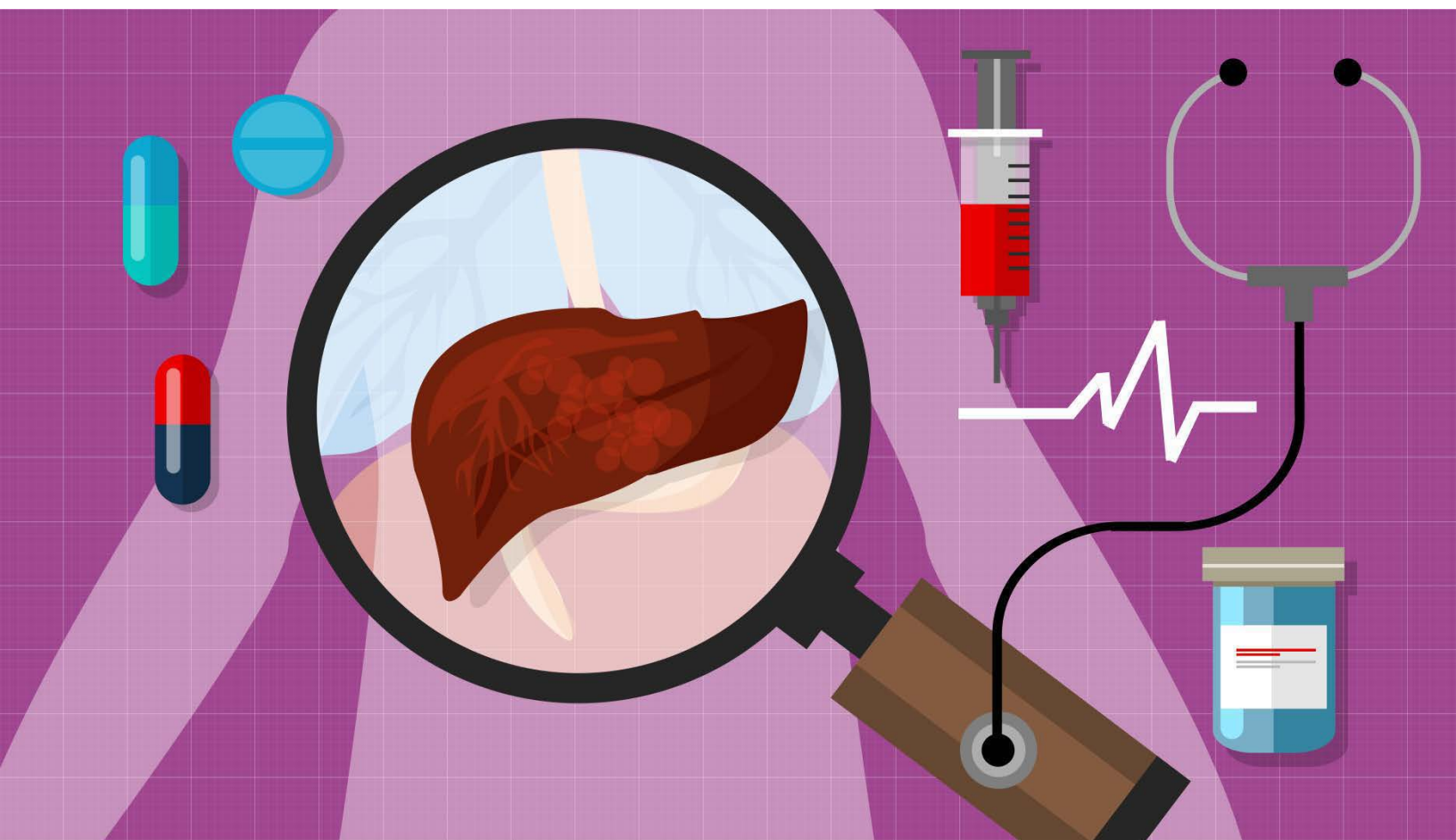


Viral Hepatitis and Liver Cancer Social Media Toolkit



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This work was supported by Cooperative Agreement #1U38DP004972-04 from the Centers for Disease Control and Prevention. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the Centers for Disease Control and Prevention.



