

Social Media and Information

The Message and the Medium.

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Social Media

The medium carrying the message from one interested party to others (who may or may not be interested).



“I finally found a social network worth joining.
It’s called “Leave-me-alone-book.”

The Medium and the Message

The best tool



for each situation.

People and Places

In considering which platforms to use for which purposes, it is helpful to consider how people interact in the physical world.



“Real World” Behaviors

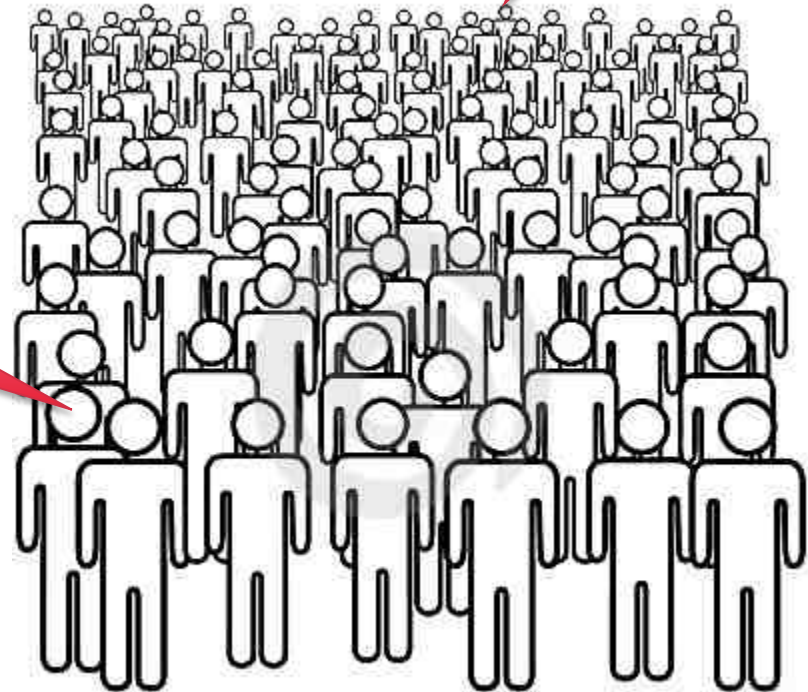
Shouting to a crowd empowered to shout back or repeat your message.



I' m great!

Not so!

He' s
great!



Virtual Equivalent

Shouting to a crowd empowered to shout back or repeat your message.



<http://twitter.com/americancancer>

American Cancer Society: Tweets

Twitter:

Purpose:
Highlighting
important
and engaging
information.

Audience:
General
Public

Tweets

-  **American Cancer Soc** @AmericanCancer 3 Aug
Paul, a runner with the @DetermiNation team in Seattle, decided to Fight Cancer Like An Olympian. Read his story. 4rd.ca/aaa6Zo
[View media](#)
-  **American Cancer Soc** @AmericanCancer 2 Aug
Dealing with anxiety? Get tips from other cancer fighters going through it. 4rd.ca/aaa61p
[Expand](#)
-  **American Cancer Soc** @AmericanCancer 30 Jul
Sign up for our monthly email newsletter to learn about healthy lifestyle habits. 4rd.ca/aaa2dc
[Expand](#)
-  **American Cancer Soc** @AmericanCancer 28 Jul
How did you deal with hair loss from chemo? Read what others said and share your experience. 4rd.ca/aaa5Nw
[Expand](#)
-  **American Cancer Soc** @AmericanCancer 25 Jul
Helping someone who is fighting cancer? Patients & caregivers share the nicest things others did for them 4rd.ca/aaa5No
[Expand](#)
-  **American Cancer Soc** @AmericanCancer 23 Jul
When the temperature rises, there's nothing like a good swim to cool off and get some healthy exercise.
[Expand](#)
-  **American Cancer Soc** @AmericanCancer 16 Jul
Overhaul your kitchen with nutritious staples that you can use to create a healthy, inexpensive meals. 4rd.ca/aaa2c1
[Expand](#)

“Real World” Behaviors

Connecting with friends who like you, interact with you, and engage and repeat your message.



Virtual Equivalent

Connecting with friends who like you, interact with you, and engage and repeat your message.



