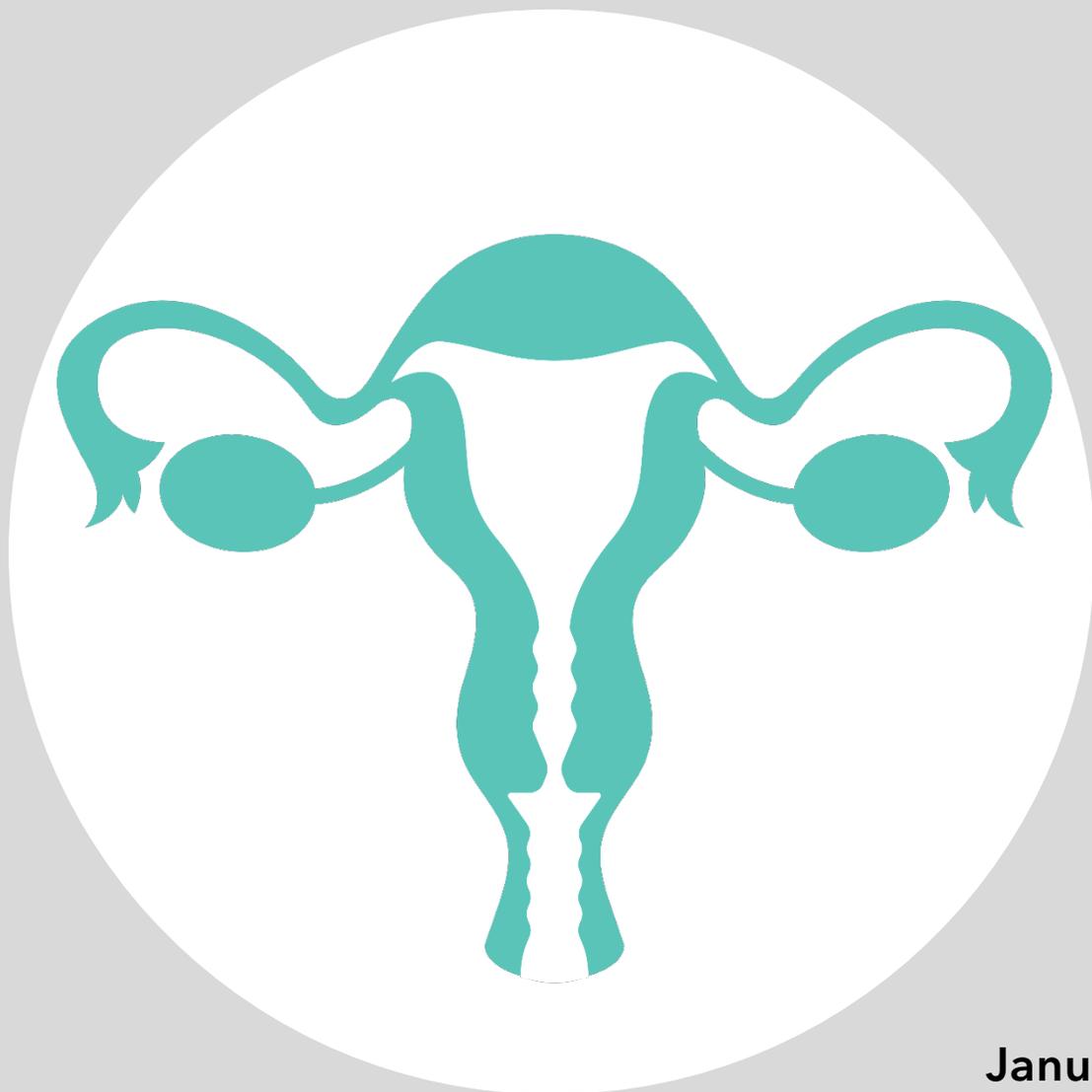


Cervical Cancer Awareness Month Social Media Toolkit



January 2019

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

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ABOUT THIS TOOLKIT

This toolkit is designed to help stakeholders implement evidence-based practices when communicating about cervical cancer. It can also help you plan, implement and evaluate your social media strategy and make the case for why it's important. It can be used throughout the year or for specific health observances like Cervical Cancer Awareness Month.

