

September 2019

# Prostate Cancer Awareness Month Social Media Toolkit



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

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## ABOUT THIS TOOLKIT

This toolkit is designed to help stakeholders implement evidence-based practices when communicating about prostate 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 PROSTATE CANCER AWARENESS MONTH?

September is Prostate Cancer Awareness Month, also known as National Prostate Health Month, an annual campaign to raise awareness of the disease and focus on research into its cause, prevention, diagnosis, treatment and survivorship. The goal is to support those affected by prostate cancer and encourage health-promoting behaviors. In 2016, over 192,000 people in the United States were diagnosed with prostate cancer (Centers for Disease Control and Prevention [CDC] and National Cancer Institute [NCI], 2019). Prostate Cancer Awareness Month begins on September 1<sup>st</sup> and ends on September 30<sup>th</sup>.

## 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.).

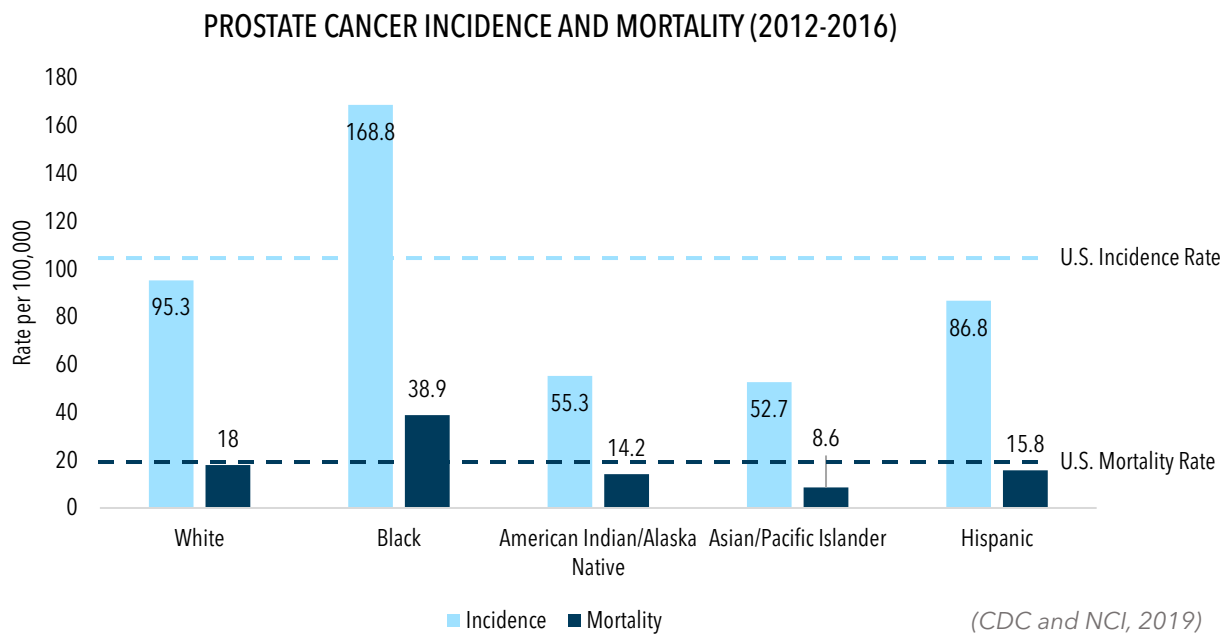
## Instagram Best Practices

- 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 Prostate 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 PROSTATE CANCER

Prostate cancer is one of the leading causes of cancer death among men (CDC & NCI, 2019). It also reflects cancer disparities, as Black men more than twice as likely to die from prostate cancer as non-Hispanic White men (Brooks, 2013).



Data from the Health Information National Trends survey found low levels of communication between patients and providers about prostate-specific antigen (PSA) testing and treatment (Bhuyan et al., 2015). This lack of communication can inhibit the shared decision-making process (Bhuyan et al., 2015). The U.S. Preventive Services Task Force (USPSTF) recommends that men should have an opportunity to discuss the potential benefits and harms of screening with their clinician and to incorporate their values and preferences in the decision (USPSTF, 2018).

