



PR News Digital PR Summit

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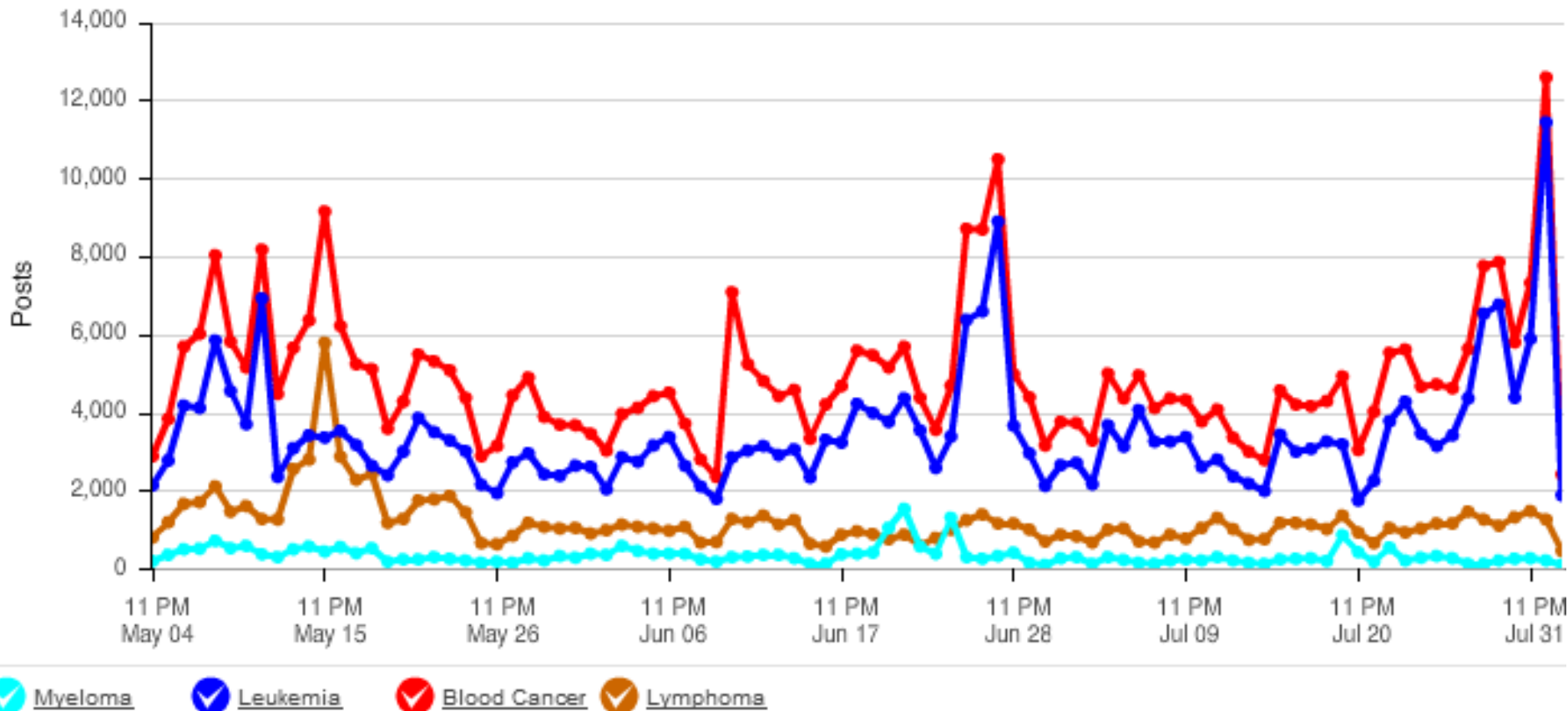
[@lymphoma](#)

Build Your Community

- Perfect your profile
- Find your followers
 - Discover the topics that are of interest to your constituents
 - Research conversations related to you
 - Follow others in your industry or niche
 - Identify key influencers

Research Relevant Conversations

- Blood Cancer Conversations



✓ Myeloma ✓ Leukemia ✓ Blood Cancer ✓ Lymphoma

Research Relevant Conversations

A word cloud centered around the word "leukemia" in a large, red, serif font. The word "leukemia" is the largest and most prominent. Surrounding it are various other words in different colors and sizes, including: "infection", "love", "treatment", "came", "hope", "free", "months", "family", "lost", "weeks", "disease", "good", "surgery", "little", "cancer", "photos", "life", "high", "story", "time", "blood", "took", "eyes", "times", "live", "old", "lymphoma", "needs", "long", "wall", "diagnosed", "cell", "fight", "hospital", "share", "dream", "acute", "work", "heart". The words are arranged in a roughly circular pattern around the central word.

