

Lung Cancer Awareness Month Social Media Toolkit



November 2018

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CONTENTS

About This Toolkit	2
Who Should Use This Toolkit?	2
About Lung Cancer Awareness Month.....	2
Social Media Channels	3
Twitter Best Practices	3
Facebook Best Practices.....	3
Best Practices for Communicating About Lung Cancer	4
Sample Tweets and Facebook Posts.....	6
Sample LinkedIn Posts.....	9
Other Ideas To Promote Lung Cancer Awareness Month.....	10
Measuring Success.....	13
Additional Tools and Resources.....	14
Glossary	15
References.....	16

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 Lung Cancer Awareness Month. 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.

ABOUT LUNG CANCER AWARENESS MONTH

Lung Cancer Awareness Month is an annual observance held throughout the Month of November. It is intended to raise awareness of lung cancer and to fundraise for research into its cause, prevention, diagnosis, treatment, survivorship and cure. "More people in the United States die from lung cancer than any other type of cancer" (Centers for Disease Control and Prevention [CDC], 2017). In 2015, the most recent year for which data are available, over 218,000 men and women were diagnosed with lung cancer (CDC, 2018). November is also an opportunity to support those affected by lung cancer. Lung Cancer Awareness Month begins on November 1 and ends on November 30.

SOCIAL MEDIA 101

According to a 2016 Pew Research Center survey, "69% of online adults use social networking sites" (Pew Research Center, 2017). In addition, a 2014 study found that nearly 75% of adults use social media to discuss health (Fox, 2014).

Social media represents a unique opportunity to reach a large audience of both consumers and professionals. It is more important than ever that online medical and health information is "trustworthy, engaging, and accessible to digitally empowered consumers" (Hootsuite, n.d., p. 2).

"CDC uses social media to provide users with access to credible, science-based health information. ...Social media tools are used to reinforce and personalize messages, reach new audiences, and build a communication infrastructure based on open information exchange" (CDC, 2015)

When designing and thinking about your social media strategy, consider your audience, the channel(s) you want to use, your objective(s), or what you are trying to achieve, as well as how you will measure success. Remember that your social media activities should ultimately support your organization's goals (Hootsuite, nd.).

Looking to establish a social media strategy for your organization or make the case for why it's important? The Centers for Disease Control and Prevention offers [social media tools](#) to create and establish a social

media strategy. The site also offers guidelines and best practices as well as 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.

TWITTER BEST PRACTICES

- Keep Tweets below the 280 character limit. This allows other users to Retweet while adding their own comments. Note that @names no longer count toward the 280 character limit on Twitter.
- Add photos or videos. Adding a photo boosts Retweets by 62% on average (Twitter Government and Elections Team, 2014).
- Tweet at author or organizational Twitter handles when possible. Note that Tweets that begin with a username will now reach all your followers, but they will be categorized as “replies.” If you want the Tweet to be seen on your timeline, use the “.@” convention at the beginning.
- Twitter, Tweetdeck, Sprout Social and Hootsuite all have options to shorten links as you write Tweets. Other options for shortening links are provided under [Additional Tools and Resources](#).
- Promote engagement with other organizations by liking or Retweeting their content. You can even add your own comment before Retweeting.
- Be responsive and recognize Retweets, @ mentions and when others share your content. It doesn’t take much, but a simple “thank you” goes a long way toward building engagement.
- Remember that Tweets cannot be edited once they are posted, so proofread before you post!

FACEBOOK BEST PRACTICES

- Shorter posts (around 250 characters) get up to 60% more distribution than longer posts (CDC, n.d.).
- Use photos or videos to make your posts stand out. Posts with photos receive up to 50% more likes than non-photo posts (Hershkowitz & Lavrusik, 2013). However, be aware of Facebook’s policies about what can be posted and identifying people in photos without consent (CDC, n.d.).
- Use a conversational tone and explain to your audience why the content should matter to them (Hershkowitz & Lavrusik, 2013).
- Posts that start conversations by asking questions and responding receive approximately 70% above-average engagement (Hershkowitz & Lavrusik, 2013).
- Vary your post type. Users don’t engage the same way with every post (Hershkowitz & Lavrusik, 2013).

