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

#digitalpr
Research Relevant Conversations

- Blood Cancer Conversations
Research Relevant Conversations

leukemia

- 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

#digitalpr
Research Relevant Conversations

Results for #bloodcancer

Michael Fisch @fischmd
Ponatinib: FDA partial clinical hold, 12% clots, 6% cardiotoxicity; reut.rs/1Ww0w ow.ly/pDUGn #bloodcancer #biotech
Retweeted by TalkAboutHealth and 1 other
Expand

Datri @datriworld
All we need is more #awareness to save #BloodCancer #Patients. Stem Cell donation is an easy way Visit datriworld.org #GiftALife
Followed by Beat Blood Cancers and 8 others
Expand
Research Relevant Conversations

- Lymphoma Conversations
Research Relevant Conversations

**LLS, Georgia Chapter** @LLSGeorgia

"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

Singer is survivor of #HodgkinsLymphoma

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

Expand

**Lymphoma Club** @LymphomaClub

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

Mandy celebrates one year on.fb.me/19uqfFP

pic.twitter.com/hUnE3KKklv

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 Finнемore
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/olJmc #BCAM

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

Collapse  Reply  Delete  Favorite  More  HootSuite

262 RETWEETS  30 FAVORITES

12:02 PM - 1 Sep 13 - Details
Engage with Key Influencers

LymphomaResearch @lymphoma

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

Expand

LymphomaResearch @lymphoma

RT @asco: JCO Original Report: Survival of Pts w/ PTCL: Relapse, Prognosis & Prognostic Factors ow.ly/lJoGh
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

**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/1fv1aO1

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

Anas Younes, M.D. @DrAnasYounes
Thank you Kinya and Peggy Ann for organizing this event on behalf of the LRF. You always do an outstanding job! #EdForumChat.

Anas Younes, M.D. @DrAnasYounes
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 @ehnaylor
Every 7 min in the USA someone is diagnosed with blood cancer. Go to @lymphoma and see how you can help! #bloodcancer #BCAM

Anas Younes, M.D. @DrAnasYounes
Yesterday’s LRF Edforumchat twitter event: Few tweets with a huge impact > 1 million impressions... fb.me/2QJ5Otq5D

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

LymphomaResearch @lymphoma
Third round of breakout sessions are coming up: Disease-Specific Clinical Trail Forums and New Therapies for #lymphoma #EdForum
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!

Chris Zavadowski @chriszavadowski 28 Sep
@lymphoma what excites you most for the future of lymphoma and treatments?

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

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

LYMPHOMA RESEARCH FOUNDATION

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Measure and Optimize for Success

## Twitter: Most Retweeted

<table>
<thead>
<tr>
<th>Story</th>
<th>Retweet</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>#BloodCancer #Awareness Month is next month! Help raise awareness &amp; stay connected with LRF. BCAM&quot;</td>
<td>45</td>
<td>34.5K</td>
</tr>
<tr>
<td>&quot;In the Los Angeles metro area? Attend our AskTheDoctor About Lymphoma program on 8/21 and get your Q’s answered!&quot;</td>
<td>14</td>
<td>15.4K</td>
</tr>
<tr>
<td>&quot;Use hashtag EdForumChat &amp; mention @lymphoma &amp; @DrAnasYounes with your lymphoma questions during our Twitter chat on 9/28 at 1PM EST.&quot;</td>
<td>7</td>
<td>17.9K</td>
</tr>
<tr>
<td>&quot;Nearly 1 month away! Have you registered for the Chicago Lymphoma Research Ride on 9/22? Peddle for a cure!&quot;</td>
<td>4</td>
<td>22.9K</td>
</tr>
<tr>
<td>&quot;We’ve surpassed 15K followers! Thank you for your support and raising awareness for Lymphoma!&quot;</td>
<td>6</td>
<td>18.8K</td>
</tr>
</tbody>
</table>

## Twitter: Activity Analysis

The Foundation began teaser tweets promoting Blood Cancer Awareness Month towards the end of August—gathering 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

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Case Study: Twitter Chat

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

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

1,114,082
impressions

Bars show number of tweets sent by users with that many followers

activity

122 tweets
37 contributors
9 days

33 retweets
2 replies
87 tweets
Case Study: Twitter Chat

Activity Comparison

#Edforumchat compared to related hashtags

- 4. Oct
- 6. Oct
- 8. Oct

Tweets

#Edforumchat #TucsonSym2014 #lugano
#TucsonSym #ASH13 #ASH12 #Lymphoma
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

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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