

4 Tips to Build Brands, Find Followers and Attract Fans

Megan Maisel, director,
Integrated Media Communications
UT MD Anderson Cancer Center

@MDAndersonNews

The University of Texas MD Anderson Cancer Center

#prbootcamp



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cancerwise

Support, inspiration and insight for your cancer journey

Chordoma survivor on gratitude after cancer treatment

By Cancerwise Blogger on October 15, 2013 7:30 AM | Comments (0)


By Hank Lech

Recently, I was reflecting on everything that had come up since my chordoma diagnosis and surgery.

In the process, I recalled the F I made on my very first exam in elementary. That F turned out to be something to be thankful for. It motivated me. I ended up doing well in the class and in my other classes.

Could I be thankful for my cancer diagnosis, surgery and recovery, just as I had been thankful for the F?

Continue reading [Chordoma survivor on gratitude after cancer treatment](#)



Hank Lech and his daughter Briana

Like | Tweet | Share This


Healthier living for cancer patients: Embarking on The Road to Wellness

By Cancerwise Blogger on October 14, 2013 7:30 AM | Comments (0)

By Matthew T. Ballo, M.D.

"Dr. Ballo, I want to go on your Road to Wellness Program."

I love it when I hear this from patients, but there's one problem. It's not exactly a program. It's just the starting point for helping patients get and stay healthy.



What is The Road to Wellness?

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Words of wisdom about cancer from MD Anderson patients and caregivers

Throat cancer patient provides encouragement with guitar picks

AML patient remembers cancer treatment fondly

Bone marrow transplant patient meets his donor

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Bone marrow transplant patient meets his donor

FE CRAWFORD
Impassioned

"When I had breast cancer, MD Anderson treated me like I was the only person in the world. When I got lung cancer, there was just one place for me."

Read Fe's Story

Appointments available
Request an appointment

BEST HOSPITALS
US News & World Report
2013-14
Ranked #1 by U.S. News & World Report

Ask a question
1-877-632-6789

Patient and Cancer Information

Cancer Types

Look up a disease or condition.

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z

Care Centers and Clinics

Care Centers and Clinics

Children's Cancer Hospital
International Center
Services & Amenities
Getting Here

Education and Research

Resources for Professionals

We offer a wealth of publicly available resources and tools for clinical physicians, nurses, and research scientists.

Cancer Research

New and better ways to prevent, detect and treat cancer begin with discoveries made in basic science laboratories, followed by translating these discoveries into clinical application.

Education and Training

We offer an unparalleled depth and breadth of educational opportunities, from continuing medical education to undergraduate, graduate, and post-graduate programs.

Cancer Topics

View all cancer topics

Prevention and Screening

Symptoms and Diagnosis

Cancer Treatment

Cancer Survivorship

Prevention & Screening Overview

Cancer Risk Factors
Cancer Screening Guidelines
Genetic Testing & Counseling
Hereditary Cancer Syndromes
Chemoprevention



1

**Define audience(s),
standardize voice
across platforms**

MD Anderson Social Media Persona

All MD Anderson social media accounts run through the Integrated Media team should use the persona of a 40-year-old woman.

This means all posts and responses through social media accounts should sound like they are coming from someone who is:

- An expert
- Using the word “we” instead of “I”
- Motherly and compassionate
- Empathetic and acknowledges what the person is saying or feeling
- A cheerleader
- Sincere
- Helpful
- Resourceful
- Someone who avoids jargon, lingo and emoticons
- Uses abbreviations only when necessary or appropriate
- Follows MD Anderson’s editorial style

2

Clean house



MD Anderson Cancer Center

★★★★★

73,625 likes · 8,949 talking about this · 149,770 were here

Update Page Info Liked * ▾

Oncologist · Hospital · Medical Center
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73,625 Likes

About Photos Moon Shots Videos Likes



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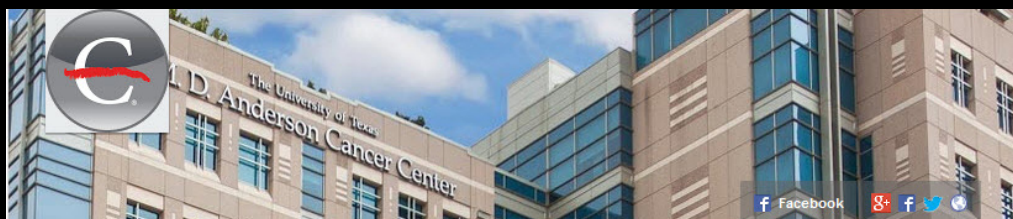
Houston, Texas · mdanderson.org

