



Kentucky Cancer Consortium Lung Cancer Network: Social Media Guide

This guide is intended to help public health professionals navigate social media and other communication channels (e.g., text, email) with targeted messaging related to tobacco treatment, smoke-free protection, radon testing, and lung cancer screening. These messages may be used to target both general and specific audiences through websites, email, and general communication such as health education presentations. Additionally, these messages are designed for use on social media channels like Facebook and Twitter. This plan highlights the messages that are social media-friendly.

The Kentucky Cancer Consortium (KCC) Lung Cancer Network, which developed this guide, consists of over 150 people focused on one or more aspects of lung cancer prevention and early detection. These organizations represent non-profit, governmental, health care system, academia, and other sectors. To become involved, contact us at KCC@kycancer.org

Our Vision Statement:

We believe every Kentuckian can be free from tobacco-related disease.
We believe in protecting all Kentuckians from secondhand smoke and radon.
We believe lung cancer screening can save lives.
We believe in a Kentucky without lung cancer.

Who should use this guide?

Public health professionals, cancer control professionals, coalitions, community-based organizations and other stakeholders can use this guide and adapt its messaging for their unique audiences and areas of expertise.

How were these messages developed?

In 2016, the KCC Lung Cancer Network finalized recommendations for strategic messages based on health behavior expertise in audience segmentation. The messages were discussed, refined, and approved during in-person meetings, webinars, and through email exchanges.

Why use social media?

Social media use is increasing in the United States with approximately two-thirds of adults using sites including Facebook, Twitter, Instagram, and Pinterest (Pew, 2015). While young adults (18 to 29) are using social media the most, the amount of older adults (65+) using these sites has more than tripled since 2010 (Pew, 2015). This means that social media is a powerful outlet for health communication among many different audiences. Social media is becoming increasingly common place in public health. Social media is useful for disseminating critical information, expanding outreach to broader and more diverse audiences, and fostering public engagement (Neiger et al., 2012).

SOCIAL MEDIA BEST PRACTICES

Key Tips

- Tailor messages to your target audience.
- Consider the channel(s) you want to use and what you are trying to achieve.
- To ensure that messages resonate with the target audience, remember to use language that they are using to reach and connect with them (Edgerton et al., 2016).
- Plan how will your organization will measure success.

Twitter Best Practices

- Keep Tweets between 100-110 characters - this allows other users to Retweet while adding their own comments.
- Add photos or video content to boost Retweeting.
- Retweet content from other organizations to promote inter-organizational engagement.
- Be responsive and recognize Retweets, @ mentions, and when others share your content. This helps to engage your audience.
- Proofread before you post! Tweets cannot be edited once you share the post.

Facebook Best Practices

- Keep it short! Posts with 250 characters or less are distributed more than longer posts (CDC, 2011).
- Use photos or videos to make your posts stand out. Posts with photos receive more likes (Hershkowitz & Lavrusik, 2013).
- Be aware of Facebook's policies about what can be posted and remember to obtain consent prior to identifying people in photos (CDC, 2011).
- Use a conversational tone to foster engagement with your audience. Vary the type of posts to reach a broader audience (Hershkowitz & Lavrusik, 2013).
- Remember to explain why this content is important to your audience (Hershkowitz & Lavrusik, 2013).
- Track your results and act on them to focus on what works (CDC, 2011). Facebook offers analytics detailing what posts are being "liked" or shared and which ones aren't.

