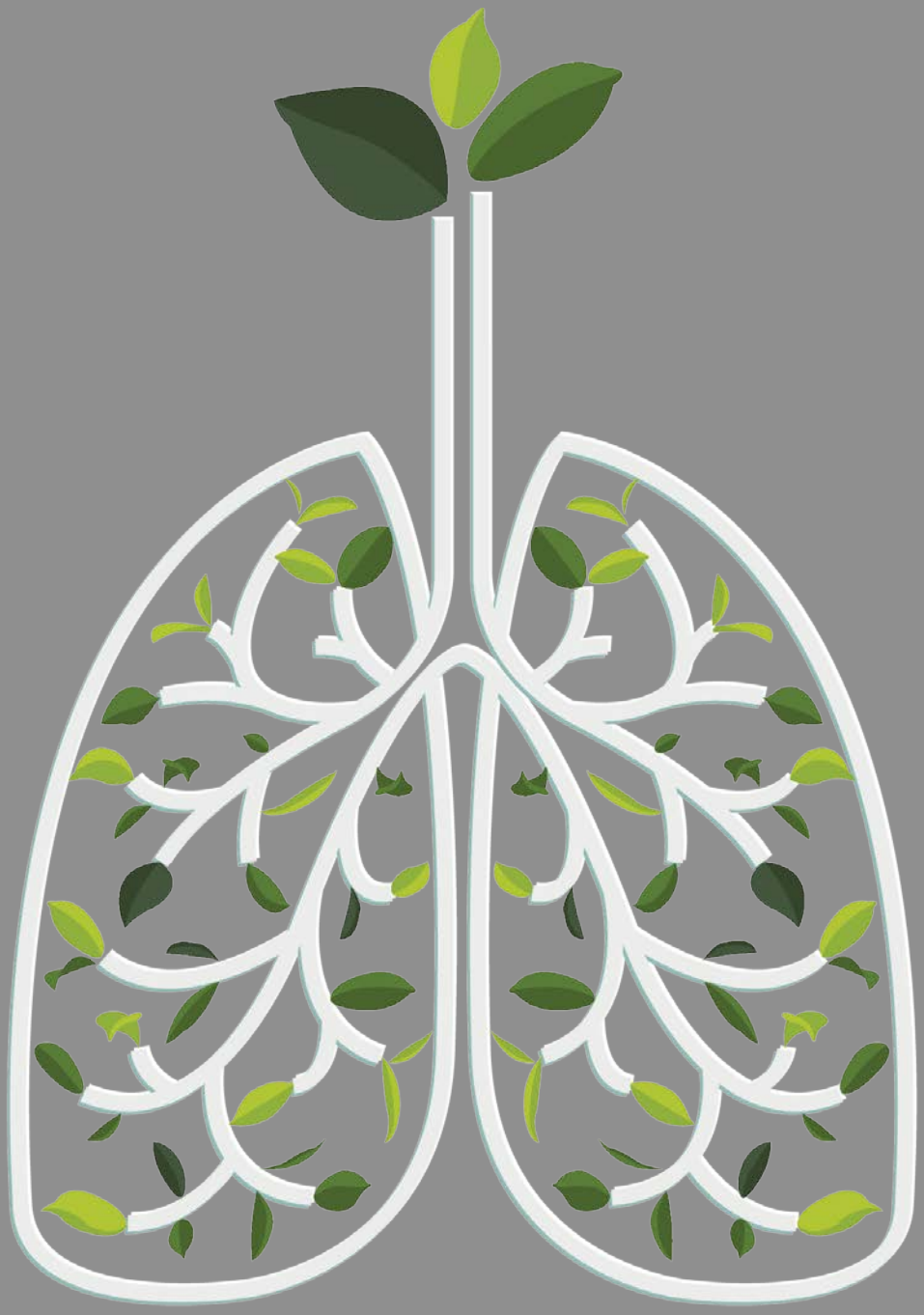
Lung Cancer Awareness Month
Social Media Toolkit



November 2017

THE GEORGE WASHINGTON UNIVERSITY
WASHINGTON, DC

GW Cancer Center

GW Cancer Center
CANCER CONTROL TAP
Tap into resources to control cancer

Lung Cancer Awareness Month Social Media Toolkit
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Quick Tip:
Viewing this PDF in Chrome? Use "Ctrl+click" on links open them in a new tab

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ABOUT THIS TOOLKIT

This toolkit is designed to help stakeholders 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 retweeting messages from **@GWCancer**

WHO SHOULD USE THIS TOOLKIT?

