

# THE POWER OF



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# THE TRINIDAD AND TOBAGO CANCER SOCIETY



# 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



- ✧ 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

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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>
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- ❧ Tufts University- <http://webcomm.tufts.edu/web-resources-tufts/social-media-overview/>