SOCIAL MEDIA OPTIMISATION
31 January 2020
## TODAY’S AGENDA

<table>
<thead>
<tr>
<th>ITEM</th>
<th>TIME (CET)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Welcome:</strong> Introductions, overview of the social media optimisation toolkit</td>
<td>10.00-10.05</td>
</tr>
<tr>
<td><strong>Guide to social media platforms:</strong> Facebook, Twitter, YouTube</td>
<td>10.05-10.15</td>
</tr>
<tr>
<td><strong>Posting on social media:</strong> Creating content, hashtags, influencers</td>
<td>10.15-10.25</td>
</tr>
<tr>
<td><strong>Close:</strong> Using the social media optimisation toolkit</td>
<td>10.25-10.30</td>
</tr>
</tbody>
</table>
WELCOME & INTRODUCTIONS
INTRODUCTION TO THE TEAM

Faisal Ahmed
Transformation Director for Technology & Innovation,
WPP Health Practice

Alexandra Lewis
Senior Management Consultant,
WPP Health Practice
INTRODUCTION TO THE SOCIAL MEDIA OPTIMISATION TOOLKIT

The toolkit will help you to:

- **Understand different social media platforms** and how they can be used effectively.
- **Ensure an optimal social media presence** for the ABC Alliance Global Charter on a range of platforms.
- **Maximise awareness of and engagement** with the ABC Global Alliance on social media platforms.
## GET TO KNOW THE PLATFORMS

<table>
<thead>
<tr>
<th>The platforms</th>
<th>Facebook</th>
<th>Twitter</th>
<th>YouTube</th>
</tr>
</thead>
<tbody>
<tr>
<td>People go there to…</td>
<td>Keep in touch with friends and family, get updates from brands they like and join groups based on hobbies, interests etc.</td>
<td>Stay up-to-date with real-time news and content, interact with others based on interests and opinions</td>
<td>Find entertainment or information</td>
</tr>
<tr>
<td>How we help people look, feel or be their best</td>
<td>By providing supportive disease awareness content; there are many patient groups on Facebook</td>
<td>By seeding content for congresses</td>
<td>By providing relevant and easy-to-digest disease-awareness content and patient stories</td>
</tr>
</tbody>
</table>
| Content pillar priorities | 1. Video content for patient groups                                      | 1. Disease awareness  
2. Press releases | 1. Patient videos |
| Content style             | Partnerships with patient groups, provides content                       | Topical and conversational, uses relevant hashtags, promotes videos and press releases | Patient stories and videos that address the key issues of living with advanced breast cancer |
| Priority metrics          | 1. Engagement with content  
2. Shares                                                                   | 1. Retweets                                                               | 1. Video views  
2. Subscribers  
3. Engagement/comments |
If you don’t already have social media platforms set up, you can simply click the links below and follow the sign-up instructions:

- YouTube [https://support.google.com/youtube/answer/1646861?hl=en](https://support.google.com/youtube/answer/1646861?hl=en)

Please make sure any username you create references your organisation!
USING FACEBOOK

Creating and seeding content

1. Create a Facebook group for your organisation
   [https://www.facebook.com/pages/creation/?ref_type=universal_creation_hub](https://www.facebook.com/pages/creation/?ref_type=universal_creation_hub)

2. Add images, videos and content supplied by the ABC Alliance

3. Post content on a weekly basis and use relevant hashtags (slide 18)

4. Add a link to your group on all communications (including emails and websites)

5. Ask friends and colleagues to join the group

6. Manage comments by simply thanking the person, answering their questions and providing relevant information links

Best times to post are lunchtime and evenings from 6pm onwards
USING FACEBOOK

Seeding content on related Facebook groups

1. Search for related groups using keywords such as advanced breast cancer, breast cancer, etc.
2. Simply join relevant groups
3. Ask group administrators if you can post content and videos, and politely ask people to share your content
4. Engage with comments

Best times to post are lunchtime and evenings from 6pm onwards
USING TWITTER

1. Create a Twitter account with the same branding as your Facebook page
2. Regularly post the same content as Facebook
3. Ask people to please RT (retweet/share)
4. Use relevant hashtags (slide 18) in all posts
5. Ask influencers, key opinion leaders and patient leaders to share with their followers by simply posting @their twitter name; also ask pharma companies, charities, etc. to post on their feeds
6. Create weekly polls based on key issues and ask people to vote
7. Manage comments by simply thanking the person, answering their questions and providing relevant information links

Best times to post are mornings 8.00–9.30am, lunchtime and evenings from 6pm onwards
1. Create a YouTube page with the same branding as your other social media platforms
2. Add videos provided by the ABC Alliance
3. Use the relevant hashtags provided (slide 18)
4. Add a link to your YouTube channel on all communications (inc. emails and websites)
5. Manage comments by simply thanking the person, answering their questions and providing relevant information links