Research Relevant Conversations

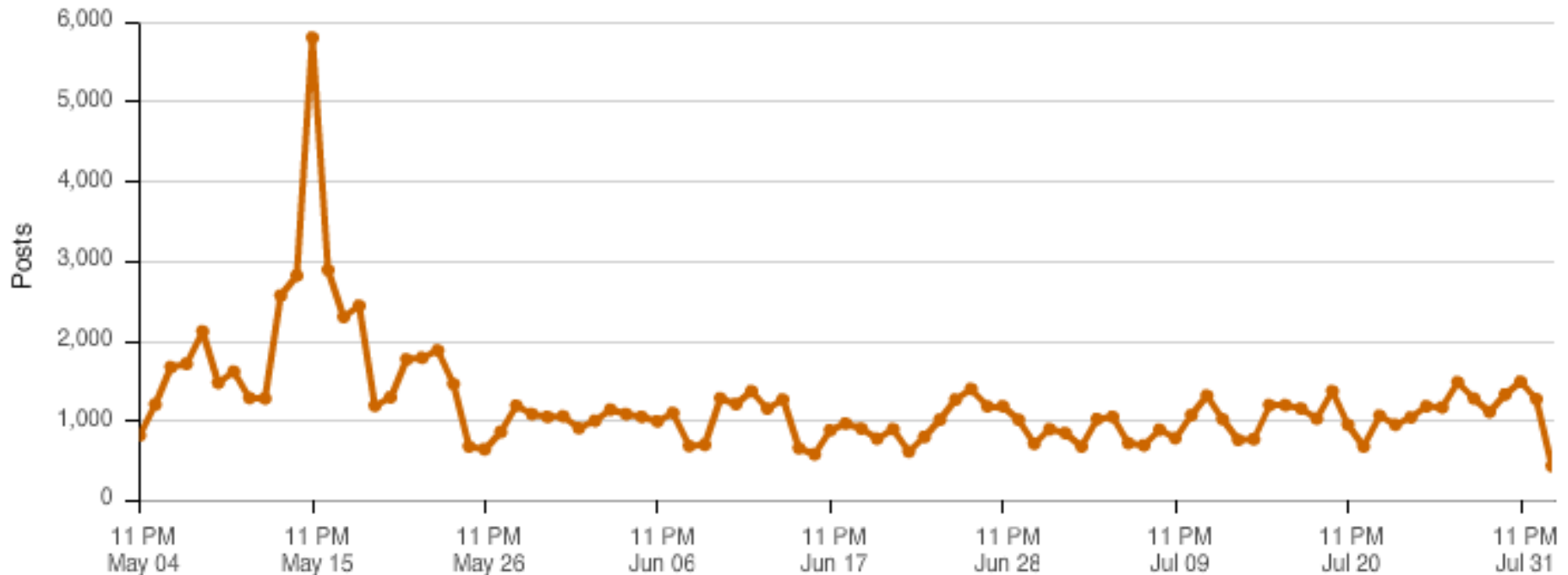


The image shows a screenshot of a Twitter search interface. At the top, there is a search bar containing the text "#bloodcancer". Below the search bar, the results are displayed under the heading "Results for #bloodcancer". There are two tweets visible:

- Michael Fisch @fischmd** (1h): Ponatinib: #FDA partial clinical hold, 12% clots, 6% #cardiotoxicity; reut.rs/19iWw0w ow.ly/pDUGn #bloodcancer #biotech
Retweeted by TalkAboutHealth and 1 other
Expand
- Datri @datreworld** (6h): All we need is more #awareness to save #BloodCancer #Patients. Stem Cell donation is an easy way Visit datreworld.org #GiftALife
Followed by Beat Blood Cancers and 8 others
Expand

Research Relevant Conversations

- Lymphoma Conversations



Research Relevant Conversations



Research Relevant Conversations



LLS, Georgia Chapter @LLSGeorgia

8 C

"Piper Medcalf, The Leukemia & **Lymphoma** Society's Georgia Chapter's New Executive Director"

atlanta.daybooknetwork.com/story/2013-10-... via @atlantadaybook

Expand



Anas Younes, M.D. @DrAnasYounes

Our update list of clinical trials for patients with Hodgkin and non-Hodgkin **lymphoma** at MSKCC... fb.me/Kp7p1IL0

