

# Social Media and the Cancer Registry

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Successful Communication: A Toolkit for Cancer Registries

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# Topics

- Introduction to social media
- Social media use by cancer registries
- Fun group exercise!
- Getting started
- Increasing visibility
- Working together

# Introduction to Social Media

- Social media: internet-based applications that allow interactions between people; share and discuss the content that they post
- Major social media sites
  - Facebook: private or public posts, play games, share pictures and videos, “like” organizations’ pages to receive their posts on your newsfeed page
  - Google Plus: similar to Facebook. Organize people into “circles” and view content in streams, similar to the Facebook newsfeed. Video chat is featured in “Hangouts”

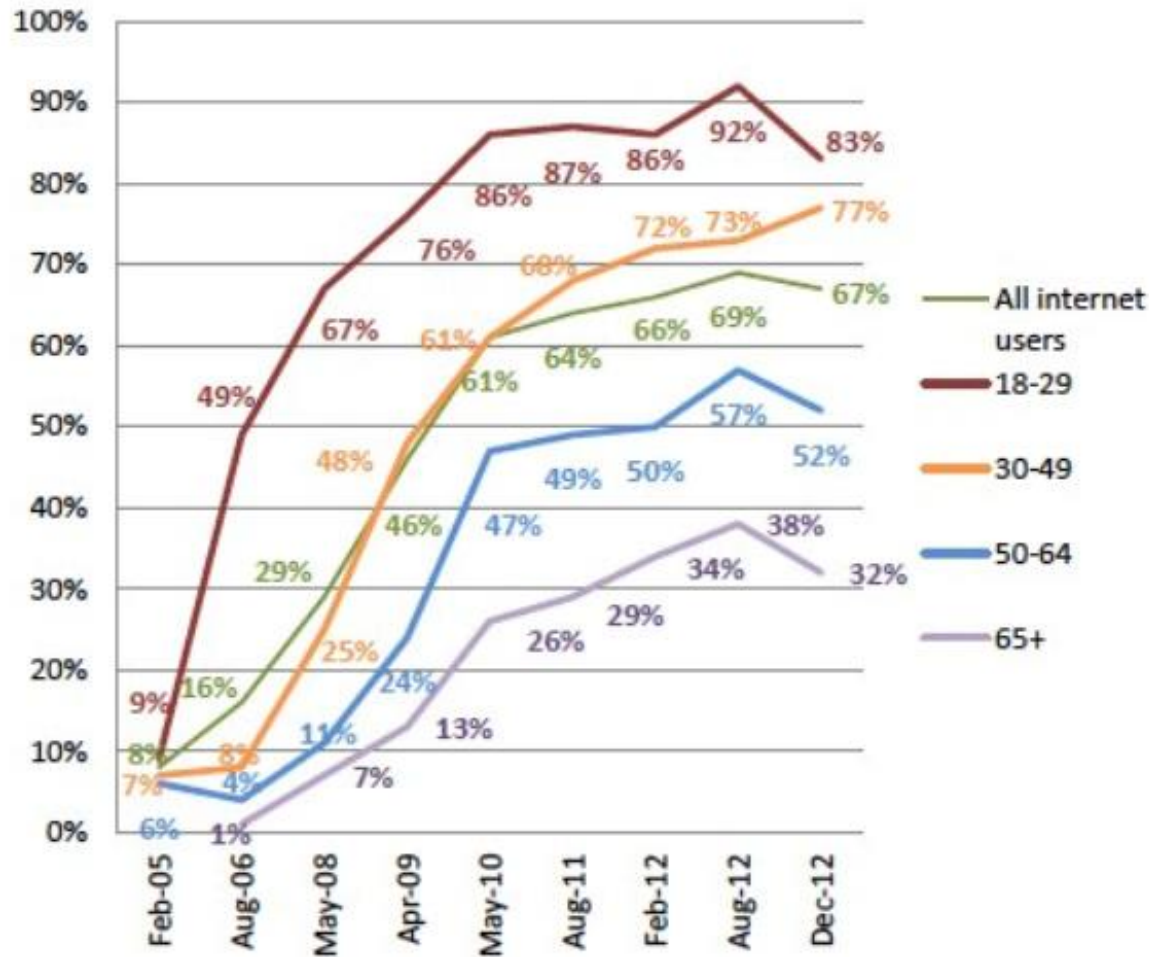
# Introduction to Social Media

- Major social media sites (cont.)
  - LinkedIn: geared towards professional networking. Post resumes and job ads, press releases, endorse skills
  - Pinterest, Flickr, Instagram, YouTube – post photos and video
  - Twitter – microblogging site – 140 characters. May link to more substantial posts or media. Tweets are received from followed user accounts. Retweets – forward tweets to followers
- Why should cancer registries have a social media presence?

# Introduction to Social Media

## Social Networking Site Use by Age Group, 2005-2012

% of internet users in each age group who use social networking sites











Source: Pew Research Center's Internet & American Life Project surveys, 2005-2012

# Cancer Organizations' Social Media Use

- National organizations make good use of social media
  - NAACCR <http://naaccr.org/>
  - ACS <http://pressroom.cancer.org/index.php?s=6>
  - CDC <http://www.cdc.gov/socialmedia/>
  - NIH <http://www.nih.gov/Subscriptions.htm>
- State/Provincial/Territorial cancer registries generally underutilize social media
  - Many large U.S. states do not have social media accounts
  - Canadian registries use social media more

