



Breast Cancer Awareness Social Media Toolkit

October 2015

Contents

About This Toolkit	2
Social Media 101	2
What is Breast Cancer Awareness Month?	2
When is Breast Cancer Awareness Month?	2
Why use social media?	2
What is Twitter?	2
What is Facebook?	2
Create Your Social Media Strategy	3
Sample Facebook Posts and Tweets	4
Week 1 (Thursday, 1 st – Friday, 2 nd)	4
Week 2 (Monday, 5 th – Friday, 9 th)	5
Week 3 (Monday, 12 th – Friday, 16 th)	6
Week 4 (Monday, 19 th – Friday 23 rd)	7
Week 5 (Monday, 26 th – Friday, 30 th)	8
Sample Regional Facebook Posts and Tweets	10
Breast Cancer Image Bank	11
Tips and Best Practices	12
Some Twitter Tips	12
Best Practices for Twitter	13
Best Practices for Facebook	13
Guide to Social Media Analytics and Metrics	14
Why Measuring Your Social Media Campaign is Important	14
Selected Services to Increase Analytical Capacity	15
Using Hootsuite for Scheduling and Management	16
Glossary	19

About This Toolkit

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

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

Social Media 101

What is Breast Cancer Awareness Month?

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

When is Breast Cancer Awareness Month?

Breast Cancer Awareness Month begins on October 1st and ends on October 31st.

Why use social media?

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

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

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

What is Twitter?

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

What is Facebook?

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



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

Create Your Social Media Strategy

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

Template:

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

Example:

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



Sample Facebook Posts and Tweets

Week 1 (Thursday, 1st – Friday, 2nd)

Date	Twitter post	Facebook post
Thursday, October 1st	We're kicking off #BreastCancer Month! You CAN reduce your risk of breast cancer. Read how here: http://goo.gl/wKD1jV #preventionworks	October is Breast Cancer Awareness Month. You CAN reduce your risk of breast cancer. Check out this factsheet to learn about the risks and what to look for: http://ow.ly/AMMh7 If you are using Hootsuite, the image will automatically be attached to your post. If you are not using Hootsuite, Visit http://ow.ly/AMMh7 and right click on the infographic to save the image onto your computer. Then, upload your image for your Facebook post
Friday, October 2nd	What is #BreastCancer? What is a normal breast? Find out more here: http://goo.gl/jtY4fE #BCSM	Cancer is a disease in which cells in the body grow out of control. When cancer starts in the breast, it is called breast cancer. Other than skin cancer, breast cancer is the most common cancer in American women. Read more about this disease here: http://goo.gl/jtY4fE



Week 2 (Monday, 5th – Friday, 9th)

Date	Twitter post	Facebook post
Monday, October 5th	Other than skin cancer, #BreastCancer is the most common cancer in women in the US. Learn more: http://goo.gl/SIhhYK	Two genes are known to influence the risk of breast cancer: BRCA1 and BRCA2. All men and women have these genes. Normally, they help protect you from getting cancer. But when one or both of them have a mutation (change), they increase your chance of getting breast or ovarian cancer. The <i>Know:BRCA</i> tool can help you learn about BRCA genes and assess your risk of having a BRCA mutation. Learn more here: https://goo.gl/aiaXp
Tuesday, October 6th	#BreastCancer is the most common cancer in American women. Talk to your doctor about when you should get a mammogram: http://goo.gl/VEN4It	Watch breast cancer survivors discuss their cancer experience and offer advice on how to help cope with the challenges of recovery in this video from the National Cancer Institute. By getting information, taking action, seeking support and changing the way they think, these women talk about how they are "moving beyond breast cancer." https://goo.gl/wOJpd8
Wednesday, October 7th	So what are the symptoms of #BreastCancer? Know the warning signs to look out for: http://goo.gl/YRHT4S	Breast cancer is easiest to treat when it is found early. Talk to your doctor about when and how to get screened. For more information, visit: http://goo.gl/KAn1gd
Thursday, October 8th	Drinking #alcohol can increase your risk for #BreastCancer. Drink water instead! Learn more here: http://goo.gl/caOVfp	Here is a simple factsheet of what you need to know about breast cancer, including factors that increase your risk and symptoms: http://goo.gl/W1lw51
Friday, October 9th	Can men get #BreastCancer? The answer is yes. To find out more about it and screening options, visit: http://goo.gl/8JfY5h	For more than 20 years, CDC's National Breast and Cervical Cancer Early Detection Program has provided free or low-cost mammograms and Pap tests to low-income women with little or no health insurance. Learn how the program is evolving with the implementation of health care reform through the Affordable Care Act and expanding focus to population-based approaches to ensure women overcome barriers to getting screened for breast and cervical cancer: http://goo.gl/lt2QcQ