Retweeted 2 times

Expand



Hodgkin's Lymphoma @hodgkinlymphoma

7 C

Singer is survivor of #HodgkinsLymphoma

fridayflyer.com/2013/09/27/sin... #Lymphoma

Expand



Lymphoma Club @LymphomaClub

7 C

#Lymphoma Club Follow-Up: Our May 2013 Survivor of the Month

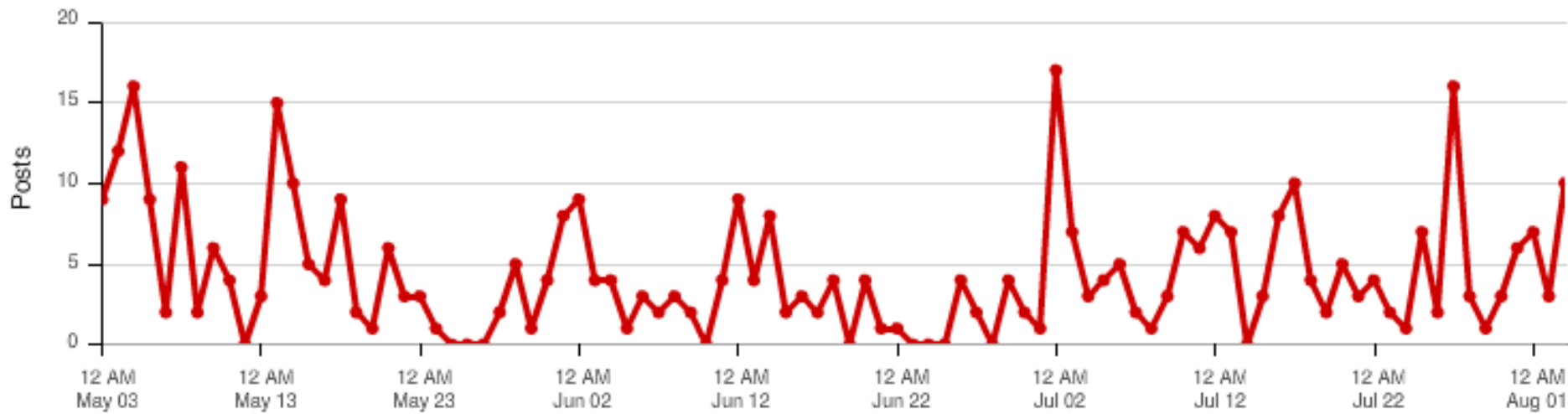
Mandy celebrates one year on fb.me/19uqfFP

pic.twitter.com/hUnE3KKkIv

Retweeted by Hodgkin's Lymphoma

Research Relevant Conversations

- LRF Conversations



Research Relevant Conversations

- LRF Conversations



EvergreenHosp Evergreen Hospital

Join our team at **the** 2012 **Lymphomathon** 5K Walk July 22 in Seattle. Proceeds benefit **research** to end **lymphoma**: <http://t.co/QUn6H4io>



Post from Paul Finnemore

PEOPLE PEOPLE PEOPLE please help us out we are walking in a 3k this weekend (May18th) and would like to meet our goal 2012 Michigan **Lymphomathon** - Team Statistics



Movie night to fight lymphoma in Surprise

The Arizona chapter **of the Lymphoma Research Foundation** is hosting a family movie night to raise funds to fight **lymphoma** and raise awareness.



Re: Joan Featured on Ya Know? New Joey Ramone LP...

elsewhere. As in past years, proceeds from **the** Bash go to benefit **the** Joey Ramone **Foundation** for **Lymphoma Research**. Leigh reflects "Over **the** past

Identify Influencers

- Ranked off “influence score” = (followers)(relevant posts)
 - @BeatBloodCancer
 - @GetSwabbed
 - @DrAnasYounes
 - @HodgkinLymphoma
 - @LymphomaClub
 - @Cancer_connect
 - @Sloan_Kettering
 - @DanaFarber
 - @FoxChaseCancer
 - @AmericanCancer
 - @TheNCI



@DrAnasYounes
Lymphoma expert, and Professor of Medicine
MSKCC.



@AmericanCancer
The official American Cancer Society Twitter
stream



@TheNCI
Updates from the US Government’s lead agency
for cancer research

Develop Social Media Strategy

- Use your findings to develop a strategy
- Determine how you can impact the conversations in a meaningful way
- Draw on the existing strengths of your organization
- Discuss social media goals as an organization
- Integrate into overall communications strategy

Execute Social Media Strategy

- Deliver meaningful and consistent content
- Use appropriate hashtags
- Interact with potential brand ambassadors and acknowledge them for their impact
- Cultivate strategic partners
- Promote across all platforms and cross-promote with existing partners

