Social Media Toolkit
Title: World Cancer Day (February 4)
For use during week 5 (2/3/2020 – 2/9/2020)
Launch Date: 1/22/2020

Introduction

About This Toolkit
The purpose of this toolkit is designed to help create awareness and communication about cancer prevalence. It should help one be able to implement and evaluate social media strategies. Cancer is a genetic disease—that is, it is caused by changes to genes that control the way our cells function, especially how they grow and divide.[1] In the United States an estimated numbers of new cancer cases and deaths in 2019 show that there will be 1,762,450 new cancer cases diagnosed and 606,880 cancer deaths.[2]

What Is World Cancer Day?
World Cancer Day is an international day designed to bring awareness towards cancer and bring everyone together to fight the cancer epidemic. Each year, hundreds of activities and events take place around the world, gathering communities, organizations and individuals in schools, businesses, hospitals, marketplaces, parks, community halls, places of worship - in the streets and online - acting as a powerful reminder that we all have a role to play in reducing the global impact of cancer.[3]

When Is World Cancer Day?
World cancer day is every year on the 4th of February.

Target audience/high-risk subsets
*Describe audience
- All people residing in the United States could be at risk for cancer.

*Describe high-risk or sub-populations, if appropriate
- Depending on the type of cancer, different groups of people are at risk.

Target Audience Needs/Issues/Considerations
*Include considerations that the opposition may provide
Actions should engage their demographic audience to the social media posts through compelling images and videos. When making posts, the informer needs to analyze when their specific demographic is online to post and interact on social media platforms. When presenting information about cancer on social media include using engaging images and diverse representation regarding age and ethnicity.

Supporting Campaigns
- American Cancer Society
- World Health Organization
- Centers for Disease Control and Prevention

References
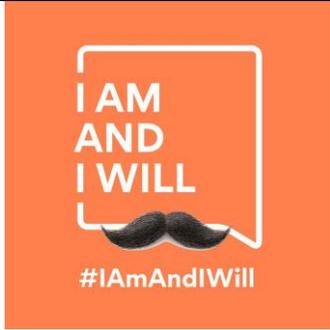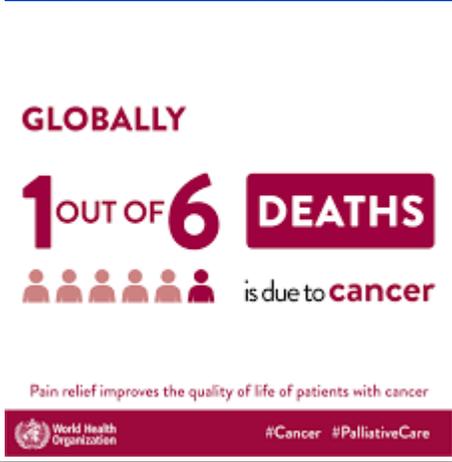1. "What Is Cancer?" (2015). National Cancer Institute. Retrieved from https://www.cancer.gov/about-cancer/understanding/what-is-cancer

2. American Cancer Society (2019). Cancer facts and figures 2019. Retrieved from https://www.cancer.org/research/cancer-facts-statistics/all-cancer-facts-figures/cancer-facts-figures-2019.html

3. About Us: World Cancer Day (2019). Retrieved from https://www.worldcancerday.org/about-us

Toolkit Content

Please list: **Developer(s)** **Affiliation(s)** **Title(s)**	Grace Tigue - Consortium of Eastern Ohio MPH student Celeste Murray - Consortium of Eastern Ohio MPH student
Estimated time used to create	20 hours
Date submitted	12/06/2019
DUE date & TARGET date for release (Monday)	Due date: 12/06/2019 Target date: 02/01/2020

Approvals **(Needs at least one reviewer per column—initial appropriate column)**					
	Reviewer	**Date**	**Format & language (grammar)**	**Social media content**	**Public health content**
	Amy Lee	12/07/2019	AL		AL
	Osman Ulvi	1/22/2020	OU	OU	OU

Approvers Instructions
- Please approve by the target date for release. Approvers may review for more than one review category (e.g. both public health content and social media content). At least one approver is needed per category; two approvers are preferred.
- Feel free to add or make edits—there will not be an opportunity for the original student group to make further edits

Reviewer	**Items for review**
Public health content	Information provided is current (within six months of launch date or the most recent information as relevant for a specific topic e.g. the latest guidelines). Also, from a credible source.
Social media content	Layout, imaging, length of posts
Format and language	Good grammar, punctuation, format compliant with toolkit guidelines.