ABOUT THIS TOOLKIT

Hepatitis B and hepatitis C infections are major risk factors for liver cancer (Centers for Disease Control and Prevention (CDC), 2016a). This toolkit is designed to help public health professionals establish a viral hepatitis and liver cancer prevention and awareness social media strategy.

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](#) and [@CDChep](#)

WHO SHOULD USE THIS TOOLKIT?

Public health, cancer control and immunization professionals, policy makers, coalitions, and community-based organizations can all use this toolkit and adapt its messaging for their unique audiences and areas of expertise.

WHEN IS A GOOD TIME TO USE THIS TOOLKIT?

Your organization can use this toolkit throughout the year to promote resources and tools about viral hepatitis and liver cancer. Hepatitis Awareness Month in May is an annual observance that provides a specific opportunity to promote awareness of hepatitis and also the link between hepatitis B, hepatitis C and liver cancer. National Hepatitis Testing Day is May 19 and it provides an opportunity to encourage at-risk communities to get tested for viral hepatitis. October is Liver Cancer Awareness Month and could provide another good opportunity to promote awareness among providers and the public about liver cancer prevention through viral hepatitis prevention, screening and treatment.

SOCIAL MEDIA 101

According to a 2015 Pew Research Center survey, "76% of online adults use social networking sites." (Pew Research Center, 2015). 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).

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, n.d.).

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 "[SocialMediaWorks](#)," an online step-by-step tool to create and establish a social media strategy. The site also offers pre-tested and effective messages as well as evaluation strategies, tools and templates.

Remember to tailor messaging to your target audience or audiences. Your organization offers unique strengths and expertise; make sure to capitalize on them to make your social media promotional activities most effective.

Looking for more in-depth info on social media channels and communication strategy? Check out our [Media Planning and Media Relations Guide](#) or our other [social media toolkits](#).



SOCIAL MEDIA CHANNELS

You can reach your audience through Twitter, Facebook, Instagram, LinkedIn, YouTube, Pinterest and more. Social media is growing every day, along with opportunities for outreach.

TWITTER BEST PRACTICES

- Keep Tweets short, between 100-110 characters. Users can quote/reply to your tweet while adding additional information.
- 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 (this means you no longer have to use the “.@” convention in order for your Tweet to be seen by all your followers).
- Twitter, Tweetdeck, Sprout Social and Hootsuite all have options to shorten web-links as you write Tweets. Other options for shortening links are provided under [Additional Tools and Resources](#).
- Promote engagement with other organizations by favoriting or Retweeting their content. You can even add your own comment before Retweeting.
- Be responsive and recognize when others share your content with Retweets and @ mentions. 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.).

BEST PRACTICES FOR COMMUNICATING ABOUT VIRAL HEPATITIS

Despite the strong link between viral hepatitis and liver cancer, many individuals may not know about hepatitis B or hepatitis C. Chronic hepatitis B and C are lifelong infections that are clinically silent in most patients: in fact, approximately two-thirds of people infected with hepatitis B and half infected with hepatitis C are unaware of their condition ([National Academies of Sciences, Engineering, and Medicine \[NASEM\], 2017](#)). Even among public health and cancer control professionals, knowledge about risk factors and testing recommendations could be improved.



Basic Facts about Viral Hepatitis and Liver Cancer

Summarized from [A National Strategy for the Elimination of Hepatitis B and C: Phase Two Report](#) (NASEM, 2017).

- Liver cancer is the fastest rising cause of cancer deaths in the United States.
 - New liver cancer cases increased 38% and liver cancer deaths increased 56% between 2003 and 2012.
- Hepatitis B and hepatitis C infections cause 61% of the nation's hepatocellular carcinoma, the most common form of liver cancer. Other causes of liver cancer include excessive alcohol consumption, obesity, nonalcoholic fatty liver disease, rare metabolic disorders, and type II diabetes.
- Liver cancer caused by chronic hepatitis B can be prevented through hepatitis B vaccination or detection and treatment of infections.
- Chronic hepatitis C can be cured with effective treatment, reducing the risk of liver cancer.