Don't have the time or capacity to implement this toolkit? Don't fret! You can still engage your audience by retweeting messages from @GWCancer

WHO SHOULD USE THIS TOOLKIT?

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

ABOUT CERVICAL CANCER AWARENESS MONTH

Cervical Cancer Awareness Month is an annual observance held throughout the Month of January. It is intended to raise awareness of cervical cancer and to fundraise for research into its cause, prevention, diagnosis, treatment, survivorship and cure. In 2015, over 12,800 people were diagnosed with cervical cancer (Centers for Disease Control and Prevention [CDC], 2018). January is also an opportunity to support those affected by cervical cancer. Cervical Cancer Awareness Month begins on January 1st and ends on January 31st.

SOCIAL MEDIA 101

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

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

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

Looking to establish a social media strategy for your organization or make the case for why it's important? The Centers for Disease Control and Prevention offers [social media tools](#) to create and establish a social media strategy. The site also offers guidelines and best practices as well as evaluation strategies, tools and templates.

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

Remember to tailor messaging to your intended audience or audiences. Your organization offers unique strengths and expertise. Make sure to capitalize on them to make your campaign effective.

SOCIAL MEDIA CHANNELS

Twitter, Facebook, Instagram, LinkedIn, Snapchat, Pinterest and more—social media are growing every day, along with opportunities for outreach.



TWITTER BEST PRACTICES

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

FACEBOOK BEST PRACTICES

- Shorter posts (around 250 characters) get up to 60% more distribution than longer posts (CDC, n.d.).
- Use photos or videos to make your posts stand out. Posts with photos receive up to 50% more likes than non-photo posts (Hershkowitz & Lavrusik, 2013). However, be aware of Facebook’s policies about what can be posted and identifying people in photos without consent (CDC, n.d.).
- Use a conversational tone and explain to your audience why the content should matter to them (Hershkowitz & Lavrusik, 2013).
- Posts that start conversations by asking questions and responding receive approximately 70% above-average engagement (Hershkowitz & Lavrusik, 2013).
- Vary your post type. Users don’t engage the same way with every post (Hershkowitz & Lavrusik, 2013).
- Track your results and act on them. Facebook offers analytic data that you can use to find out what posts are being “liked” or shared and which ones aren’t. Focus your efforts on what is working (CDC, n.d.).
- More information about [Facebook best practices](#) is available from CDC.

LINKEDIN BEST PRACTICES

- Use a call to action to engage readers, like “click to find out more” (Sprout Social, 2016).
- Provide industry-specific content like industry insights or content about upcoming events (Sprout Social, 2016).
- Focus on practical and informative visuals rather than creative and unique (Sprout Social, 2016).
- Post up to once a day and aim for a new post every weekday. Aim to publish before and/or after work hours (Sprout Social, 2016).

BEST PRACTICES FOR COMMUNICATING ABOUT CERVICAL CANCER AWARENESS

The first step in any communication campaign is to define your audience. When communicating about cervical cancer, your audience may be newly diagnosed or long-term survivors, caregivers, health care providers, employers or others. All of these audiences may have different messaging needs and may be reached through different channels. However, there are some commonalities in that cancer communication must help patients: “(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, p. 1).”

Parents’ interactions with health care providers can impact their decision to vaccinate their children. When communicating about HPV vaccination, it is important to “build rapport, accept questions and concerns and facilitate valid consent.” Risk communication should be tailored to parental positions on vaccination (Leask et al. 2012).

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

- Consider health literacy and numeracy
- Emphasize screening information and follow-up reminders, especially the importance of not delaying treatment if an abnormal lesion is identified
- Remind providers about the importance of talking about HPV vaccination as cervical cancer prevention

Consider health literacy and numeracy

- **Use simple language.** If using data, make sure your audience can interpret the data (NCI, 2011).
- **Organize information so the most important points are first** (U.S. Department of Health and Human Services, n.d.).
- If presenting data, **use combinations of numbers and visual representations like icon arrays** as this can be most effective, particularly when talking about risk:  (Witteaman et al., 2011).
- Where possible, **point consumers to supporting materials, visuals and reliable sources of information** such as trusted websites or physicians.

