‘This is how we do it’: A social media toolkit for MASCC.

Dr Anna Boltong
Faculty Disclosure

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<th>No, nothing to disclose</th>
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Why social media?

- Increase social interaction to share, exchange and discuss
- A vehicle for dissemination of best practice and learnings
- Sometimes used to create virtual communities for education and research
- Quick, efficient way to stay involved and connected
- Global presence
Social media and MASCC

MASCC business goals
- Education of MASCC members
- Visibility and communication with members
- Research to enhance evidence-based knowledge of supportive care in specified areas of interest
- Establish and maintain networks

MASCC social media goals
- Promote MASCC as a thought leader in cancer research for healthcare
- Increase awareness of work in supportive care
- Increase membership and involvement
2017 MASCC status

Month 2017
(F)acebook (T)witter

Number of posts

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<th>April F</th>
<th>May F</th>
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<th>June F</th>
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<tr>
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<td>MASCC</td>
<td>UICC</td>
<td>Cancer Council Victoria</td>
<td>MASCC</td>
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<td>Cancer Council Victoria</td>
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MASCC strategy

- Identified a need to mobilise members in maintaining a global presence in supportive cancer care
- A strategic approach to social media was taken and a project working group established in August 2017

  Dr Anna Boltong  Project sponsor, MASCC Board member, Cancer Council Victoria, Australia
  Ms Danielle Kamien  Project lead, Cancer Council Victoria, Australia
  Prof Ian Olver  MASCC President (now immediate Past President), Australia
  Ms Melissa Chin  MASCC Executive Director, Canada
  Dr Christopher Steer  Geriatric Study Group, Australia
  Dr Raymond Chan  Rehabilitation, Survivorship & Quality of Life Study Group, Australia
  Ms Christine Moon  Palliative Care Study Group, Canada
  Dr Hannah Wardill  Mucositis Study Group, Australia

- Undertook an analysis of social media activity to identify the MASCC footprint and opportunities to grow
- **Outcome:** A social media toolkit to guide MASCC members with experience ranging from beginner to advanced users
MASCC social media strategy

Contents
Practical content
Strategy content
  - Facebook
  - Twitter
  - LinkedIn
Code of conduct: usage guide
Confidentiality and privacy
Content ideas
How do I start (scheduling)
Measuring success (MASCC)
Practical: across platforms

Example posts:
Facebook
Twitter
LinkedIn

Instructions on interacting

Outline of key features of a post

Best practices for communicating
Strategy: Code of conduct

House rules to define what is acceptable behaviour
- advises users what is and is not acceptable online behaviour
- create and maintain community values
- open and transparent

Social media etiquette
- acknowledge mistakes and correct
- be respectful of others
- link back with other posts and share the interaction

Best practice and top tips
- Frequency and promotional strategies
Is social media for everyone?

Increasing evidence demonstrates the effect of social media in cancer care.

Some perceived barriers and influencing factors (D’Souza et al. 2017)

- lack of understanding of how to integrate into practice
- damage to professional image
- privacy issues
- uncertainty on organisation policies
Conference twitter guide

**GET CONNECTED**
Follow @CancerCareMASCC #MASCC18

**THE ART OF BEING SOCIAL**
Twitter is a great tool for keeping in touch with others and finding out about the latest research and initiatives in your field. Interact and engage with your followers by mentioning them in your tweets. You can do this by including their Twitter handles in your post. They will then be notified that you have mentioned them, which will encourage them to reply. You can also follow hashtags without posting; just enter the hashtag in the search bar.

**TOPIC HASHTAGS**
- #MASCC18
- #MASCC
- #SupportiveCare
- #SuppOnc
- #CancerCare
- #GoriOnc
- #ImmunoOnc
- #PallOnc

By using any of these hashtags, you will be able to increase engagement and maximize the number of people who view your tweets. You will also make it easier for people to follow discussions, since everyone will be using a common set of hashtags.

**TWITTER QUICK GUIDE**

**TWEETING TIPS**
- Be unique! Come join in the conversation.
- Tweet in the moment, not later.
- Tweet what you would be interested in reading.
- A picture is worth 1,000 words.
- Use hashtags and Twitter handles.
- Acknowledge speakers by using their handles.
- Use friendly, approachable language.
- Twitter doesn’t end with the conference.

**TWEETING BASICS**

**TWEET**
280-character message posted on Twitter.

**USERNAME**
A Twitter handle is how you are identified on Twitter (e.g., @CancerCareMASCC).

**@**
The @ sign is used to identify others in a tweet (this can also be called a mention).

**#**
The # is used to connect your post with other posts tweeting on the same topic (e.g., #MASCC18 #CancerCare).

**FOLLOWER**
You can follow other people who are on Twitter by finding their handle and clicking the Follow button. You will then see their tweets in your newsfeed.

**REPLY**
Reply to a tweet by beginning with @username.

**RETWEET (RT)**
A tweet posted by another user, forwarded by you.

**LIKE**
If you like a tweet, click the heart icon to show the poster you liked the post.
Conference twitter guide

User's name
User's profile photo
Related topic hashtag
Event hashtag
User options

USER'S Twitter handle
Date of post
Link
Image

USE OUR HASHTAG
#MASCC18

The more people who use our hashtag to identify the Annual Meeting, the easier it is for others to connect with this topic and join in on the conversation. You can find out who else has posted using this hashtag by clicking on it.

MASCC/ISOO 2018
Join us for the Annual Meeting on Supportive Care in Cancer, featuring the latest science and hottest topics in the field.
masccmeeting.org

Vienna, one of the most exquisite cities in Europe famous for its cultural events, imperial sights, coffee houses, cozy wine taverns and characteristic Viennese charm.
We are excited that #MASCC18 will be hosted there! ow.ly/szEB30iuxc7
#suppcnc #travel
How do you get involved?

1. Set up a Twitter account today!
2. Be active on social media and routinely link your professional activity to MASCC
3. Be active within and for your MASCC study group on social media
4. Volunteer to become a MASCC social media ambassador
5. Get in touch on Twitter @annabolton to express your interest or email anna.bolton@cancervic.org.au
Thank you

Members of the project working group
Ms Danielle Kamien
Prof Ian Olver
Ms Melissa Chin
Dr Christopher Steer
Dr Raymond Chan
Ms Christine Moon
Dr Hannah Wardill

Dr Joanne Britto (Cancer Council Victoria)
Ms Beth Hollen (MASCC)

MASCC Publications Committee

New champions and ambassadors (Sandip Mukhopadhyay & Ysabella Van Sebille)
Social media toolkit

The toolkit is NOW AVAILABLE online for members to use

http://www.mascc.org/social-media-toolkit

“Are you our next influencer?”

#MASCC18

@annaboltong