Key Points on At-Risk Groups

An annual report from the American Cancer Society, CDC, the National Cancer Institute (NCI) and the North American Association of Central Cancer Registries noted that the number of deaths associated with liver cancer increased faster than for any other type of cancer, with twice as many men diagnosed as women (Ryerson et al., 2016). Liver cancer rates reflect ongoing health disparities, and groups like non-Hispanic Black men, American Indians/Alaska Natives, Asian Americans/Pacific Islanders and Hispanics experience the highest rates (CDC, 2016a).

- Chronic hepatitis C infections disproportionately affect baby boomers (individuals born from 1945-1965), making up 81% of hepatitis C cases in the U.S. (CDC, 2016b).
- Chronic hepatitis B infections disproportionately affect minority groups and immigrants from Asian and sub-Saharan African countries (CDC, 2016a).
- Asian/Pacific Islanders make up less than 5% of the U.S. population but they account for more than 50% of people in the U.S. with hepatitis B (CDC, 2016b).
- Those who have difficulty accessing health care, such as the incarcerated, homeless and uninsured are at overall increased risk of hepatitis B and C (NASEM, 2017).
- Nearly 75% of new hepatitis C infections are caused by injection drug use (Klevens et al., 2014; University of Washington, n.d.). Injection drug use is also a risk factor for acquiring hepatitis B (NASEM, 2017).

More information about liver cancer and viral hepatitis is available from CDC's [report summary](#) of the [Annual Report to the Nation on the Status of Cancer, 1975-2012](#).

WHEN DEVELOPING MESSAGING...

Using these key points from the literature can help ensure your messages address some of the most common barriers to prevention and treatment:

- Highlight the link between viral hepatitis and liver cancer, and increase knowledge about how viral hepatitis is transmitted, prevented and treated
- Educate communities and health care providers about who is most likely to be affected
- Decrease stigma around hepatitis B and hepatitis C infections
- Debunk commonly held misconceptions and myths

(Adapted from Jorgensen et al., 2016)



Highlight the link between viral hepatitis and liver cancer, and increase knowledge about how viral hepatitis is transmitted, prevented and treated

Lack of knowledge about the prevalence of chronic viral hepatitis and methods for screening and treatment likely contributes to ongoing transmission, missed opportunities for prevention (like vaccination), missed opportunities for early diagnosis and care as well as negative health outcomes for infected people (Institute of Medicine (IOM) Committee on the Prevention and Control of Viral Hepatitis Infection, 2010).

- Health care providers may not have sufficient knowledge about who is at risk and should be tested for chronic hepatitis B and hepatitis C infection. Providers may lack awareness of best practices for primary and secondary prevention (IOM Committee on the Prevention and Control of Viral Hepatitis Infection, 2010). Also, viral hepatitis treatment may “carry risks that providers in small practices may be reluctant to accept,” causing disparities in rural and underserved communities (NASEM, 2017).
 - The [National Hepatitis Training Institute](#) – offers helpful webinars and training to raise awareness among clinicians, as does the University of Washington ([hepatitis B](#) and [hepatitis C](#)).
 - [The ABCs of Viral Hepatitis](#) – provides basic information for health care providers and community members about how hepatitis B and hepatitis C are transmitted.
 - [The University of New Mexico’s Project ECHO](#) provides training to primary care clinicians to provide specialty care services, and has “transferable lessons for building capacity in primary care” (NASEM, 2017).
- Despite reporting that cancer prevention works very well for hepatitis B vaccination compliance, few health care professionals report using it as a compliance strategy for hepatitis B vaccination. Lack of perceived patient risk was also cited as a barrier to compliance (Prevent Cancer Foundation, 2016).
- Despite being more likely to die from liver cancer than other racial/ethnic groups, many Asian Americans/Pacific Islanders report poor knowledge regarding the link between hepatitis B and liver cancer (Do & Nam, 2011; Prevent Cancer Foundation, 2016). CDC also found that, among Asian Americans/Pacific Islanders, knowledge levels about hepatitis B were low and individuals were confused about how the virus was transmitted (Jorgensen et al., 2016).
 - CDC’s [Know Hepatitis B](#) initiative provides prevention and treatment information specifically for Asian Americans/Pacific Islanders.
- Among baby boomers, knowledge of hepatitis C was fair, but many misconceptions about transmission and treatment were reported — particularly lack of knowledge about the curability of hepatitis C infection (Allison et al., 2016).
 - CDC’s [Know More Hepatitis](#) initiative provides information and resources for baby boomers.
- Norton et al. found that baseline knowledge about hepatitis C was poor among high-risk populations like injection drug users; however, easy on-site education interventions significantly improved knowledge and acceptability of testing (2014).
- About 20% of new hepatitis B cases occur in men who have sex with men, but many report low or no knowledge about hepatitis B prevention, transmission or vaccination (CDC, 2015; Nyamathi et al., 2013; Lifson & Halcon, 2001).

