

Social Media 101

for People Diagnosed with Cancer

Social media offers you the chance to connect and interact with other people diagnosed with cancer, caregivers, advocates, oncologists, and other health care professionals, providing new sources of information and perspectives.

Top Ten Tips for Getting Started on Social Media

- 1** Tell people about yourself by filling out a detailed profile description and adding a photo of yourself. However, be careful that you are only sharing information, including personal health details, that you are fully comfortable with everyone knowing.
- 2** Start by following known organizations and people that share trusted information relevant to your needs. Over time, you'll discover others to follow and engage with through these initial connections.
- 3** To find profiles of like-minded users, search for relevant terms and hashtags across [Facebook](#) and [Twitter](#) and see who is interacting on a consistent basis. [Symplur](#) is a great website to help you find the hashtags and Twitter users relevant to your needs.
- 4** For guidance and tips, it's helpful to first take the time to see how others use social media websites. This will help you better understand how to format your messaging and craft your tone across social media networks.
- 5** When you're ready to start posting, use your own voice and share information that you feel comfortable with. Engage with other patients in a manner that you would want to be engaged with.
- 6** When relevant, begin discussions with people who share common interests and/or needs by including their handle (@username) in your tweet.
- 7** When someone engages with you on Twitter, always offer a reply. A simple "thank you" goes a long way.
- 8** When posting/tweeting, use relevant hashtags to help people find you – but limit your hashtag usage to no greater than two per post or tweet.
- 9** Join Twitter chats and Facebook Groups to participate in online conversations that are important to you. Engage with established communities to gain the most credible information.
- 10** When private information is being discussed, use the social media website's direct messaging platform instead of sharing sensitive information on your newsfeed. Social media is a public forum; do not sacrifice your privacy.