

## SOCIAL MEDIA CHEAT SHEET – “Let’s Talk About NETs”

NET CANCER DAY – NOVEMBER 10<sup>TH</sup> 2016



### TWITTER

Twitter handle: @netcancerday  
@unicornfound  
Hashtag: #netcancerday  
Additional hashtags (if needed): #netcancer  
#neuroendocrine  
#incalliance  
#Letstalkaboutnets

Maximum message length: 140 characters, however best to use only 120 characters so people can retweet your message easily with RT @netcancerday in front of the post.

➤ Search for politicians, celebrities, pharmaceutical contacts to tag in your tweets.

@username	Use this to talk or reply to other users by tagging them. Placing the @ symbol in front of a username to tag another user in your Tweet. Eg. @unicornfound Great work raising the awareness of #netcancerday #letstalkaboutnets
Retweet (RT)	This is a way for someone to share a Tweet from another user's account. Start the tweet with RT followed by a single space then tag the username responsible for the tweet then paste the text you wish to pass on to your followers with your own comments (if space allows) Eg. RT @netcancerday (paste text)
Direct message (DM)	A private message can be sent directly to a user on Twitter who is already following you. These do not show up on your public Twitter feed. Eg. DM @unicornfound Great post
Hashtag	Using the # symbol in front of any word or phrase tags/groups your Tweets. When someone clicks that hashtag, they see your Tweet along with everyone else's using that same term. All tweets should have #NETCANCERDAY and/or #Letstalkaboutnets

## FACEBOOK

- Encourage followers to change their profile picture to our NET CANCER ribbon (supplied)
- Encourage sharing by followers to all their followers to spread the message
- Key messages and images (start posting 6 days ahead in lead up to November 10) as per list below
- Encourage patients etc to upload pics of them sipping from a “Let’s Talk About Nets” cup and uploading to NET Cancer Day facebook page

### Key messages:

- 5-7 out of every 100,000 are diagnosed with #netcancer each year <http://incalliance.org>
- 50% of #netcancer patients have secondary growths at diagnosis <http://incalliance.org>
- 60-80% of patients are diagnosed with #NETCANCER at advanced stage showing the need for symptom awareness <http://incalliance.org>
- Misdiagnosing is common. On average #netcancer patients see 6 healthcare professionals over 12 visits before a correct diagnosis <http://incalliance.org>
- Symptoms of #netcancer are often similar to more common conditions: IBS, asthma, diabetes <http://incalliance.org>
- #netcancer can arise throughout the body in organs that contain #neuroendocrine cells such as the stomach, bowel, lungs, pancreas <http://incalliance.org>
- Nearly all #NETCANCER are considered to be malignant as they grow uncontrollably and spread <http://incalliance.org>
- More than 80% of #netcancer patients stopped working as a result of their cancer <http://incalliance.org>
- Patients treated in a #netcancer specialist centre feel more empowered and knowledgeable about their treatment and care <http://incalliance.org>
- The incidence of #neuroendocrine cancer is low, but #netcancer patients are everywhere. Thankfully, many live long & happy lives. #netcancerday <http://incalliance.org>
- #netcancer if you don’t suspect it you can’t detect it #letstalkaboutnets <http://incalliance.org>

### Images - Facebook

Cover photo:	851 x 315
Profile photo:	180 x 180
Shared image:	1200 x 1200
Link image:	1200 x 627

To avoid compression when you upload your cover photo, make sure the file size is less than 100KB.  
Save image as a JPEG with sRGB color profile.

### **Images – Twitter**

Header photo: 1500 x 500

Profile photo: 400 x 400

Shared photo: 1024 x 512

Photos to include in a post can be up to 5MB; animated GIFs can be up to 3MB.

They accept GIF, JPEG, and PNG files.

They DO NOT accept BMP or TIFF files.

Photos will be automatically scaled for display in your expanded Tweet and in your user gallery.

### **Promotion of Supporting Cafes and business**

- List on your website
- List on INCA website under each country
- Tweet pictures
- Upload to instagram
- Encourage people to like their page on facebook (if available)