Educate communities and health care providers about who is most likely to be affected

- Protecting vulnerable communities against viral hepatitis and liver cancer starts with prevention. There is an effective vaccine for hepatitis B and approximately 90% of children under three are fully immunized, but only about a quarter of adults are fully immunized. Vaccination efforts should focus on populations at increased risk (NASEM, 2017).
- Reducing transmission of existing infections is another prevention opportunity. A simple blood test can screen for infection, and both hepatitis B and C are treatable. Harm reduction strategies may



help reduce transmission among people who inject drugs and those who are incarcerated (NASEM, 2017).

- Increased collection of data on risk factors for chronic hepatitis B and hepatitis C infections by providers could lead to increased vaccination and reduction in disparities in the burden of chronic viral hepatitis (IOM Committee on the Prevention and Control of Viral Hepatitis Infection, 2010).
- Insufficient access to treatment for hepatitis C infection remains a barrier for many American Indian/Alaska Native communities, especially those who rely on the Indian Health Service for care (Leson & Finkbonner, 2016).
- Educating communities at risk means it's important to integrate cultural knowledge into the style of your communication messages – this requires a careful understanding of your audience and their preferred communication style (Kagawa-Singer et al., 2010). Communication efforts that provide cultural context and background for health messages may be more effective than those that do not (Viswanath & Emmons, 2006).
 - [Hep B United](#) works with local coalitions to raise community awareness and hold vaccination, screening and testing events, particularly for Asian American communities.
 - [Coalition Against Hepatitis for People of African Origin](#) works with community partners across the U.S. to raise awareness about hepatitis B, particularly among African immigrants.

Decrease stigma around hepatitis B and hepatitis C infections

- In formative research for a communication campaign aimed at Asian American/Pacific Islander communities, CDC found that stigma toward those affected by hepatitis B was commonly reported (Jorgensen et al., 2016).
- Perceived stigma associated with hepatitis C infection can lead to anxiety and excessive fear of transmission, often resulting in social isolation and reduced relational intimacy (Marinho & Barreira, 2013; Grundy & Beeching, 2004).
- Health care providers are not immune from negative stereotyping and judgment against those infected with hepatitis C (Marinho & Barreira, 2013).
- A 2003 study found that 60% of individuals infected with hepatitis C who reported stigmatization experienced problems in the health care environment (Zickmund, Ho, Masuda, Ippolito & LaBrecque, 2003).
- Use your awareness-raising activities to normalize screening for recommended groups.
 - CDC's [Know Hepatitis B](#) and [Know More Hepatitis](#) initiatives help increase and normalize screening.

Debunk commonly held misconceptions and myths

- Jorgensen et al. (2016) found that common myths included the belief that hepatitis B could be spread through sharing food or utensils or through the air, while some focus group participants did not realize that [perinatal transmission](#) was a common cause of chronic infection.
- In a survey of a high-risk urban population, most respondents were not sure or did not think that hepatitis C could be cured, and over half expressed incorrect beliefs regarding treatment side effects (Norton et al., 2014).
- Many individuals may understate their risk for chronic hepatitis by assuming a health care provider will tell them if they need to be tested or assuming they will have obvious symptoms like yellow eyes (Jorgensen et al., 2016).