Content recency	All messages in this toolkit were generated in [November/2019] and contain up-to-date information prior to the launch date.
Accuracy	Sources of all data are provided (all credible sources) YES

Social Media Platforms Included			
	Platform	**Ideal number**	**In this toolkit**
	Facebook	5	10
	Twitter	10	10
	Instagram	5	7
	Hashtags (for Twitter or Instagram)	10	10
	Video (YouTube)	Optional	3
	Print media (e.g. press release)	Optional	0
	Other (list): Photos Blog post ideas	Optional	 0 0

FACEBOOK

Facebook 1	Getting our Mo-jo on for #Movember Find out more about men's health, including prostate and testicular #cancer. http://www.movember.com **https://www.facebook.com/worldcancerday/**
Facebook 2	Breast Cancer Prevention #WorldCancerDay Learn more at Military Health System https://health.mil/News/Gallery/Infographics/2016/05/09/Breast-Cancer
Facebook 3	#CancerResearch Know the facts. Learn more at World Health Organization https://www.who.int/health-topics/cancer#tab=tab_1
Facebook 4	Did you know you can get cancer in the mouth? #CancerPrevention Learn more: https://www.johnfishdds.com/oral-cancer-risk-factors-from-north-carolina-dentist-dr-john-fish-dds/

Facebook 5	Children get #Cancer too. Learn more at Curesearch for children's cancer https://curesearch.org/Infographics
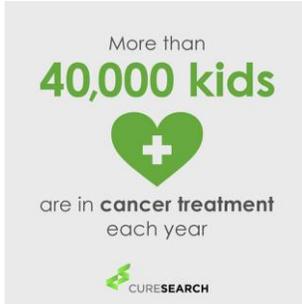
	Infographic	**Website**	**Caption (if provided**	**When accessed**	**Permission**
Facebook 6		https://www.rmipc.net/2017/10/10/about-mens-health-male-breast-cancer/	Males get breast cancer too.	11/23/2019	American Cancer Society
Facebook 7		https://www.cdc.gov/tobacco/infographics/secondhand-smoke/index.htm	Tobacco use and secondhand smoke exposure is high in multiunit housing	11/23/2019	Centers for Disease Control and Prevention
Facebook 8		https://www.cdc.gov/globalhealth/infographics/cancer/cancer2015.htm	Global Health: Cancer Worldwide	11/23/2019	Centers for Disease Control and Prevention

Facebook 9		https://www.hopkinsmedicine.org/health/conditions-and-diseases/lung-cancer/nutrition-during-lung-cancer-treatment-infographic	Nutrition During Lung Cancer Treatment	11/23/2019	Johns Hopkins Medicine
Facebook 10		https://www.multivu.com/players/English/7924751-st-jude-childhood-cancer-survivor-study/	Study of childhood cancer survivors	11/23/2019	St. Jude's Children's Research Hospital

These are great Images & Posts.

TWEETS
Twitter best practices
- *Keep it short and simple--although messages can be <280 characters now, keep them short anyway!*
- *Post often--it is recommended to post 3 tweets per day, with different framing to reach diverse populations*
- *Post other relevant content from partners or followers*
- *Use relevant hashtags (maximum of 2 hashtags)*