Develop Effective Hashtags

- Develop a list of hashtags that connect with your overall mission and strategic plan
 - Be clear and concise
 - Make sure hashtags do not have alternate meanings
 - Understand other uses of the hashtags
 - Promote hashtags internally and externally – so all partners and stakeholders use the same hashtags

Sample Hashtags

- Sample of Lymphoma Research Foundation Hashtags
 - #EdForum
 - #EdForumChat
 - #AsktheDoctor
 - #LRFAdvocacy
 - #Lymphomathon
 - #TeamLRF
 - #FocusOnLymphoma
 - #LRFAmbassador
 - #BCAM
 - #LightItRed
 - #Lymphoma

Utilize Effective Hashtags

- Join relevant conversations
 - Add value to existing conversations
 - Utilize appropriate trending hashtags
 - Engage with key influencers
 - Cross-promote initiatives and relevant content
- Highlight unique aspects of your organization
 - Use hashtags as an extension of your brand
 - Limit to a few clear and specific hashtags per tweet
 - Be consistent

Join Relevant Conversations



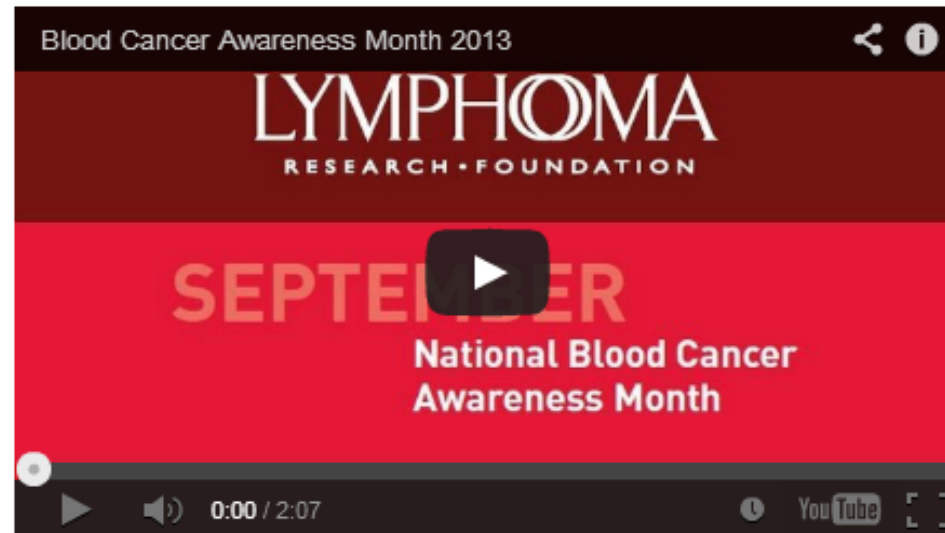
LymphomaResearch @lymphoma

1 Sep

Today is the start of #BloodCancer Awareness Month. Share our video and RT to help raise awareness! ow.ly/oIJmc #BCAM

Hide media Reply Delete Favorite More HootSuite

YouTube



Blood Cancer Awareness Month 2013

Awareness and education are powerful tools in the race to find a cure for lymphoma. This September, in honor of National Blood Cancer Awareness Month, the Ly...

Join Relevant Conversations



LymphomaResearch @lymphoma

1 Sep

Did you know that every 7 minutes someone is diagnosed with #bloodcancer? RT #BloodCancerAwareness #BCAM ow.ly/oIJJi

Collapse

← Reply 🗑 Delete ★ Favorite ⋮ More 🐦 HootSuite

262
RETWEETS

30
FAVORITES



12:02 PM - 1 Sep 13 · Details

Engage with Key Influencers



LymphomaResearch @lymphoma

5 Jun

::UPDATE:: @US_FDA approves the first and only oral therapy for #mantle #cell #lymphoma, lenalidomide (Revlimid). ow.ly/IKweO

Expand



LymphomaResearch @lymphoma

5 Jun

RT@asco: JCO Original Report: Survival of Pts w/ PTCL: Relapse, Prognosis & Prognostic Factors ow.ly/IJoGh
pic.twitter.com/7wKfU6sUW0

View photo

Cross-Promote with Partners



LymphomaResearch @lymphoma

28 Sep

RT @DanaFarber: "There is abundant life after cancer." Inspiring story from lymphoma survivor Kelly Payne #EdForum

Expand



Dana-Farber @DanaFarber

27 Sep

Our own Dr. LaCasce co-chairs this weekend's lymphoma #EdForum. Thanks @lymphoma for your patient ed support. bit.ly/1fv1aOI

Retweeted by LymphomaResearch

Expand



Niagara Falls USA @NiagaraFallsUSA

15 Sep

Yes! 8:30-8:45 & 10:15 "@lymphoma: @niagarafallsusa and @niagarafalls will #LightitRed tonight for World #Lymphoma Awareness Day! #WLAD"