SAMPLE TWEETS AND FACEBOOK POSTS

Tweets	Facebook Posts
<p>#DYK May is #hepatitis awareness month? Get involved by sharing resources from @CDChep: http://bit.ly/2i1ui5z #HepAware</p>	<p>Did you know that May is Hepatitis Awareness Month? During May, public health partners across the country work to shed light on this epidemic by raising awareness of viral hepatitis and encouraging at-risk populations to get tested. Here are some resources to help you get involved: http://bit.ly/2i1ui5z</p>
<p>Learn more about testing recommendations for hepatitis C virus http://bit.ly/2hZwEP6 #hepC #KnowHepC</p>	<p>Viral hepatitis can cause liver cancer. Do you know if you or your loved ones should be tested? Learn about testing recommendations: http://bit.ly/2hZwEP6</p>
<p>Are you at risk for #hepatitisB or #hepatitisC? Take the assessment to see if you should be tested: http://bit.ly/2goiw5E</p>	<p>Are you at risk for hepatitis B and hepatitis C? Find out whether testing or vaccination is right for you: http://bit.ly/2goiw5E</p>
<p>Anyone can get #hepatitisC, but baby boomers have the highest rates. Early detection can save lives. Learn more http://bit.ly/2fP6xgA</p>	<p>Did you know that baby boomers have the highest rates of infection from hepatitis C? If you were born from 1945 to 1965, talk to your doctor about getting tested – it could save your life: http://bit.ly/2fP6xgA</p>
<p>50% of people w/ #hepatitisC don't know they're infected. Learn the ABCs of viral hepatitis. For more info: http://bit.ly/2jcOz6h</p>	<p>You've heard of hepatitis A, B and C, but do you know the important differences between these viral infections? Hepatitis B and C can progress to lifelong infections with serious illnesses like liver cancer. Learn more from CDC: http://bit.ly/2jcOz6h</p>
<p>#DYK #hepatitisB is very common among Asian Americans? Talk to your doc about getting tested: http://bit.ly/2iRc3RQ</p>	<p>Hepatitis B affects 1 in 12 Asian Americans, but most don't know it. Talk to a doctor about getting tested for hepatitis B if you or your parents were born in Asia or the Pacific Islands: http://bit.ly/2iRc3RQ</p>
<p>Millions of people in the U.S. have #hepatitisC and don't know it. Share this video w/others to spread the word: http://bit.ly/2jkn8d</p>	<p>Why should baby boomers talk to their doctor about testing for hepatitis C? Those born from 1945-1965 are 5 times as likely to have the disease. This video explains why you should talk to your doctor about getting tested: http://bit.ly/2jkn8d</p>
<p>You can feel healthy & still have #hepatitisC. If you were born from 1945-1965 Know More Hepatitis provides great info http://bit.ly/2nLIAuH</p>	<p>If you feel healthy, you don't have hepatitis C, right? Wrong! Most people don't have symptoms, and left untreated, it can lead to liver cancer. Those born from 1945-1965 can check out Know More Hepatitis for more info: http://bit.ly/2nLIAuH</p>
<p>How is #hepatitisC spread? Get the facts from @CDChep: http://bit.ly/2na0CTh</p>	<p>Can you get hepatitis C from casual contact with an infected person? No! It usually spreads when blood from a person infected with hepatitis C enters the body of someone who isn't infected. More info here: http://bit.ly/2na0CTh</p>



SAMPLE TWEETS AND FACEBOOK POSTS (CONTINUED)