Week 3 (Monday, 12th – Friday, 16th)

Date	Twitter post	Facebook post
Monday, October 12th	Get moving! Physical activity lowers the risk of #BreastCancer & improves your mental health & mood: http://goo.gl/k8ga7J	This CDC video explores the health risks of binge drinking – including unintended pregnancy, sexually transmitted diseases, injury, car crashes, violence and certain types of cancer, including breast cancer. The video also features experts who bust common myths including the belief that binge drinking is only a problem among youth. http://goo.gl/MBcy30
Tuesday, October 13th	Want to estimate your risk of developing invasive #BreastCancer? Take the quiz and talk to your doctor: http://goo.gl/ZDKU9f	Regular exercise reduces your risk of breast cancer. Encourage your friends, family and coworkers to lead an active lifestyle by sending them this personalized eCard: http://goo.gl/rBnX7c
Wednesday, October 14th	DYK: Black women are 40% more likely to die of #BreastCancer than White women: http://goo.gl/cCdwi2 @SistersNetwork provides support.	Maintaining a healthy weight is one way to reduce the risk of breast cancer. The Million Hearts initiative features healthy recipes and easy meal plans. Here is a delicious recipe for Five-Spice Turkey and Lettuce Wraps: http://goo.gl/ZHw6AT
Thursday, October 15th	Exercising regularly reduces your risk of #BreastCancer. Help kids get the right start with these recommendations: http://goo.gl/V7bzZJ	Exercising regularly reduces your risk of breast cancer. But how much and how should you exercise? Watch this video by the CDC that explains the guidelines and gives you tips on how to meet them. http://goo.gl/5MEClh
Friday, October 16th	Today is #WorldFoodDay! Eat healthfully to lower the risk of #BreastCancer. Here is a great recipe for Tomato Gratin: http://goo.gl/nGirVg	Today is National Mammography Day! What is a mammogram? What are the pros and cons of screening mammograms? Find out answers to these question and more: http://goo.gl/EpS9DC



Week 4 (Monday, 19th – Friday 23rd)

Date	Twitter post	Facebook post
Monday, October 19th	20+ yrs of mammograms and Pap tests for poor women from @CDC_cancer. See how programs are evolving post-health reform: http://goo.gl/lt2QcQ	Send your friends, family and loved ones a personalized eCard to remind them to talk to their doctor about mammograms and getting screened for breast cancer: http://goo.gl/a35o35
Tuesday, October 20th	Get emotional and practical support you need during your #BreastCancer treatment and recovery from @SusanGKomen: https://goo.gl/BRPolR	Maintaining a healthy weight is one way to reduce the risk of breast cancer. The Million Hearts initiative was established by the Department of Health and Human Services and features healthy recipes and easy meal plans. Here's a quick and delicious recipe for Black Bean and Salmon Tostadas for two: http://goo.gl/RAVyGD
Wednesday, October 21st	See @PBS & @cancerfilm documentary “Cancer: Emperor of All Maladies”& learn about the history of #BreastCancer: http://goo.gl/UtiWQq	Muscle strengthening exercises are an important component of your exercise routine to keep diseases like breast cancer at bay. Think you know how to do a sit-up? Check out this video by CDC on how to do a sit-up safely at home: http://goo.gl/245Hfm
Thursday, October 22nd	Certain factors increase your risk of #BreastCancer at a young age. Find out more and talk to your doctor: http://goo.gl/28M8ZX	Regular exercise reduces your risk of breast cancer. Encourage your friends, family and coworkers to walk to work, have walking meetings, and lead an active lifestyle by sending them this personalized eCard: http://goo.gl/tteKqw
Friday, October 23rd	Are you getting enough sleep? Start getting good sleep this weekend and reduce your risk of #BreastCancer http://goo.gl/ovLxml	You may have heard about research that showed having a glass of red wine each day improves your heart health. However, many studies also show that drinking alcohol can increase your risk of breast cancer. If you do drink alcohol, aim to drink less than one drink a day: http://goo.gl/p2WPwd