Retweeted by LymphomaResearch

Extend Brand to Social Media



LymphomaResearch @lymphoma

28 Jun

Help raise critical funds for #bloodcancer research by walking in the Philadelphia #Lymphomathon on 10/20 ow.ly/mucyc #lymphoma

Expand



LymphomaResearch @lymphoma

30 Jul

Register now for the next #Tucson #AskTheDoctor About #Lymphoma program on 9/12 ow.ly/nthiy #lymphomaeducation

Expand



LymphomaResearch @lymphoma

16 Jul

LRF provides a #clinicaltrials assistance to increase awareness about #lymphoma treatments conducted nationwide ow.ly/n1H5b

Expand

Cultivate Brand Ambassadors

- Internal Brand Ambassadors
 - Tap into your established network
 - Leverage existing brand ambassadors
- External Brand Ambassadors
 - Research your niche influencers
 - See what people are already saying about you or related topics
 - Follow the top people using relevant hashtags
 - Interact with influencers on relevant topics; solicit feedback
 - Offer something “exclusive” to your network of followers
- Integral Part of Your Mission
 - Give potential ambassadors something to do (share information, provide feedback, etc.)
 - Acknowledge, engage and make ambassadors feel valuable

Existing Brand Ambassadors



Dana-Farber @DanaFarber

27 Sep

Our own Dr. LaCasce co-chairs this weekend's lymphoma #EdForum. Thanks @lymphoma for your patient ed support. bit.ly/1fv1aOl

Expand

← Reply ↻ Retweeted ★ Favorite ⋮ More



Anas Younes, M.D. @DrAnasYounes

28 Sep

Thank you Kinya and Peggy Ann for organizing this event on behalf of the LRF. You always do an outstanding job! #EdForumChat.

Expand



Anas Younes, M.D. @DrAnasYounes

28 Sep

Thanks to all of you for participation and for the LRF for sponsoring this event. Hope you found it educational. #EdForumChat

External Brand Ambassadors



Elizabeth Naylor @ehnnaylor

30 Sep

Every 7 min in the USA someone is diagnosed with blood cancer. Go to [@lymphoma](#) and see how you can help! [#bloodcancer](#) [#BCAM](#)

Expand



Anas Younes, M.D. @DrAnasYounes

29 Sep

Yesterday's LRF Edforumchat twitter event: Few tweets with a huge impact > 1 million impressions... [fb.me/2QJ5Otq5D](#)

Retweeted by Elizabeth Naylor

[View summary](#)



LymphomaResearch @lymphoma

29 Sep

Special thank you to Drs. and LRF SAB members Ann LaCasce and Sonali Smith for co-chairing this great [#EdForum](#) [ow.ly/i/3hpep](#)

Retweeted by Elizabeth Naylor

[View photo](#)



LymphomaResearch @lymphoma

29 Sep

Third round of breakout sessions are coming up: Disease-Specific Clinical Trail Forums and New Therapies for [#lymphoma](#) [#EdForum](#)

Retweeted by Elizabeth Naylor

External Brand Ambassadors



Chris Zavadowski @chriszavadowski

29 Sep

Listening to FANTASTIC plain-English lymphoma presentation from Dr. Steven Horowitz! Great job @lymphoma #EdForum



Chris Zavadowski @chriszavadowski

28 Sep

@lymphoma @DrAnasYounes Thanks for the free #EdForumChat today!

[View conversation](#)



Chris Zavadowski @chriszavadowski

28 Sep

@lymphoma what excites you most for the future of lymphoma and treatments?

[Expand](#)



Chris Zavadowski @chriszavadowski

28 Sep

@lymphoma how long do you think it will be until we have a chemo-free world?