SAMPLE TWEETS, FACEBOOK POSTS, AND TEXTS

Tobacco Treatment

Audience	Twitter and Text-Friendly Messages
General	Quitting smoking is hard; it's not a habit. It's an addiction.
General	There are many ways to quit smoking and we can help find the best way for you.
General	There are many reasons to quit smoking. When you find yours, call 1-800-QUIT-NOW and talk to your doctor or pharmacist about options to help you quit.
Providers	Tobacco dependence is a chronic disease that often requires repeated intervention. While some smokers quit cold turkey, it takes most 5-10 attempts (or more) before they are successful. Counseling and medication are effective treatments; while each is effective alone, they are more effective together. Help your patients quit by suggesting evidence-based treatment options that would respond well to them, such as medication and counseling, and refer them Quit Now Kentucky by going to https://www.quitnowkentucky.org/en-US/Just-Looking/Health-Professional/How-to-Refer-Patients

Sample Hashtags: #SmokeFreeUS; #loveyourlungs

Weblinks:

- Kentucky Quitline page re: how to refer patients: <https://www.quitnowkentucky.org/en-US/Just-Looking/Health-Professional/How-to-Refer-Patients>
- ALA's Kentucky page, with list of upcoming Freedom From Smoking clinics: www.lung.org/about-us/local-associations/kentucky.html
- Markey Cancer Centers tobacco treatment program for cancer patients: <https://ukhealthcare.uky.edu/markey-cancer-center/cancer-support-services/cares>
- Kentucky Cancer Program's 'Plan to Be Tobacco Free': <http://www.kycancerprogram.org/tobacco-cessation>

Smoke-Free Protection

Audience	Twitter and Text-Friendly Messages
General	When one person smokes, everyone in the building smokes.
General	It's not the smoker, it's the smoke. It's just as dangerous for non-smokers as smokers.
General	Let's share clean air.
Parents	There is no safe way to smoke indoors. Protect your family, never smoke in your home or car.
Parents	Be a role model. Never smoke in the car and in the house or around your kids.
Policymakers	A smoke-free Kentucky works for all of us. All workers deserve the right to breathe smoke-free air.
Businesses	Going smoke-free: good for business, good for health.
Businesses	Don't gamble with workers' lives. Support smoke-free air for everyone.
Businesses	Don't let your profits go up in smoke, go smoke-free!

Audience	Facebook-Friendly Posts
General	It's not the smoker; it's the smoke. Everyone has the right to breathe smoke-free air at work. Talk to your elected officials today. (insert contact information)
General	All Kentuckians should be protected from the dangers of secondhand smoke. No one should have to choose between a job and good health.
Parents	You can wash the smoke out of your kids' clothes, but not their lungs. Ask about your landlord's smoke-free policy – because everyone deserves smoke-free air.

Audience	Twitter and Text-Friendly Messages
Parents	Kentucky kids deserve healthy parents. Kentucky parents deserve a smoke-free workplace. No one should have to choose between a good job and good health.
Policymakers	All Kentuckians should be protected from the dangers of secondhand smoke. No one should have to choose between a job and good health.
Businesses	All Kentuckians should be protected from the dangers of secondhand smoke. No one should have to choose between a job and good health.

Sample Hashtags: #quitsmoking; #notobacco; #smokefree; #loveyourlungs

Weblinks:

- The Kentucky Center for Smoke-free Policy: <http://www.uky.edu/breathe/tobacco-policy/Kentucky-center-smoke-free-policy>
- Kentucky’s Coalition for a Smoke-free Tomorrow: <https://www.smokefreetomorrow.org/>
- Americans for Nonsmokers’ Rights: <https://nonsmokersrights.org/>
- Campaign for Tobacco Free Kids: <https://www.tobaccofreekids.org/>

Radon

Audience	Twitter-Friendly Posts
General	When your home has radon and you are breathing tobacco smoke, radon is even more deadly.
General	Radon: test, fix, save a life.
General	Fixing home radon levels is important. Do what you can to keep your family safe from lung cancer.
Homeowners	What you don't know CAN hurt you. Test your home for radon.
General	Get your home tested for radon and keep your family safe. Radon, a radioactive gas that can cause lung cancer, is found in almost half of all Kentucky homes. For a free home radon test kit call the Kentucky Radon Program at 502-564-4856.
Realtors & Landlords	Radon, a radioactive gas that causes lung cancers, is found in nearly half of all Kentucky homes. Test your properties for radon and provide safe homes for your clients.
Homeowners	Get your home tested for radon and keep your family safe. Radon, a radioactive gas that can cause lung cancer, is found in almost half of all Kentucky homes. For a free home radon test kit call the Kentucky Radon Program at 502-564-4856.
Policymakers	Radon, a radioactive gas that can cause lung cancer, is found in almost half of all Kentucky homes. Support policies that keep Kentucky safe.
Providers	Radon, a radioactive gas that causes lung cancers, is found in nearly half of all Kentucky homes. Radon exposure is the number one cause of lung cancer among nonsmokers. Encourage your patients to test their homes.