A recent systematic review of primary qualitative studies of prostate cancer patient perspectives during treatment decision making revealed that “most patients seek extensive information to help inform their treatment decisions” (Kandasamy, Khalid, Majid, & Vanstone, 2017, p. 3). These studies demonstrate the need to provide reliable information so that patients may obtain the knowledge and skills needed to make decisions around screening and treatment (Kandasamy et al, 2017). Since communication is becoming more technology-based, social media is emerging as a tool for health communication. YouTube has become widely used for health-related videos including prostate cancer (Basch, Menafro, Mongiovi, Clarke Hillyer, & Basch, 2016).

People are often overwhelmed by information on social media, so how do you get your prostate cancer messaging to stand out? There are several evidence-based practices you can use to craft your messages most effectively.

## WHEN COMMUNICATING ABOUT PROSTATE CANCER...

### 1. Consider health literacy and numeracy

- In at least one study, patients with low health literacy were more likely to have higher levels of prostate-specific antigen (PSA) at prostate cancer diagnosis (Ashorobi et al., 2017). **Assess multiple dimensions of health literacy** (functional, interactive, critical<sup>1</sup>) within your target population before drafting communication messages (Friedman et al., 2009).
- **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.
- Sajid et al. (2012) found that suboptimal communication about prostate cancer can lead to “increased decisional conflict, increased anxiety and poorer quality of life,” despite the fact that prostate cancer usually grows very slowly (p. 1069; NCI, n.d.). **Encourage open communication between patients and providers to help patients navigate their concerns.**

### 2. Promote shared decision-making about screening and treatment

- Most people desire an active or collaborative role in medical decision making after a prostate cancer diagnosis (Davison, Parker, & Goldenberg, 2004). **Promote shared decision-making about prostate cancer treatment.**
- Low health literacy may be a barrier to patients’ full participation in the decision making process (Brabers, Rademakers, Groenewegen, van Dijk, & de Jong, 2017). **Reduce health literacy barriers to promote patients’ full participation in the decision-making process.**
- **Let patients know about specific resources they can request**, such as survivorship care plans or long-term recommendations about screening and follow-up

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<sup>1</sup> Functional health literacy is the ability to use reading, writing and computer skills at an adequate level to meet the needs of everyday life (Parker, Baker, Williams, & Nurss, 1995). Interactive health literacy is the ability to ask questions and identify your own knowledge gaps (Health Literacy Centre Europe, 2015). Critical health literacy is the ability to critically appraise and evaluate health information to make informed decisions (Health Literacy Centre Europe, 2015).



### 3. Tailor your messages to your target audience

- Research suggests that Black men expressed a preference for prostate cancer messages that included a local “champion” from the community and provided culturally relevant information (Pedersen, Armes, & Ream 2011). **Customize your messages to your target audience using tools like [Make it Your Own \(MIYO\)](#).**
- For Black men, digital rectal exam testing can be seen as taboo, embarrassing, or threatening to their sexuality (Woods et al., 2004). Another barrier to testing can be that prostate cancer is perceived as a threat to Black manhood because of the fear of impotence (Woods et al., 2004). **Focus on the positive effects of screening, promote multiple testing options, like the PSA, and normalize digital rectal exam testing.**
- For Hispanic or Latino men, cultural taboos around sex, reproductive health and intimacy may limit discussions around familial risk and screening options for prostate cancer (Hicks, Litwin, & Maliski, 2014). **Be aware of cultural and societal taboos when creating messages around prostate cancer.**
- **Adapt and test decision aids targeted at Spanish-speaking Latino men** rather than simple English to Spanish translations (Berry, Halpenny, Bosco, Bruyere, & Sanda, 2015).
- A recent study of gay and bisexual prostate cancer survivors’ experiences with health care providers reported inadequate provider competence in addressing their unique and significant sexual concerns (Rose, Ussher, & Perez, 2017). **[Learn about LGBTQ-affirming prostate cancer considerations and share resources with providers and patients in your area.](#)**



