

SOCIAL MEDIA 101

FOR ADVOCATES

Social media outlets like Facebook, Twitter, Instagram (and others) provide advocates with an abundance of useful resources and networking opportunities.

Not sure where to get started on social media? Follow these tips.

GET STARTED



Set Your Goals

Define your motivations for using social media as an advocate. Keep these goals top-of-mind and stay consistent with what you discuss socially.



Be Yourself

Tell people about yourself by filling out a profile description and adding your photo. Let people know who you represent (self or organization) and that a retweet/follow is not an endorsement. If representing yourself, add “views/opinions are my own” to your description.

KNOW YOUR AUDIENCE



Make Connections

Follow established not-for-profit organizations and individuals who share trusted information that is relevant to your advocacy efforts. Take note of who is following and engaging with these profiles. Consider following them to connect with users who share your goals and interests.



Find Your Crowd

Search for relevant terms and hashtags across Facebook and Twitter to find like-minded users and see who is interacting on a consistent basis. Symplur is a great website to find relevant healthcare hashtags and thought leaders.

Public vs. Private

Certain social media posts are not meant to be shared with an entire public following. When you want to reach out to an individual social media user, use the channel's direct messaging platform. Unlike posts on your feed, direct messages are not visible to the public. This is especially useful when you are sharing personal medical details or sensitive information.

NEW MESSAGE

To: Mr. James

Hi Mr. James. It looks like we have some common goals on cancer research. As a cancer survivor, I'd love to connect over email.

THE RULES OF ENGAGEMENT



Take Your Time

For guidance and tips, it's helpful to first take the time to see how others use social media. This will help you better understand how to format your messaging and craft your tone across social media networks.



Less Is More

When you're ready to start posting, use your own voice and share information that you feel comfortable with. Find the right pace of sharing content. Avoid over-posting or spamming your followers.



Start Conversations

When relevant, begin discussions with people who share common interests or needs by including their handle (@username) in your tweet.



Respond & Reply

When someone engages with you on Twitter, always offer a reply. A simple "thank you" goes a long way.



Give Credit

Give credit when credit is due through retweets and shares, and always link to your sources. Before sharing, make sure your source is credible.



Love #Hashtags

When posting or tweeting, use relevant hashtags to help people find you. But don't use more than two hashtags per post or tweet.



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