GW Cancer Institute

CANCER CONTROL TAP
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Cervical Cancer Awareness Social Media Toolkit
January 2015

Contents

About This Toolkit

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

Social Media 101

What is Cervical Cancer Awareness Month?

January is Cervical Cancer Awareness Month, which is an annual 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 cervical cancer.

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

When is Cervical Cancer Awareness Month?

Cervical Cancer Awareness Month begins on January 1st and ends on January 31st.

Why use social media?

According to Pew Research, "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 "19% of online adults use Twitter" as of January 2014 and "71% of online adults use Facebook" as of September 2013, according to Pew Research.

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

Example:

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

Using Hootsuite for Scheduling and Management

Hootsuite is an online platform that allows organizations to schedule Tweets and Facebook posts, keep up with our feed (the posts of those we follow), and collect basic analytics for evaluation. New to Hootsuite? No problem! Below is a step-by-step guide on how to use this useful 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:
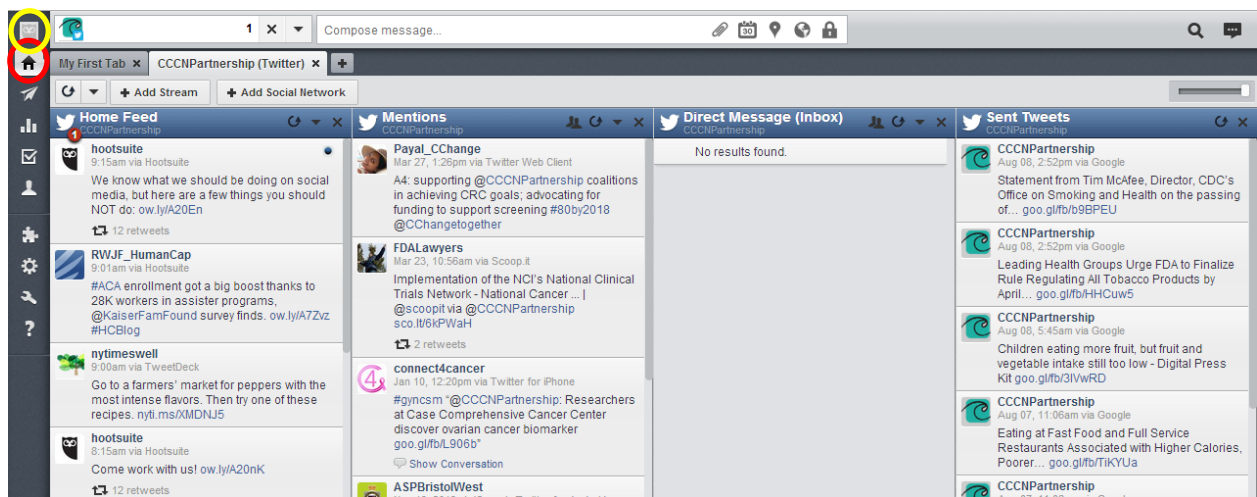
   a. The dashboard features a *Home Feed* of all the Tweets from those you follow in real time. This is the column you need to look at for retweets (RTs), when another organization shares what you have posted.

