



# Lung Cancer Awareness Social Media Toolkit

## November 2015

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## About This Toolkit

This *Lung Cancer Awareness Social Media Toolkit – November 2015* is designed to help public health professionals understand the functions and benefits of social media, establish a Lung Cancer Awareness Month social media strategy, manage social media accounts, implement Facebook and Twitter best practices, disseminate Lung Cancer Awareness Month messaging and evaluate their social media efforts.

*Don't have the time or capacity to implement this toolkit? Don't fret! You can still engage your audience by re-Tweeting messages from [@GWCancerInst](https://twitter.com/GWCancerInst)*

## Social Media 101

### What is Lung Cancer Awareness Month?

November is Lung Cancer Awareness Month, which is an annual international campaign to raise awareness of the disease and fundraise for research into its cause, prevention, diagnosis, treatment, survivorship and cure as well as to support those affected by lung cancer.

### When is Lung Cancer Awareness Month?

Lung Cancer Awareness Month begins on November 1<sup>st</sup> and ends on November 30<sup>th</sup>.

### Why use social media?

[According to Pew Research Center](#), “As of January 2014, 74% of online adults use social networking sites.” Quoted directly from the CDC’s [The Health Communicator’s Social Media Toolkit](#), social media “can connect millions of voices to:

- Increase the timely dissemination and potential impact of health and safety information
- Leverage audience networks to facilitate information sharing
- Expand reach to include broader, more diverse audiences
- Personalize and reinforce health messages that can be more easily tailored or targeted to particular audiences
- Facilitate interactive communication, connection and public engagement
- Empower people to make safer and healthier decisions.”

Social media tools include, but are not limited to: buttons and badges, online video sharing, widgets, blogs, Twitter and Facebook. This toolkit focuses on Twitter and Facebook, since “23% of online adults use Twitter” as of January 2014 and “71% of online adults use Facebook” as of September 2014, [according to Pew Research Center](#).

### What is Twitter?

Twitter is an online social networking and microblogging service that enables users to send and read short 140-character text messages called “Tweets.” According to Twitter, it is used by millions of people, organizations and businesses to discover and share new information. For more information on who uses Twitter and what types of activities Twitter users participate in, Twitter best practices and Twitter resources, see pages 27-31 in CDC’s [The Health Communicator’s Social Media Toolkit](#). See also [pages 12-13 below](#) for Twitter tips and a summary of best practices.

### What is Facebook?

Facebook is a social networking site that allows people to create personal profiles and stay connected with others. Companies, organizations and institutions also can create Facebook pages and become integrated into individuals’ networks and newsfeeds. For more information on who uses Facebook, Facebook best practices and Facebook



resources, see pages 36-39 in CDC's [The Health Communicator's Social Media Toolkit](#). See also [pages 13-14 below](#) for a summary of Facebook best practices.

## Create Your Social Media Strategy

[CDC's SocialMediaWorks](#) is a great web-based tool to think through step-by-step and establish your social media strategy. Below is a template and example of a social media strategy for your use, courtesy of [CDC's SocialMediaWorks](#):

Template:

I need fill in the name of the project initiative to engage specify target age groups, gender, race/ethnicity and socioeconomic groups with specify project content to get them to specify project outcomes. I will achieve my overall goal with specify time hours of staff time, specify financial investment and be ready to begin in specify time. The duration of this initiative will be specify time.

Example:

I need the lung cancer awareness month initiative to engage all age groups, both males and females, all races and ethnicities and all socioeconomic groups with daily mix of relevant links, engaging infographics, photos, videos and messages to get them to become more aware of lung cancer prevention and our organization's efforts to support lung cancer survivors. I will achieve my overall goal with 5 hours of staff time, \$0 (other than staff time) and be ready to begin in one month. The duration of this initiative will be one month.