Week 5 (Monday, 26th – Friday, 30th)

Date	Twitter post	Facebook post
Monday, October 26th	603 Americans a day were diagnosed with #BreastCancer in 2011 on average: http://goo.gl/HrUWNv Talk to your doc about when to get screened	What is breast cancer? What increases the risk of breast cancer? What are the symptoms? Find out the answers to these questions and more here: http://goo.gl/riLFs2
Tuesday, October 27th	Eating healthy doesn't always mean eating salads! Check out this Lemon & Dill Chicken recipe: http://goo.gl/uuEsGP #Prevent #BreastCancer	Muscle strengthening exercises are an important component of your physical activity routine to keep diseases like breast cancer at bay. Here is a video by CDC on how to do a half squat safely at home: http://goo.gl/L8wJ1l
Wednesday, October 28th	Different people have different warning signs for #BreastCancer. Look out for these symptoms and talk to your doctor: http://goo.gl/1OCGJm	Most people have a family health history of some chronic diseases. Knowing your family history helps determine your risk of breast cancer. To help individuals collect and organize their family history information, CDC and the Surgeon General developed a Web-based tool called "My Family Health Portrait": https://goo.gl/0seI2E
Thursday, October 29th	Judi, a #BreastCancer survivor, reminds us that early detection is the key to living. Hear more from survivors here: http://goo.gl/AFjVee	With no-cost mammograms available at some professional medical facilities for those who qualify, there's no reason to wait. If you are over 50 years old, the sooner you have a mammogram, the greater your chances of finding cancer in its early stages and making a full recovery. Talk to your doctor about breast cancer screening that is right for you. http://goo.gl/OYJm3l
Friday, October 30th	What is being done to combat #BreastCancer? From research to community prevention programs, progress is being made: http://goo.gl/nSGw8f	Shopping for brunch this weekend? Maintaining a healthy weight is one way to reduce the risk of breast cancer. Here is a quick and easy Healthy Pancakes recipe by the Million Hearts initiative to start the weekend right. http://goo.gl/p9Xxvv



Sample Regional Facebook Posts and Tweets

Twitter regional messaging

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

There were <insert regional breast cancer incidence statistic> #BreastCancer cases diagnosed in <insert region> in 2012. Know the symptoms: <insert shortened link>

Facebook regional messaging

Breast cancer claimed more than <insert regional breast cancer mortality statistic> lives in <insert region> in 2012. More lives could be saved if people were diagnosed at an earlier stage. Do you know the signs? Know what to look for: <insert shortened link>


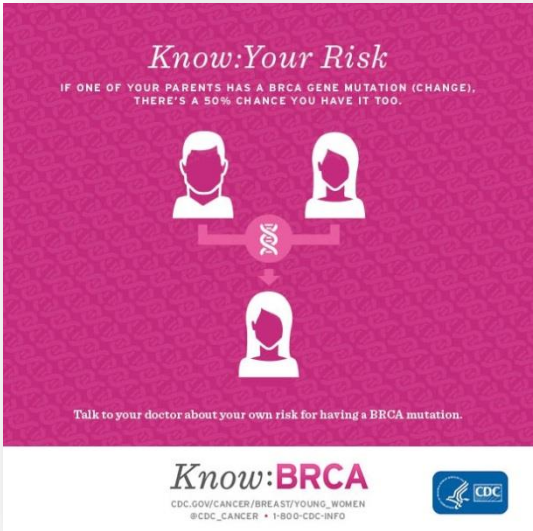
Most women with breast cancer face some level of emotional challenge both during and after treatment. Patients may worry about the possibility that the cancer will return, or may be concerned about physical changes or psychological and social well-being. Support groups are available for patients, families,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