<https://www.facebook.com/AmericanCancerSociety>

Virtual Equivalent

Facebook:
Purpose:
Promotion
and
interaction to
inform and
grow the
consumer
base

Audience:
General
Public

The screenshot displays the Facebook interface for the American Cancer Society. The top navigation bar includes the Facebook logo, a search bar, and the user's profile (Chuck Westbrook). The page header shows the organization's name, navigation tabs (Timeline, Now, Highlights), and a 'Liked' button. The main content area features several posts:

- Post 1:** American Cancer Society, August 20 via Social Hub. Text: "Are you having trouble sleeping? We have lots of great tips to help you beat insomnia and get the restful sleep you need. They include going to sleep at the same time each night, avoiding caffeine late in the day, and listening to soft music before bed." Includes a photo of a person sleeping and a link to "Sleep Soundly Again" on ing.delivery.net.
- Post 2:** American Cancer Society, August 17 via Social Hub. Text: "Did you know the Society has an airline miles program to help cancer patients travel to their treatment? Delta and United Airlines have generously named the Society as a beneficiary of this program, which allows frequent fliers to donate miles to the Society for cancer patients. Read more to find out how YOU can help provide this valuable service to those who need it most!" Includes a Delta logo and a link to "Donate Air Miles" on www.cancer.org.
- Post 3:** Albany's Canna Kitchen & Research, LLC. Text: "Or you could use Cannabis!"
- Post 4:** Michelle Lansdale. Text: "Cannabis is illegal where we live."
- Post 5:** American Cancer Society, August 16 via Social Hub. Text: "Eating right is hard for many people, but it can be even harder to do during cancer treatment. What type of dietary changes have you made, if any, since being diagnosed with cancer? Join the conversation on WhatNext.com." Includes a photo of a healthy meal and a link to "Diet and Cancer - What changes have you made?" on www.whatnext.com.
- Post 6:** Delta Labs. Text: "what an awesome program!! Will definitely share this!"
- Post 7:** American Cancer Society, August 15 via Social Hub. Text: "The journey to end breast cancer starts with a single step. Find a Making Strides Against Breast Cancer event near you, sign up today and help us turn this walk into a victory lap." Includes a link to "Join Us for a New Season of Making Strides!"

On the right side, there is a sidebar with a "Now" section showing a list of dates from July to 2012, and a "Founded" section.



The Great Equalizer

- 91% of online Americans use Social Media
 - 55-64y - 82%
 - 65+y - 75%
- Average FaceBook user has 130 friends and likes 80 pages
- 15% of online minutes spent on FB (20 minutes per visit)
- 20% of all web page views are on FB

“Real World” Behaviors

Giving an opinion to audiences who can respond.



Virtual Equivalent

Giving an opinion to audiences who can respond.

The collage features three overlapping web pages. The top page is the American Cancer Society website, which includes a navigation bar with links like 'HOME', 'LEARN ABOUT CANCER', 'STAY HEALTHY', 'FIND SUPPORT & TREATMENT', 'EXPLORE RESEARCH', 'DONATE NOW', and 'MY ACS'. It also has a section for 'EXPERT VOICES' and a 'GET WELL' sidebar. The middle page is the 'Choose You Blog', featuring a navigation bar with 'Home', 'I Choose to...', 'About', 'Events', 'Store', and 'Resources'. It has a section for 'UV Protection and Skin' and a main article titled 'DR. LEN'S CANCER BLOG' with the subtitle 'Expert perspective, insight and discussion'. The bottom page is 'The Official Birthday Blog', which has a search bar, a 'Sign up for alerts now!' button, and a navigation bar with links like 'About Us', 'Birthday Tips', 'More Birthdays', and 'Share Your Story'. It also has a 'Subscribe' button and a 'Categories' section with the word 'birthday'.

