THE POWER OF

SOCIAL MEDIA

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WHAT IS SOCIAL MEDIA?

Social media is a term used to collectively describe a set of tools that foster interaction, discussion and community, allowing people to build relationships and share information.
WHY IS SOCIAL MEDIA IMPORTANT?

- Connect instantly
- Interact in real time
- Share information
- Discuss
- Form a community
- Build relationships
THE BENEFITS OF A PAGE

FOR THE TTCS FACEBOOK HAS PROVIDED....

 Additional:
   Volunteers
   Donations
   Supporters
   Connections
   Educational outreach
   Clinic visits
Twitter allows groups and individuals to stay connected through the exchange of short status messages.

- Allowed 140 characters
- Twitter encourages frequent updates and engaging content – you can share video, pictures, links to websites etc…
- #Hashtag
THE BENEFITS OF TWITTER

FOR THE TTCS TWITTER HAS PROVIDED A PLATFORM TO...

 Connect instantly to the media

 Boost our exposure; we are followed

and follow international cancer organizations

 Connect to local celebrities

 Strengthen our connection to the local community
SOCIAL NETWORKING

- Based on a goal/mission – To increase public awareness and action
- No one does your PR better than YOU!!!
- Critical part of building meaningful relationships
- Encourage change through value/connection building
- It’s transforming your organization to meet transparency and humanity expectations
GOALS

- All have Facebook PAGE
- Build your Page
- SHARE the SAME message
- Stay CONNECTED
- Lend SUPPORT
- Provide a UNITED front

Facebook Advocacy
GOALS

✿ All have a Twitter account

✿ FOLLOW – @CDC_CANCER, @WomensCancer, @AmericanCancer

✿ Use ONE #hashtag i.e. #3CM (Caribbean Cervical Cancer Movement)

✿ Become familiar with using hashtags #CervicalCancer #HPV

✿ Tweet, Retweet (RT)& Mention (MT) collectively (be cautious, review)

✿ Creative Tweets = Twitter advocates

✿ Provide a UNITED front
TIPS & TRICKS

- Schedule Posts
- Manage on the go
- Check insights
- Don’t be afraid to ask
- Incorporate social media icons
- Double check your posts
- Be creative
THANK YOU!!!
REFERENCES

- wiseGEEK- [http://www.wisegeek.org/what-is-facebook.htm](http://www.wisegeek.org/what-is-facebook.htm)
- Tufts University- [http://webcomm.tufts.edu/web-resources-tufts/social-media-overview/](http://webcomm.tufts.edu/web-resources-tufts/social-media-overview/)