Emphasize screening information and follow-up reminders

- **Promote information on screening recommendations.** Women ages 21-65 are recommended to be screened for cervical cancer with a Pap smear every 3 years. Individuals aged 30-65 who want to lengthen the screening interval should receive a combination of Pap smear and HPV testing every 5 years or an HPV test alone every 5 years (U.S. Preventive Services Task Force, 2018).
- **Remind providers about the importance of their role in cervical cancer prevention.** Health care providers are central sources of information about cervical cancer screening and their involvement is often an important factor in influencing screening coverage (Musa et al., 2017).
- **Promote awareness of cervical cancer screening.** Many people lack basic knowledge about cervical cancer screening, including the age that the average person should start screening as well as how often they should return for follow-up (Cooper, Polonec & Gelb, 2011; Hawkins, Cooper, Saraiya, Gelb and Polonec, 2011).
- **Remind patients to get screened and ask about it at appointments.** A 2015 study found that nearly 20% of respondents said they had not been checked recently for cervical cancer, with fewer Asian and Hispanic individuals reporting that they had been screened than those who identified as white (Sabatino, White, Thompson & Klabunde, 2015).

Remind providers about the importance of talking about HPV vaccination as cervical cancer prevention

- **Improve knowledge of HPV related cancers.** Research has found that many people are unaware that human papillomavirus (HPV) can cause cervical cancer. Educational campaigns such as CDC's Inside Knowledge campaign can improve patient and provider knowledge of HPV-associated gynecologic cancers. CDC now recommends that 11 or 12 year olds receive 2 doses of HPV vaccine. (Blake et al., 2015; Townsend et al., 2018; Meites et al., 2016).
- **Promote HPV vaccination as cervical cancer prevention.** It was estimated in 2013 that increasing HPV vaccination to 80% could prevent an additional 53,000 future cervical cancer cases among girls who are now 12 years old or younger over the course of their lifetimes (President's Cancer Panel, 2013). Include discussions of oropharyngeal cancers as well when talking to parents of boys.
- **Remind providers about the importance of talking about HPV vaccination with parents of adolescents.** A health care provider's recommendation is the single biggest predictor of whether or not a parent will vaccinate their child against cervical cancer (Wilson et al., 2016).
- When talking to parents, **providers' recommendations about HPV vaccination should be strong, timely (when boys and girls are in the recommended 11-12 age range for vaccination), consistent and urgent**, meaning parents are encouraged to get kids vaccinated the same day they come in (Gilkey et al., 2015).
- **Use pre-written recommendation scripts for ideas on how to make an effective recommendation for HPV vaccination** such as "Today your child should have 3 vaccines. They're designed to protect him from the cancers caused by HPV, meningitis, tetanus, diphtheria, and pertussis (HPV Roundtable, 2017)."

SAMPLE TWEETS AND FACEBOOK POSTS

Date	Tweets	Facebook Posts
Tue 1/1	We're kicking off #CervicalHealthMonth! Read about some ways you can reduce your risk of #CervicalCancer here: http://bit.ly/2yNSCKq	The most important thing you can do to help prevent cervical cancer is to have regular screening tests starting at age 21. Read about some ways you can reduce your risk of cervical cancer here: http://bit.ly/2yNSCKq
Wed 1/2	Did you know smoking can increase your risk of #CervicalCancer? Get the facts from @CDC_gov and call 1-800-QUIT-NOW http://bit.ly/2zBjnpd	Each year, more than 12,000 people in the United States get cervical cancer, but it can be prevented by getting an HPV vaccine, visiting your doctor for a Pap test when recommended and not smoking. Find out more: http://bit.ly/2zBjnpd
Thu 1/3	Almost all #CervicalCancer is caused by #HPV: http://bit.ly/2PY9LRu . Talk to your doctor to see if the vaccine is right for you.	Almost all cervical cancers are caused by human papillomavirus (HPV), a common virus that can be passed from one person to another during sex. Learn more about HPV and other risk factors for cervical cancer: http://bit.ly/2PY9LRu
Fri 1/4	Listen to the story of a #CervicalCancer survivor and the importance of getting the #HPVvax: http://bit.ly/2d4V5NY #CervicalHealthMonth	Every year, 42,700 people are affected by HPV--related cancers. Listen to the story of a cervical cancer survivor and the importance of getting the HPV vaccine: http://bit.ly/2d4V5NY
Mon 1/7	Parents: You are the key to closing the door to #CervicalCancer. Watch this video on the importance of #HPVvax http://bit.ly/1toMsRo	You are the key to HPV cancer prevention. Watch this short video on the importance of the HPV vaccine: http://bit.ly/1toMsRo
Tue 1/8	#DYK that #CervicalCancer is the easiest gynecologic cancer to prevent - with regular screening tests and vaccination? http://bit.ly/2zMCHAX	Two screening tests can help prevent cervical cancer or find it early, the Pap test and the HPV test. Read more about these screening options: http://bit.ly/2zMCHAX
Wed 1/9	I'm a young woman and heard about the #HPV vaccine. Can it help me? Find the answer to this and more: http://bit.ly/2QLi6oJ #CervicalHealthMonth	Who should get the HPV vaccine and why is it important? Find the answer to this and more: http://bit.ly/2QLi6oJ
Thu 1/10	As parents, you do everything you can to protect your kids' health. Today, there's a way to prevent #CervicalCancer: http://bit.ly/2zAfRLV	As parents, you do everything you can to protect your children's health now and in the future. Today, there's a strong weapon to prevent several types of cancer in your kids. Find out more: http://bit.ly/2zAfRLV
Fri 1/11	Providers: Patients who have a cervix should be screened according to national guidelines. This may include transgender or gender non-conforming patients: http://bit.ly/2Qs9ByU	Individuals who have a cervix should be screened according to national guidelines. This may include transgender or gender non-conforming patients. Read more about cervical cancer screening recommendations: http://bit.ly/2Qs9ByU