## Sample Facebook Posts and Tweets

### Week 1 (Monday, 2<sup>nd</sup> – Friday, 6<sup>th</sup>)

Date	Twitter post	Facebook post
Monday, November 2nd	<p>We've made progress, but #lungcancer is still the second most commonly diagnosed cancer among men &amp; women in the US. Get the facts: <a href="http://goo.gl/QNDshN">http://goo.gl/QNDshN</a> #LCSM</p>	<p>Tobacco use remains the single largest preventable cause of illness and death in the US, yet more than 42 million Americans continue to smoke cigarettes. What are the true costs of smoking? From your body to society, everyone pays. Get the facts on smoking in the U.S. as we kick off Lung Cancer Awareness Month! <a href="http://goo.gl/6rorSq">http://goo.gl/6rorSq</a></p>
Tuesday, November 3rd	<p>There are actions you can take to prevent #lungcancer: Don't smoke or #quitsmoking, avoid second hand smoke &amp; get your home tested for #radon: <a href="http://goo.gl/Jgo6cp">http://goo.gl/Jgo6cp</a> #LCSM</p>	<p>November is Lung Cancer Awareness Month. Did you know that there are steps you can take to prevent lung cancer? Don't smoke or quit smoking, avoid second hand smoke and get your home tested for radon: <a href="http://goo.gl/Jgo6cp">http://goo.gl/Jgo6cp</a></p>
Wednesday, November 4th	<p>Each year, 150,000+ Americans die from #LungCancer. That's almost 411 deaths every day. But it's preventable. Find out more: <a href="http://goo.gl/L1ppPs">http://goo.gl/L1ppPs</a></p>	<p>Cancer is a disease in which cells in the body grow out of control. Lung cancer is the uncontrolled growth of abnormal cells because of changes in the genes (DNA) inside the lung cells in one or both of the lungs. Read more about this disease: <a href="http://goo.gl/GcMTOf">http://goo.gl/GcMTOf</a></p>
Thursday, November 5th	<p>Some #cancersurvivors are at increased risk for #LungCancer. Survivors who smoke should call 1-800-QUIT-NOW to get help quitting #LCSM</p>	<p>Lung cancer survivors who continue to smoke have an increased risk of receiving a second cancer diagnosis. If you are a survivor or are a caregiver or family member of a cancer survivor who smokes, call 1-800-QUIT-NOW to get help with quitting. <a href="http://goo.gl/qrH8PQ">http://goo.gl/qrH8PQ</a></p>
Friday, November 6th	<p>You can prevent #lungcancer by quitting smoking. Call 1-800-QUIT-NOW to get help building a quit plan w/ @SmokefreeGov: <a href="http://goo.gl/iTmBFC">http://goo.gl/iTmBFC</a> #LCSM</p>	<p>Smoking causes lung cancer. Cigarettes are dangerous because they contain nicotine, an addictive chemical. Find out if you are addicted to nicotine by taking this quick quiz and find resources to help you overcome your addiction: <a href="http://goo.gl/StuZf7">http://goo.gl/StuZf7</a></p>



Week 2 (Monday, 9<sup>th</sup> – Friday, 13<sup>th</sup>)

Date	Twitter post	Facebook post
Monday, November 9th	Learn from Rose, who developed #lungcancer from #smoking and needed very difficult treatments to save her life: <a href="https://goo.gl/3sydrE">https://goo.gl/3sydrE</a> #LCSM	When you smoke around your family, everyone smokes! The smoke from your cigarettes, called secondhand smoke, can cause lung cancer and other health problems in people who have never smoked, even kids. Take a look at this infographic on lung cancer in African-American men: <a href="http://goo.gl/ZHANpv">http://goo.gl/ZHANpv</a> <i>If you are using Hootsuite, the image will automatically be attached to your post. If you are not using Hootsuite, visit <a href="http://goo.gl/ZHANpv">http://goo.gl/ZHANpv</a> and right click on the infographic to save the image onto your computer. Then, upload your image for your Facebook post</i>
Tuesday, November 10th	Hear from survivors about their fight against #lungcancer: <a href="https://goo.gl/il5n2W">https://goo.gl/il5n2W</a> #shareyourvoice	New studies have shown that low-dose CT screening can save lives for people with high risk of lung cancer who meet certain guidelines. Find out whether you should talk to your doctor about getting screened for lung cancer: <a href="http://goo.gl/5ifvFi">http://goo.gl/5ifvFi</a>
Wednesday, November 11th	Make your home #smokefree to prevent #lungcancer & heart disease from secondhand smoke: <a href="http://goo.gl/sV85kS">http://goo.gl/sV85kS</a> #LCSM #preventionworks	What can you do to lower your risk of lung cancer? 1. Don't smoke. The most important thing you can do to prevent lung cancer is to not start smoking, or to quit if you smoke. Here is a good way to get started: <a href="http://smokefree.gov">http://smokefree.gov</a> 2. Avoid secondhand smoke 3. Get your home tested for radon, a radioactive material that is naturally present in some soils: <a href="http://goo.gl/xsz9Bj">http://goo.gl/xsz9Bj</a>
Thursday, November 12th	Secondhand smoke is no joke. It causes more than 7300 #lungcancer deaths/yr. Protect those around you by quitting: <a href="http://goo.gl/NO5wYZ">http://goo.gl/NO5wYZ</a> #LCSM	Secondhand smoke kills people who don't smoke and makes others sick. It caused more than 7300 lung cancer deaths per year. Protect those around you by quitting: <a href="http://goo.gl/NO5wYZ">http://goo.gl/NO5wYZ</a>
Friday, November 13th	For support in quitting, including free quit coaching, a free quit plan, free educational materials, and referrals to local resources, call 1-800-QUIT-NOW (1-800-784-8669).	For support in quitting, including free quit coaching, a free quit plan, free educational materials, and referrals to local resources, call 1-800-QUIT-NOW (1-800-784-8669).