## SAMPLE TWEETS AND FACEBOOK POSTS

Date	Tweets	Facebook Posts	Message Category
Mon 9/2	<p>September is National #Prostate Health Month! Start by learning about the prostate: <a href="http://bit.ly/2JS4gpw">http://bit.ly/2JS4gpw</a> #PSCM</p> <p><b>Tweet This</b></p>	<p>September is Prostate Cancer Awareness Month! Start by learning about what the prostate is: <a href="http://bit.ly/2JS4gpw">http://bit.ly/2JS4gpw</a></p> <p><b>Share Link on Facebook</b></p>	1
Tue 9/3	<p>Need help talking to your doctor about getting screened for #prostatecancer? This worksheet may help: <a href="http://bit.ly/2kQKIhT">http://bit.ly/2kQKIhT</a> #PSCM</p> <p><b>Tweet This</b></p>	<p>Most prostate cancers grow slowly and don't cause health problems, but it doesn't mean you shouldn't be screened. Take time to ask your doctor these questions before you decide to get tested or treated for prostate cancer: <a href="http://bit.ly/2kQKIhT">http://bit.ly/2kQKIhT</a></p> <p><b>Share Link on Facebook</b></p>	2
Wed 9/4	<p>African American men are more likely to get #prostatecancer than other men. Learn more and ask your doctor how to reduce your risk: <a href="http://bit.ly/2Lt2HWO">http://bit.ly/2Lt2HWO</a> #PSCM</p> <p><b>Tweet This</b></p>	<p>All men are at risk for prostate cancer, but African American men are more likely to get prostate cancer than other men Read on for more and talk with your doctor: <a href="http://bit.ly/2Lt2HWO">http://bit.ly/2Lt2HWO</a></p> <p><b>Share Link on Facebook</b></p>	3
Thurs 9/5	<p>DYK that #prostatecancer is the most common #cancer for US males aside from non-melanoma #skincancer? More data here: <a href="http://bit.ly/2zOSxPp">http://bit.ly/2zOSxPp</a> #PSCM</p> <p><b>Tweet This</b></p>	<p>Did you know that prostate cancer is the most common cancer among men in the US aside from non-melanoma skin cancer? See how your state measures up: <a href="http://bit.ly/2zOSxPp">http://bit.ly/2zOSxPp</a></p> <p><b>Share Link on Facebook</b></p>	1
Fri 9/6	<p>#DYK African American men are at increased risk for prostate cancer? Here's why early detection is key: <a href="http://bit.ly/2T1FuQy">http://bit.ly/2T1FuQy</a> #PSCM</p> <p><b>Tweet This</b></p>	<p>African American men are at increased risk for prostate cancer. Talk to your doctor about ways to reduce your risk and what screening options are available: <a href="http://bit.ly/2T1FuQy">http://bit.ly/2T1FuQy</a></p> <p><b>Share Link on Facebook</b></p>	3

