20 June 2015

Top tips for social media engagement

ECPC Annual General Meeting

Davide Marchi

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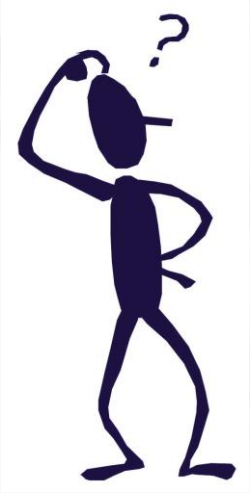

who?

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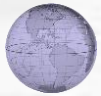
Today...

1.4 billion users
2015

150 million users
2015



300 million
2015

75 million
2015

7.2 billion
2013

500 million
2015

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Sources: statista.com, United Nations, European Commission

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...who...

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...why...

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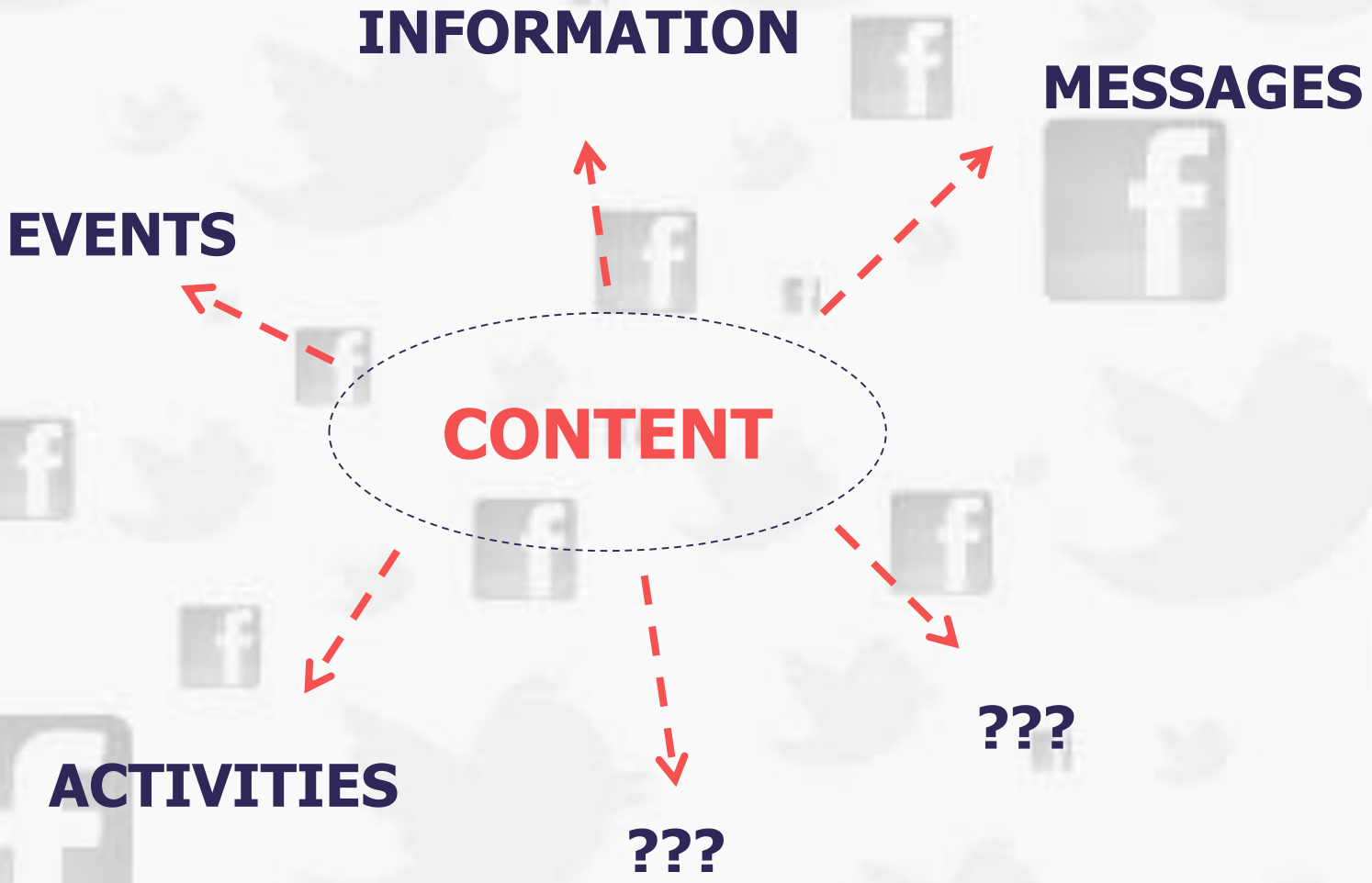
...what...