Radon, cont.

Sample Hashtags: #radonc; #loveyourlungs

Weblinks:

- The Kentucky Association of Radon Professionals: <http://www.kentuckyradon.org>
- The Kentucky Radon Program:
<https://chfs.ky.gov/agencies/dph/dphps/emb/Pages/radon.aspx>
- EPA's Radon page: <https://www.epa.gov/radon>

Lung Cancer Screening

Audience	Facebook-Friendly Posts
Patients	Detecting and treating lung cancer early can mean more tomorrows. Talk to your doctor about lung cancer screening and find out if it's right for you.
Providers	Lung cancer screening with low-dose CT is effective at finding lung cancer at an early, more treatable stage. Log on to www.lungcancerinkentucky.org to learn which patients are eligible for screening and how to engage in shared decision-making.
Policymakers	Kentucky has the highest rate of lung cancer and the highest risk of dying from lung cancer than anywhere else in the United States. Finding lung cancer through screening increases the odds of successful treatment and survival. Screening costs \$1 to \$2 per month for Medicare-eligible patients. Protect Kentuckian's access to this life-saving option and save almost 360,000 lives per year.

Sample Hashtags: #lungcancer; #lcs; #lungcancerscreening; #lcs; #NoStigma; #LCl; #loveyourlungs

Top Tweeters: @KentuckyLEADS; @lcschat; @JFreemanDaily; @LungCancerFaces; @freetobreathe; @Lungevity; @LungProject

KEY GENERAL MESSAGES

MOTIVATION, EFFICACY, ACTION

The following messages are designed for dissemination through channels such as email, websites, and presentations.

Tobacco Treatment

Quit smoking today for a better tomorrow. There are many ways to quit and we can help find the best way for you. Call 1-800-QUIT-NOW, and talk to your doctor or pharmacist for more information.

Smoke-Free Protection

It's not the smoker; it's the smoke. Join the movement to make all workspaces smoke-free. Talk to your elected officials about protecting workers from the dangers of secondhand smoke. Smoke-free policies save lives and don't hurt businesses. For more information go to www.breathe.uky.edu.

Radon

Get your home tested for radon and keep your family safe. Radon, a radioactive gas that can cause lung cancer, is found in nearly half of all Kentucky homes. When your home has radon and you are breathing tobacco smoke, radon is even more deadly. For a free home radon test kit call the Kentucky Radon Program at 502-564-4856.

Lung Cancer Screening

Detecting and treating lung cancer early can mean more tomorrows. Talk to your doctor about lung cancer screening and find out if it's right for you.

Summary Statement

There are many ways you can prevent lung cancer:

- If you smoke, call 1-800-QUIT-NOW and talk to your doctor or pharmacist about finding the best way for you to quit.

- Avoid breathing secondhand smoke and talk to your elected officials about supporting smoke-free workplaces to protect Kentucky workers. If you smoke, protect your family by not smoking in the house or in the car.
- Get your home tested for radon, a radioactive gas found in almost half of Kentucky homes. Radon can cause lung cancer and can get trapped in houses and buildings. Breathing in tobacco smoke makes radon even more deadly. Call the Kentucky Radon Program at 502-564-4856 for a free home radon test kit.
- Talk to your doctor about lung cancer screening and find out if it's right for you.

Taking all of these steps can lower your chances of getting lung cancer, giving you more tomorrows with your loved ones.

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Questions? Contact the Kentucky Cancer Consortium at KCC@kycancer.org