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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 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!
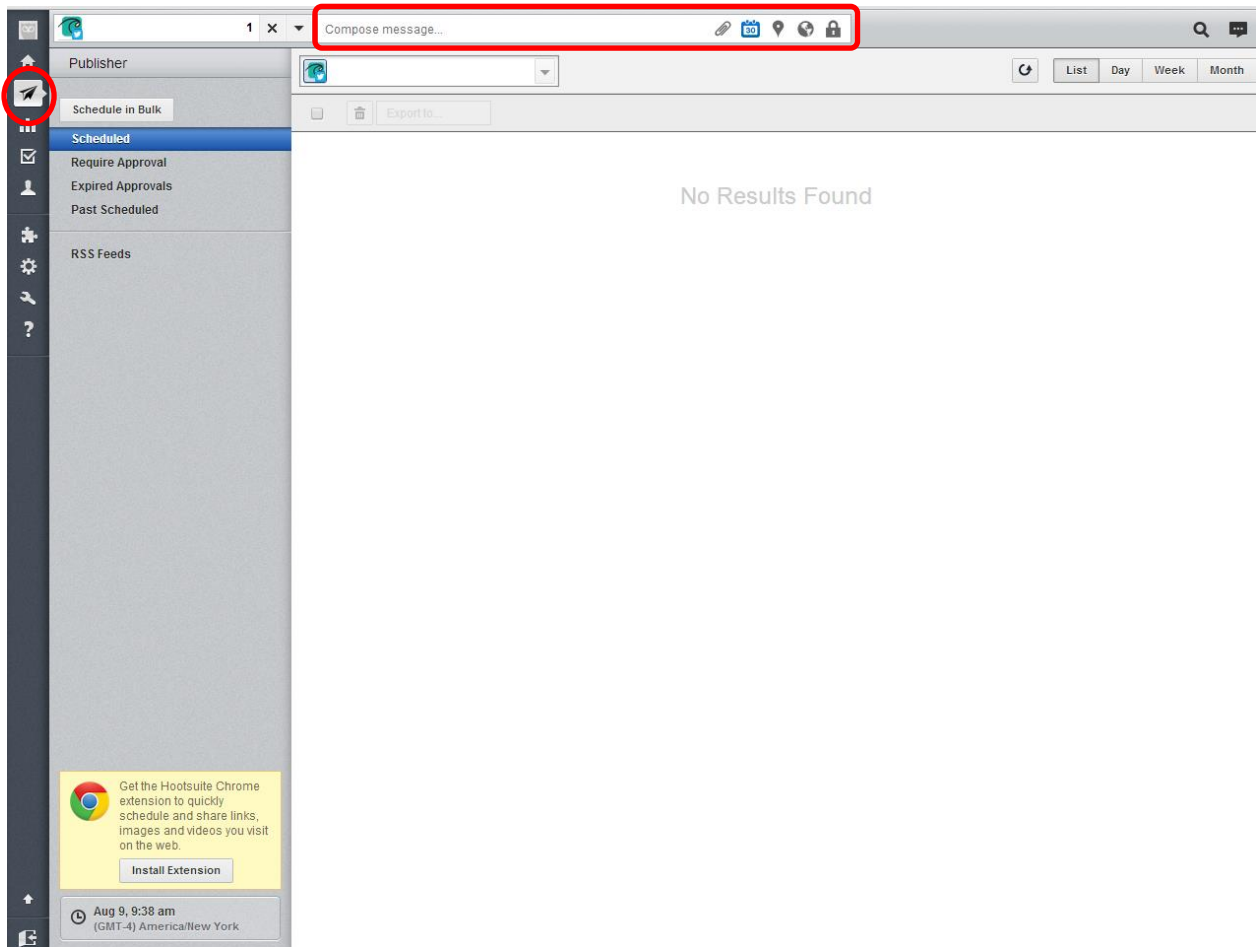
a. Click on the airplane icon (circled red above). This is your **Publisher.**

b. Click on the *Compose message…* bar at the top of your screen (marked red above) and a smaller screen will drop down.

c. Let's schedule!

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

You can see how many characters remain in your Tweet here

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

d. You did it! Your scheduled Tweets will look like this:

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Sample Facebook Posts and Tweets

Week 1 (Thursday, January 1st – Friday, January 2nd)

Date	Twitter post	Facebook post
Thursday, January 1st	We're kicking off #CervicalHealthMonth! Read about some ways you can reduce your risk of #CervicalCancer here: ow.ly/CSyde	Prevent cervical cancer with the right test at the right time! Screening tests can find abnormal cells so they can be treated before they turn into cancer. Take a look at this infographic to find out more: http://ow.ly/EyEor If you're using Hootsuite, the image will automatically be attached to your post. If you're not using Hootsuite, Visit http://ow.ly/EyEor and right click on the infographic to save the image onto your computer. Then, upload your image for your Facebook post
Friday, January 2nd	#CervicalCancer is highly preventable thanks to vaccines that prevent #HPV infections & screening tests. Read more: ow.ly/CSz6M	Cervical Health Awareness Month is a chance to raise awareness about how women can protect themselves from HPV (human papillomavirus) and cervical cancer. Read more: http://ow.ly/GliDQ

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Week 2 (Monday, 5ᵗʰ – Friday 9ᵗʰ)

Date	Twitter post	Facebook post
Monday, January 5th	Did you know smoking can increase your risk of #CervicalCancer? Get the facts from @CDC_gov and call 1-800-QUIT-NOW ow.ly/EyGbe	Each year, more than 12,000 women 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://ow.ly/CSCou
Tuesday, January 6th	Almost all #CervicalCancer is caused by #HPV: ow.ly/EyIlj Talk to your doctor about getting vaccinated! #CervicalHealthMonth	The most important thing you can do to help prevent cervical cancer is to have regular screening tests starting at age 21. If your Pap test results are normal, your chance of getting cervical cancer in the next few years is very low. For that reason, your doctor may tell you that you will not need another Pap test for as long as three years. Learn more about Pap test recommendations here: http://ow.ly/EyJc0
Wednesday, January 7th	Listen to the story of a #CervicalCancer survivor and the importance of getting the #HPVvax: ow.ly/ECmFS #CervicalHealthMonth	Almost all cervical cancers are caused by human papillomavirus (HPV), a common virus that can be passed from one person to another during sex. There are many types of HPV. Some HPV types can cause changes on a woman's cervix that can lead to cervical cancer over time, while other types can cause genital or skin warts. Learn more here: http://ow.ly/D060H
Thursday, January 8th	This @CDC_Cancer brochure outlines #CervicalCancer screening guidelines with the #HPV test and the Pap test for women ages 30+: ow.ly/EyM48	You can prevent cervical cancer with regular screening. The pap test and the HPV test looks for unusual cells that can turn into cancer or viruses that can cause cancer. Check out these links and talk to your doctor for more information: ow.ly/EyM48 & ow.ly/Gp8Wd
Friday, January 9th	#CervicalCancer is the easiest gynecologic cancer to prevent, with regular screening tests and follow-up! ow.ly/CSFgS	Check out this CDC brochure about when to get tested for HPV and how to make sense of your HPV and Pap test results for women ages 30 and older: http://ow.ly/EyM48