A good time to post is in the evening between 7–10pm
YOUR SOCIAL MEDIA CHECKLIST

✓ Keep all branding consistent across platforms
✓ Post at the suggested times (provided)
✓ Create an editorial voice with a strong, distinctive style across all platforms, which reiterates the support you and the ABC Alliance provide
✓ When posting, always ask for feedback/thoughts from your community
✓ Respond to all comments with resource links, i.e. ‘These guidelines on the management of metastatic breast cancer may help https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3298957/pdf/djq029.pdf’ or ‘Thank you for your kind words’, etc.
✓ For any personal issues addressed, ask people to email or message you directly through the platform so no sensitive information is displayed
POSTING ON SOCIAL MEDIA
CREATING CONTENT

• In addition to the content for Facebook and Twitter (provided soon), we recommend that you also generate content.
• To maximise engagement, it's best to create content that people are searching or asking for.
• By using the following free online tools, you will be able to create content that sits nicely alongside the ABC Alliance-provided content.
AnswerThePublic is a valuable tool that helps support patients, caregivers and healthcare professionals with their questions by gathering information from search engines on what the public are asking.

1. Visit [https://answerthepublic.com](https://answerthepublic.com)
2. Simply enter your keyword; for example, type ‘Advanced Breast Cancer’ into the search box
3. Choose your language
4. Click ‘Get Questions’
5. You can download the results by clicking “Download CV File” in the top right hand corner
6. By exploring the results, you can find content that supports the videos; for example, living with breast cancer is one of the most searched keywords, so you can tweet “Living with advanced breast cancer? Watch our video (with link to video and relevant hashtags)”
CREATING CONTENT: GRADING YOUR COPY

Readability grader is a great tool to check if the content you are putting out on social media works well and will drive maximum awareness and engagement.

1. Visit https://readability.visiblethread.com/ (you may need to give your email address, but the tool is free)
2. Enter your copy under ‘Analyse your text’ click ‘Analyse’
3. View your results; over 50% is good
4. If worse than 50%, amend your copy and follow the same steps again
5. Once you have a clear message and good results, copy and paste your text into Facebook or Twitter to post
USING HASHTAGS

Hashtags are important to drive awareness, engagement and re-posting; people usually search on social media and hashtags are a way for them to find your content.

Simply copy the below hashtags where relevant and add to every post

- #AdvancedBreastCancer
- #BreastCancer
- #metastatic
- #cancer
- #MetastaticBreastCancer
- #MBC (can use but also has non-related issues)
- #bcsm (this is https://bcsm.org/ a social media community for breast cancer) they have a good following and support, which can help drive more awareness of your content

For local languages, simply translate the hashtag and post
Using influencers, i.e. organisations, charities, key opinion leaders (KOLs) etc. will help you drive more awareness of your content.

1. To approach influencers, you can simply message them directly on Twitter or tag them in your post:
   - Click on their Twitter profile
   - Click the envelope graphic at the top
   - This will take you to a private message, and you can simply ask if they would re-post or share your link

2. To tag influencers and ask for a re-post:
   - Click on ‘Tweet’
   - Add @ and then start typing their username
   - You’ll see a dropdown with their Twitter username
   - Click their username and then ask them to re-post your content
HOW TO FIND INFLUENCERS ON SOCIAL MEDIA

To find influencers for yourself, you can use a tool called BuzzSumo – this is free, but has a monthly limit

1. Visit https://buzzsumo.com/
2. On the homepage, you’ll see a search box, enter your keyword
3. You’ll then get a list of results on the navigation bar; at the top, click ‘Influencers’ then ‘Twitter’
4. You’ll then see a list of the most influential users
5. To filter by country, click on ‘Location’ and enter your country; then click ‘Go’ – this will then display a list of influencers in that location
YOUR SOCIAL MEDIA POST CHECKLIST

✓ Use the right hashtags (slide 18)
✓ Create a calendar plan for posting 3–5 days a week
✓ Post at the best times for each platform (provided in this toolkit)
✓ Don’t forget to tag influencers
✓ Reply to comments with relevant messages
USING THE SOCIAL MEDIA OPTIMISATION TOOLKIT
USING THE SOCIAL MEDIA OPTIMISATION TOOLKIT

- Tuesday 4\textsuperscript{th} February – World Cancer Day
- Follow the ABC Global Alliance Twitter account (@ABCGlobalAll) and:
  - Retweet
  - Like
  - Comment
- Watch out for the \textit{launch of our video} (filmed at ABC Lisbon) – coming soon!
  - Social media content to support the video will be shared with members