### Week 3 (Monday, 16<sup>th</sup> – Friday, 20<sup>th</sup>)

Date	Twitter post	Facebook post
Monday, November 16th	Get your home tested! The second leading cause of #lungcancer is radon, a radioactive gas found in nearly all soils: <a href="http://goo.gl/taEu5r">http://goo.gl/taEu5r</a>	Radon is a cancer-causing, radioactive gas. You can't see radon and you can't smell it or taste it, but it may be a problem in your home. Radon is estimated to cause many thousands of deaths each year. That's because when you breathe air containing radon, you can get lung cancer. In fact, the Surgeon General has warned that radon is the second leading cause of lung cancer in the United States today. Only smoking causes more lung cancer deaths. Get your home tested: <a href="http://goo.gl/taEu5r">http://goo.gl/taEu5r</a>
Tuesday, November 17th	You can take steps to prevent #lungcancer. Avoid smoking or #quitsmoking & decrease your exposure to radon. Learn more: <a href="http://goo.gl/IPFHVP">http://goo.gl/IPFHVP</a> #LCSM	You can take steps to prevent #lungcancer. Avoid smoking or #quitsmoking and decrease your exposure to radon. Learn more about prevention and risk factors: <a href="http://goo.gl/IPFHVP">http://goo.gl/IPFHVP</a>
Wednesday, November 18th	Even if you've smoked for a long time, you can greatly lower your risk of #lungcancer by #quitting. Start here: <a href="http://goo.gl/3X27DU">http://goo.gl/3X27DU</a>	Smoking harms nearly every organ of the body and damages your overall health. However, regardless of age, smokers can greatly reduce their risk of disease, including lung cancer, by quitting. For help with quitting smoking, call 1-800-QUIT-NOW and visit <a href="http://www.smokefree.gov">www.smokefree.gov</a>
Thursday, November 19th	A #lungcancer diagnosis can be overwhelming. Here are top 5 Qs to ask your doc to help you understand your options: <a href="http://goo.gl/1ev9SD">http://goo.gl/1ev9SD</a>	Being diagnosed with lung cancer can be overwhelming for patients and caregivers. Here are top 5 questions to ask your doctor to help you understand the diagnosis and options to make decisions that are right for you: <a href="http://goo.gl/1ev9SD">http://goo.gl/1ev9SD</a>
Friday, November 20th	Every #lungcancer patient & caregiver needs a guide. Access resources to get you on the right track: <a href="http://goo.gl/XKaHwg">http://goo.gl/XKaHwg</a>	Getting news of a lung cancer diagnosis is difficult, whether you're a patient or a caregiver. Use this resource as a guide through your lung cancer journey for you and your loved ones: <a href="http://goo.gl/XKaHwg">http://goo.gl/XKaHwg</a>



**Week 4 (Monday, 23<sup>rd</sup> – Friday 27<sup>th</sup>)**

Date	Twitter post	Facebook post
Monday, November 23 <sup>rd</sup>	African Americans get #lungcancer more than any other ethnic/racial group. Access resources to help you #quit smoking <a href="http://goo.gl/lLaqQG">http://goo.gl/lLaqQG</a>	Tobacco use is the leading preventable cause of death and disease in the U.S. A recent study found that emerging tobacco products, such as e-cigarettes and hookah are gaining popularity among middle and high school students. In this podcast, CDC tobacco expert- Rene Arrazola, discusses ways to prevent young people from using tobacco products. All forms of tobacco use are still harmful to your lungs and other organs. <a href="http://goo.gl/lm7E26">http://goo.gl/lm7E26</a>
Tuesday, November 24 <sup>th</sup>	Hookah is still smoking! Hookah users may get the same diseases as cigarette smokers, including #lungcancer <a href="http://goo.gl/Q7oaVh">http://goo.gl/Q7oaVh</a> #LCSM	Although many Hookah users think it is less harmful, hookah smoking has many of the same health risks as cigarette smoking, including lung cancer, even after the smoke is passed through water: <a href="http://goo.gl/Q7oaVh">http://goo.gl/Q7oaVh</a>
Wednesday, November 25 <sup>th</sup>	A woman’s risk of dying from #smoking has more than tripled since 1964. Call 1-800-QUIT-NOW for help: <a href="http://goo.gl/SWt01j">http://goo.gl/SWt01j</a> #LCSM	You can protect yourself from lung cancer by quitting smoking, testing your home for radon and avoiding second hand smoke: <a href="http://goo.gl/B5XcTk">http://goo.gl/B5XcTk</a>
Thursday, November 26 <sup>th</sup>	#Thanksgiving is time for family! Remember: if you smoke around them, you also put them at risk for #LungCancer <a href="http://goo.gl/z1yPvK">http://goo.gl/z1yPvK</a> #LCSM	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: <a href="http://goo.gl/z1yPvK">http://goo.gl/z1yPvK</a>
Friday, November 27 <sup>th</sup>	Secondhand smoke may cause #lungcancer. Protect yourself & those around you by quitting. Call 1-800-QUIT-NOW	Secondhand smoke may cause lung cancer and other health problems. Protect yourself and those around you from tobacco exposure by quitting. Call 1-800-QUIT-NOW