— · · ·

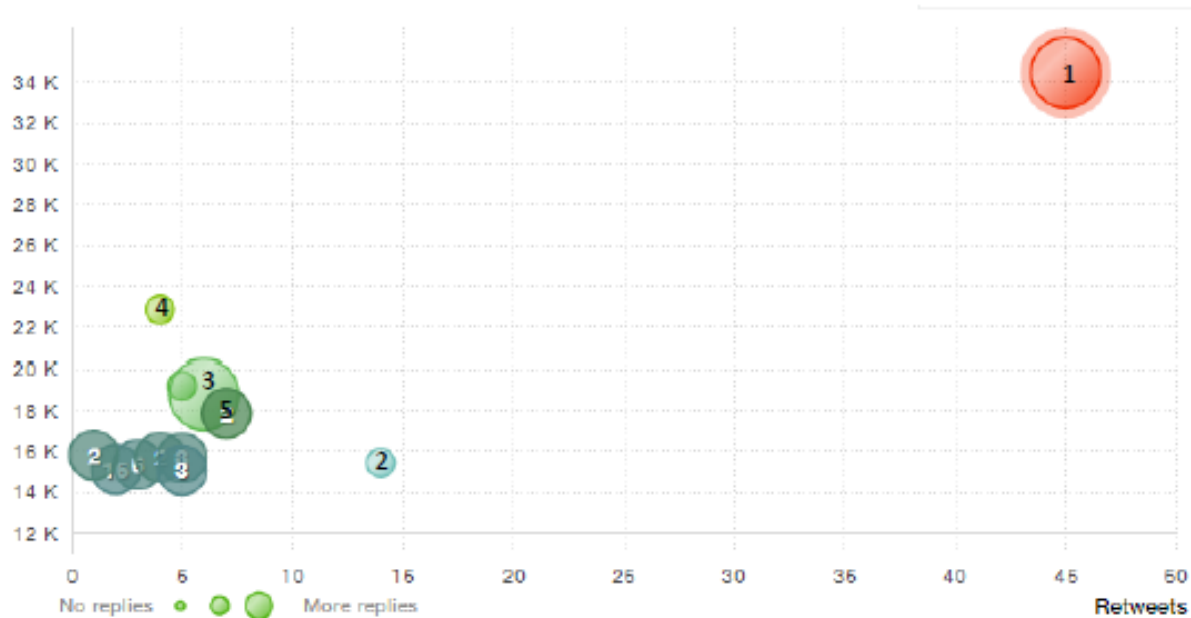
Measure and Optimize for Success

- Set realistic goals
 - Followers, impressions, engagements
- Track and measure results
 - Third Party Analytics (i.e. Crowdbooster, Hootsuite, TweetReach)
 - Clicks to links (Bitly , Google Shortener and Google Analytics)
- Optimize for success
 - Utilize metrics to adjust strategy as needed
 - Manage Twitter account daily
 - Schedule posts
 - Vary content
 - Twitter Ads

Measure and Optimize for Success

Twitter: Key Statistics

	Total Followers	Total Retweets	Total Mentions	Potential Impressions
Last month	15,387	168	60	627,425
	13,863 ↑11%	94 ↑79%	62 ↓3%	618,210 ↑1%
Last year	4,235 ↑263%	23 ↑630%	41 ↑46%	143,025 ↑77%



Measure and Optimize for Success

Twitter: Most Retweeted

	Story	Retweet	Impressions
1.	"#BloodCancer #Awareness Month is next month! Help raise awareness & stay connected with #LRF. #BCAM"	45	34.5K
2.	"In the #LosAngeles metro area? Attend our #AskTheDoctor About #Lymphoma program on 8/21 and get your Q's answered!"	14	15.4K
3.	"Use hashtag #EdForumChat & mention @lymphoma & @DrAnasYounes with your #lymphoma questions during our Twitter chat on 9/28 at 1PM EST.	7	17.9K
4.	"Nearly 1 month away! Have you registered for the Chicago #Lymphoma #ResearchRide on 9/22? Peddle for a cure!"	4	22.9K
5.	"We've surpassed 15K followers! Thank you for your support and raising awareness for #lymphoma!"	6	18.8K

Twitter: Activity Analysis

The Foundation began teaser tweets promoting Blood Cancer Awareness Month towards the end of August—garnering 45 retweets and nearly 35,000 impressions. The Los Angeles Ask the Doctor program was very popular, as well. There are rarely events to promote in that area, so followers appreciated being informed of an event in their area. Retweets and mentions steadily increase as well. A goal of a minimum of 50 retweets and mentions can comfortably be set going forward.

Measure and Optimize for Success

Monthly Goals: LRF Social Media

To maintain growth and activity for Facebook, Twitter, LinkedIn and YouTube the following goals are in place for next month:

- Maintain a minimum of 50 retweets and 50 mentions.
- Average 4 posts per day on the LRF Facebook page.
- Increase YouTube video posts on the Foundation's other social media platforms.
- Maintain an average of 100 views on YouTube.
- Maintain a minimum of 3,000 engaged users and 100,000 impressions.
- Maintain a minimum of 1,000 referral visits from social media to lymphoma.org.
- Engage members of the Twitter community to increase participation in, media coverage for, or awareness of upcoming chapter events or programs (Lymphomathons, Ask The Doctor, etc.) and general LRF news.