Tweets	Facebook Posts
<p>Viruses and cancer: What's the connection? #hepatitisB and #hepatitisC can cause complications like #LiverCancer: http://bit.ly/2i1K2pv</p>	<p>You might not think about cancer when you think about viruses like hepatitis B and hepatitis C, but think again. Chronic infections with viral hepatitis can lead to liver cancer. Get the facts: http://bit.ly/2i1K2pv</p>
<p>Men who have sex with men are at risk for viral hepatitis. Get the facts and talk to your doc about getting vaccinated: http://bit.ly/2jkG8cS</p>	<p>Among adults, an estimated 20% of new hepatitis B cases occur in men who have sex with men. Learn more about how to protect yourself and talk to your doctor about getting vaccinated: http://bit.ly/2jkG8cS</p>
<p>Are you at risk for viral hepatitis? Take this 5 min risk assessment from @CDCChp and get a personalized report: http://bit.ly/2jkCvUt</p>	<p>African Americans have a high rate of hepatitis C infection. Take this 5 minute hepatitis risk assessment to get a personalized report: http://bit.ly/2jkCvUt</p>
<p>What's the connection between viral #hepatitis and #LiverCancer? Learn more from @CDCgov: http://bit.ly/2iKWU3N</p>	<p>Haven't heard a lot about viral hepatitis? This info from CDC explains the link between viruses like hepatitis B and hepatitis C and liver cancer. Read more: http://bit.ly/2iKWU3N</p>
<p>Check out @CDCChp's "Know More Hepatitis" campaign & spread the word on the impact of #Hepatitis on baby boomers. http://bit.ly/2nLIAuH</p>	<p>CDC is leading a national education campaign called "Know More Hepatitis" aimed at decreasing the burden of chronic viral hepatitis by increasing awareness and encouraging baby boomers who may be infected to get tested. Check it out: http://bit.ly/2iNn5oM</p>
<p>It's national #HepTestingDay! Find fast & free testing near you: http://bit.ly/2iJB4gW</p>	<p>It's national Hepatitis Testing Day, a great chance to get to a testing center near you. It's free, fast and confidential: http://bit.ly/2iJB4gW</p>
<p>Did you know that 1 in 12 Asian Americans is infected with #hepatitisB and not even know it. Watch to learn more http://bit.ly/2hYOXJs</p>	<p>1 in 12 Asian Americans is infected with hepatitis B, but may not know it. Learn more about your options for getting tested and why you should talk to your doctor: http://bit.ly/2hYOXJs</p>
<p>Anyone can get #hepatitisC, but American Indian/Alaska Natives may be at higher risk. More facts: http://bit.ly/2j07CBd</p>	<p>Did you know American Indian and Alaska Native communities are disproportionately affected by issues like hepatitis C? Get the facts: http://bit.ly/2j07CBd</p>
<p>What do you need to know about treatment for #LiverCancer? This video from @LiverCancerConn has lots of info: http://bit.ly/2iD7XbM</p>	<p>What are some treatment options for liver cancer? This video from the Hepatitis B Foundation has lots of great information for starting a conversation with your doctor: http://bit.ly/2iD7XbM</p>
<p>October is #LiverCancer awareness month! Learn about the viruses that cause 60%+ of liver cancer http://bit.ly/2pyU0QF</p>	<p>October is Liver Cancer Awareness Month. Did you know viral hepatitis B and C cause more than 60% of the most common form of liver cancer? Learn about viral hepatitis and liver cancer prevention: http://bit.ly/2pyU0QF</p>



SAMPLE TWEETS AND FACEBOOK POSTS (CONTINUED)

Tweets	Facebook Posts
<p>There are treatment options for #hepatitisB and #hepatitisC. Learn more from @US_FDA: http://bit.ly/2iRuN3w</p>	<p>Did you know that hepatitis B and hepatitis C can be treated? Learn more about approved treatments from the FDA and talk to your doctor if you have questions: http://bit.ly/2iRuN3w</p>
<p>Asian Americans w/ #hepatitisB may not have symptoms but early diagnosis is best for preventing serious problems: http://bit.ly/2jkyu2m</p>	<p>1 in 12 Asian Americans has Hepatitis B. There aren't always warning signs for hepatitis B, which is why it's so important to get tested and diagnosed early, before it turns into liver cancer. Learn more from this CDC PSA: http://bit.ly/2jkyu2m</p>
<p>Have you or a loved one been diagnosed w/ #LiverCancer? This @LiverCancerConn video can help: http://bit.ly/2jV1oSY</p>	<p>A liver cancer diagnosis can be overwhelming. This video from the Hepatitis B Foundation about support services for families facing liver cancer can help. Share with a loved one today: http://bit.ly/2jV1oSY</p>
<p>Men who have sex with men are at increased risk for #hepatitisB. Here's what you need to know: http://bit.ly/2iKYH96</p>	<p>CDC and the Advisory Committee on Immunization Practices recommend hepatitis B vaccination for men who have sex with men. Learn more and talk to your doctor: http://bit.ly/2iKYH96</p>
<p>Health care professionals: Get resources and tools to talk to patients about #hepatitis: http://bit.ly/2jkSJwM</p>	<p>Health care professionals: Did you know CDC offers tools and resources for you to talk about viral hepatitis? Get the latest info here: http://bit.ly/2jkSJwM</p>
<p>Some populations are more likely to be affected by #viralhepatitis & #LiverCancer. Learn more about it here http://bit.ly/2pyU0QF</p>	<p>Some populations such as baby boomers, immigrants from Asia, Africa, Latin America or American Indian/Alaska Native are largely affected by viral hepatitis & liver cancer. Learn more about who is at risk and how you can prevent it. http://bit.ly/2pyU0QF</p>
<p>Clinicians! Do you know which patients should be screened for #hepatitis? Prevent #LiverCancer by treating #hepB & #hepC http://bit.ly/2peAGeL</p>	<p>Attention clinicians! Do you know which patients should be screened for viral hepatitis B and C? Viral hepatitis B and C cause more than 60% of the most common form of liver cancer. Learn about viral hepatitis and liver cancer prevention: http://bit.ly/2peAGeL</p>
<p>Caring for patients at risk for #hepB? Learn about prevention, detection & management http://bit.ly/2peyWIP #freeCE</p>	<p>Are you a health care provider who sees patients at risk for hepatitis B? Learn more about prevention, detection and management and earn free CE online: http://bit.ly/2peyWIP</p>
<p>Caring for patients at risk for #hepC? Learn about prevention, diagnosis and management http://bit.ly/2mjIMkz</p>	<p>Are you a health care provider who see patients at risk for hepatitis C? Learn more about prevention, detection and management and earn free CE online: http://bit.ly/2mjIMkz</p>
<p>Do you care for pregnant women? Learn about guidelines for #hepB screening to reduce perinatal transmission http://bit.ly/2mmdAP3</p>	<p>Do you care for pregnant women? Learn about guidelines for #hepB screening to reduce perinatal transmission: http://bit.ly/2mmdAP3</p>