American Cancer Society
THE OFFICIAL SPONSOR OF BIRTHDAYS®
Welcome | Sign In | Register
Español | Asian & Pacific Languages | 1-800-227-2345
HOME | LEARN ABOUT CANCER | STAY HEALTHY | FIND SUPPORT & TREATMENT | EXPLORE RESEARCH | DONATE NOW | GET INVOLVED | MY ACS
EXPERT VOICES
Timely insight on cancer topics from the experts of the American Cancer Society
GET WELL
PRINT » | SHARE » | SAVE »

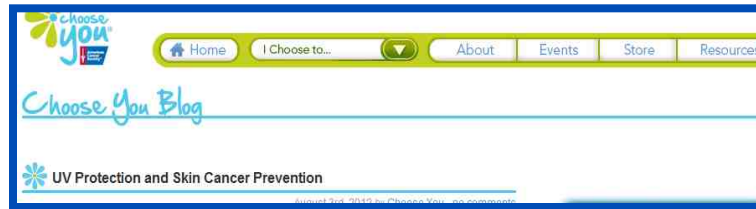
Choose You Blog
Home | I Choose to... | About | Events | Store | Resources
UV Protection and Skin
DR. LEN'S CANCER BLOG
Expert perspective, insight and discussion
PRINT » | SHARE » | SAVE »
Who Will Lead Us As We Embrace Personalized Medicine And Cancer Care And Turn The Tide Against
Blog Home | Subscribe

The Official Birthday Blog
Contact Us | Search |
Sign up for alerts now! Email
About Us | Birthday Tips | More Birthdays | Share Your Story
Login | Sign Up |
Subscribe
Categories | birthday | birthday party cake

Virtual Equivalent

Blogs:
Purpose:
Educate and inform the audience with ACS expert and volunteer opinions.

Audience:
ACS/Cancer-Concerned Public



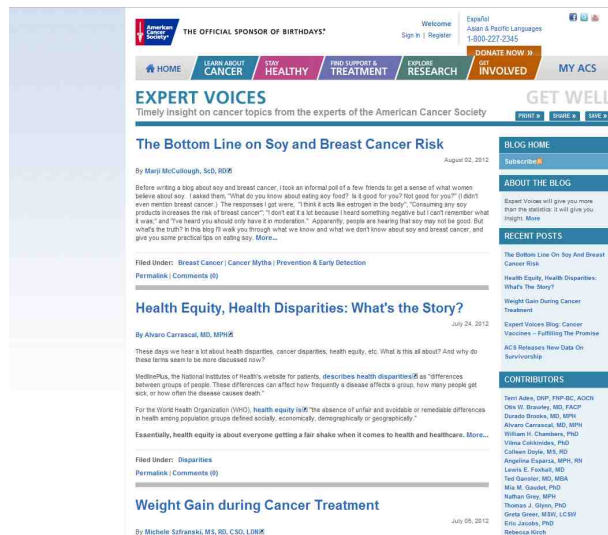
DR. LEN'S CANCER BLOG

Expert perspective, insight and discussion

Who Will Lead Us As We Embrace Personalized Medicine And Cancer Care And Turn The Tide Against

PRINT » SHARE » SAVE »

Blog Home
Subscribe



“Real World” Behaviors



Those who care about me can come and support me in a private and personal way.

Virtual Equivalent

Circle of Sharing

Purpose:

Connect families and loved ones with patients.

Create a PHR

Provide emotional and informational support.

Audience:

Cancer Patients and their loved ones



<http://cancer.org/circleofsharing>

“Real Behaviors”

Looking for a match based on your interests and/or characteristics.



match.com 

Linked 

“Real Behaviors”

Looking for a match based on your interests and/or characteristics...IF YOU HAVE CANCER CONCERNS.



“Virtual Equivalent”

Looking for a match based on your interests and/or characteristics...IF YOU HAVE CANCER CONCERNS.



Home | About CSN | CSN Help | Contact CSN

Search CSN:
Members: [Login](#) to search all areas.
Not a member? [Click here](#) to search public areas.

CSN Login Username: Password: [Forgot my username or password](#) **Members Online: 34**

CSN Home

CSN

- Discussion Boards
- Announcements
- CSN Feedback
- Member Resource library
- Chat
- CSN Email
- My CSN Space

cancer.org

- Cancer Information
- Community Resources
- Support Programs
- Clinical Trials Finder
- Donate Now
- Relay For Life
- ACS News
- Caregivers
- After Treatment
- In Treatment
- Create a Personal Health Record
- Rides To Treatment

Discussion boards

- [Login](#) to post a new forum topic.