SAMPLE TWEETS AND FACEBOOK POSTS

Date	Tweets	Facebook Posts
Mon 1/12	Knowledge is power: What you need to know about cervical cancer http://bit.ly/2xglT4C	Remember to get screened for Cervical Cancer! Early detection is associated with survival and quality of life http://bit.ly/2xglT4C
Tue 1/13	Attention clinicians! CDC and partners, including @AmerAcadPeds , recommend HPV vaccination of both girls and boys at ages 11 or 12. Read more: http://1.usa.gov/21ks0vS	Attention clinicians! CDC and partners, including the American Academy of Pediatrics, recommend HPV vaccination of both girls and boys at ages 11 or 12. Read more: http://1.usa.gov/21ks0vS
Wed 1/14	How much do you know about #CervicalCancer? This @CDC_gov quiz can test your knowledge: http://bit.ly/2zLSPpm	Think you know all there is to know about cervical cancer? Test your knowledge about cervical cancer and other gynecologic cancers with this CDC quiz. The answers may surprise you! http://bit.ly/2zLSPpm
Thu 1/15	Did you know that as many as 93% of #CervicalCancers could be prevented by screening and getting the #HPVvax? http://bit.ly/2y45CTZ	More than 12,000 people get cervical cancer every year. Up to 93% of cervical cancers are preventable. HPV vaccination helps prevent infection with the HPV types that cause most cervical cancers. Learn more: http://bit.ly/2y45CTZ . Talk to your doctor for more information.
Fri 1/16	Clinicians: Are you up-to-date on the current #HPVvax and #CervicalCancer screening recommendations? See here: http://bit.ly/2z5UISX	Current vaccination and screening recommendations for cervical cancer include that both girls and boys ages 11-12 should receive two doses of the HPV vaccine. Learn more: http://bit.ly/2z5UISX
Mon 1/19	Are your gynecologic symptoms normal or could they be something more? This @CDC_gov chart can help: http://bit.ly/2hY5eMo #CervicalCancer	Confused about signs and symptoms of cervical cancer or other gynecologic cancers? This chart from CDC's Inside Knowledge campaign can help you listen to your body: http://bit.ly/2hY5eMo
Tue 1/20	Clinicians: Here are some tips and time-savers for talking with parents about #HPVvax: http://bit.ly/HPVTipsTimesavers #CervicalHealthMonth	Clinicians: Need some guidance on addressing common questions about the HPV vaccine? This document of tips and timesavers can help: http://bit.ly/HPVTipsTimesavers
Wed 1/21	#DYK some 11-12 yr olds may only need 2 doses for the #HPVvax to be effective? Learn more: http://bit.ly/2zvdI5p	Clinicians: Did you know that some 11-12 year olds may only need 2 doses of the HPV vaccine for it to be effective? Get the latest info from this handy CDC decision tree: http://bit.ly/2zvdI5p
Thu 1/22	Think you know the facts about #CervicalCancer? Learn more from this #InsideKnowledge video: http://bit.ly/2cLzsk3	Get the inside knowledge about cervical cancer from actress Cote de Pablo and CDC: http://bit.ly/2cLzsk3