## Week 5 (Monday, 30<sup>th</sup>)

Date	Twitter post	Facebook post
Monday, November 30th	#Secondhandsmoke kills 41,000+ adult nonsmokers/year from heart disease & #lungcancer. Call 1-800-QUIT-NOW <a href="http://goo.gl/HFcYe3">http://goo.gl/HFcYe3</a> #LCSM	For support in quitting, including free quit coaching, a free quit plan, free educational materials, and referrals to local resources, call 1-800-QUIT-NOW (1-800-784-8669).



## Sample Regional Facebook Posts and Tweets

### Twitter regional messaging

#Lungcancer claimed more than <insert regional lung cancer mortality statistic> lives in <insert region> in 2012 but early diagnosis saves lives. Visit: <insert shortened link>

There were <insert regional lung cancer incidence statistic> #lungcancer cases diagnosed in <insert region> in 2012. The leading cause of lung cancer is smoking. Here are resources to help you quit: <insert shortened link>

### Facebook regional messaging

Most individuals with lung cancer face some level of emotional challenge both during and after treatment. Patients may worry about the possibility that the cancer will return, or may be concerned about physical changes or psychological and social well-being. Support groups are available for patients, families, friends and caregivers in <insert region>. For more information, visit <insert shortened link>

Cigarette smoking is the number one factor that increases your chance of getting lung cancer, but quitting is hard. We can provide you with guidance and resources to help you quit. For more information, visit <insert shortened link>




Are you or your loved one a lung cancer survivor? Cancer survivors need special medical and emotional care, even after treatment. We can help you by providing information and guidance to get you the care you need. Visit <insert shortened link> for more.



**Tip:** To access lung cancer statistics for your state, go to the CDC and National Cancer Institute's (NCI) [State Cancer Profiles](#), which characterizes the cancer burden in a standardized manner to motivate action, integrate surveillance into cancer control planning, characterize areas and demographic groups and expose health disparities.



## Lung Cancer Image Bank

Image	Source
	<p>From the <a href="#">CDC Public Health Image Library (PHIL)</a>. Search "lung cancer" for relevant results. Right click the image on the left and select "Save image as" for a hi-resolution image.</p>
	<p>From the <a href="#">CDC "photostream" on Flickr</a>, a Web site 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. Search "lung cancer" for relevant results.</p>
	<p>From the <a href="#">CDC Tips from Former Smokers Social Media Content</a>. CDC allows the use of this content across social media platforms. You can also share from CDCTobaccoFree on <a href="#">Facebook</a> and <a href="#">Twitter</a>.</p>