4,989 TWEETS

2,575 FOLLOWING

23,235 FOLLOWERS

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MD Anderson Cancer Center

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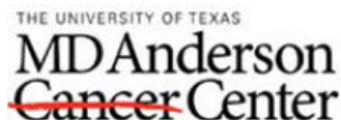
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1,839 subscribers
 2,399,041 views



Making Cancer History®

GUIDELINES FOR MD ANDERSON-BRANDED SOCIAL MEDIA ACCOUNTS

The social media accounts you manage on behalf of your department, program or service are a reflection of MD Anderson's brand. In many cases, your social media account may be the first interaction a person has with MD Anderson. Prospective patients may even make decisions about whether to seek treatment here based on the impression they get from and interactions they have with your branded Facebook or Twitter account.

Therefore, it's essential that all MD Anderson-branded social media accounts accurately reflect our institution's brand and core values and adhere to the Guidelines for MD Anderson-Branded Social Media Accounts, which are outlined here. While some of these guidelines are specific to either Facebook or Twitter, most are relevant to all social media account managers.

If you fail to adhere to these guidelines, Integrated Media Communications, which is part of the Communications Office, may remove the account or ask you to make changes to the account until compliance is achieved. Accounts not in compliance with these guidelines may not be promoted via MD Anderson's website or other social media channels. Questions should be directed to the Integrated Media Communications team at social@mdanderson.org.

Integrated Media Communications reserves the right to update these guidelines as needed.

SOCIAL MEDIA ACCOUNTS



Every MD Anderson-branded social media account is required to have more than one manager/editor.

3

**Develop strategy
for each platform**

One story, several ways

#prbootcamp

MD Anderson Cancer Center
October 16 · Edited

Telling her three children she had cancer is the hardest thing Monique Cohen's ever done. But positivity and humor helped her family make it through the year.

READ the Cohens' story: <http://bit.ly/1eqP2K7> via Jason's Deli #cancer #breastcancer



Like · Comment · Share
400 people like this. Top Comments

MD Anderson Cancer Center
November 29

READ Monique Cohen's story: <http://bit.ly/1iLHSDw> via Jason's Deli

“

After going through cancer treatment, I appreciate life more; I appreciate my family more. And I just want to live bigger now.

— Monique Cohen, breast cancer survivor

Cancer

”

Like · Comment · Share
627 people like this. Top Comments

MD Anderson @MDAndersonNews 16 Oct
How a young mom beat #breastcancer through humor and the support of family and @jasonsdeli: ow.ly/pRYLB #bcm #endcancer
Expand
Reply Delete Favorite More



MD Anderson @MDAndersonNews

30 Oct

VIDEO: #breastcancer survivor's family and @JasonsDeli team up to support our mission to #endcancer: ow.ly/qjSnM

View media

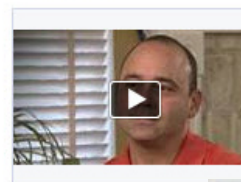


MD Anderson Cancer Center shared a link.

October 29

When Monique Cohen and her husband, Jamie, first came to MD Anderson for her cancer treatment, they were scared and overwhelmed. Now they're helping other patients by working with Jamie's employer, Jason's Deli, to support our mission to end cancer.

WATCH their inspiring story: <http://bit.ly/16GofVy> #cancer #breastcancer



End Cancer: The Cohen family story
[bit.ly](http://bit.ly/16GofVy)

Monique Cohen was a healthy, busy mom of three when, in early 2011, she noticed a lump during a breast self-exam. A lumpectomy revealed it was benign, but

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124 people like this.



Write a comment



Janice Rightme that your experier was outstanding a
Unlike · Reply



MD Anderson



Patricia Cochra best! I haven't see
University Avenue
Unlike · Reply

View 3 more comment

7,360 people saw this post

“After going through cancer treatment, I appreciate life more; I appreciate my family more. And I just want to live bigger now.”