Case Study: Twitter Chat

- Lymphoma Research Foundation Twitter Chat
- Planning of Twitter Chat
 - Research conversations related to lymphoma and healthcare
 - Identify key influencers
 - Cultivate partnerships for cross-promotion
 - Develop relevant list of hashtags
 - Determine ways to meaningfully impact conversations
 - Leverage unique aspects of organization
 - Utilize brand ambassadors

Case Study: Twitter Chat

- Goals of Twitter Chat
 - Increase awareness and understanding of lymphoma
 - Engage and educate members of the lymphoma community
 - Promote thought leadership
 - Establish the Lymphoma Research Foundation as a go-to source for lymphoma information and resources

Case Study: Twitter Chat

- Twitter Chat Analysis
 - 2012 Twitter Chat Success
 - Increased followers by 92 percent (4,236 to 8,105)
 - More than 250,000 impressions, reaching more than 17,500 Twitter users

Case Study: Twitter Chat

TweetReach Report for **edforumchat**

reach

17,522
accounts reached

exposure

250,835 impressions

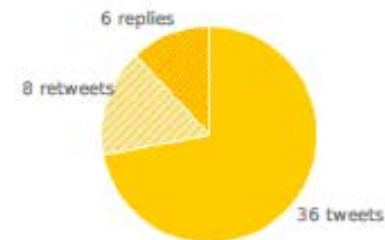


activity

50 tweets

11 contributors

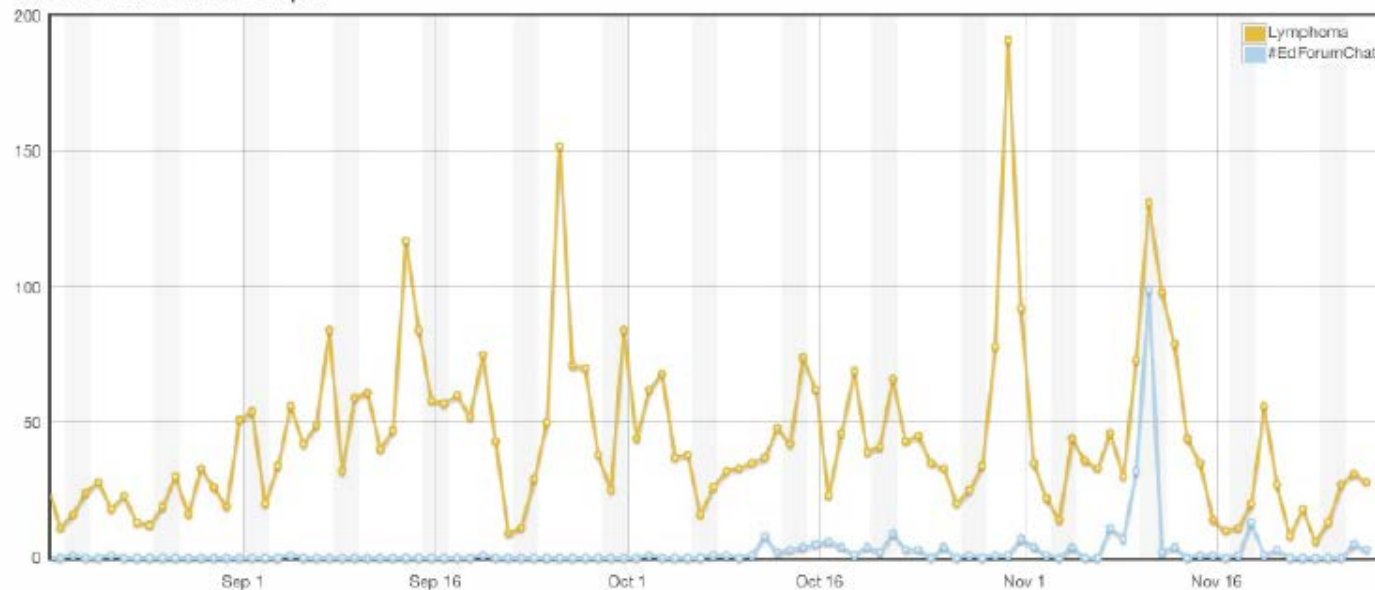
44 minutes



Case Study: Twitter Chat

18% growth in lymphoma discussions on Twitter during the campaign period

Tweet Counter Job Output



268 discussions around #EdForumChat

Case Study: Twitter Chat

– 2013 Twitter Chat Success

- Increased followers by 23 percent (13,893 to 17,066)
- More than 1 million impressions, reaching more than 80,000 Twitter users
- #EdForumChat was a trending medical hashtag (per Symplur)