SAMPLE TWEETS AND FACEBOOK POSTS (CONTINUED)

Tweets	Facebook Posts
<p>#HepC is the leading cause of liver transplants and liver cancer. http://bit.ly/2pyU0QF #LiverCancer #LiverCancerAwareness</p>	<p>Did you know that hepatitis C is the leading cause of liver transplants and liver cancer? Learn more during Liver Cancer Awareness Month here: http://bit.ly/2pyU0QF</p>
<p>Symptoms of #LiverCancer can include a lump below the rib cage, jaundice, nausea & more. Learn more here http://bit.ly/2oQAxy8</p>	<p>Symptoms of liver cancer can include a lump below the rib cage, jaundice, nausea & more. Learn more during Liver Cancer Awareness Month here: http://bit.ly/2oQAxy8</p>
<p>Maintaining a healthy weight & reducing your alcohol intake are some ways to reduce the risk of #LiverCancer http://bit.ly/2oQAxy8</p>	<p>Maintaining a healthy weight and avoiding excessive amounts of alcohol are some ways to reduce the risk of liver cancer. Learn more during Liver Cancer Awareness Month here: http://bit.ly/2oQAxy8</p>
<p>Reduce your risk of #LiverCancer by getting vaccinated for #HepB and tested for #HepC. http://bit.ly/2p29Wu2</p>	<p>Getting vaccinated against hepatitis B virus & tested for hepatitis C virus can reduce your risk of getting #LiverCancer! Learn more during Liver Cancer Awareness Month here: http://bit.ly/2p29Wu2</p>

OTHER IDEAS TO PROMOTE VIRAL HEPATITIS/LIVER CANCER PREVENTION

Host or Participate in a Twitter Chat

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.

Host a Twitterview

A Twitterview is an interview conducted through Tweets. A Twitterview is a form of Twitter Chat where individuals participate in a live moderated Twitter conversation focused around a specific topic using a single hashtag.

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. The benefits of a Twitterview include the creation of relevant and interesting content, dissemination of accurate and evidence-based information, increased visibility for your organization and increased engagement with followers.

Pick a hashtag. Using hashtags is a way to group and organize messages together. In Twitterviews, hashtags are used to distinguish your interview from regular Tweets in the feed. Your followers will also be able to filter and track your Twitterview posts by searching your hashtag. [Symplur](#) amalgamates popular and established Tweet Chat hashtags on health care topics. 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. Don't be afraid to use abbreviations and acronyms, because your questions and answers including the hashtag must be under 140 characters.