Monique Cohen, breast cancer survivor

Cancer


Like many cancer patients,

Clear calls to action

#prbootcamp

 **MD Anderson Cancer Center**
August 23

SHARE this photo if you're fighting to end #cancer. — with Lynda Flores and 2 others.



Like · Comment · Share

779 12 976

 **MD Anderson Cancer Center**
November 6


Our doctors and nurses aren't the only ones who make a difference in our patients' lives.

TELL US: Who at MD Anderson has helped you?

Like · Comment · Share

231 people like this. 16

Top Comments ▾

 **MD Anderson Cancer Center**
November 11

Being a cancer caregiver can be very stressful. We know it's tough to care for a loved one with cancer and make time for yourself.

READ these tips for caregivers coping with stress: <http://bit.ly/18mxbG5>

 **MD Anderson Cancer Center**
November 9

Cancer that's passed down from generation to generation accounts for 5-10% of all cases. Knowing your risk for a hereditary cancer allows you to take steps to reduce your chances of getting it.

READ THE ARTICLE to learn about risk factors for hereditary cancer: <http://bit.ly/1936yiv>

Like · Comment · Share

141 people like this. 96

Top Comments ▾

Create sharable content

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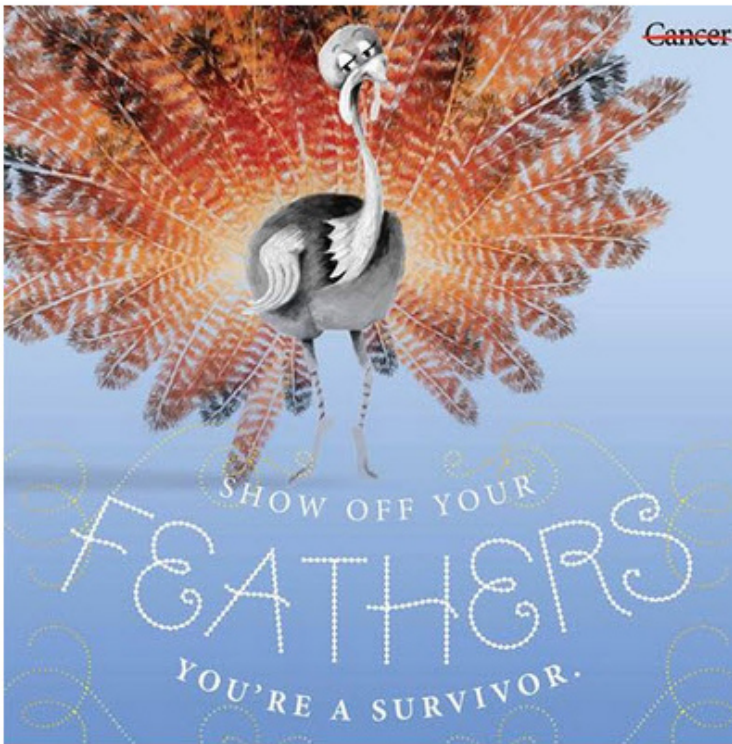


MD Anderson Cancer Center

November 27

At MD Anderson, you're a survivor the moment you receive a cancer diagnosis. And, we consider caregivers and family members survivors, too.

SHARE THIS to show you're proud to be a survivor. — with [Trenna Mondejar Black](#) and [Andrew Howard Black](#).



Like · Comment · Share

818

592 people like this.

Top Comments



MD Anderson Cancer Center

Yesterday

Today is National Cancer Survivors Day.

SHARE THIS photo if you're a survivor or caregiver, or to show support for someone who is.



Like · Comment · Share

2,27

Create sharable content

Today is the American Cancer Society's Great American Smokeout.

SHARE OUR QUIT TIPS and encourage others to quit smoking or make a plan to quit so they can reduce their risk of lung cancer and other diseases: <http://bit.ly/UTg15f> via MD Anderson's Focused on Health



Like · Comment · Share

150

172 people like this.

Top Comments



I celebrate
Cancer
Survivorship
with you!

Count on me for support.

We're honored to again be named the nation's No. 1 hospital for cancer care, according to the "Best Hospitals" survey published annually by U.S. News & World Report magazine. Our sincere thanks go to our employees, volunteers, patients and families, for your contributions to Making Cancer History®. <http://bit.ly/1dBik6u>



MD Anderson once again is ranked the nation's top hospital for cancer care in U.S. News & World Report's "Best Hospitals" annual survey.