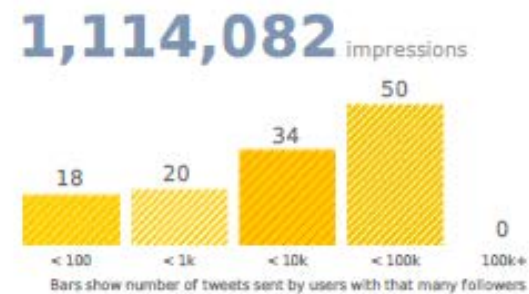
Case Study: Twitter Chat

TweetReach Report for #EdForumChat

estimated reach

82,248
accounts reached

exposure

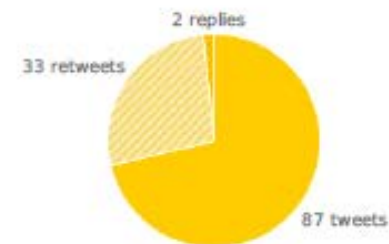


activity

122 tweets

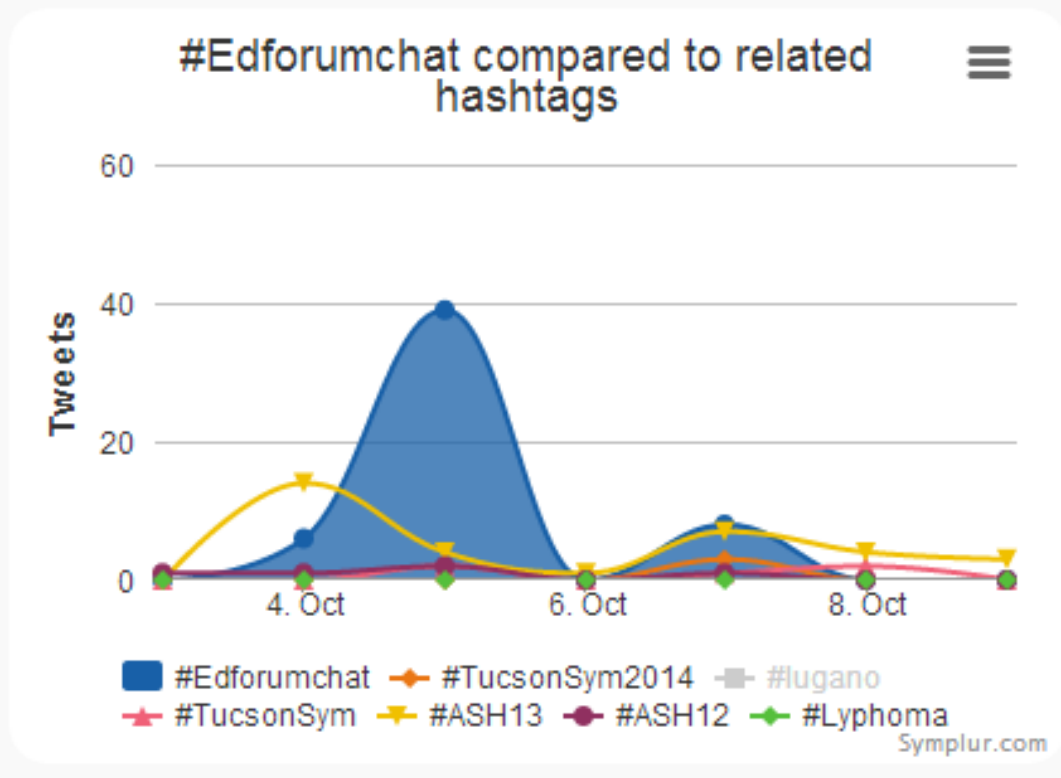
37 contributors

9 days



Case Study: Twitter Chat

Activity Comparison



Case Study: Twitter Chat

- Key lessons
 - Integrate social media into existing hallmarks of organization
 - Create unique hashtag
 - Conduct a buzzword analysis
 - Cultivate strategic partnerships
 - Collaborate with an expert or influencer to expand reach and lend additional credibility
 - Tailor content based on meaningful topics
 - Promote across all platforms

Key Takeaways

- Research is key
 - Research relevant conversations
 - Discover popular hashtags
 - Find and interact with key influencers
- Develop a strategy
 - Integrate into overall communications strategy
 - Determine how you can have a meaningful impact on conversations
 - Leverage unique aspects of your organization
 - Create and share a list of your hashtags
- Execute a successful plan
 - Deliver compelling and engaging content
 - Join existing conversations
 - Use appropriate hashtags
 - Interact with potential brand ambassadors and acknowledge them for their impact
 - Cultivate strategic partners
 - Promote across all platforms and cross-promote with existing partners
- Analyze results and adjust strategy as necessary