SAMPLE TWEETS AND FACEBOOK POSTS

Date	Tweets	Facebook Posts
Fri 1/23	Parents: Are your kids vaccinated against #CervicalCancer? @CDC_gov & partners recommend #HPVvax for kids ages 11-12 http://bit.ly/2yNMqsa	Parents: Have you vaccinated your kids so they can lead healthy and full lives? Your doctors may have already talked to you about the Tdap vaccine to prevent tetanus, diphtheria, and pertussis (whooping cough) and the flu shot to prevent influenza. Did you know that the HPV vaccine is recommended to prevent cervical and HPV-associated cancers? Find out more about recommended immunizations for children from 7-18 years old here: http://bit.ly/2Tfy07l
Mon 1/26	Received abnormal Pap test results? It usually does not mean you have cancer. Follow up with your doctor to learn more http://bit.ly/2iygt1n	A Pap test is a cervical cancer screening test that looks for cell changes to the cervix that might become cervical cancer if they are not treated appropriately. Receiving an abnormal Pap test result does not usually mean you have cancer. Learn more: http://bit.ly/2iygt1n
Thu 1/27	What are the latest trends in #CervicalCancer diagnoses? This video from @theNCI has more info: http://bit.ly/2hh6b1K	Check out this video from the National Cancer Institute to learn about key topics and trends in cervical cancer statistics http://bit.ly/2hh6b1K
Fri 1/28	Clinicians: Ensure your adolescent patients are fully vaccinated by using these resources to help you make effective recommendations http://bit.ly/2OLVDWJ	Clinicians: What can you do to ensure your adolescent patients are fully vaccinated? Here is a factsheet for vaccine recommendations, including the HPV vaccination to protect patients against cervical cancer: http://bit.ly/2A0Adzq
Mon 1/31	There are several treatment options for cervical cancer. Talk to your doctor to learn which treatment is right for your type and stage of cancer http://1.usa.gov/25W2a8j	If your doctor says that you have cervical cancer, ask to be referred to a gynecologic oncologist—a doctor who has been trained to treat cancers of the female reproductive system. This doctor will work with you to create a treatment plan: http://1.usa.gov/25W2a8j

SAMPLE LINKEDIN POSTS

Providers: Check out this resource from the [National Cancer Institute](https://www.nationalcancer.org) to learn about the latest evidence-based information about cervical cancer screening <http://bit.ly/2x5F9T9>

Looking for information on clinical trials for cervical cancer treatment? Check out this list from the [National Cancer Institute](https://www.nationalcancer.org): <http://bit.ly/2CRdoDe>

The biggest predictor of HPV vaccination uptake is an effective recommendation from a health care provider. Check out this Action Guide to find detailed steps, evidence-based strategies, and tools for your clinic to increase HPV vaccination: <http://bit.ly/2Qeixaz>

Check out this factsheet from the [American Cancer Society](https://www.americancancer.org) for the latest figures and trends about common cancers and cancer risk factors: <http://bit.ly/2MpJcPd>

OTHER IDEAS TO PROMOTE CERVICAL CANCER AWARENESS MONTH

Host or Participate in a Twitter Chat or Twitterview

Twitter chats are a great way to expand your audience and promote engagement with other partners and organizations. You can organize a Twitter chat yourself or simply participate in another one. Twitter chats are live moderated Twitter conversations focused around a specific topic using a single hashtag. They usually last an hour and involve a list of pre-circulated questions to participants. If you are organizing a chat, reach out to partners early and provide the list of questions as far in advance as possible.

A Twitterview is an interview conducted through Tweets. For a Twitterview, typically an interviewer asks questions directly to the interviewee and participants can follow the conversation through an event hashtag. You may also open up the interview to questions from the audience. Potentially influential speakers might include researchers, cancer survivors or caregivers, health care providers or other subject matter experts.

Consider using a website to help manage the Twitterview or Twitter chat such as [TweetChat](#) or [TWUBS](#).