Discussion board	Topics	Posts	Last post
Cancer specific			
Please remember that these discussion boards are a public forum, which means open to the public (i.e. non-CSN members) and the content can be found via internet search engines. Members are strongly advised not to share personal identifiers such as real names, email address, telephone, street address, etc. can be used to identify you and link you to the content you provide. Other areas of CSN are restricted to members only and cannot be found by search engines.			
Anal Cancer	922	9525	08/24/2012 by eihtak
Bladder Cancer	262	1109	08/17/2012 by shamuski
Bone Cancers	188	1016	08/19/2012 by Dram5
Brain Cancer	1129	8013	08/23/2012 by PBJ Austin
Breast Cancer	22890	282096	08/24/2012 by disneyfan2008
Childhood Cancers	301	1572	08/21/2012 by Whitwhit
Colorectal Cancer	20300	213976	08/24/2012 by John23
Esophageal Cancer	3869	30233	08/24/2012 by javcc

“Virtual Equivalent”

Cancer Survivors Network

Purpose:

Connect those concerned about cancer.

Provide emotional and informational support.

Audience:

Cancer Patients and Survivors, their loved ones

Username: Password: [Forgot my username or password](#) Members Online: 31

[CSN Home](#) » [Discussion Boards](#) » [Cancer specific](#)

Breast Cancer

Total items found: 22890

 [Subscribe with RSS](#)

- [Login to post a new forum topic.](#)

Search Breast Cancer

Topic	Replies	Created	Last reply
Never heard of this one!!!!	4	08/24/2012 by MAJW	08/24/2012 by mamolady
Off to do "Mom things"	9	08/24/2012 by Double Whammy	08/24/2012 by lynn1950
Reflection	5	08/23/2012 by MsGebby	08/24/2012 by disneyfan2008
Today is ChenHeart's Birthday!	8	08/23/2012 by Cat64	08/24/2012 by SIROD

<http://cancer.org/csn>

“Real World” Behaviors



Specialist's Waiting Room

Virtual Equivalent

Looking for a match based on your interests and/or characteristics...IF YOU HAVE CANCER CONCERNS.



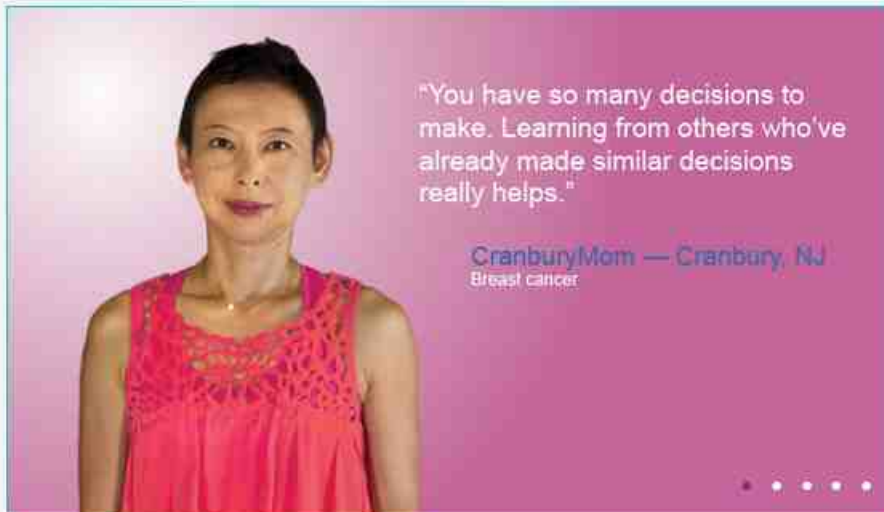
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Sign In To WhatNext

Join WhatNext

Donate To ACS

FIRSTHAND INSIGHTS INTO LIVING WITH CANCER



Get the perspective you need from WhatNext, developed in part with the American Cancer Society.