# Tips and Best Practices

## Some Twitter Tips

1. Always try to Tweet at the author's @username (also called a Twitter handle) when you want to mention them. For example:
  - a. "Presentation on #HPV immunization @CChangetogether conference this morning was great!"
2. If you are mentioning a person/organization at the beginning of the Tweet, add a period (.) before the Tweet (without the period, we would be replying to that person or organization directly). For example:
  - a. ".@Surgeon\_General says \$8 billion was spent on treating #SkinCancer annually in the US: 1.usa.gov/1kvSZvt"
3. If you want to reply to a person/organization, mention their @username at the beginning of your Tweet. Using @username at the beginning of the Tweet will only be seen by the person you replied to and the people who are following both of you. Nobody else will see it in their stream, although it will appear on your profile page and in Twitter search. For example:
  - a. "@Surgeon\_General How much \$ can be saved on treating #SkinCancer if we employed #Screening best practices?"
4. Always shorten the URLs! This way, it takes up fewer characters and looks cleaner. You can do this when you are scheduling your Tweets on Hootsuite as shown below. Here is another alternative:
  - a. Copy the URL you want to shorten
  - b. Go to [TinyURL](#) or other URL shorteners such as [goo.gl](#) (One is also available through the Hootsuite platform)
    - i. Different URL shortener platforms have various unique capabilities. For example, TinyURL allows users to customize the shortened link so it is easier for people to remember. Goo.gl makes detailed tracking and evaluation possible, allowing you to see how many people have clicked on your shortened link, capturing how many people you were able to refer to your or other organizations' websites as a result of your social media campaign.
  - c. Paste the URL into their site to generate a shortened version
  - d. Paste the shortened URL into your Tweet
  - e. Take out the "http://" and "www."
5. Browse your *Home Feed* of friends and partner organizations' Tweets and retweet (RT) whenever appropriate. This helps to increase engagement between you and that partner as well as show your collaborative side! Just click the retweet button!
6. Want to RT something but add your own comment?
  - a. Copy the Tweet you want to share
  - b. Open a new Tweet box and paste the content into the message.
  - c. Add the letters RT and the Tweet author's @username to show that it's a RT and isn't your own content.
  - d. Add your comment at the beginning of the message.
  - e. Click Tweet to post the message to your followers. For example:
    - i. "Helpful #prevention tips! RT @CDCChronic Enjoying the outdoors this summer? Protect yourself from #SkinCancer go.usa.gov/59r4"
  - f. Remember: All of this still needs to be within 140 characters!

## Best Practices for Twitter

\*NOTE: The following section was taken directly from [CDC's SocialMediaWorks](#)\*

- **“Personal voice.** Twitter is a channel for people to connect and share ideas with other people. If you enact a Twitter campaign that sounds detached and mechanical, you will likely get a poorer response than if you shared that same information in a more personable way. Each Twitter user has their own communication style and should take time to explore what works.”
- **“Complete your profile.** Most people will evaluate your credibility on your content, and your profile is the most important piece of that content. Having an incomplete personal profile is sloppy, and doesn't reflect well on your brand.”
- **“Add hashtags to your tweets.** If you are tweeting on a particular topic, take a moment to research what popular hashtags are used, and include one or two in your tweet. Often, the hashtags can be used in-line to save character space (ie, “Important lessons for #health communication”). Adding a hashtag will help people outside your network see your tweets. Note: It is common practice to limit hashtags to two at most.”
- **“Keep it short.** Tweets that are short and creative are easier to read and more stimulating. One useful rule is to use only 100-120 of your allocated 140 characters. Leaving this extra character space allows others to use it when retweeting your content (adding a “RT” and comments).”
- **“Consistency is critical.** Develop a routine and stick to it. This ensures your followers remain interested in your content, and frequent, periodic posts will help ensure that your followers do not miss information if they were offline at the time.”
- **“Integrate with your other channels.** There are a number of mini-applications (called widgets) that let you place a Twitter update feed on your website. When strategically used, this can help to drive attention to your social media efforts.”
- **“Pay attention to analytics.** There are paid services or free methods of analyzing your Twitter activity. For example, there are many sites that will summarize your tweet and re-tweet activity, and some link-shortening services track how many people click through your link. These services give you valuable feedback on what tweets get a better response, and help you to improve your method of communication.”
- **“Limit your Direct Messages.** Direct messaging is often considered a source of spam by users when sent from people they do not know very well. If you want to thank someone for following you, learn a bit about them and post it on your main twitter feed, or promote some of their content. These actions demonstrate an investment in them, and are usually much better received.”

## Best Practices for Facebook

\*NOTE: The following section was taken directly from [CDC's SocialMediaWorks](#)\*

- **“It's always 51% relationships and community.** Facebook was built to be a space for connecting the dots and relationship-building – one where you can signal you “like” something or some cause, “friend” a person or cause, or share something personal with those connected to you. This emphasis on relationships is very important and should be the context for your communication on the site. By creating a Facebook page, you are indicating you want to form connections with others and must be ready for the time and attention it takes to promptly respond to their comments and interactions.”