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

WHAT IS 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 2014, over 215,000 men and women were diagnosed with lung cancer (CDC, 2017). 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 Americans use some type of social media" (Pew Research Center, 2017). In addition, Fox and Jones (2009) found that 60% of adults who look online for health information use social media to access this information.

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 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 campaign effective.

SOCIAL MEDIA CHANNELS

Twitter, Facebook, Instagram, LinkedIn, YouTube, Pinterest and more: Social media is growing every day, along with opportunities for outreach.

"CDC uses social media to provide users with access to credible, science-based information…A variety of social media tools are used to reinforce and personalize messages, reach new audiences and build a communication infrastructure based on open information exchange" (CDC, 2016)

TWITTER BEST PRACTICES

- Keep Tweets short, between 100-110 characters. This allows other users to Retweet while adding their own comments. Note that @names no longer count toward the 140-character limit on Twitter (as of June 2016).
- 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 you can reply to a Tweet by starting with a username (ex. @GWCancer). If you want to start with a Twitter handle but don't want it to be seen as a reply, include a period before the username (.@GWCancer).
- 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.).

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).

WHEN COMMUNICATING ABOUT LUNG CANCER…

- 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. Explain how data influence your audience and why it's relevant (NCI, 2011).
- Organize information so the most important points are first (U.S. Department of Health and Human Services, n.d.).
- If presenting data, use integers instead of decimals as they are more convincing and easily recalled (Witteman et al., 2011). Visual representations of data, like icon arrays are most effective:
- Where possible, point consumers to supporting materials, visuals and reliable sources of information such as trusted websites or physicians.

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).
- 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 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).
- 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.).
- 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).

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).
- Patients frequently report health professionals as their most important information source, emphasizing the critical role that providers can play in addressing the information needs of patients and caregivers (Finney Rutten et al., 2005).

- Black patients receiving initial lung cancer treatment recommendations tended to report their physician as "less supportive, less partnering, and less informative than white patients" (Gordon et al., 2006, p. 907). As a result, black patients reported lower levels of trust in their physician (Gordon et al., 2006).
- 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 (Chapple, Ziebland & McPherson, 2004).

SAMPLE TWEETS AND FACEBOOK POSTS

Date	Tweets	Facebook Posts
Wed 11/1	We've made progress, but #lungcancer is still the leading cause of cancer death in the U.S. Get the facts: http://1.usa.gov/22NjsPE	Tobacco use remains the single largest preventable cause of illness and death in the U.S. Even though rates are declining, disparities in cigarette smoking persist. Get the facts as we kick off Lung Cancer Awareness Month: http://bit.ly/2hmOIbw
Thu 11/2	There are actions you can take to ↓ your risk for #lungcancer: Don't smoke or #quitsmoking: http://bit.ly/2xU52og	November is Lung Cancer Awareness Month. 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
Fri 11/3	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://1.usa.gov/1Y7b4d7	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: http://1.usa.gov/1WDLygo
Mon 11/6	Some #cancersurvivors are at increased risk for #LungCancer. Survivors who smoke should call 1-800-QUIT-NOW to get help.	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
Tue 11/7	Get your home tested! The second leading cause of #lungcancer is radon, a radioactive gas found in nearly all soils: http://bit.ly/2wxvd2u	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: http://1.usa.gov/22Nlorl
Wed 11/8	Learn from Rose, who developed #lungcancer from #smoking and needed very difficult treatments to save her life: http://bit.ly/2a04qRs	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 11/9	How can #compcancer programs increase awareness of #lungcancer screening? http://bit.ly/2xDmA9R	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/29S232C