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...how!

SOCIAL MEDIA TIPS

FOR CANCER PATIENTS AND THEIR ADVOCATES

twitter facebook

Improve your impact on social media following these simple suggestions!

1. **Get involved**
   Using social media gives you a great advantage to communicate what you do, your opinion and your needs with other patients/organisations like you. Do not miss this chance!
2. **Tell people about yourself**
5. **Contextualise your activities**
   Embed links of your events/initiatives in your posts, use hash
   and tag people to your posts.
6. **Be visual**
   Tweets and posts in general are engaged with around 4 ti

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Tips for using Facebook

- Branding – be consistent
- Update regularly
- Post pictures and videos
- Keep posts short and interesting – use links!
- Ensure coherence and consistency in posts and across social media platforms

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Tips for using Twitter

- Branding – be consistent
- Keep to 140 characters – less if possible!
- Shorten URLs (e.g. use ‘Google url shortener’)
- Include pictures and videos
- Use relevant hashtags to be more searchable
- If starting a Tweet with ‘@’, precede by ‘.’
- Retweet often as a way to engage
- Send similar Tweets at various times of day

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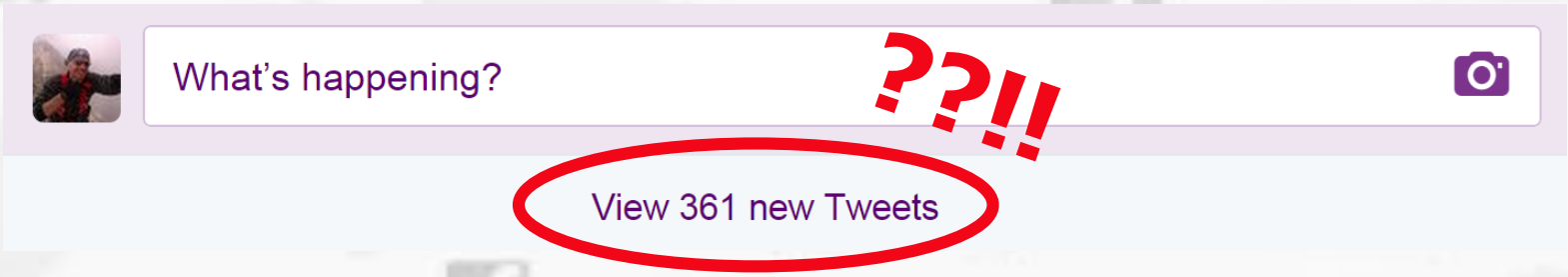
Twitter tools



- ⇓ Fast-paced discussion; short life-span
- ⇓ Messages frequently missed, due to high number of Tweets
- ⇓ Can be chaotic