- **“Know the rules.** There are a number of rules that Facebook has in place that restrict what and how things can be posted. For example, there are specific rules for promotions and contests, you need to create your awareness campaign or business on a Facebook Page and not a personal profile, and there are privacy restrictions on identifying people in photos without consent. Not paying attention to these rules can land you in trouble, which is not something you want to deal with once you’ve built an attentive community.”
- **“Long-term focus.** Individuals log onto Facebook to connect first, to be distracted second, and a possible third, to get persuaded to subscribe to/like/purchase something. Because of this, your efforts will likely be those of constant, polite-yet-engaging exposure so that when the timing is right, they can easily act on that offer they saw in your update. Be careful of expectations of quick returns and avoid over-publishing content – a steady, consistent pace is best until you can identify what works well.”
- **“Pay attention to the data.** Facebook Pages offer analytic data that can be used to trend when and what is “Liked” or shared. Use this information to inform your update strategy, and get a better ROI for your effort.”
- **“Keep it short, simple, and active.** Facebook’s communication manager recently mentioned that shorter posts – a max of 250 characters – received 60% more distribution than those that are greater than 250 characters. Also, consider framing your posts with calls to action – sharing, commenting, or Liking the content.”
- **“Integrate with your other channels.** There are a number of mini-applications (called widgets) that let you place a Facebook update feed on your website. When strategically used, this can help to drive attention to your social media efforts.”
- **“Facebook Ads and Sponsored Stories.** Consider using Facebook Ads and Sponsored Stories to gain more “likes” and to reach out to more people. Note that click-through-rates of ads and sponsored stories are among the worst in the PPC (pay-per-click) world, but still help expose your brand/organization to users who may not otherwise know you existed.”
- **Newsfeed Algorithm.** Facebook uses an evolving algorithm to determine what information is displayed in a person’s newsfeed. “On average, a user/fan will only visit your company’s/organization’s page a certain percent of the time, so it is important to understand how your content and strategy can take advantage of this algorithm so that your posts are seen by your audience.” In order for your messages to have the farthest reach and broadest impact, do some online research to better understand their current newsfeed formula. *[Updated by GW Cancer Institute]*

## Guide to Social Media Analytics and Metrics

### Why Measuring Your Social Media Campaign is Important

**\*NOTE: The following section was taken directly from [CDC’s SocialMediaWorks](#)\***

“Maintaining support for your social media strategy depends on how well you can demonstrate the impact of your social media efforts on the goals and objectives important to your organization. This section will provide you with an overview of steps you can take to translate your social media objectives into metrics that can be used to demonstrate value and leverage ongoing support.”

“As part of your social media strategy, the following analytic steps are critical to demonstrating your campaign’s impact:

- Identifying your organization’s social media goals

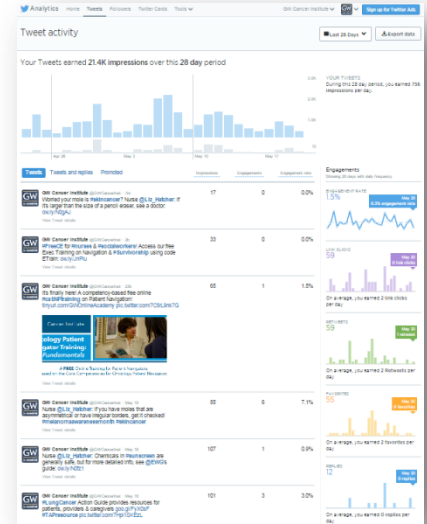


- Identifying metrics and the critical path
- Determining your analytic capacity and needs
- Selecting the appropriate analytic services”

[CDC’s SocialMediaWorks](#) also provides guidance to “Identifying Your Organization’s Social Media Goals” and “Identifying Metrics and the Critical Path” to set your objectives and measure the outcomes.

## Selected Services to Increase Analytical Capacity

**Twitter** allows you to “learn more about your Tweets and how they resonate with your audience.” For instance, you can “see how people engage with your Tweets in real time; compare your Tweet activity, and see how it trends over time; click on any Tweet to get a detailed view of the number of Retweets, replies, favorites, follows or clicks it receives; and download your Tweet metrics. To get started, log in to [analytics.twitter.com](https://analytics.twitter.com) with your Twitter username and password to turn analytics on for your account.”



**\*NOTE: The following section was taken directly from [CDC’s SocialMediaWorks](#)\***

“**Facebook** (free) allows you to see certain internal analytic reports. For example, charts showing overviews, likes, audience reach and content sharing. These resources are valuable for identifying how your posting activity encourages the posting and sharing of others.”



“**Klout** (free) tracks the influence of your posts to the rest of the online community. Klout scores are measured through: Facebook (mentions, likes, comments, subscribers, wall posts, friends), Twitter (retweets, mentions, list memberships, followers, replies), Google+ (comments, +1’s, reshares), LinkedIn (connections, recommenders, comments) and more. Klout will also show you a summary of your best content from the previous 90 days. This will allow you to take note of what content generated action from your audience. Klout score is a score between 1 and 100 that measures a user’s overall influence on seven different networks. It looks at your audience and who they are sharing your information with.”

