#EffectingChange: Leveraging Social Media for Outreach and Advocacy Success

Hear My Voice, Spring 2017
Josh Fernandez
Introductions: Goals, Review, Terms to Know
Goals of the Training

• By the end of this webinar, you will have more confidence and understanding about
  – The value of online social networking in metastatic breast cancer outreach and advocacy (quick recap of April training)
  – The types of communications styles on social media and how to choose the best one(s) for you
  – An overview of social media platforms, best practices and resources available to you
Quick Review: Why Should Social Media Be Part of Your Outreach and Advocacy Toolbox

• **No geographic limit**: get/receive support, do outreach and advocacy and go about everyday networking with peers near and far

• Social media can help bolster outreach efforts by spreading and/or gathering info about/for a cause

• Offers opportunities for communication between cause leaders (or *influencers*) and cause supporters
Terms to Know

• Campaigns
• Crowdsourcing
• Engagement
• Hashtag
• Influencer
• Instagram Takeover
• Reach
• Social Listening

• Trolls
• Tweet Storm
• Twitter Chat
Social Media Channels (And Ways to Use Them)
Facebook: Background

- Founded in February 2004 (college students)
- September 2006 – became available to general public
- “The Social Media Giant”
- More than 1.86 billion monthly active users worldwide
Facebook: Uses in MBC Advocacy

• Best for personal and community-based advocacy
  – Family, friends, other personal connections
• Sharing vetted information and staying informed
• Getting and receiving support
  – Privacy settings – can control who sees your posts
• Organizing events in your community (event listings)
• Engaging in public dialogue (comments on pages/business pages)
Facebook: Pages to Follow

• Living Beyond Breast Cancer
• Metastatic Breast Cancer Alliance
• Metastatic Breast Cancer Network
• MET UP
• National Cancer Institutes
• ACS Action Network
Facebook: Users to Watch

- April Hines
- Beth Caldwell
- Beth Fairchild
- Catherine Brennan Williams
- Judy Hallin Erdahl
- Tonie Jones
Twitter: Background

• Launched July 2006
• 317 million monthly active Twitter users
• It’s the birthplace of hashtags
Twitter: Uses in MBC Advocacy

• Sharing your opinion and perspective – your voice
  – Establishing yourself as a “thought leader”
  – Engage with public figures (especially, elected officials)
• Creating and organizing lists (segment news feed)
  – Facebook doesn’t have this kind of control for news feeds
    (not yet, at least)
• Connecting, educating and networking with others
  (Twitter Chats and hashtags)
Twitter: Accounts to Follow

• @LivingBeyondBC
• @cultofperfectmoms
• @MBCAlliance
• @MBC_Project
• @UppityCancerP
• @MBCNbuzz
• @drattai
• @metuporg
• @mbcc_mhbt

• @stage4kelly
• @akknowles
• @catbrennan
• @browsnob
Twitter: Hashtags to Follow

• #BCSM
• breastcancer
• #LBBCChat
• #mBCSM
• #MetsMonday
• #stageivstampede
• #DontIgnoreStageIV
• #mbcproject
• #metastaticbc

• #pinkisnotacure
• #ThisisMBC
Instagram: Background

- **Instant Telegram**
- Launched in 2010
  - Acquired by Facebook in 2012
- More than 600 million active users (400 million are active every day)
- Best time of day to post: 5-7 p.m. on Weds
- Posts with 1 or more hashtags get more engagement
- Most popular filters: Clarendon, Gingham and Juno/Lark
- A lot of growth potential for MBC activism and outreach!
Instagram: Uses in MBC Advocacy

• Personal/community-based advocacy and thought leadership
  – Putting a face to an MBC diagnosis
• Visualizing data/statistics
• Creatively communicating for outreach/advocacy

scan·xiety
(noun) \skæn-ˈzi-ə-tē\
: the anxiety associated with cancer-detecting scans
Instagram: Accounts to Follow

- @livingbeyondbc
- @rethinkbreastcancer
- @nalieagustin
- @reneeeincancerland
- @brittneybeadle
- @smcbmm00 - #HiShannon
- @the_underbelly

- @bethfairchild
- @stickit2stage4
Instagram: Hashtags to Follow

• #breastcancer
• #metastaticbreastcancer
• #bcsm
• #metsmonday
• #stage4needsmore
• #metathriver
Other Social Media to Consider

• Snapchat
• Youtube
• LinkedIn
• Pinterest
• Tumblr
• Reddit (AMA)
A Note About Blogging

• A blog can be a really useful tool for social media (or sometimes considered social media, i.e., Tumblr)
  – For many influencers and organizations, a blog gives great content and stories a home
• Successful blogging requires at least posting once or more per week (writing, video, photos, etc.)
• Not all influencers have or use blogs
• Bottom line: you don’t need to start your own blog immediately to be for storytelling or advocacy; it’s a “nice-to-have”
WRAP UP: TIPS, RESOURCES AND QUESTIONS
6 Tips for Storytelling on Social Media

1. Don’t feel pressured to be on every social media right now – ease into it!
2. Get into a posting rhythm
   - Facebook: 1-2x per day
   - Twitter: 3-15+x per day; no more than 2-3 hashtags
   - Instagram: 2-5x per week; use 1-10 hashtags
3. Be yourself...but be kind and consider privacy settings/issues
4. Think about whether there are specific metastatic breast cancer issues or themes you’d like to focus on
5. Don’t engage with trolls
6. Know when to get support (or take a break)
Resources

• Separate resource sheet includes
  – Term definitions
  – Links to “101” social media resources
  – Lists of recommended tools for
    • Managing/monitoring conversations on social media
    • Photo editing and creation
    • Video editing and creation
Questions?
THANK YOU!