

 **World Cancer Congress**
Kuala Lumpur, Malaysia
1—4 Oct 2018

Strengthen
Inspire
Deliver



Twitter Guide

Follow **@UICC** and join the online conversation

#2018WCC
#CancerCongress

Topic hashtags

#

#25by25	#Health
#BeatNCDs	#Healthcare
#BreastCancer	#HealthForAll
#CCan2025	#HealthyLifestyle
#Cancer	#HealthyLiving
#CancerAdvocacy	#HPV
#CancerAwareness	#NCCP
#CancerBurden	#DiagnosisForAll
#CancerCare	#HealthSystems
#CancerControl	#MensCancers
#CancerMyths	#MensHealth
#CancerPatients	#NCDs
#CancerPrevention	#NoTobacco
#CancerRegistries	#Nutrition
#CancerResearch	#Obesity
#CancerRisk	#PainRelief
#CancerSurvivors	#PalliativeCare
#CancerTreatment	#PublicHealth
#CapacityBuilding	#QualityCare
#CervicalCancer	#RiskFactors
#ChildHealth	#SDGs
#ChildhoodCancer	#StopSmoking
#EarlyDetection	#TobaccoControl
#EssentialMedicines	#TreatmentforAll
#FightingCancerTogether	#UHC
#GlobalGoals	#WomensHealth
#GlobalHealth	#WomensCancers
#GlobalImpact	#WorldCancerDay



View our 2018 WCC Twitter list bit.ly/2018WCCtwitterList for key individuals and organisations who are participating in the online conversation this week

Useful Twitter handles

@

Identify other Twitter users to generate conversations

Organiser and host organisations

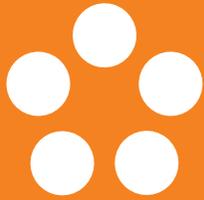
@canceractionmy
@MyMOTAC
@uicc

Sponsors

@preventcancer
@CancerStratCA
@pfizer
@AstellasUS
@Roche
@MSDInvents
@ACS_Research
@NCIGlobalHealth
@BayerPharma
@ECS_Screening
@SusanGKomen
@abbvie
@BMSFrance
@CancerCouncilOz
@CR_UK
@Novartis
@Amgen
@tatatrusters
@NCDAccess

Exhibitors

@WHO
@CR_UK
@wcrfint
@ESONcology
@ACS_Research
@stompoutcancer
@CancerStratCA
@WileyGlobal
@ASCO
@NCCNMeetings
@theNCI
@thePMCF
@VarianANZ
@ECS_Screening
@AstellasUS
@IMUMalaysia
@SGCancerSociety
@ClinicalRsrchMY
@makna_malaysia
@canceractionmy
@NigCancer
@AORTIC_AFRICA
@ThePinkDrive
@OcaOman
@AmrefCanada
@incanMX
@Roche
@McCabe_Centre
@QCS_Qatar
@hcgoncology
@BeaconRetiree



A picture is worth a thousand words

Visuals are the most liked and most likely to be shared type of content on social media. Use the same rules for photos and videos as you do for text content: Add value for your followers and give them something they cannot get elsewhere, such as pictures taken in the Global Village, during debates and presentations, of high-profile speakers or key people you meet during the event.

Use a Twitter-friendly tone

Strive for an approachable communication style that is authentic and friendly without being overly formal. Remember that your followers track you because of what you say and who you are. Try to relate what you hear during the Congress to your own knowledge and experience by sharing your reactions and opinions openly.

Be their eyes and ears

For each delegate physically present during the Congress, there are probably hundreds (if not thousands) of ‘virtual participants’ watching the event from afar, many wishing they could have had the same opportunity to be there. Be conscious of what your followers and other virtual participants might be most interested in reading, seeing or finding out about – rather than just what you want to tell them.

Quote of the day

If you must tweet direct quotes, listen out for particularly insightful or original comments, and quote them for what they say, not who said them. Don’t forget to insert the speaker’s handle in your tweet for higher reach and visibility.

No time like the present

Twitter is about real-time information: Tweet about what’s happening in the present. It is hard to find the time when you are taking part in the Congress, but commenting and responding in real-time to others’ posts adds depth and value to discussion.



Twitter glossary

Tweet	A 140-character message posted via Twitter
@username	A Twitter handle is how you are identified on Twitter (e.g. @UICC)
@	The @ sign is used to mention / identify other users in a tweet
#	A hashtag is used to highlight keywords or topics (e.g. #2018WCC #CancerCongress)
Follow(er)	To follow someone on Twitter is to subscribe to their tweets
Reply	A tweet beginning with @ and posted in reply to another user’s tweet
Retweet (or RT)	A tweet sent by another user, forwarded by you. Often used to spread news or share valuable information on Twitter
Like	A tweet marked with the heart icon to indicate that you liked this specific tweet

Be original

Your tweets will be valued most by your followers if they include something they could not easily obtain or find out elsewhere (e.g. your opinion, a useful link to an interesting site, a picture or video, a quote from a speaker). Don’t hit the retweet button without including your own view or adding value, and avoid posting overused rhetoric about an issue. Stay fresh.

Engage your online community

Twitter is a great tool for engaging and interacting with the online community: Use Twitter handles to mention other users in your tweets, interact by replying to tweets or encourage followers to express their opinion by asking questions. Twitter is a social network, so be social.



Questions? Visit our social media experts on the UICC stand in the Global Village or reach us via Twitter

Use the event #hashtags

The more people who use the same hashtag(s), the more likely they are to connect with one another and share thoughts and ideas. Furthermore, hashtags help users follow the discussion: When you click on a hashtag, you will see other tweets containing the same keyword. **Please use the hashtags #2018WCC and #CancerCongress** during the event.



Tips for using Twitter during the 2018 World Cancer Congress