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



Breast Cancer Image Bank

Image	Source
	<p>From the CDC Public Health Image Library (PHIL). Right click the image on the left and select "Save image as" for a hi-resolution image. Search "breast cancer" for relevant results.</p>
	<p>From the CDC "photostream" on Flickr, a Web site designed for public image sharing. CDC images include public health photos and graphics developed for public health events that users can comment on and share. Search "breast cancer" for relevant results.</p>
	<p>From the CDC Know:BRCA campaign. CDC allows the use of their buttons and infographics across social media platforms.</p>

Tips and Best Practices

Some Twitter Tips

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

Best Practices for Twitter

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

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

Best Practices for Facebook

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

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



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

Guide to Social Media Analytics and Metrics

Why Measuring Your Social Media Campaign is Important

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

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

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

- Identifying your organization’s social media goals

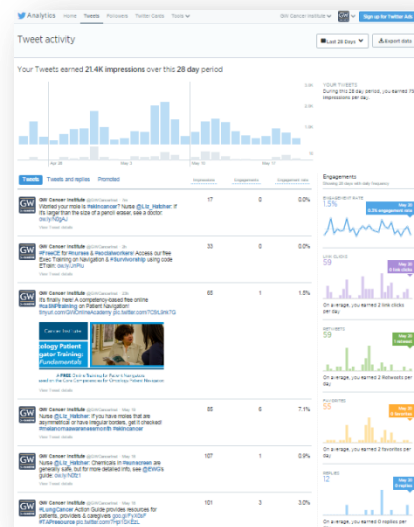


- Identifying metrics and the critical path
- Determining your analytic capacity and needs
- Selecting the appropriate analytic services”

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

Selected Services to Increase Analytical Capacity

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



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

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



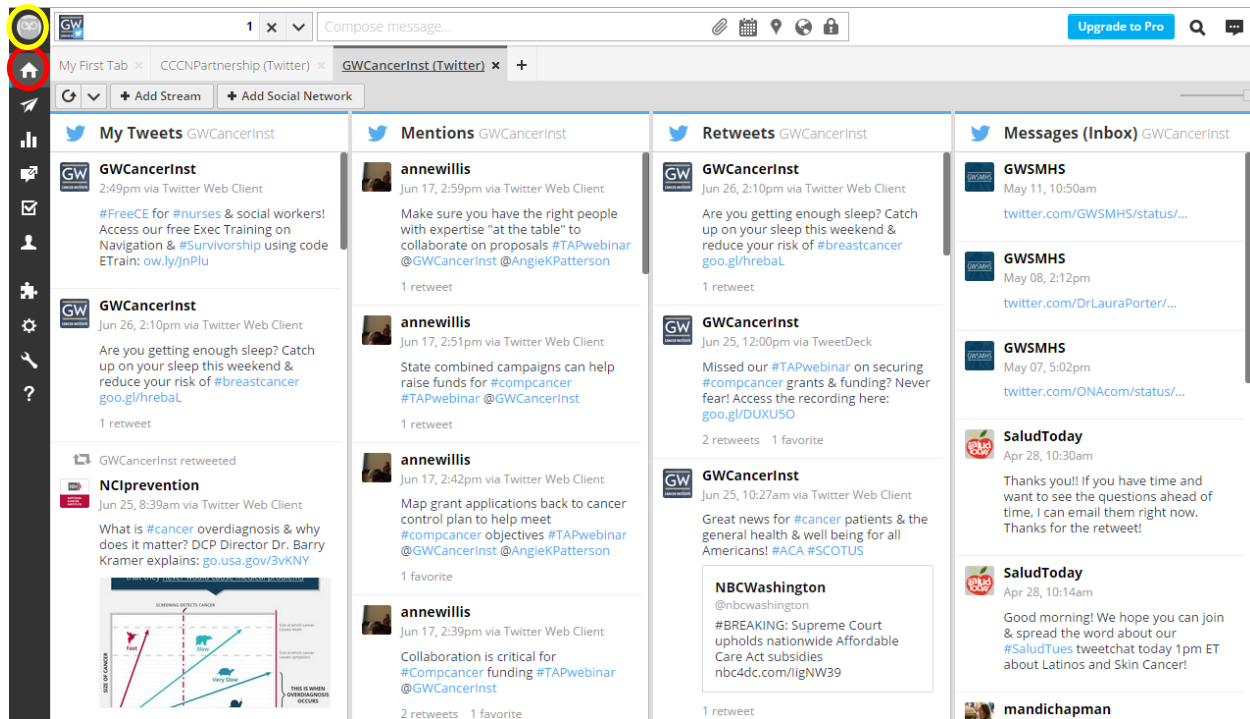
“**Klout** (free) tracks the influence of your posts to the rest of the online community. Klout scores are measured through: Facebook (mentions, likes, comments, subscribers, wall posts, friends), Twitter (retweets, mentions, list memberships, followers, replies), Google+ (comments, +1's, reshares),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