Date	Tweets	Facebook Posts
Fri 11/10	Make your home #smokefree to ↓ #lungcancer risk & heart disease from secondhand smoke: http://bit.ly/29WY2eR	Is lung cancer screening right for you? Talk to your doctor for more information and start with this helpful guide from the National Cancer Institute: http://bit.ly/2a01T9K
Mon 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
Tue 11/14	Provider tools to help patients #quitsmoking. Tips here: http://bit.ly/29ZZNpZ	CDC says smoking even a few cigarettes a day can lead to serious health problems. Quitting smoking completely improves your health dramatically. More here: http://bit.ly/2aexfx4
Wed 11/15	Evidence shows that tobacco company advertising influences young people to start using tobacco: http://bit.ly/2wiDVSt	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. Only smoking causes more lung cancer deaths. Get your home tested: http://bit.ly/2wxvd2u
Thu 11/16	You can take steps to ↓ your risk of #lungcancer. Avoid smoking or #quitsmoking & decrease radon exposure. Learn more: http://bit.ly/2ags4e4	You can take steps to reduce your risk of #lungcancer. Avoid smoking or #quitsmoking and decrease your exposure to radon. Learn more about reducing your risk: http://bit.ly/2ags4e4
Fri 11/17	Tobacco hurts the LGBT community. Learn more from FDA's This Free Life Campaign: http://bit.ly/2a8wYak	Smoking harms nearly every organ of the body and damages your overall health. Regardless of age, smokers can greatly reduce their risk of disease, including lung cancer, by quitting. For help quitting, call 1-800-QUIT-NOW and visit http://bit.ly/29Pa4tE
Mon 11/20	A #lungcancer diagnosis can be overwhelming. Here are top 5 Qs to ask your doc to help you understand your options: http://bit.ly/2jOxxjK	Being diagnosed with lung cancer can be overwhelming for patients and caregivers. Here are the top 5 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/2jOxxjK
Tue 11/21	Every #lungcancer patient & caregiver needs a guide. Access resources to get you on the right track: http://bit.ly/29QIp7R	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/29QIp7R
Wed 11/22	African Americans are diagnosed w/ #lungcancer more than any other group. Access resources to help you #quit smoking http://bit.ly/2xTkSCh	Tobacco use is the leading preventable cause of death and disease in the U.S. E-cigarettes are gaining popularity among middle and high school students. Learn how states and communities can work to reduce this exposure: http://bit.ly/2a13aOi

Date	Tweets	Facebook Posts
Thu 11/23	#Thanksgiving is time for family! Remember: if you smoke around them, you also put them at risk for #LungCancer http://bit.ly/2adrzTF	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/2adrzTF
Fri 11/24	Hookah is still smoking! Hookah users may get the same diseases as cigarette smokers, including #lungcancer 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
Mon 11/27	A woman's risk of dying from #smoking has more than tripled since 1964. Call 1-800-QUIT-NOW for help: http://bit.ly/2xtOfdn	Nearly 20 million women and girls in the U.S. smoke cigarettes and more than 200,000 women die every year from smoking-related diseases. For help quitting, visit www.smokefree.gov. Learn more: http://bit.ly/2xtOfdn
Tue 11/28	There were 100 million deaths worldwide from tobacco use in the 20th century. More facts from @truthorange: http://bit.ly/2asftHJ	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
Wed 11/29	#Secondhandsmoke kills & causes respiratory infections, asthma attacks & more: http://bit.ly/2jSk8qX	Of former smokers in the U.S., 138,000 have lung cancer from smoking. Get more facts from the Truth Initiative here: http://bit.ly/2asftHJ
Thu 11/30	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

OTHER IDEAS TO PROMOTE LUNG CANCER AWARENESS MONTH

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 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 followers 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 of 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 Twitter 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 questions that will be asked before the event, so they can prepare their answers in under 140 characters, which 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 Twitterview such as TweetChat or TWUBS.

Promote the event to your followers. to your followers. Host the event, running it similarly to how you would host a live in-person meeting (introduce topic, speaker, your organization). Number your questions starting with a "Q" for question. For example: Q1: What questions should #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.

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

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.

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 Cessaton Tools and Resources: Information from ASCO on tobacco cessation treatment

Social Media Resources

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

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

Klout: Service that tracks your organization's level of online social influence

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

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

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" (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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