Harnessing the Power of Social Media for HPV Prevention: 
*Tools and Resources*

December 12, 2016

Kelli Vos, MSPH
Communications Manager
Objectives

• Provide an overview of social media
• Review Twitter “do’s and don’ts”
• Discuss resources for reaching providers and parents with HPV prevention messages
Social Media 101

• Social media is growing
• Social media is more than just Twitter and Facebook!
Providers and Social Media

- 76% of online adults use social networking sites
- 70% of physicians report using social media on at least a monthly basis
- 2012 study found 24% of primary care physicians and oncologists used social media daily or many times to scan or explore medical information
Twitter Best Practices

• Keep Tweets short (100-110 characters)
• Add photos or videos
• Tweet @ author or organizational Twitter handles when possible
• Shorten links
• Promote engagement with other organizations by favoriting or Retweeting
• Be responsive and interactive
• Proofread before you post
Anatomy of a Tweet

Username
Click to see tweets and replies/favorites/retweets

Shortened URL using goo.gl

Hashtag: Users who click on this will see all tweets that have #HPVvax in them

Name

Reply
Retweet
Like (formerly “favorite”)

Tweet Analytics

Image added (created using Canva)

UPCOMING WEBINAR: Using Social Media to Reach Health Care Providers
December 9, 3:00 p.m. EST
Join us for a presentation on tips, strategies and helpful resources for communicating w/providers about HPV vaccination
Good Tweets vs. Bad Tweets

• Bad Tweet:
  – Join us for our webinar on January 12\textsuperscript{th}!

• Good Tweet:
  – Join us at our upcoming 1/12 \#HPVVax webinar on reaching parents/providers! More info/RSVP here: http://bit.ly/HPVVax

• Extra Credit: Add an image or gif!
Good Tweets vs. Bad Tweets

• Bad Tweet:
  – Reading an interesting article on HPV vaccination

• Good Tweet:
  – Great article in @washingtonpost explaining implications of new HPV vax requirements: http://bit.ly/oXfJ

• Extra Credit: Use a hashtag to provide context for your discussion!
Growing Your Twitter Audience

• Tweet relevant and engaging content
• Don’t Tweet too much or too little! (3-4 times/day)
• Find your voice and where your organization can add value to the conversation
• Engage with others (especially champions)
• Use hashtags and tweet at other organizations (Retweets=↑ impressions)
Facebook Best Practices

- Shorter posts get more distribution
- Use photos or videos to make your posts stand out
- Use a conversational tone
- Create posts that start with questions
- Vary your post type
- Track your results and act on them
Additional Strategies

• Tie-in with other health observances
  – January: Cervical Health Awareness Month, Cervical Cancer Awareness Month
  – February: National Cancer Prevention Month, World Cancer Day

• Host or participate in a Twitter Chat
• Host a Twitterview
Best Practices

• Plan early!
• Expand your audience and reach by partnering with other organizations
• Use an original hashtag
• Prepare questions and responses in Tweet format in advance
• Involve well-known local figures to raise the profile of your event
Measure Success

- Analytics tools are often free (Facebook, Twitter, Google Analytics)
- Klout - tracks the influence and reach of your social media posts
- Evaluate often and don’t be afraid to adapt your strategy
Resources

Resources

Facebook Posts for Healthcare Professionals

HPV Vaccine
HPV vaccination rates remain low, and lags behind those of H1N1 and meningococcal conjugate vaccines. There may be opportunities to prevent cancer in your patients. Vaccinate all ages 11–12.

In [INSERT STATE], only [X]% of adolescent girls have received one or more doses of HPV vaccine, according to the CDC. Yearly strong recommendations for HPV vaccine but no protection against a generation of [INSERT STATE] adolescents who have been infected with HPV vaccine-preventable strains of human papillomavirus (HPV) from cancer caused by HPV (data coverage levels can be found here: http://www.cdc.gov/vaccines/vad/pubs/coverage/insertstate-data/1001191911.html). If this is easier to prevent cervical cancer than to treat it, why don’t we catch 30% of all [INSERT STATE] adolescents before their first dose of HPV vaccine? Year strong recommendations: one protection against a generation of [INSERT STATE] HPV strains and strains from cancers caused by HPV. (Data coverage levels can be found here: http://www.cdc.gov/vaccines/vad/pubs/coverage/insertstate-data/1001191911.html).

Gardasil 9
Gardasil 9 provides protection in 6 additional HPV types responsible for approximately 10% of HPV cancers in females and 18% in males.

Gardasil 9 in patients recommended for girls and boys by ages 11–17 for protection against two additional HPV types that cause 6% of HPV-associated cancers in females and 6% in males.

Vaccine Safety
Approximately 75% of doses of HPV vaccine have been distributed since vaccine was introduced, and no serious safety concerns linked to HPV vaccination.

CDC & FDA have found HPV vaccines are safe & effective. Gardasil, the first vaccine approved by the CDC, & FDA, have a safety profile comparable to other vaccines. Most reported adverse events following HPV vaccination are considered minor. Find at injection site, redness, bruising, pain & itching are the most common adverse events after HPV vaccination.

Paying for HPV Vaccine
Need help paying for HPV vaccine? Girls and boys 9–18 without insurance coverage qualify for Vaccines for Children program.

Girls and boys 9–18 without insurance coverage for the HPV vaccine may qualify for Vaccines for Children program.

Resources

HPV Vaccine is Cancer Prevention: June ACIP Update and Opportunities for Summer HPV Vaccination

Centers for Disease Control and Prevention
National Center for Immunization and Respiratory Diseases
Friday, June 26, 2015
12:00 PM – 1:00 PM ET

Resources

http://bit.ly/2gjWYmh
Resources

http://bit.ly/2ho9KFm
Use Earned Media to your Advantage

Medscape Medical News
'Announcements' Beat Conversations for HPV Vaccine Uptake
Beth Skwarecki
December 07, 2016

YOUR HEALTH
Advice For Doctors Talking To Parents About HPV Vaccine: Make It Brief
December 5, 2016 - 5:39 AM ET
Heard on Morning Edition

2 Doses of HPV Vaccine Effective for Younger Teens
Global study supports revised regimen for those under 15

HUMAN PAPILLOMAVIRUS (HPV) | BOSTON UNIVERSITY
Why do so many U.S. teens skip the HPV vaccine?
Posted by Lisa Chedekel-Boston U. | December 2nd, 2016

THE GEORGE WASHINGTON UNIVERSITY
WASHINGTON, DC

GW Cancer Center
Questions?

Kelli Vos
kvos@gwu.edu
(202) 994-3940
@gwbcancer
www.gwbcancercenter.org
References


