This Colorectal Cancer Awareness Month, CDC and Screen for Life: National Colorectal Cancer Action Campaign will use social media to share messages. Social media can be an important tool to share public health messages. Here in the Division of Cancer Prevention and Control (DCPC), we use social media channels to create awareness and generate interest in a variety of cancer-related issues. We’ve learned a few lessons along the way, and would like to share them to help you get the most out of your content during colorectal cancer awareness month.

We have provided you with resources including images, videos, and sample social media posts, as well as some tips and tools for getting the most out of your social media posts.

**Tip: Know Your Audience**

Our messages of colorectal cancer prevention and awareness are tailored for an audience of adults aged 50 and older. According to Pew Internet data, 64% of adults between 50 and 64 years old use at least one social media site: 61% are using Facebook, nearly a quarter are on Pinterest or LinkedIn, and 18% are on Twitter. About 36% of adults who are 65 and over use Facebook.

Twitter continues to be a great resource for sharing information that may be of interest to like-minded organizations and entities that are willing to share content.

**Tip: Videos Perform Well on Twitter**

We have learned that videos perform very well on our CDC Cancer Twitter feed. Our tweets that link to video outperform tweets that link to Web pages and tweets that contain photos. Tweets that contain infoboxes (graphics with short, informative content) also perform well. Here are some video links [www.cdc.gov/cancer/colorectal/sfl/psa.htm](http://www.cdc.gov/cancer/colorectal/sfl/psa.htm) and infoboxes [www.cdc.gov/cancer/colorectal/sfl/social-media.htm](http://www.cdc.gov/cancer/colorectal/sfl/social-media.htm) that you can share throughout Colorectal Cancer Awareness Month.

**Tip: Images for Instagram and Facebook**

Images that perform best on Instagram for us tend to be pictures or simple graphics with small amounts of information [www.cdc.gov/cancer/colorectal/sfl/social-media.htm](http://www.cdc.gov/cancer/colorectal/sfl/social-media.htm). Longer infographics [www.cdc.gov/cancer/colorectal/sfl/infographic.htm](http://www.cdc.gov/cancer/colorectal/sfl/infographic.htm) that provide more extensive information do especially well on Pinterest and Facebook.

**Tip: When to Post**

Facebook activity spikes around 9AM and 3PM, so try posting content around those times. Facebook posts do particularly well on Wednesday afternoons and Fridays. Our Twitter profile sees the most activity on Thursdays and during the afternoon window of noon to 3:00PM. Try posting at some of these times to get the most engagement activity.