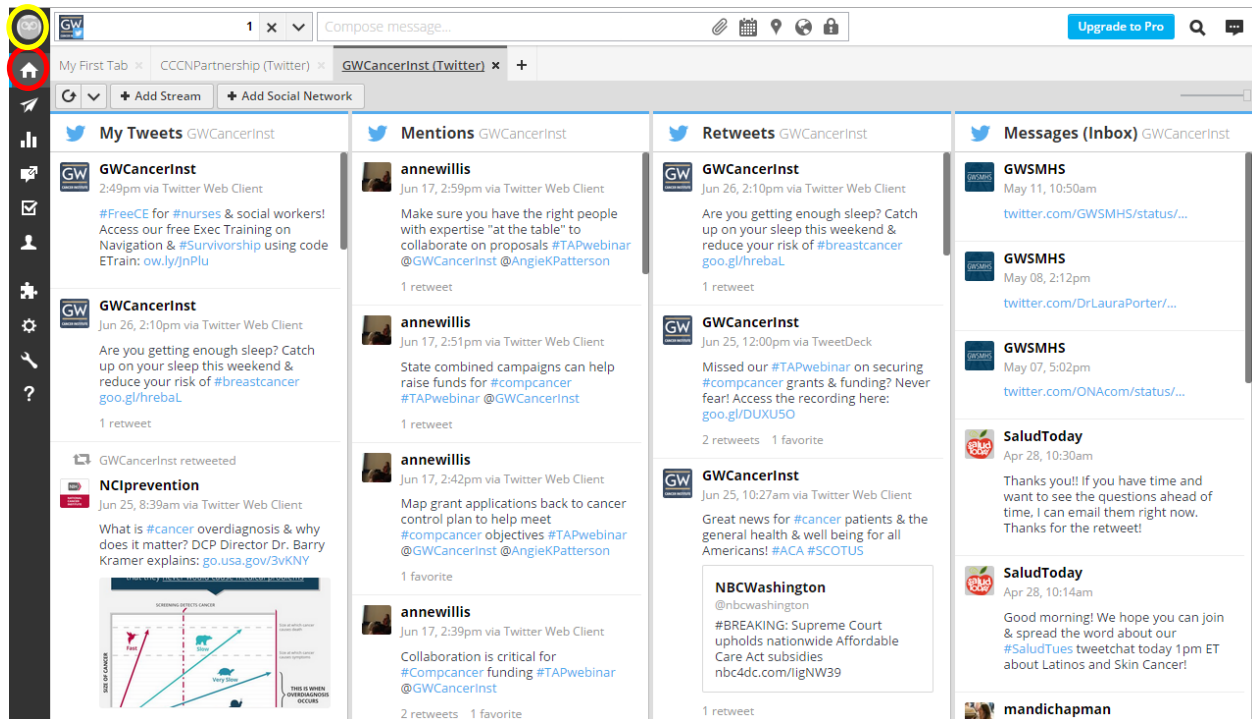




# Using Hootsuite for Scheduling and Management

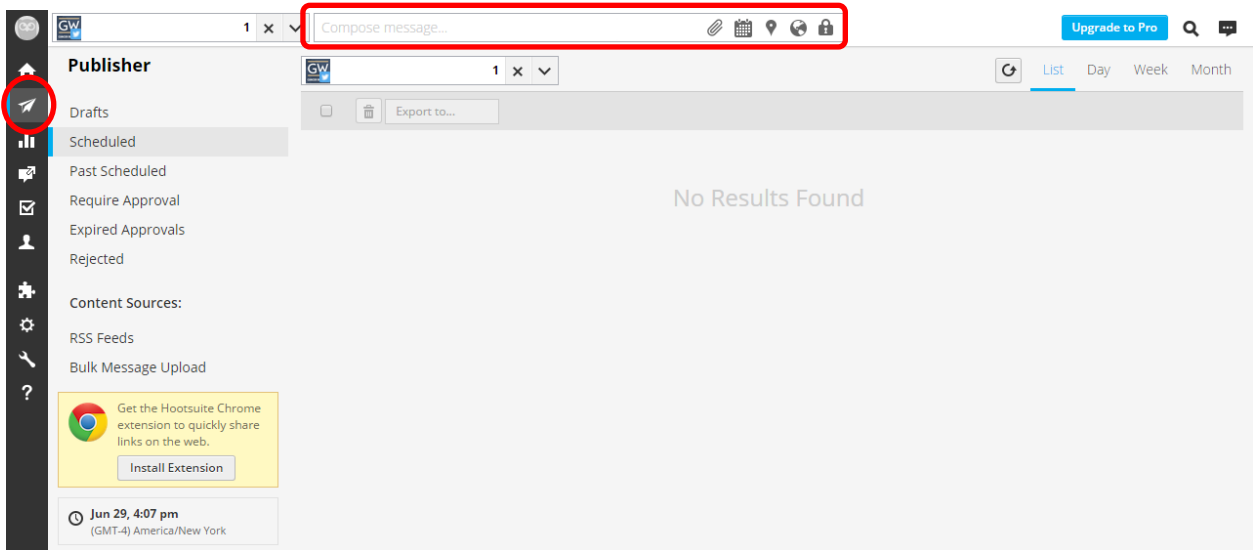
Hootsuite is an online platform that allows organizations to schedule Tweets and Facebook posts, keep up with their feed (the posts of those they follow), and collect basic analytics for evaluation. New to Hootsuite? No problem! Below is a step-by-step guide on how to use this site to schedule Tweets. The steps are generally the same for scheduling Facebook posts.