- Track your results and act on them. Facebook offers analytic data that you can use to find out what posts are being “liked” or shared and which ones aren’t. Focus your efforts on what is working (CDC, n.d.).
- 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” (Sprout Social, 2016).
- Provide industry-specific content like industry insights or content about upcoming events (Sprout Social, 2016).
- Focus on practical and informative visuals rather than creative and unique (Sprout Social, 2016).
- Post up to once a day and aim for a new post every weekday. Aim to publish before and/or after work hours (Sprout Social, 2016).

BEST PRACTICES FOR COMMUNICATING ABOUT LUNG CANCER

The first step in any communication campaign is to define your audience. When communicating about lung cancer, your audience may be newly diagnosed patients, survivors, caregivers, health care providers, employers or others. All of these audiences may have different messaging needs and may be reached through different channels. Regardless of who your audience is, cancer communication should aim to help people: “(1) Receive bad news, (2) handle the emotional impact of a life-threatening illness, (3) understand and remember complex information, (4) communicate with multiple health professionals, (5) understand statistics related to prognosis, (6) deal with uncertainty while maintaining hope, (7) build trust that will sustain long-term clinical relationships, (8) make decisions about treatment, possibly including participation in clinical trials and (9) adopt health-promoting behaviors” (Epstein & Street, 2007).

Your organization’s communication efforts can be most effective when they:

- Consider health literacy and numeracy
- Promote patient-provider discussions of family history and risk
- Provide information about long-term care and survivorship issues in addition to treatment information
- Remind providers about the importance of communication and its impact on patients’ quality of life
- Address and combat stigma often associated with a lung cancer diagnosis

Consider health literacy and numeracy

- **Use simple language. If using data, make sure your audience can interpret the data** (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 combinations of numbers and visual representations like icon arrays** as this can be most effective, particularly when talking about risk (👤👤👤👤) (Hamstra et al., 2015).
- Where possible, **point consumers to supporting materials, visuals and reliable sources of information** such as trusted websites or physicians.

Promote patient-provider discussions of family history and risk

- Familial history of lung or other cancers may increase risk for lung cancer in nonsmokers (Kanwal, Ding and Cao, 2017). **Encourage patient-provider discussions of family history and risk.**
- Chen and Kaphingst (2010) found that current and former smokers are not as likely to “integrate their family history into their risk perceptions” of developing lung cancer (p. 31). **Provide information about the link between family history and lung cancer risk.**

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

- CDC recommends that follow-up care to lung cancer survivors should focus on tobacco cessation, increased physical activity, good nutrition, ongoing vaccinations, regular cancer screenings and pain management (Underwood et al., 2012). **When creating messaging for lung cancer survivors focus on these topics.**
- The American College of Surgeons requires Commission on Cancer (CoC)-accredited programs to “provide a summary of treatment and a follow-up plan to all patients completing cancer treatments” for curative intent (American College of Surgeons, n.d.). **Encourage providers to promote survivorship care plans for patients.**
- **Inform patients and caregivers about available resources they can request**, such as survivorship care plans or long-term recommendations about screening and follow-up.
- The introduction of palliative care early in the course of treatment may prolong survival and improve quality of life and mood for lung cancer survivors with metastatic non-small-cell lung cancer (Temel et al., 2010). **Promote patient-provider discussion of palliative care options.**

Remind providers about the importance of communication and its impact on patients’ quality of life

- Cancer patients, survivors and caregivers often face “cancer information overload” and may feel overwhelmed by information and unable to process it (Chae, Lee & Jensen, 2015). **Include mitigating cancer information overload in your communication strategy.**
- Patients frequently report health professionals as their most important information source. **Emphasize the critical role that providers can play in addressing the information needs of patients and caregivers** (Finney Rutten et al., 2005).
- Research suggests that black patients may experience less patient-centered care, feel less respected by the physician and have greater mistrust of the medical system (Dovidio & Fiske, 2011) (Gordon et al., 2006). **Create messages recognizing the potential influence of implicit bias.**
- Smokers and low socioeconomic status groups often perceive barriers to lung cancer screening. Barriers include blame and stigma as well as the mistaken believe that lung cancer is not treatable (Quaife, Marlow, McEwen, Janes & Wardle, 2016). When screening is recommended, **messages should be targeted, nuanced and address these barriers.**