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Week 3 (Monday, 12th – Friday 16th)

Date	Twitter post	Facebook post
Monday, January 12th	Question: I heard about a new #HPV vaccine. Can it help me? Find the answer to this and more: ow.ly/EyN1M #CervicalHealthMonth	HPV vaccines offer the best protection against cervical cancer and HPV when all three doses are administered early. That's why HPV vaccination is recommended for preteen girls and boys at age 11 - 12 years. Read more: http://ow.ly/EyNHV
Tuesday, January 13th	As parents, you do everything you can to protect your kids' health. Today, there's a way to prevent #CervicalCancer: ow.ly/EyOo9	As parents, you do everything you can to protect your children's health for now and for the future. Today, there is a strong weapon to prevent several types of cancer in your kids: the HPV vaccine. Find out more: http://ow.ly/EyOo9
Wednesday, January 14th	Clinicians: You are the key to closing the door to #CervicalCancer. Watch this video on the importance of #HPVvax ow.ly/ECcW4	The National Cervical Cancer Coalition (NCCC) is pleased to offer a free ebook of essays from cervical cancer survivors and family members, providing personal perspectives on the physical and emotional impact of cervical cancer. Learn more here: http://ow.ly/D0p7X
Thursday, January 15th	Question: Why is HPV vaccination only recommended for women through age 26? Find out the answer: ow.ly/EyPJa #CervicalHealthMonth	Attention clinicians! CDC and partners, including the American Academy of Pediatrics, recommend HPV vaccination of both girls and boys at ages 11 or 12 and suggest that clinicians strongly recommend HPV vaccination for preteens and teens who have not yet been fully vaccinated. Read more: http://ow.ly/EyQme
Friday, January 16th	Attention clinicians! @CDC_gov and partners suggest strongly recommending #HPVvax for girls AND boys at ages 11-12: ow.ly/EyQme	Early on, cervical cancer may not cause signs and symptoms. Advanced cervical cancer may cause bleeding or discharge from the vagina that is not normal for you, such as bleeding after sex. They may be caused by something other than cancer, but the only way to know is to see your doctor: http://ow.ly/EyRHV

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Week 4 (Monday, 19th – Friday 23rd)

Date	Twitter post	Facebook post
Monday, January 19th	Did you know that you may be eligible for free or low-cost #CervicalCancer screenings? Visit ow.ly/EySBC to find out!	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 a woman's reproductive system. This doctor will work with you to create a treatment plan: http://ow.ly/D0t2t
Tuesday, January 20th	A survivor's advice on #CervicalCancer: "Get your Pap smear regularly. It really can save your life" ow.ly/EyUCA	Clinicians: What can you do to ensure your patients are fully vaccinated? Here is a factsheet for vaccine recommendations, including the HPV vaccination to protect patients against cervical cancer: http://ow.ly/ECcyS
Wednesday, January 21st	Did you know that as many as 93% of #CervicalCancers could be prevented by screening and getting the #HPVvax? ow.ly/EBlrs	More than 12,000 women 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. The Pap test screens for cells that may develop into cancer and the HPV test screens for the HPV virus that causes these cell damages: http://ow.ly/EBlrs Talk to your doctor for more information.
Thursday, January 22nd	Clinicians: Are you up-to-date on the current #HPVvax and #CervicalCancer screening recommendations? See here: ow.ly/EBVfP	Current vaccination and screening recommendations for cervical cancer include that both girls and boys ages 11 to 12 should receive all doses of the HPV vaccination and girls ages 13-26 and boys ages 13-21 should get the vaccine if they have not received it already: http://ow.ly/EBVfP
Friday, January 23rd	Hispanic/Latino women were most likely to get #CervicalCancer but Black women were most likely to die from it in 2011 ow.ly/CSR04	Hispanic/Latino women are most likely to get #CervicalCancer but Black women are most likely to die from it, according to the most recent CDC data: http:/ow.ly/CSR04