- Access thousands of firsthand experiences
- Connect with others on a similar path
- Get answers to your questions

JOIN TODAY

<http://acs.whatnext.com>



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BLOG CONTACT US HELP? SIGN IN JOIN

Questions ▾

search for questions

Search

HOME | PEOPLE | QUESTIONS | RESOURCES

Home > People > cranburymom's Profile



cranburymom

366 GOODWILL 15 FOLLOWERS 3 FOLLOWING

NJ

Patient: Breast Cancer > Invasive (Infiltrating) Ductal Carcinoma

Patient Info: Newly diagnosed (has not begun treatment), Diagnosed: 11 months ago, Female, Age: 45, Stage I, HER2 Positive: Yes, ER Positive: Yes, PR Positive: Yes

Breast Cancer [View cranburymom's Journey](#)



Other Care



Decision Point



Drug Or Chemo



Drug Or Chemo



Drug Or Chemo



Radiation

ALL UPDATES QUESTIONS



cranburymom asked a question Breast Cancer

QUESTION

17 DAYS AGO

anyone started to keep journal after cancer diagnosis?
If yes, what type of things you wrote down??

Answer 21 Answers

Show All 21 Answers



Bac answered

13 DAYS AGO

I was diagnosed Feb. this year and started in May to journal. I find it therapeutic, you know when you just need to get it out of you how you are feeling (good or bad or inbetween). I try to update it every month unless I am having a "REALLY" tough time then it is whenever. For me, it is helpful to at least vent in this fashion instead

Get Full Access Today,
It's EASY and FREE!

Screen Name *

Email *

Password *

Confirm Password *

GET ACCESS

By using WhatNext, you agree to our [User Agreement](#), and [Privacy Policy](#)

THINGS YOU CAN DO



MEET
OTHERS LIKE
YOU



ASK A
QUESTION



SHARE YOUR
JOURNEY



ACCESS
SUPPORT
RESOURCES

CAN YOU HELP?

with the meds i'm taking i seem to be getting more and more hot flashes, when i get them my whole day is ruined.

Share



Building an Audience

Via Email

To view this message in a web browser, [click here](#).



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DONATE »



Facing cancer? Get firsthand insight.

August 2012

In Your Area

Get Involved

Dear [Name],

When I was diagnosed with colorectal cancer in 2011, I was shocked. Everyone fears the worst when they hear the word "cancer." I soon became overwhelmed with all the tests I had to have and the amount of information being provided to me.

I had a great relationship with my doctors and did research on the Internet, but what I really wanted was to learn from other people who had experienced what I was about to go through.

Then I found WhatNext, developed in part with the American Cancer Society. I entered information about my cancer and was able to instantly find other survivors like me. I learned so much on WhatNext: how others had handled their diagnosis and treatment; that the American Cancer Society offered help and support; and most importantly, that people went through what I went through and are still here to talk about it.

I encourage you to check out and join WhatNext as I did and see what's in it for you. I think you'll be glad you did. What do you want to know? WhatNext can help.

Wishing you the best,



Carol Haines (CarolLHRN)
Pittsburgh, PA

With WhatNext, you can:

- [Get insight on treatment and side effects](#)
- [Find others with similar cancer experience](#)
- [Ask questions and get perspectives](#)
- [Share your cancer journey](#)
- [Find American Cancer Society resources](#)

VISIT WHAT NEXT TODAY »

facebook



American Cancer Society

18 hours ago via Social Hub

Do you wish you could get firsthand insight into the experiences of other cancer patients, survivors, and caregivers dealing with a similar diagnosis? Click the link below to check out WhatNext.com where you can read through the cancer journeys of others on a similar path. If you'd like, you can share your story, too. It might just help someone else.



WhatNext.com

www.whatnext.com

WhatNext is a growing online support network of people and organizations striving to provide those affected by cancer (e.g., patients, survivors, caregivers, family members or friends) with instant access to highly relevant peers, perspectives and resources based on their specific situation.