WIDE ARRAY OF FREE MONITORING TOOLS

Tweetdeck

symplur

tweetreach

hootsuite

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ECPC & its members

361 MEMBERS

1 UMBRELLA ORGANISATION

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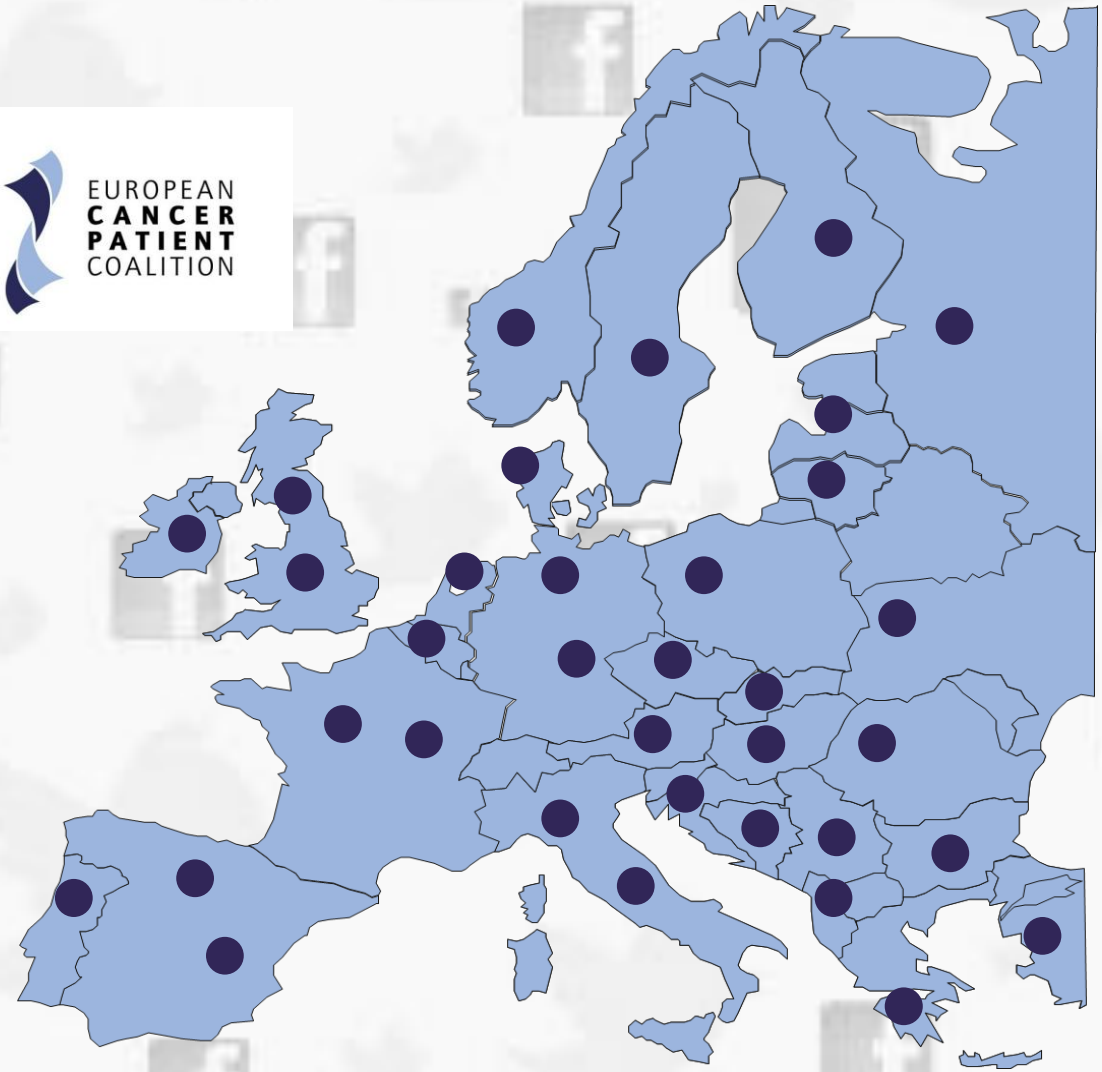

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THANK YOU!

THE FLOOR IS YOURS

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