# Cancer Organizations' Social Media Use

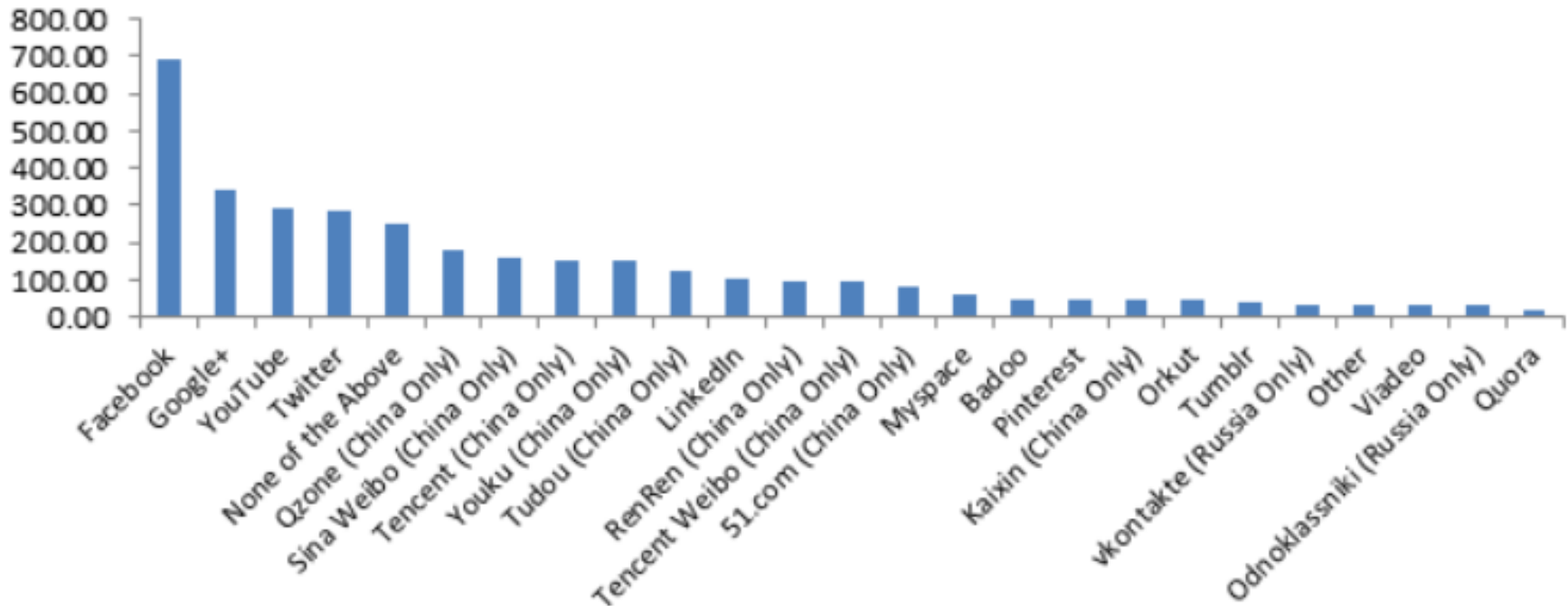
|   | CDC | NIH | ACS | NAACCR | CCO | CPIC |
|---|-----|-----|-----|--------|-----|------|
|    | X   | X   | X   | X      | X   | X    |
|    | X   | X   | X   | X      | X   | X    |
|    | X   | X   |     |        |     |      |
|    | X   | X   | X   | X      |     |      |
|    | X   | X   |     | X      |     |      |
|   | X   | X   | X   |        |     |      |
|  | X   |     | X   | X      | X   |      |
|  | X   | X   |     | X      |     |      |

CCO = Cancer Care Ontario; CPIC = Cancer Prevention Institute of California

# Cancer Organizations' Social Media Use

- Cancer organizations choose popular sites

Top 25 Services by Active Users December 2012



- Active user = “Used or contributed to in the past month”
- Source: [globalwebindex.net](http://globalwebindex.net)



# Fun Group Exercise

- Create Tweets from provided documents
- 140 character maximum, but around 40 may be a link leaving about 100 characters or 25 words. Avoid abbreviations.



**Ashley** @ashleydixon

11 Jun

Welcome to Texas, Y'all! #NAACCRcontest @NAACCR  
[pic.twitter.com/ePvWWexE6R](http://pic.twitter.com/ePvWWexE6R)

View photo Reply Retweet Favorite More

- Hashtags (#) indicate a topic - allow a conversation to be followed. @ precedes the user name to mention the user or allows the user to track replies to their tweets
- Interesting tweets will prompt your followers to retweet your message

# Getting Started

- Do your homework and make a plan. The CDC social media site is a good place to start
  - “CDC’s Guide to Writing for Social Media,” “Health Communicator’s Social Media Toolkit,” and best practices guides
    - <http://www.cdc.gov/socialmedia/>
- Start small – create accounts on a couple sites like Facebook and Twitter

# Getting Started

- Cross-post between Facebook and Twitter, for example. Facebook posts should be less frequent so your followers will not get annoyed!
- Use social media management software to make cross-posting and following conversations easier
  - NAACCR uses HootSuite which is free for a single user. Other software – Sendible, SproutSocial, Social Oomph, Crowdbooster

# Increasing Visibility

- Put links to your social media sites on your website
- Like and retweet NAACCR member organizations and individual members. Get the messages flowing!
- Converse with influential social media users called “influencers.” Retweet or comment on topics. Influencer examples:
  - <http://list.ly/list/4Ut-health-care-social-media-influencers-on-twitter>

# Increasing Visibility

- Converse with journalists
  - [http://blog.journalistics.com/2009/stalking\\_journalists\\_on\\_twitter/](http://blog.journalistics.com/2009/stalking_journalists_on_twitter/)
  - <https://twitter.com/ninatypewriter/lists>

# Working Together

- Share our social media experiences and expertise
  - Blogging
  - NAACCR webinar meetings
  - Create public Twitter lists
  - Narrative articles