Pick a date and time, then secure a speaker or speakers to be interviewed. Potentially influential speakers might include researchers, cancer survivors or caregivers, health care providers or other subject matter experts. Provide your speaker(s) with a list of what questions will be asked before the event, so they can prepare their answers in under 140 characters. This can take time and editing. Decide in advance whether you are going to open up the interview to your followers and let your speaker(s) know what to expect. Consider using a website to help manage the Twitter interview 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 are some of the symptoms of #hepC? #HepChat. Your speaker(s) can either "reply" to the question or Tweet starting with an "A" and the corresponding number that aligns with the question followed by an answer to the question. For example: A1: Many people may not experience any symptoms w/ #hepC, ask your doc if you may be at risk #HepChat.

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 Twitter interview. These steps can be adapted for a Twitter chat as well.

Host or Participate in a Webinar

Webinars are an effective way to disseminate information across different audiences and reach other partners and organizations. Webinars are online seminars or lectures that include interactive elements such as the ability to share audio, documents and presentations with participants. Webinars typically include speaker presentations focused around a specific topic followed by a Q&A session. They usually last an hour and can accommodate a large number of participants.

You could host a webinar on viral hepatitis and liver cancer during Hepatitis Awareness Month in May or Liver Cancer Awareness month in October. Identify your intended audience, such as cancer control stakeholders, clinical professionals, community organizations, or the general public. Contact subject matter experts through your cancer control coalition's professional network to serve as webinar speakers. Speakers can educate participants on the link between viral hepatitis and liver cancer and promote strategies for improving vaccination, screening, and treatment for viral hepatitis B and C. You might use organization and partner email listservs and websites to promote the webinar and be sure to include a link register so you can capture reach and have contact for follow-up evaluation.

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)
- Prepare as many questions and responses in Tweet format as possible in advance
- Involving well-known local figures may help raise the profile of your event(s) and increase participation and engagement

Examples of Potential Partner Organizations

CDC's [Division of Viral Hepatitis](#) (@CDChep) provides information and resources on viral hepatitis. [Hep B United](#) (@HepBUnited) is a CDC partner that provides local activities like testing and vaccination events or public education campaigns. Consider promoting their [local community-based events](#) in your area. [National Alliance of State & Territorial Aids Directors](#) represents public health officials who administer HIV and hepatitis programs in the U.S. and around the world. The [National Viral Hepatitis Roundtable](#) is a



broad coalition that works to fight and end hepatitis B and hepatitis C epidemics. [Prevent Cancer Foundation](#) provides [grassroots outreach events](#) to educate the public.

MEASURING SUCCESS

Looking to measure the success of your social media campaign? Twitter and Facebook 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/about](#) 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."

[Klout](#) tracks the influence and reach of your social media profiles and provides a score based on how others are interacting with your content across multiple networks. It also provides information on your top posts so you can see what content is generating action from your networks.

CDC offers buttons and badges to promote Hepatitis Awareness Month and Testing Day. Download them at [bit.ly/CDCHeptools](#)

ADDITIONAL TOOLS AND RESOURCES

Viral Hepatitis Resources:

[CDC's Know More Hepatitis Campaign](#): Materials and [videos](#) from CDC's hepatitis C campaign aimed at baby boomers

[CDC's Know Hepatitis B Campaign](#): Materials and [media](#) available in a variety of Asian languages

[CDC's National Get Tested Website](#): Provides testing information and locations across the U.S.

[U.S. Department of Veterans Affairs](#): Brochures and patient education materials aimed at veterans affected by viral hepatitis

Social Media and General Resources:

[Icon Array](#): Tool for creating icon-based graphics for use in risk communication

[Owly](#): Link shortener from Hootsuite

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

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

[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

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

[Klout](#): Service that tracks your organization's level of online social influence

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



increase its impact

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

[Symplur](#): A current list of health care related hashtags in use on Twitter

[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. Search for relevant results to go with hepatitis awareness month messaging.

[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

GLOSSARY

Facebook: A social networking site that allows people to create personal profiles and stay connected with others (www.facebook.com)

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

Mentions: When someone starts a conversation with your organization using your Twitter handle.

Tweets: 140-character text messages; **Retweet (RT)**: Re-posting of someone else's Tweet

Twitter: An online [social networking](#) and [microblogging](#) service that enables users to send and read short 140-[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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