Like · Comment · Share

2,080 101 900



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Houston, Texas · www.mdanderson.org

Repins from

- MyPlate Recipes
- American Cancer Society
- Centers for Disease Control...

30 Boards 486 Pins 73 Likes Unfollow All 1,394 Followers 147 Following

Words of Wisdom

Wherever I am and wherever you are in this exact moment is perfect because this moment is all we have.

— Brandie Sellers, breast cancer survivor

Unfollow

Cancer Caregiver Resources

Unfollow

Cancer Patient Resources

Unfollow

Healthy Bites Challenge: Ea...

Unfollow

Support a Cancer Survivor

Cancer can take away a lot of things, but never hope.

Unfollow

Get Fit

Unfollow

Protect Your Skin

Unfollow

Eat Your Way Healthy

Eat healthy today for a healthy tomo. 38 pins

Unfollow

Healthy Recipes

Unfollow

Super Kids

Unfollow

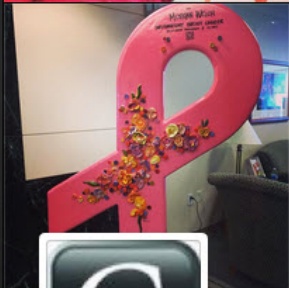
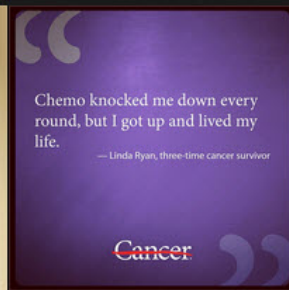
Parenting during Cancer

Women's Health

Men's Health

Inspiring People

Healthy Living



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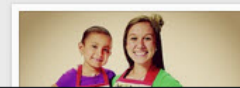
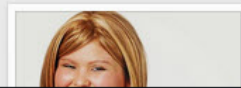
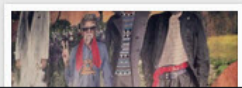
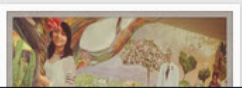
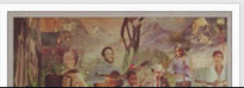
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98 posts

458 followers

34 following

October 2013



Sell tweets like magazines

#prbootcamp



MD Anderson @MDAndersonNews

11 Nov

4 bladder **#cancer** symptoms: ow.ly/qHemR **#endcancer** **#blcsm**

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MD Anderson @MDAndersonNews

30 Oct

5 types of liver **#cancer** treatment: ow.ly/qjSC1

Expand

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MD Anderson @MDAndersonNews

28 Oct

Smoking is responsible for 87% of all lung cancers. Here are 6 tips to **#quitsmoking** via [@focusedonhealth](https://twitter.com/focusedonhealth) **#endcancer** ow.ly/qeSd6



MD Anderson @MDAndersonNews

27 Nov

9 ways to say "Don't smoke around me." ow.ly/reoQ2 via [@FocusedonHealth](https://twitter.com/FocusedonHealth) **#cam13** **#lcsms** **#endcancer**

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26 Nov

8 symptoms of bone **#cancer**: ow.ly/rcb6P **#endcancer** **#scmsm** **#srcb**

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4

**Put effort into
what's working**



Search for people, pages, or posts



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You are a manager of this page. [Manage this page](#)

Profile

Hangouts




MD Anderson Cancer Center

www.mdanderson.org/

Following **+2,192**




About **Posts** Photos YouTube






MD Anderson Cancer Center
Shared publicly - Yesterday 8:00 AM #endcancer

VIDEO: Colon cancer patient's employer helps raise funds for cancer research <http://ow.ly/rkgBx> #endcancer @jasonsdeli



In their circles 297 people

-  Christina Domenico [Add](#)
-  IIBMedical Center [Add](#)
-  Siteman Cancer Center [Follow](#)

Have them in circles 1,188 people

Takeaways

- Use a standard voice
- Post every day
- Respond to everything
- Editorial calendar that includes sharable images
- Sell stories multiple ways
- Have clear calls to action
- Optimize content
- Use a consistent hash tag
- Use best practices from magazines

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