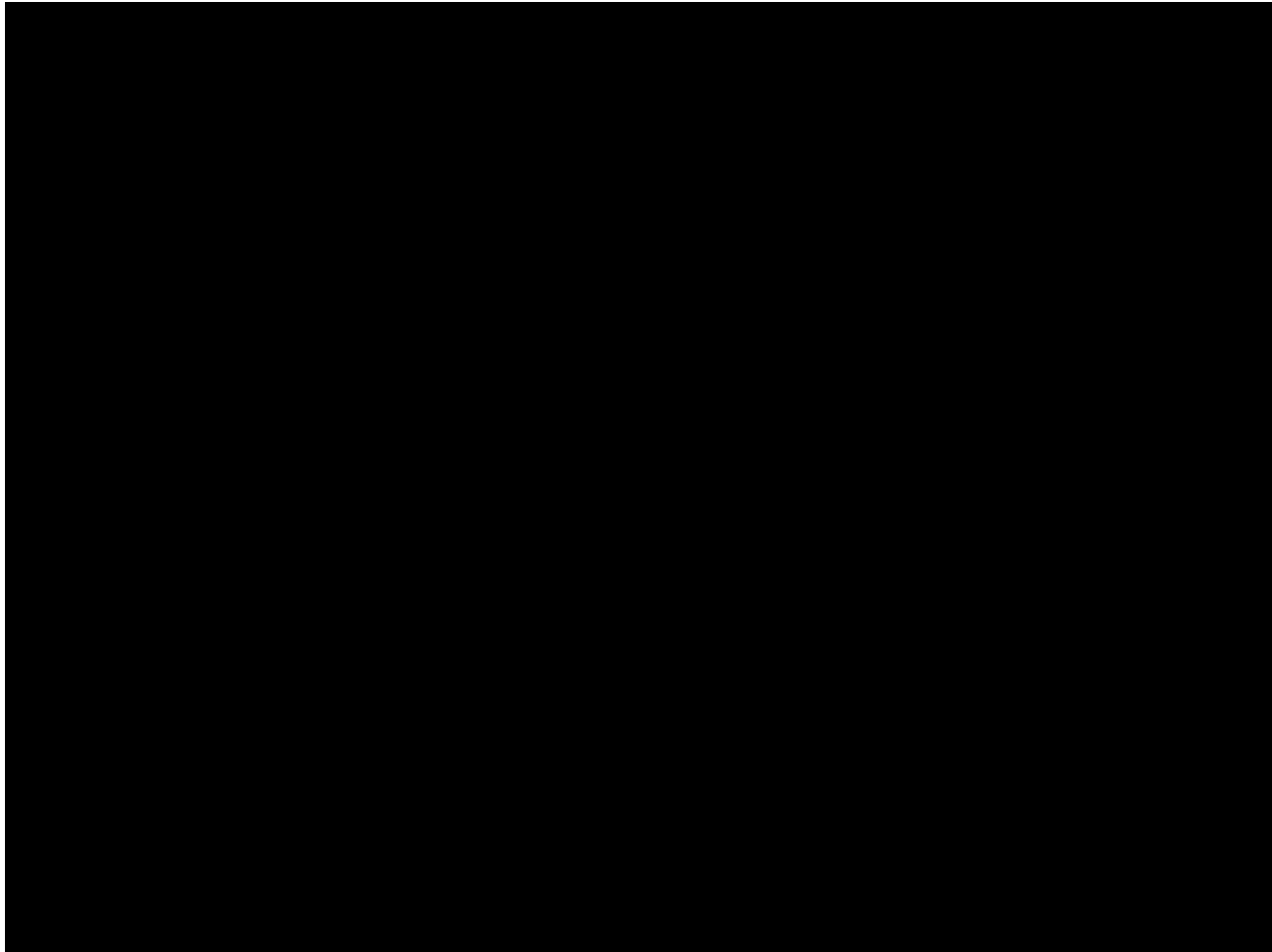
Listening to Your Audience

- Read the messages
- Track the analytics
- Know the medium and typical behaviors and culture
 - Don't remove pre-existing posts on blogs
 - Respond to each FB post or Tweet
 - Respect privacy
 - Protect integrity
 - Reject misbehavior (Moderation in all things)
- Expect the Unexpected (IT, Controversy, New Platforms)



The Real World is Still Real

Reminder: As valuable as Social Media can be:



The Real World is Still Real

Reminder: As valuable as Social Media can be:



The Real World is Still Real

Reminder: As valuable as Social Media can be:



the real world has its place.

Thank You!



We **save lives** and create more birthdays
by helping you stay well, helping you get well,
by finding cures, and by fighting back.

cancer.org | 1.800.227.2345

The Unexpected

Nearly two-thirds of American teenagers
listen to music on YouTube, more than any
other medium.*



*Nielsen 8/2012