Address and combat stigma often associated with a lung cancer diagnosis

- Lung cancer is often socially stigmatized, which can lead to emotional distress and limited illness-related disclosure (Hamann, Ostroff, Marks, Gerber, Schiller & Craddock Lee, 2013). **Providers should avoid stigmatizing the illness and be aware of the pervasive influence of societal stigma on both smokers and nonsmokers with lung cancer.**
- Stigmatization can also potentially deter patients from seeking support (Harris-Carter, Hermann, Schreiber, Weaver & Rawl, 2014). **Address lung cancer stigma in your messaging to promote early medical help-seeking behavior.**

SAMPLE TWEETS AND FACEBOOK POSTS

Date	Tweets	Facebook Posts
Thu 11/1	Each year, 150,000+ Americans die from #LungCancer. That's almost 411 deaths every day. But you can reduce your risk. Find out more: http://bit.ly/2OS74wV	November is Lung Cancer Awareness Month. The most important things you can do to lower your lung cancer risk are to not smoke, quit smoking and avoid secondhand smoke. For help quitting, visit smokefree.gov , call 1 (800) QUIT-NOW (784-8669) or text "QUIT" to 47848 from your cell phone. Find out more: http://bit.ly/2OS74wV
Fri 11/2	Tobacco use is the leading cause of preventable disease and death in the United States. Get the facts: http://bit.ly/2xW3trc	Tobacco use remains the single largest preventable cause of illness and death in the U.S. Get the facts as we kick off Lung Cancer Awareness Month: http://bit.ly/2xW3trc
Mon 11/5	How can #compccancer programs increase awareness of #lungcancer screening? http://bit.ly/2xDmA9R	Check out this guide from the CDC to learn what Comprehensive Cancer Control programs can do to increase awareness of lung cancer screening: http://bit.ly/2xDmA9R
Tue 11/6	Get the facts about health risks associated with smoking from @TruthInitiative http://bit.ly/2asftHJ #FinishIT	In the U.S., about 41,000 people die each year from secondhand smoke-related diseases. Get more facts from the Truth Initiative here: http://bit.ly/2asftHJ
Wed 11/7	Get your home tested for radon! Radon is the 2nd leading cause of #lungcancer. Radon is a radioactive gas found in nearly all soils: http://bit.ly/2wxvd2u	Radon is a cancer-causing, radioactive gas. You can't see, smell or taste radon but it may be a problem in your home. Get your home tested: http://bit.ly/2wxvd2u
Thu 11/8	Learn from Rose, who developed #lungcancer from #smoking and needed very difficult treatments to save her life: http://bit.ly/2a04qRs #CDCTips	Rose's story highlights the dangers of smoking and its connection to lung cancer. Learn more by watching a video about the very difficult treatments needed to save her life: http://bit.ly/2aluN6z
Fri 11/9	Even though cigarette smoking rates are declining, disparities persist http://bit.ly/2hmOlbw	Cigarette smoking rates are declining but disparities in smoking prevalence persist. Efforts to address the disparities are crucial to further reducing smoking prevalence in the United States http://bit.ly/2hmOlbw
Mon 11/12	Learn about lung cancer screening and if it's right for you with this guide from @theNCI http://bit.ly/2a01T9K	Is lung cancer screening right for you? Talk to your provider for more information and start with this helpful guide from the National Cancer Institute: http://bit.ly/2a01T9K