Using Hootsuite for Scheduling and Management

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

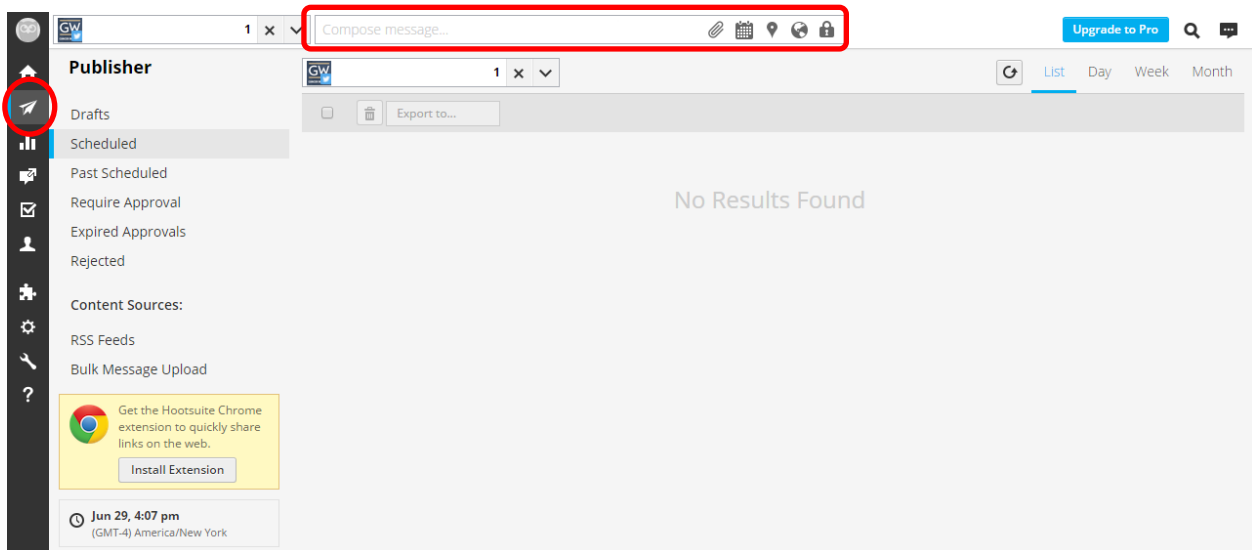
1. Open www.Hootsuite.com and **create an account**.
2. Add your social media account(s) by clicking on the owl on the left bar (circled yellow below) and type in your social media sign-in names and passwords.
3. Click on the home icon on the left bar (circled red below). This is your **dashboard** and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



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



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



- Let's schedule!

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

Type in your Tweet here.

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

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

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

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

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

You can schedule your Tweet here.

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

d. You did it!

Your scheduled Tweets will look like this:

The screenshot displays the Hootsuite Publisher interface. On the left is a sidebar with navigation options: Home, Drafts, Scheduled (highlighted), Past Scheduled, Require Approval, Expired Approvals, Rejected, Content Sources, RSS Feeds, and Bulk Message Upload. Below these is a yellow banner for the Hootsuite Chrome extension. The main content area shows a list of scheduled tweets for the account @GWCancerInst. The tweets are organized by date and time.

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

Glossary

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

Feed: News feeds which you receive straight into your account

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

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

Hootsuite: A social media management system

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

Tweets: 140-character text messages

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

Twitter chat: A live moderated Twitter conversation focused around a specific topic using a single hashtag

Twitter handle: Your Twitter name that begins with the "@" sign. For example: @GWCancerInst

Twittersphere or Twittiverse: 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.