## SAMPLE TWEETS AND FACEBOOK POSTS (CONTINUED)

Date	Tweets	Facebook Posts	Message Category
Mon 9/9	<p>Screening for prostate cancer often begins with a blood test called a PSA. Talk w/your doc to learn more: <a href="http://bit.ly/2syYU3A">http://bit.ly/2syYU3A</a></p> <p><b>Tweet This</b></p>	<p>Did you know there are a couple of ways to get screened for prostate cancer? One of the most common is the prostate specific antigen (PSA) test. Read more and talk to your doctor about which test is right for you: <a href="http://bit.ly/2syYU3A">http://bit.ly/2syYU3A</a></p> <p><b>Share Link on Facebook</b></p>	2
Tue 9/10	<p>Is #prostatecancer screening right for you? This fact sheet can help answer some of your questions: <a href="http://bit.ly/2JtTCPE">http://bit.ly/2JtTCPE</a></p> <p><b>Tweet This</b></p>	<p>Having a father, brother or son who has had prostate cancer puts you at increased risk. Take charge of your health! Use this tool to map your family history to learn more about your risk and share with your doctor. <a href="http://bit.ly/2JtTCPE">http://bit.ly/2JtTCPE</a></p> <p><b>Share Link on Facebook</b></p>	2
Wed 9/11	<p>Have you been diagnosed with #prostatecancer or know someone who has? See these resources for information: <a href="http://bit.ly/2LRXCem">http://bit.ly/2LRXCem</a> #PCSM</p> <p><b>Tweet This</b></p>	<p>Have you been diagnosed with prostate cancer or know someone who has? See these free resources from Healthfinder.gov for information on the disease and sources of support: <a href="http://bit.ly/2LRXCem">http://bit.ly/2LRXCem</a></p> <p><b>Share Link on Facebook</b></p>	1
Thurs 9/12	<p>#DYK that more men are living with #prostatecancer? The key is finding it early &amp; monitoring its growth <a href="http://bit.ly/1WNP87T">http://bit.ly/1WNP87T</a> #PCSM</p> <p><b>Tweet This</b></p>	<p>Did you know that more men with prostate cancer are living longer, healthier lives? The key is finding it early and monitoring its growth. Watch this 2 min video and talk with your doctor for more information: <a href="http://bit.ly/1WNP87T">http://bit.ly/1WNP87T</a></p> <p><b>Share Link on Facebook</b></p>	2
Fri 9/13	<p>Different types of treatment are available for #prostatecancer. Decide with your doctor which is right for you: <a href="http://bit.ly/2JCYYO">http://bit.ly/2JCYYO</a></p> <p><b>Tweet This</b></p>	<p>Different types of treatment are available for prostate cancer. You and your doctor will decide which one is right for you. Here are some common treatments: <a href="http://bit.ly/2JCYYO">http://bit.ly/2JCYYO</a></p> <p><b>Share Link on Facebook</b></p>	2





## SAMPLE TWEETS AND FACEBOOK POSTS (CONTINUED)

Date	Tweets	Facebook Posts	Message Category
Mon 9/16	<p>All people with a prostate can get cancer. This includes transgender women and gender non-conforming individuals. This fact sheet can help you talk with your doctor if you have prostate cancer:  <a href="http://bit.ly/TransPrCaFactSheet">http://bit.ly/TransPrCaFactSheet</a></p> <p><b>Tweet This</b></p>	<p>Transgender women and gender non-conforming individuals have health care needs that are often not talked about. This fact sheet can help you talk with your doctor if you have prostate cancer:  <a href="http://bit.ly/TransPrCaFactSheet">http://bit.ly/TransPrCaFactSheet</a></p> <p><b>Share Link on Facebook</b></p>	3
Tue 9/17	<p>Being told you have #prostatecancer can be scary. Here are questions to ask your doctor to get the information you need:  <a href="http://bit.ly/1U9wO55">http://bit.ly/1U9wO55</a></p> <p><b>Tweet This</b></p>	<p>Being told you have prostate cancer can be scary and stressful. Learning about the disease, how it's treated and how this info may apply to you is a lot to do on your own. Here are some questions you can use to help understand your options:  <a href="http://bit.ly/1U9wO55">http://bit.ly/1U9wO55</a></p> <p><b>Share Link on Facebook</b></p>	2
Wed 9/18	<p>Learn more about #prostatecancer risk reduction, early detection, symptoms &amp; treatment:  <a href="http://bit.ly/2sKz77z">http://bit.ly/2sKz77z</a> #PCSM</p> <p><b>Tweet This</b></p>	<p>Check out this factsheet for an overview of prostate cancer, including risk reduction and early detection, symptoms and treatment. Talk with your doctor for more information:  <a href="http://bit.ly/2sKz77z">http://bit.ly/2sKz77z</a></p> <p><b>Share Link on Facebook</b></p>	2
Thur 9/19	<p>Some #prostatecancer symptoms: difficulty starting urination &amp; pain during urination. Learn more &amp; talk with your doc:  <a href="http://bit.ly/2Yk1MSL">http://bit.ly/2Yk1MSL</a></p> <p><b>Tweet This</b></p>	<p>Symptoms of #prostatecancer include difficulty starting urination and pain in the back, hips or pelvis that doesn't go away. Learn more about what to look out for and talk with your doctor if you experience these symptoms: <a href="http://bit.ly/2Yk1MSL">http://bit.ly/2Yk1MSL</a></p> <p><b>Share Link on Facebook</b></p>	1
Fri 9/20	<p>#Clinicians: Find the latest on #prostatecancer survivorship care from @AmericanCancer: <a href="http://bit.ly/ACSPrCa">http://bit.ly/ACSPrCa</a></p> <p><b>Tweet This</b></p>	<p>Clinicians: The American Cancer Society has issued guidance on follow-up care for prostate cancer survivors. Read to learn more: <a href="http://bit.ly/ACSPrCa">http://bit.ly/ACSPrCa</a></p> <p><b>Share Link on Facebook</b></p>	2