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Week 5 (Monday, 26th – Friday, 30th)

Date	Twitter post	Facebook post
Monday, January 26th	Clinicians: Here are some tips and time-savers for talking with parents about #HPVvax: ow.ly/EC13s #CervicalHealthMonth	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, but did you know that the HPV vaccine is recommended to prevent cervical cancer too? Find out more about recommended immunizations for children from 7-18 years old here: http://ow.ly/EC2d0
Tuesday, January 27th	Parents: Are your kids immunized against #CervicalCancer? @CDC_gov & partners recommend #HPVvax for kids ages 11-12? ow.ly/EC2d0	If there were a vaccine against cancer, wouldn't you get it for your kids? The HPV vaccine is cancer prevention. Talk to your doctor for more information. http://ow.ly/EC4za
Wednesday, January 28th	Parents and health care professionals are the key to protecting teens from #HPV cancers, including #CervicalCancer: ow.ly/EC4WJ	As a clinician, you are the key to closing the door to cancer today. Every year, 27,000 men & women are affected by HPV-related cancers. Most of these can be prevented by vaccinating boys and girls ages 11-12. Watch this short video that emphasizes the importance of prevention from 3 different perspectives: an OB-GYN who treats cervical cancer daily, a pediatrician and mom who vaccinated her own daughters, and a cervical cancer survivor http://ow.ly/ECcW4
Thursday, January 29th	Girls and boys need the #HPVvax now to prevent #cancer later. Watch this short video: ow.ly/GlmNe #CervicalHealthMonth	HPV vaccine is cancer prevention. Talk to your child's doctor about vaccinating your 11-12 year old against HPV. http://ow.ly/ECf3R
Friday, January 30th	Do you have a preteen/teen? Protect them from #CervicalCancer and other serious diseases by getting them vaccinated: ow.ly/ECep1	Your doctor has talked to you about getting 3 HPV vaccine shots for your child. Learn more about the shot and why your child needs all 3: http://ow.ly/Glpzc

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Sample Regional Facebook Posts and Tweets

Twitter regional messaging
#CervicalCancer claimed more than <insert regional cervical cancer mortality statistic> lives in <insert region> in 2011 but #HPVvax saves lives. Visit: <insert shortened link>
There were <insert regional cervical cancer incidence statistic> #CervicalCancer cases diagnosed in <insert region> in 2011. Know the symptoms: <insert shortened link>

Facebook regional messaging
Cervical cancer claimed more than <insert regional cervical cancer mortality statistic> lives in <insert region> in 2011. 93% of cervical cancers can be prevented with the HPV vaccination. Visit <insert shortened link> for more information and talk to your doctor
Most women with cervical 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>
The diagnosis of HPV is the number one factor that increases your chance of getting cervical cancer. Women can get the vaccination as early as 9 years old. For more information, visit <insert shortened link>

Tip: To access cervical 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.

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Cervical Cancer Image Bank

Image	Source
	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 "HPV" for relevant results.
Silence is deadly.	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 "cervical cancer" for relevant results.
ARE PRETEEN AND TEEN VACCINES ON YOUR RADAR? CLICK HERE TO LEARN MORE	From the Preteen and Teen Vaccines Online Resources page. Copy the code below to add the button on the left to your organization's website. This button will connect visitors on you web page or blog with CDC's home for information about preteen and teen vaccines. `<OBJECT classid="clsid:D27CDB6E-AE6D-11cf-96B8-444553540000" codebase="http://download.macromedia.com/pub/shockwave/cabs/flash/swflash.cab#version=6,0,0,0" WIDTH="190" HEIGHT="390" id="radarButton" ALIGN=""> <PARAM NAME=movie VALUE="http://www.cdc.gov/vaccines/who/teens/radarButton.swf"> <PARAM NAME=quality VALUE=high> <PARAM NAME=bgcolor VALUE=#000000> <EMBED src="http://www.cdc.gov/vaccines/who/teens/radarButton.swf" quality=high bgcolor=#000000 WIDTH="190" HEIGHT="390" NAME="radarButton.swf" ALIGN="" TYPE="application/x-shockwave-flash" PLUGINSPAGE="http://www.macromedia.com/go/getflashplayer"></EMBED> </OBJECT>`

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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). 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 above. Here is another alternative:
   a. Copy the URL you want to shorten
   b. Go to bit.ly or other URL shorteners (One is available through the Hootsuite platform)
   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."

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- **"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."

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- **"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."
- **"EdgeRank.** Facebook uses an algorithm called EdgeRank 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."
- **"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."

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

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

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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."

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

Twittersphere AKA **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.