

# SOCIAL MEDIA 101

## FOR CANCER CARE PROVIDERS

As a cancer care provider,  
you can use social media to:

- Connect with colleagues and oncology leaders across the globe
- Stay up to date on the latest oncology news and research
- Showcase your leadership in oncology care

### TOP 10 TIPS TO REMEMBER WHEN USING SOCIAL MEDIA

- 1** First, define your goals and determine what motivates you. Keep your social media “purpose” top-of-mind to maintain consistency when you share content and engage with other users.
- 2** Showcase your expertise with a detailed profile description that alerts users that you’re available to help and provide answers to their questions. In your description, let people know who you represent (self or organization) and that a RT/Follow is not an endorsement. If representing yourself, add “views/opinions are my own” to your description.
- 3** Before you start engaging, follow organizations and people who share trusted information relevant to your goals and needs.
- 4** To find credible, like-minded profiles, search for terms and hashtags and assess who is interacting on a consistent basis. [Symplur](#) is a great tool to find relevant healthcare hashtags and engaged [Twitter](#) users.
- 5** It’s also helpful to first take some time to see how others use the tool for guidance and tips. This will help you better understand how to format your messaging and engage with people across social media networks.
- 6** When you’re ready to begin posting, use simple language and keep your posts or tweets as brief as possible. When it comes to social media, less is more.
- 7** Maintain a consistent pace with your social media activity. Avoid taking weeks away or overwhelming followers with an influx of posts/tweets all at once. If possible, dedicate twenty minutes a day to social media.
- 8** Credit your source by providing a link whenever applicable. Make sure that your source is credible and that the link is not broken.
- 9** Be transparent and realistic with your audience. Your followers will trust and respect your opinion if you’re honest and human in your interactions.
- 10** When someone asks you a question or engages with you on Twitter, always offer a reply. A simple “thank you” goes a long way.

### ADDITIONAL TIPS

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- Use relevant hashtags on Twitter to help people find you – but limit your hashtags to two hashtags per post or tweet.
- Participate in patient-focused Twitter chats. Symplur can also help you find upcoming Twitter chats that pertain to your expertise.
- Use Direct Messages when privacy is best.
- Find [Facebook](#) groups and engage.