Promote the event to your followers. Host the event, running it similarly to how you would host a live in-person meeting (introduce topic, speaker or participating organizations, your organization). Number your questions starting with a "Q" for question. For example: Q1: How can I reduce my kids' risk for cervical cancer? #CervicalHealthChat. Your speaker(s) can either "reply" to the question you Tweet or Tweet starting with an "A" and the corresponding number. For example: A1: Make sure they get the HPV vaccine as part of routine immunization at 11-12 years old #CervicalHealthChat.

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

Live Tweet an Event or Conference

Consider live Tweeting a conference or other event around Cervical Cancer Awareness Month. Live tweeting is a form of notetaking which is online and interactive. During an event, conference, speech or webinar, organizers and attendees can live tweet and use established hashtags so that everyone following the event hashtag can see the tweet and reply. During the event you can tweet quotes from speakers, share pictures of attendees, and retweet messages from the attendees. When quoting speakers, make sure to include their twitter handles to let them know you are promoting their sessions. You can also pre-write tweets and schedule them to go out during the event if you know when certain parts of the event are planned to occur.

Host a Facebook Live Event

Facebook Live is a live video streaming service that can be used to connect with your followers in real time. Facebook Live offers the opportunity to conduct live Q & A's through the comment function where followers can ask questions or post commentary during the livestream. You can also use this livestream service to host an interview or broadcast an event, enabling people to participate even if they are not able to attend in person.

Pick a date and time. Tell your followers about your livestream event ahead of time. Live broadcasts can last for up to 4 hours.

[Promote the event to your followers.](#) Write a compelling description for your event which will show up on your followers' newsfeeds along with the video to help people understand what your event is about. You can also add your location to the broadcast to increase discoverability. Keep track of your audience's reactions to gauge how your broadcast is being received.

Share Event Photos on Instagram

Instagram is a photo sharing application that allows users to share pictures, videos, and messages with their followers. Instagram can be a great platform for increasing engagement with your audience and sharing your mission through photos. You can use Instagram to share photos from your events and feature individuals involved with the events such as speakers or volunteers. You can also share video clips from the events by posting them to your Instagram story. Encourage followers to share their photos of your events by using a hashtag.

[Pick a hashtag.](#) Using hashtags is a way to group and organize photos together. Many users search for photos in Instagram using hashtags. If you use an established hashtag, your Tweets may reach audiences that you usually do not reach. If you would like to create your own hashtag, make sure it is short and intuitive. You can increase visibility of your event by having followers post their photos to Instagram with a hashtag.

[Connect your Instagram](#) to your other social media accounts to cross-promote your activities and increase engagement with your audience.

Share Your Event on Snapchat

Snapchat is another social media platform to help you share photos and videos with your followers. Snapchat has over 158 million users with a majority of users under 30 years old (SproutSocial, 2017). You can share photos and videos individually with followers or share them in your Snapchat story. Photos and videos in your Snapchat story are visible to followers for 24 hours. You can use the story feature to promote your event, provide exclusive content such as behind the scenes footage or send a call to action. Share your story to your local "Our Story" to be featured on Snapchat's map of stories and gain more visibility.

[Utilize Snapchat's unique features](#) to promote your organization and events. Geofilters are location-based filters that can be used on photos and videos to further promote your cause as followers can then use these geofilters in their own posts. In the past, Snapchat has created geofilters for Giving Tuesday and donated to a designated charity every time someone posted using one of those geofilters. Snapcash is a feature that allows users to send money through Snapchat which could be a useful tool for soliciting online donations.

Check out this [Snapchat guide](#) for more information.

Promote Your Cause on Pinterest

Pinterest is an online tool that can help users discover and organize creative ideas by serving as a vision board. Pinterest can be used to drive more traffic to your website by adding eye-catching images, infographics, or quotes to your Pinterest boards and linking them to your website. Pinterest boards function as albums or folders in that they categorize pins for users to peruse. If you are just starting out with Pinterest it may be good to include general boards showcasing your organization's mission in addition to adding event or fundraising boards for Cervical Cancer Awareness Month.

[Link your website](#) and other social media accounts to your Pinterest by including them in the profile header to expand your exposure. If you have a YouTube channel or photo sharing page consider sharing those videos and photos on Pinterest as well.