1. Open [www.Hootsuite.com](http://www.Hootsuite.com) and **create an account**.
2. Add your social media account(s) by clicking on the owl on the left bar (circled yellow below) and type in your social media sign-in names and passwords.
3. Click on the home icon on the left bar (circled red below). This is your **dashboard** and it will look like this:



- a. The dashboard features a *Home Feed* of all the Tweets from those you follow in real time. This is the column you need to look at for retweets (RTs), when another organization shares what you have posted.
  - b. *Mentions* features all the Tweets that mention your organization. This is the column you need to look at for engagement. Those Twitter users thought to mention you. How can you respond so they think to mention you again in the future?
  - c. *Direct Message* features all the Tweets that are sent to you. Most of these will entail questions posed to you by other Twitter users. Responding quickly to any direct messages will be crucial to increasing engagement. This column will also come into use with Twitterinterviews (Q&A events between followers and an expert).
  - d. *Sent Tweets* features all the Tweets you push out!
4. Now on to **scheduling** Tweets. Hootsuite will allow you to think about what you want to Tweet and post in the week(s) ahead and schedule them on appropriate dates and times throughout the week so you don't have to constantly be checking your account and creating new tweets as you go along. Below is a step-by-step guide on how this can be done!

- Click on the airplane icon (circled red above). This is your **Publisher**.
- Click on the *Compose message...* bar at the top of your screen (marked red above) and a smaller screen will drop down.



- Let's schedule!

You can copy and paste your link here and it will shorten it for you.

Type in your Tweet here.

You can attach an image or file to your Tweet here.

You can add your location here. This will be useful if you are at a conference or meeting.

You can see how many characters remain in your Tweet here.

Select the date you want your Tweet published on the calendar and indicate the time of day.

Click *Schedule* once you are happy with your Tweet!

You can schedule your Tweet here.

Select the date you want your Tweet published on the calendar and indicate the time of day.



d. You did it!

Your scheduled Tweets will look like this:

The screenshot displays the Hootsuite Publisher interface. On the left is a navigation sidebar with icons for home, drafts, scheduled, past scheduled, require approval, expired approvals, rejected, content sources, RSS feeds, and bulk message upload. The main area shows a list of scheduled tweets for the account 'GW'. The tweets are:

- Wednesday, Jul 8**  
1:00pm: #FreeCE for #nurses & social workers! Access our free Exec Training on Navigation & #Survivorship using code E... by GW Cancer Institute
- Monday, Jul 13**  
9:00am: Looking for #compncancer prof. development? See our listing & calendar of events & #webinars! <https://goo.gl/7w...> by GW Cancer Institute
- Thursday, Jul 16**  
2:00pm: Add fruit to your water as a #summer alternative & cut down on #alcohol. Alcohol consumption is connected to ... by GW Cancer Institute
- Thursday, Jul 23**  
2:00pm: Are you getting enough sleep? Catch up on your sleep this weekend & reduce your risk of #breastcancer <http://g...> by GW Cancer Institute

At the bottom left, there is a banner for the Hootsuite Chrome extension with an 'Install Extension' button.

## Glossary

**Facebook:** A social networking site that allows people to create personal profiles and stay connected with others

**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

**Hootsuite:** A social media management system

**Retweet (RT):** Re-posting of someone else's Tweet

**Tweets:** 140-character text messages

**Twitter:** An online social networking and microblogging service that enables users to send and read short 140-character text messages, called "Tweets"

**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: @GWCancerInst

**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.