## SAMPLE TWEETS AND FACEBOOK POSTS (CONTINUED)

Date	Tweets	Facebook Posts	Message Category
Mon 9/23	<p>There are treatment choices for different stages of #prostatecancer including early-stage. Learn more and get the right care for you: <a href="http://bit.ly/2kPPLiu">http://bit.ly/2kPPLiu</a> #PCSM</p> <p><b>Tweet This</b></p>	<p>There are treatment choices for different stages of prostate cancer including early-stage. Be sure to know your options and talk with your doctor: <a href="http://bit.ly/2kPPLiu">http://bit.ly/2kPPLiu</a></p> <p><b>Share Link on Facebook</b></p>	3
Tue 9/24	<p>Here's a simple health guide to help you understand normal prostate changes &amp; #prostatecancer signs/symptoms: <a href="http://bit.ly/2sB4D8W">http://bit.ly/2sB4D8W</a> #PCSM</p> <p><b>Tweet This</b></p>	<p>Here is a simple health guide to help you understand normal prostate changes and prostate cancer signs and symptoms, risk factors and screenings. Talk w/ your doctor for more info: <a href="http://bit.ly/2sB4D8W">http://bit.ly/2sB4D8W</a></p> <p><b>Share Link on Facebook</b></p>	2
Wed 9/25	<p>There are multiple types of treatment for prostate cancer. Learn more: <a href="http://bit.ly/2tY9vrv">http://bit.ly/2tY9vrv</a> #PCSM</p> <p><b>Tweet This</b></p>	<p>From watchful waiting to surgery, there are a number of different types of standard treatment for prostate cancer. Get the facts from NCI: <a href="http://bit.ly/2tY9vrv">http://bit.ly/2tY9vrv</a></p> <p><b>Share Link on Facebook</b></p>	2
Thur 9/26	<p>#Medicare Part B covers yearly #prostatecancer screenings for men 50+ years old. Talk with your doc for more info: <a href="http://bit.ly/32u0hke">http://bit.ly/32u0hke</a></p> <p><b>Tweet This</b></p>	<p>Did you know that Medicare fully or partly covers yearly prostate cancer screenings for men over 50? Talk to your doctor about screening that's right for you: <a href="http://bit.ly/32u0hke">http://bit.ly/32u0hke</a></p> <p><b>Share Link on Facebook</b></p>	3
Fri 9/27	<p>Studies suggest that being a healthy weight and quitting smoking can reduce overall cancer risk <a href="http://bit.ly/2Luysz9">http://bit.ly/2Luysz9</a></p> <p><b>Tweet This</b></p>	<p>Studies suggest you may be able to reduce your risk for cancer by quitting smoking, eating a healthy diet and exercising: <a href="http://bit.ly/2Luysz9">http://bit.ly/2Luysz9</a></p> <p><b>Share Link on Facebook</b></p>	1
Mon 9/30	<p>Gay and bisexual men have health care needs that are often not talked about. This fact sheet is for men who have sex with men who are living with #prostatecancer <a href="http://bit.ly/MSMPrCaFactSheet">http://bit.ly/MSMPrCaFactSheet</a></p> <p><b>Tweet This</b></p>	<p>Do you identify as a gay or bisexual man living with #prostatecancer? Here are some resources to help you take charge of your health: <a href="http://bit.ly/MSMPrCaFactSheet">http://bit.ly/MSMPrCaFactSheet</a></p> <p><b>Share Link on Facebook</b></p>	3

