting people straight: Implications for debiasing and public information campaigns. *Advances in Experimental Social Psychology*, 39, 127-161. [https://doi.org/10.1016/S0065-2601\(06\)39003-X](https://doi.org/10.1016/S0065-2601(06)39003-X)
- Smit, A.K., Keough, L.A., Hersch, J., Newson, A.J., Butow, P., Ed, D.,..., Cust, A.E. (2015). Public preferences for communicating personal genomic risk information: A focus group study. *Health Expectations* [Published online first]. <http://dx.doi.org/10.1111/hex.12406>
- Top Dog Social Media. (n.d.). *LinkedIn etiquette and best practices [20 do's and don'ts]*. Retrieved from <https://topdogsocialmedia.com/linkedin-etiquette-and-best-practices/>

- Utah Cancer Action Network. (2016). *2016-2020 Utah comprehensive cancer prevention and control plan*. Retrieved from <http://www.ucan.cc/wp-content/uploads/2015/12/State-Cancer-Plan-Revision-2.pdf>
- Watson, M., Holman, D., Fox, K. A., Guy, G. P., Seidenberg, A. B., Sampson, B. P. ...Lazovich, D. (2013). Preventing skin cancer through reduction of indoor tanning: Current evidence. *American Journal of Preventive Medicine*, 44(6), 682-689.
<http://dx.doi.org/10.1016/j.amepre.2013.02.015>
- York, A. (2016, October 11). *5 LinkedIn best practices for marketing professionals*. Retrieved from <https://sproutsocial.com/insights/linkedin-best-practices/>
- York, A. (2016a, June 8). *7 Instagram best practices to build your audience*. Retrieved from <https://sproutsocial.com/insights/instagram-best-practices/>