SAMPLE TWEETS AND FACEBOOK POSTS

Date	Tweets	Facebook Posts
Tue 11/13	Breaking the stigma around #lungcancer starts with us. Learn more: http://bit.ly/2a33SOm #LCSM	Lung cancer survivors are often socially stigmatized by friends or family members. End the silence and the stigma today. Here are some practical tips: http://bit.ly/2a33SOm
Wed 11/14	Help patients #quitsmoking with these provider tools. Tips here: http://bit.ly/29ZZNpZ	Providers, you can play a key role in fighting tobacco use. Check out these resources to help you learn more on how to help your patients quit smoking http://bit.ly/29ZZNpZ
Thu 11/15	Thinking about quitting smoking? Let the #GreatAmericanSmokeout be your day to start your journey toward a smoke-free life http://bit.ly/2RtTNfM	Today is the Great American Smokeout! Quitting smoking improves health immediately and over the long term. Let today be your day to start your journey toward a smoke-free life http://bit.ly/2RtTNfM
Fri 11/16	There are actions you can take to reduce your risk for #lungcancer: Don't smoke or #quitsmoking, avoid secondhand smoke, and test your home for radon. http://bit.ly/2xU52og	Did you know that there are steps you can take to reduce your risk of lung cancer? Don't smoke or quit smoking, avoid secondhand smoke and get your home tested for radon: http://bit.ly/2xU52og
Mon 11/19	Tobacco hurts the LGBT community and kills more people in the U.S. than AIDS, alcohol, car accidents, homicide, suicide, illegal drugs, and fires combined. Learn more from FDA's This Free Life Campaign: http://bit.ly/2a8wYak	Tobacco hurts the LGBT community and kills more people in the U.S. than AIDS, alcohol, car accidents, homicide, suicide, illegal drugs and fires combined. Learn more from FDA's This Free Life Campaign: http://bit.ly/2a8wYak
Tue 11/20	A #lungcancer diagnosis can be overwhelming. Here are some questions to ask your doc to help you understand your options: http://bit.ly/2Pd54iR	Being diagnosed with lung cancer can be overwhelming for patients and caregivers. Here are some questions to ask your doctor to help you understand the diagnosis and options to make decisions that are right for you or a loved one: http://bit.ly/2Pd54iR
Wed 11/21	Every #lungcancer patient & caregiver needs a guide. Access resources to get you on the right track: http://bit.ly/29Qlp7R	Getting news of a lung cancer diagnosis is difficult, whether you're a patient, loved one or a caregiver. Use this resource as a guide through your lung cancer journey for you and your loved ones: http://bit.ly/29Qlp7R
Thu 11/22	#Thanksgiving is time for family! Remember: if you smoke around them, you also put them at risk for #LungCancer http://bit.ly/2DCldwY	Happy Thanksgiving! As we gather with our friends and family this holiday, remember to pass the turkey, not the secondhand smoke. If you smoke around your family, you also put them at risk for lung cancer. Learn more: http://bit.ly/2DCldwY

SAMPLE TWEETS AND FACEBOOK POSTS

Date	Tweets	Facebook Posts
Fri 11/23	Learn how states and communities can work to reduce youth exposure to e-cigarette ads: http://bit.ly/2a13aOi	Nearly 69% of middle and high school students are exposed to e-cigarette advertisements. Exposure to this advertising may be contributing to e-cigarettes gaining popularity among middle and high school students. Learn how states and communities can work to reduce this exposure: http://bit.ly/2a13aOi
Mon 11/26	Hookah smoke has many of the same health risks as cigarette smoking http://bit.ly/2adrbVa	Although many hookah users think it is less harmful, hookah smoking has many of the same health risks as cigarette smoking, including lung cancer. Hookah smoking is NOT a safe alternative to smoking cigarettes: http://bit.ly/2adrbVa
Tue 11/27	Women who smoke cigarettes have 25 times the risk of dying from lung cancer than women who don't smoke. Call 1-800-QUIT-NOW for help or visit smokefree.gov: http://bit.ly/2NXTbAM	Research shows that now women who smoke like men have similar risks of dying from all causes compared to non-smokers. For help quitting, visit www.smokefree.gov or call 1-800-QUIT-NOW. Learn more: http://bit.ly/2NXTbAM
Wed 11/28	African American men have the highest rates of lung cancer in the U.S. Lung cancers are mostly caused by smoking. For help quitting call 1-(800)-QUIT-NOW or visit www.smokefree.gov . http://bit.ly/2jQE2mm	African American men have the highest rates of lung cancer in the U.S. It's never too late to quit smoking. Your risk for lung cancer goes down when you quit, no matter how old you are or how long you have smoked: http://bit.ly/2jQE2mm
Thu 11/29	Yearly screening with low-dose CT is recommended for people who meet certain eligibility criteria. Talk to your doctor about whether you should get screened for lung cancer: http://bit.ly/2xTd0zm	New studies have shown that low-dose CT screening may be appropriate for people with high risk of lung cancer who meet certain eligibility criteria. Talk to your doctor about whether you should get screened for lung cancer: http://bit.ly/2xTd0zm
Fri 11/30	Knowing your family history of #lungcancer is important. Your risk may be higher if your family had lung cancer: http://bit.ly/2aeTTql	Did you know that lung cancer may also have a genetic component? Having a parent, brother or sister or children who have had lung cancer may increase your risk. Learn more about family history and other risk factors from CDC: http://bit.ly/2aeTTql

