



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

Dr Anna Boltong

2018
28-30 JUNE
VIENNA

MASCC/ISOO
ANNUAL MEETING
SUPPORTIVE CARE IN CANCER



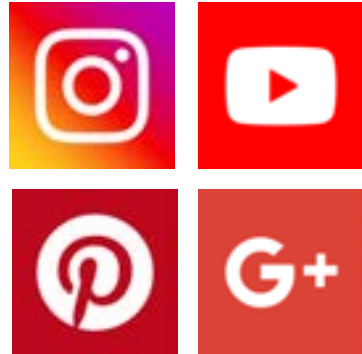
Faculty Disclosure

<input checked="" type="checkbox"/>	No, nothing to disclose
<input type="checkbox"/>	Yes, please specify:

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

Linked 



Social media and MASCC

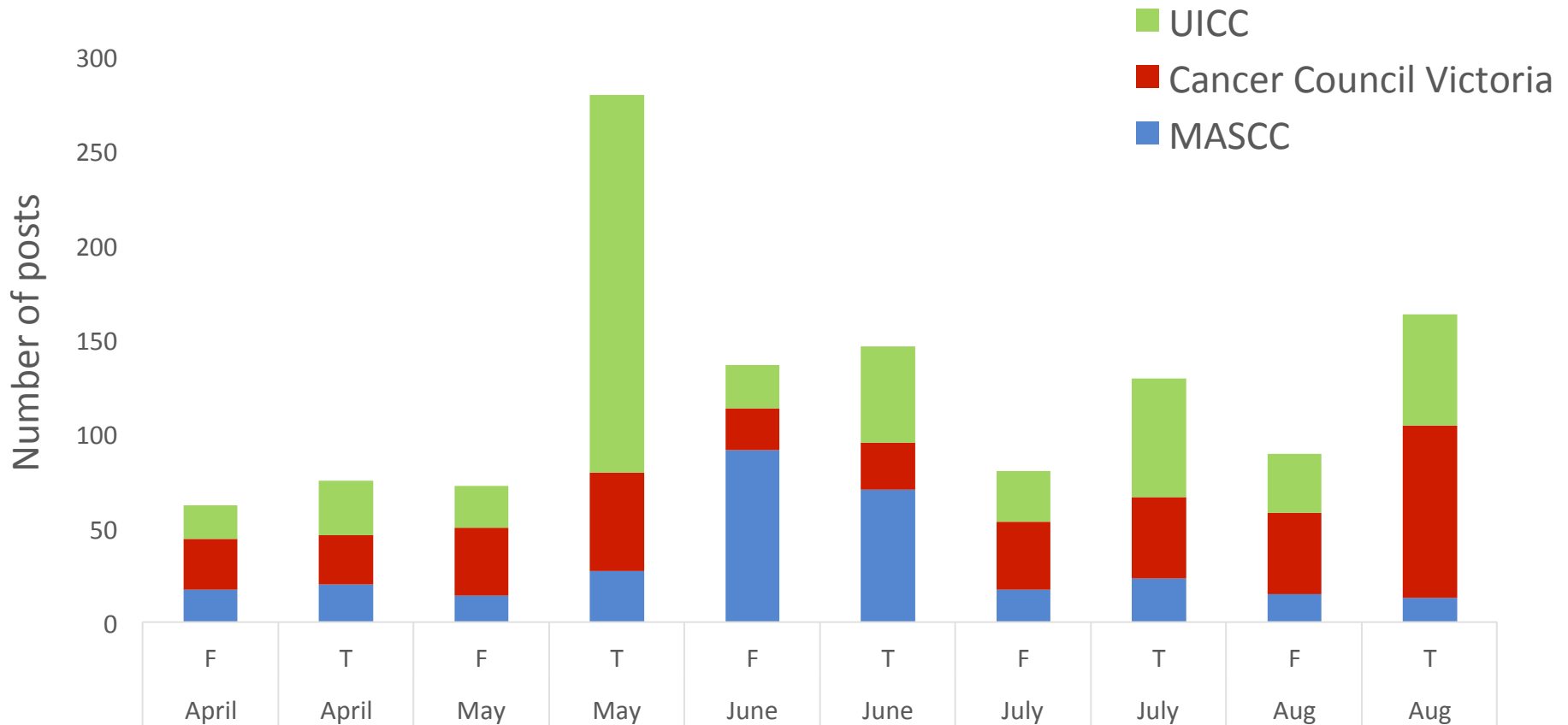
MASCC business goals

- 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

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

TWITTER QUICK 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.

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.

TOPIC HASHTAGS

#MASCC18

#CancerCare

#MASCC

#GoriOnc

#SupportiveCare

#ImmunoOnc

#SuppOnc

#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.

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

LOOK INSIDE A TWEET

User's name

User's profile photo

Related topic hashtag

Event hashtag

User's Twitter handle

Date of post

Link

Image

User options

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 @CancerCareMASCC • June 1
#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/szEB30lkux7
#supponc #travel

2018
28-30 JUNE
VIENNA, AUSTRIA
SUPPORTIVE CARE
MAKES EXCELLENT
CANCER CARE POSSIBLE

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

19 72 141

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 @annaboltong to express your interest or email anna.boltong@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