Tweet 1	This February is #WorldCancerDay. Share your personal commitment to reduce the impact of cancer for yourself, the people you love, and the world.#IAmAndIWill worldcancerday.org https://twitter.com/EastgateStride/status/1195391950242889729
Tweet 2	#HPVvaccine saves lives by #AttackingCancer before it starts! Learn more at Centers for Disease Control and Prevention https://publichealthsciences.wustl.edu/benefits-today-from-the-hpv-vaccine-infographic/
Tweet 3	Alcohol and Cancer Risk #CancerResearch Learn more at American Institute for Cancer Research https://www.aicr.org/reduce-your-cancer-risk/diet/alcohol-and-cancer-risk.html
Tweet 4	Obesity and Cancer #CancerPrevention Learn more at American Institute for Cancer Research https://www.aicr.org/learn-more-about-cancer/infographics/infographic-obesity-and-cancer.html
Tweet 5	What do you know about esophageal cancer? #CancerAwareness
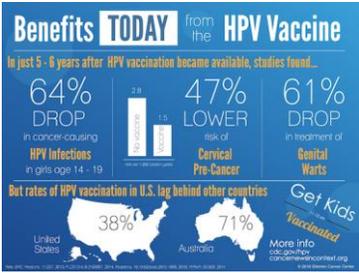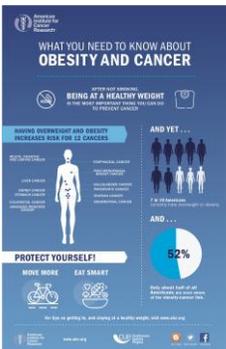
	Learn more: https://www.hopkinsmedicine.org/health/conditions-and-diseases/esophageal-cancer/esophageal-cancer-infographic
Tweet 6	Live a long life, stop smoking today. #Cancer Learn more at ARA Diagnostic Imaging https://www.ausrad.com/ct-lung-screening-infographic/
Tweet 7	Here are some lung cancer facts! #Cancer #LungCancer Learn more at Alliance Cancer Center, American Lung Foundation https://www.alliance-greenville-clarksdale.com/news/lung-cancer-facts-infographic/
Tweet 8	Protect your skin #CancerPrevention Learn more at ATRU Health https://blogs.altru.org/sun-safety-for-all-seasons-preventing-skin-cancer-isnt-just-a-summer-concern/skin-cancer-infographic/
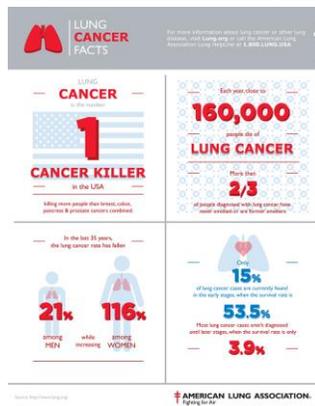
Tweet 9	Cancer Nutrition #Cancer
	Learn more at Oncology Nurse Advisor; Cancer treatment Center America
	https://www.oncologynurseadvisor.com/uncategorized/cancer-nutrition-infographic/
Tweet 10	What you eat can affect your health. #CancerSurvivor
	Learn more:
	https://news.psu.edu/story/393285/2016/02/18/research/fruits-vegetables-farm-fork-continuum-vital-cancer-prevention
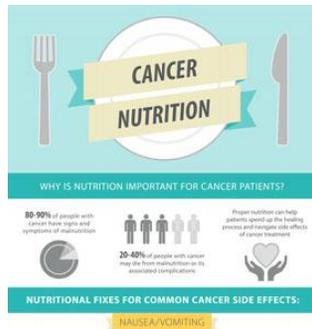
INSTAGRAM
Instagram best practices
- *Post 3-4 times during the week*
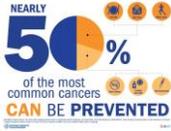- *Use varying content (not only picture sharing but include videos and graphics)*
- *Use relevant hashtags so people can find your content*

Instagram 1	When someone says the word cancer, what do you think of? #WorldCancerDay https://www.tenetfloridaphysicianservices.com/blogs/colorectal-cancer-treatment-prevention/
Instagram 2	#IAmAndIWill learn more about #Cancer because it is important. Learn more at Centers for Disease Control and Prevention https://www.cdc.gov/globalhealth/infographics/worldwide_cancer.htm

	Infographic	Website	Caption (if provided	When accessed	Permission
Instagram 1		https://www.aicr.org/learn-more-about-cancer/infographics/recommendation-on-supplements.html?_ga=2.88589019.134889659.1533561848-2001794482.1529091329	Recommendation on Supplements	11/23/2019	American Institute for Cancer Research
Instagram 2		https://www.mdanderson.org/publications/focused-on-health/36-foods-that-can-help-lower-your-cancer-risk.h12-1592991.html	36 foods that may help lower your cancer risk	11/23/2019	The University of Texas: MD Anderson Cancer center

Instagram 3		https://www.aicr.org/learn-more-about-cancer/infographics/nearly-50-infographic.html	Prevent nearly 50% of the Most Common Cancers	11/23/2019	American Institute for Cancer Research
Instagram 4		https://www.cdc.gov/tobacco/infographics/secondhand-smoke/index.htm	Secondhand smoke can infiltrate into other units through hallways and stairwells	11/23/2019	Centers for Disease Control and Prevention
Instagram 5		https://casem-acmse.org/wp-content/uploads/2019/08/Exercising-with-Cancer-CASEM.jpg	Exercising with Cancer	11/23/2019	Dr. Kathryn Shmitz's presentation at CASM 2019 MTM Conference

RELEVANT HASHTAGS

	Hashtag
Hashtag 1	#WorldCancerDay
Hashtag 2	#Cancer
Hashtag 3	#AttackingCancer
Hashtag 4	#CancerSurvivor
Hashtag 5	#CancerWarrior
Hashtag 6	#CancerPrevention
Hashtag 7	#CancerResearch
Hashtag 8	#IAmAndIWill
Hashtag 9	#CancerAwareness
Hashtag 10	#NeverGiveUp

VIDEO

Media	Image	Website	Caption (if provided)	When Accessed	By Whom	Permission
			Videos			
Video #1		https://www.facebook.com/worldcancerday/videos/539029836927733/	Have you ever wondered what the #WorldCancerDay logo means?	11/19/2019	GT	Union for International Cancer Control
Video #2		https://www.youtube.com/watch?v=z6Iip-kl-VM&t=340s	Growing through cancer	Rebecca Wadey	TEDxAuckland	11/23/2019	CM	TEDx Talks
Video #3		https://www.youtube.com/watch?v=CYAkKKkbbZQ	Nutrition and exercise for cancer risk reduction	11/23/2019	CM	MD Anderson Cancer center