SAMPLE LINKEDIN POSTS

Early detection by screening is an important strategy for patients with an elevated risk of lung cancer. Providers: You may see patients in your office every day who could benefit from lung cancer screening. Check out this commentary by Dr. Lisa Richardson, Director of CDC's Division of Cancer Prevention and Control to learn more: <https://wb.md/2Pi5ViD>

Providers: Check out this resource from the [Centers for Disease Control and Prevention](#) which compares guidelines and recommendations from several organizations regarding groups eligible for lung cancer screening <http://bit.ly/2MTfW4k>

Questions about lung cancer screening recommendations? Check out this webinar recording on Lung Cancer Screening - What Clinicians Need to Know: <http://bit.ly/2MxISD3>. This webinar aims to recognize the current status of Lung Cancer Screening clinical guidelines in the United States, identify the challenges of implementing Lung Cancer Screening in clinical practice and illustrate the evaluation and management of screening-detected abnormalities.

Providers: Looking for more information on lung cancer prevention? Learn about who is at risk for lung cancer and interventions associated with a decreased risk of lung cancer with this PDQ cancer information summary from the [National Cancer Institute](#): <http://bit.ly/2MquGLN>

OTHER IDEAS TO PROMOTE LUNG CANCER AWARENESS MONTH

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 questions should #lungcancer survivors ask their doc? #LCSMChat. 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 #LCSMChat.

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.

Consider participating in an established Twitter chat to build audience engagement. There is a lung cancer awareness Twitter chat every other Thursday at 8PM ET with @lcschat. #LCSM is about sharing information within the lung cancer community.

Live Tweet an Event or Conference

Consider live Tweeting a conference or other event around Lung 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 158 million users with a majority of users under 30 years old (SproutSocial, 2017). 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 Lung 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 Lung 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 they 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 lung cancer expert or survivor.

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

Host a Lung Cancer Survivors Meetup Event

Consider hosting a meetup for local lung 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 lung 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 both offer free analytic tools to allow you to demonstrate the impact of your social media efforts.

[Twitter Analytics](#) allows you to see and download detailed tracking information about Tweet activity, engagement, audience and trends over time. Log in to analytics.twitter.com with your Twitter username and password to learn more.

[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](#) is available in the app for users who have an Instagram Business Profile. This tool allows you see overall account metrics, follower demographics, and metrics for your Instagram stories such as impression, reach, and replies.

[Viralwoot](#) helps track Pinterest analytics, schedule pins, promote pins, and gain new followers. This 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.

[Snaplytics](#) allows users to manage their Snapchat stories, Instagram stories, and Instagram accounts and can help identify the most engaging content across platforms.



ADDITIONAL TOOLS AND RESOURCES

Health Professional Resources

[Tobacco Cessation for Cancer Survivors: A Resource Guide for Local Health Departments](#): Guide from NACCHO on the role of local health departments in minimizing the impact of cancer in their communities

[Tobacco Cessation Tools and Resources](#): Information from ASCO on tobacco cessation treatment

Social Media Resources

[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 Public Health Image Library \(PHIL\)](#): Free image library.

[CDC "photostream" on Flickr](#): Website designed for public image sharing. CDC images include public health photos and graphics developed for public health events that users can comment on and share.

[CDC Infographics](#): Gallery of CDC-designed infographics to visually communicate data or information

[Goo.gl](#): Link shortener that allows for tracking of clicks

[Guide to Making Communication Campaigns Evidence-Based](#): Covers the process of planning, implementing and evaluating an evidence-based communication campaign

[Hootsuite](#), [Sprout Social](#): Online platforms that allow organizations to schedule Tweets and Facebook posts, keep up with their feed (the posts of those they follow), and collect basic analytics for evaluation

[Media Planning and Media Relations Guide](#): In-depth guide to working with media and establishing a media and communications strategy

[Owly](#): Link shortener from Hootsuite

[Periscope](#): Live-streaming video app so you can show events or videos live to your audience on social media

[Social Media Toolkits](#): Additional social media toolkits from the GW Cancer Center

[Thunderclap](#): Social networking tool that allows you to "crowdsource" your social media campaign to increase its impact

[TinyURL](#): Link shortener that allows for customization of URLs to make them more memorable

[Tweetdeck](#): Platform from Twitter that allows for pre-scheduling Tweets, including pre-loading photos

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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