Publish a Blog Post

Publishing blog posts can be a great way to highlight the successes of your organization and promote your events. Consider writing a post with a call to action for your readers to attend your Cervical Cancer Awareness Month events. Personal stories of patients or survivors, for example, can make for powerful blog posts by connecting with the reader emotionally. Use visuals such as photos and videos to illustrate your narrative and engage readers.

Create dialogue. Use your blog not only to share stories but also to communicate with your readers and increase engagement. Ask for audience feedback on your content and promote a space to discuss issues and share success stories.

Host a Reddit Ask Me Anything

Reddit is a social news aggregation, content rating, and discussion website. An Ask Me Anything (A.M.A.) is a feature on Reddit where users can interview someone with a notable trait such as a researcher or other expert through posting questions to the Reddit message board. The A.M.A. begins with the interviewee posting an introduction about themselves and then users respond with questions and comments. Users can “upvote” posted questions to indicate that they are also interested in knowing the answer to those questions. A.M.As can be scheduled to start and stop at certain times or be open-ended in duration. Consider hosting an A.M.A with a cervical cancer expert or survivor.

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

Host a Cervical Cancer Awareness Month Survivors Meetup Event

Consider hosting a meetup for local cervical cancer survivors. It doesn't have to be a formal support group setting or even have cancer survivorship as the main focus. It could simply be a social activity intended to gather cancer survivors, caregivers or family members who have been affected by cancer.

Consider reaching out to local organizations to solicit donations or prizes for the event. Organize a giveaway or prizes to encourage people to use your hashtag and engage with your content. Twitter and Instagram photo contests are another a great way to get your followers involved and engaged.

You might also consider hosting a special webinar or panel to promote Cervical Cancer Awareness Month. Make sure to reach out to potential partners early to ensure support. Check out [Communication Training for Comprehensive Cancer Control \(CCC\) Professionals 101](#) for more information on working with local media.

Best Practices for Engagement Events and Activities

- Plan early and well
- Expand your audience and reach by partnering with another organization
- Make sure you use an original hashtag (unless it makes sense to use an established hashtag)
- Involve well-known local figures to help raise the profile of your event(s) and increase participation and engagement

MEASURING SUCCESS

Looking to measure the success of your social media campaign? Twitter, Facebook, and Instagram both offer free analytic tools to allow you to demonstrate the impact of your social media efforts.

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

[Facebook Insights](#) allows users to track page likes, post reach, number of visits, specific posts as well as who is following your page. According to Facebook, “posts that get more likes, comments and shares show up more in News Feed and are seen by more people. Posts that are hidden, reported as spam or cause people to unlike your Page reach fewer people.”

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

[Viralwoot](#) helps track Pinterest analytics, schedule pins, promote pins, and gain new followers. This analytics tool provides statistics about your reach, activity, and engagement scores. It also provides you with an influence score and tells you what you need to do to boost your Pinterest presence.

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

ADDITIONAL TOOLS AND RESOURCES

[Canva](#): Allows users to create visually appealing graphics and photos for social media and print materials; includes a collection of low-cost or free stock photos and backgrounds

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

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

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

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

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

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

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

[NCI Visuals Online](#): Free image library

[Owly](#): Link shortener from Hootsuite

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

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

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

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

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

[Visualizing Health](#): Gallery of graphs, charts, and images that communicate risk information

GLOSSARY

Ask Me Anything (A.M.A): A feature of Reddit where users can interview someone through posting questions to the Reddit message board

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

Facebook Live: A live video streaming service provided through Facebook

Feed: News feeds which you receive straight into your account

Followers: People who have agreed to receive your Tweets or Facebook posts

Hashtags (#): A form of metadata tag that makes it possible to group messages

Instagram: A photo sharing application that allows users to share pictures and videos to their followers either publicly or privately to pre-approved followers (<https://www.instagram.com/>)

Live Tweet: To post comments about an event on Twitter while the event is taking place

Pinterest: A website where users can discover information mainly through images, GIFs (animated images), and videos (<https://www.pinterest.com/>)

Reddit: A social news aggregation, content rating, and discussion website (<https://www.reddit.com>)

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

Snapchat: an image messaging application where messages auto-delete after set amount of seconds

Tweets: 280-character text messages

Twitter: An online [social networking](https://www.twitter.com) and [microblogging](https://www.twitter.com) service that enables users to send and read short 280-[character](https://www.twitter.com) 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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