## SAMPLE LINKEDIN POSTS

LinkedIn Message	Message Category
<p>Clinicians: Learn about the unique challenges experienced by LGBTQI prostate cancer survivors: <a href="http://bit.ly/LGBTQIPrCaCareGuide">http://bit.ly/LGBTQIPrCaCareGuide</a></p> <p></p>	3
<p>Survivors of prostate cancer can experience a variety of late and long-term side effects, even years after treatment. This toolkit can remind primary care providers what to look out for: <a href="http://bit.ly/NCSRCToolkitProviders">http://bit.ly/NCSRCToolkitProviders</a></p> <p></p>	2
<p>The GW Cancer Center offers a continuing education module on caring for prostate cancer survivors in the Cancer Survivorship E-Learning Series for Primary Care Providers: <a href="http://bit.ly/2CckkaH">http://bit.ly/2CckkaH</a></p> <p></p>	2
<p>Did you know that survivors of prostate cancer often face side effects during and after treatment? These clinical follow-up guidelines can help educate providers about common late and long term side effects from prostate cancer treatment: <a href="http://bit.ly/ACSPrCa">http://bit.ly/ACSPrCa</a></p> <p></p>	2

## OTHER IDEAS TO PROMOTE PROSTATE 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, your organization). Number your questions starting with a "Q" for question. For example: Q1: What questions should #ProstateCancer survivors ask their doc? #PrCaChat. 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 #PrCaChat.

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

### Live Tweet an Event or Conference

Consider live Tweeting a conference or other event around Prostate 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 187 million users with a majority of users under 30 years old (Lee, 2018). 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 Prostate 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 Prostate 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 Prostate cancer expert or survivor.

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

## **Host a Prostate Cancer Survivors Meetup Event**

Consider hosting a meetup for local prostate 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 prostate 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
<a href="#">Facebook Insights</a>	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.”
<a href="#">Instagram Insights</a>	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.
<a href="#">Snaplytics</a>	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.
<a href="#">Twitter Analytics</a>	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.
<a href="#">Viralwoot</a>	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
<a href="#">Canva</a>	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.
<a href="#">CDC Infographics</a>	Provides a gallery of CDC-designed infographics to visually communicate data or information.
<a href="#">CDC on Flickr</a>	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.
<a href="#">CDC Public Health Image Library (PHIL)</a>	Free image library from CDC.
<a href="#">Communication Training for Comprehensive Cancer Control Professionals 101</a>	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.
<a href="#">Communication Training for Comprehensive Cancer Control Professionals 102</a>	Comm 102 is a no-cost online training from the GW Cancer Center on planning, implementing and evaluating evidence-based communication campaigns.
<a href="#">Guide to Making Communication Campaigns Evidence-Based</a>	Companion guide to Comm 102 training that explores the process for planning, implementing and evaluating a communication campaign.
<a href="#">GW Cancer Center Social Media Toolkits</a>	Additional social media toolkits for other health-related observances throughout the year.
<a href="#">Hootsuite</a>	Social media management platform that allows users to schedule social media posts, keep up with trends and followers, and collect basic analytics for evaluation.
<a href="#">Media Planning and Media Relations Guide</a>	Companion guide to Comm 101 training that covers working with the media and establishing a communications and media strategy.
<a href="#">Periscope</a>	Live-streaming video app to show events or videos live to your audience on social media.
<a href="#">Sprout Social</a>	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.
<a href="#">Thunderclap</a>	Social networking tool that allows you to “crowdsource” your social media campaign to increase its impact.
<a href="#">TinyURL</a>	Link shortening service that allows for customization of URLs to make them more memorable.
<a href="#">Tweetdeck</a>	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](http://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](http://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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