

# Building a Business Case for Social Media

*People... Process... Technology*

# Communications Technology Branch

- Digital Content Strategy and Architecture
- Enterprise Web Content Management System
- Cancer.gov and Cancer.gov Español
- Mobile Web Strategy, Design, and Development
- Management and Design of NCI Social Media Channels
- Video Development, Production, and Multimedia Design
- Intranet Management (myNCI, OCE Works, etc)
- Content Syndication
- Web and New Media Policies, Guidelines, Standards, and Best Practices
- R&D of New and Emerging Digital Media Platforms
- Enterprise Applications Design/Development
- Web Hosting and Technical Infrastructure Management

# Social Media

- What is it and Why is it important?
- Understand Your Audience(s)
- Get Your Leadership Involved
- Get Your Organization Involved
- Identify Your Team(s)
- Choose Your Tool(s)
- Web, New Media, and Social Media at NCI

# How do we define Social Media?

Social media is the use of web-based and mobile technologies to turn communication into interactive dialogue via a wide range of Internet-based applications that build upon technological foundations of Web 2.0, and supports the creation and exchange of user-generated content.

Social media is a term used to describe various types of media that facilitates *conversations and interactions between people online*

# Then what's New Media?

“New” Media ~ generally a term meant to encompass the emergence of digital, computerized, or networked information and communication technologies.

- The Potential (or Promises) of New Media:
  - possibility of on-demand access to content any time, anywhere, on any digital device, as well as interactive user feedback, creative participation and community formation around media content
  - "democratization" of the creation, publishing, distribution and consumption of media content



...Social Media is about...

*...conversations and interactions  
between people online*



# Why Should We Care?

- As of Jan 2011, Facebook surpassed 600 million users worldwide. Approximately half of the users log-in once a day!
- Twitter is estimated to have approximately 175 million users and supports over 95 million tweets per day.
- Social Media tools are easily accessible via mobile devices, a growing trend in how people prefer to access online resources in general and social networks in particular. Facebook alone boasts 200 million mobile users!
- Social Media can be powerful organizing tools, ex 2008 Presidential Elections, Egypt (even the PM resigned on FB), etc.
- Social Media has overtaken pornography as the #1 activity on the web.



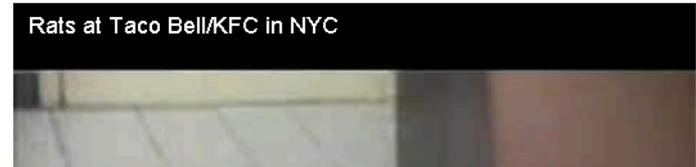
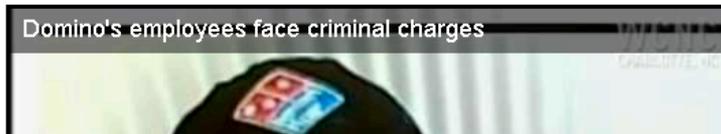
# Some Risks...

## Taco Bell gets viral, but not because of the food

### Domino's employees YouTube themselves to court

o brilliant Domino's Pizza employees thought it was funny to film themselves using takeaway food and breaking the hygiene standards in one of Domino's kitchen. The video was uploaded on YouTube (another wise move) and received more than one million views before it was pulled down. But as all businesses should understand, you can try to remove the negative traces but it can still be found somewhere else in the social media space.

What happens when your brand gets its 15 minutes of fame on YouTube, but not for the right reason? This is exactly what Taco Bell went through. A video of rats running around a Taco Bell's store in New York was posted on YouTube. Just minutes after the video was uploaded, copies and new versions started to spread across the web and till this date, the video has been viewed approximately 2 million times. As a result, customer concerns about its cleanliness and Taco Bell's stock price and 7,000 franchisees were affected.



## Anthony Weiner Twitter Scandal: His Most Unfortunate Quotes

Posted: 06-3-11 08:11 AM

Follow > [Anthony Weiner](#), [Politics](#), [Anthony Weiner Twitter Photo](#), [Anthony Weiner Twitter](#), [Anthony Weiner Twitter Hacked](#), [Comedy](#), [Weinergate](#), [Politics News](#)

In the days since Rep. Anthony Weiner's (D-N.Y.) allegedly hacked Twitter account sent a racy photo to a woman in Seattle, Washington, the congressman hasn't done much to help convince the media to move on from the story.

After deleting the photo, which showed a close-up of a man's crotch, @RepWeiner reacted with jokes and assertions that his account had been hacked. By Tuesday, after a weekend explosion of Weinergate news, he was lashing out at the press, saying he wouldn't talk about the issue any further. Then, like some gift to the media gods, Weiner began talking to the press again -- a lot, actually -- with interviews on Fox, MSNBC and CNN.

In these interviews, Weiner either intentionally or unintentionally used some quotable double entendres, and odd turns of phrase that did little to quell the media storm that only a good Weiner joke can generate.

Review some of these quotable gems in the slideshow below.

SHARE THIS STORY

51	94	5	1
share	tweet	email	+1



## ...but More Benefits...

- Establish / Extend Your Brand and Raise Awareness
- Observe & Learn From Other Organizations
- Share Products / Services in a More Human, Interactive Way
- Bring Attention to Your Services / Ideas / Stories
- Recruit New Talent

## ...Benefits

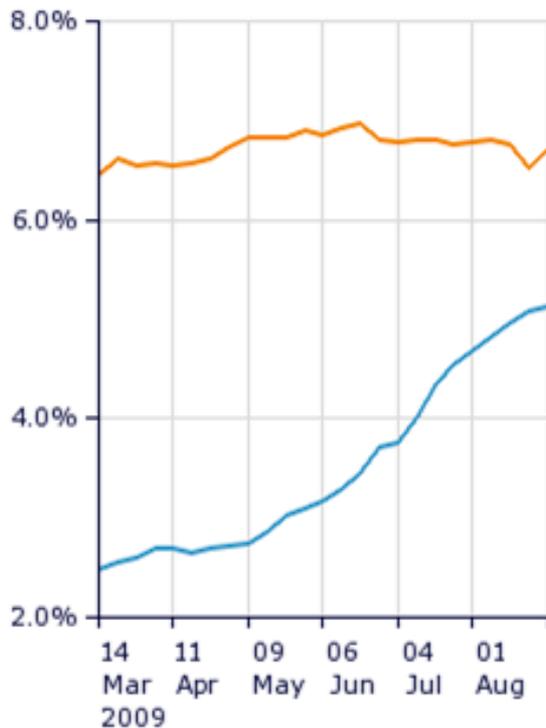
- Build Relationships, Increase Loyalty and Trust
- Listen / Respond to Your Community's Opinions
- Conduct Market Research
- Strengthen Customer Service
- *Build a sense of Community and foster Communication, Collaboration, and Long Term Relationships*

facebook®

vs.

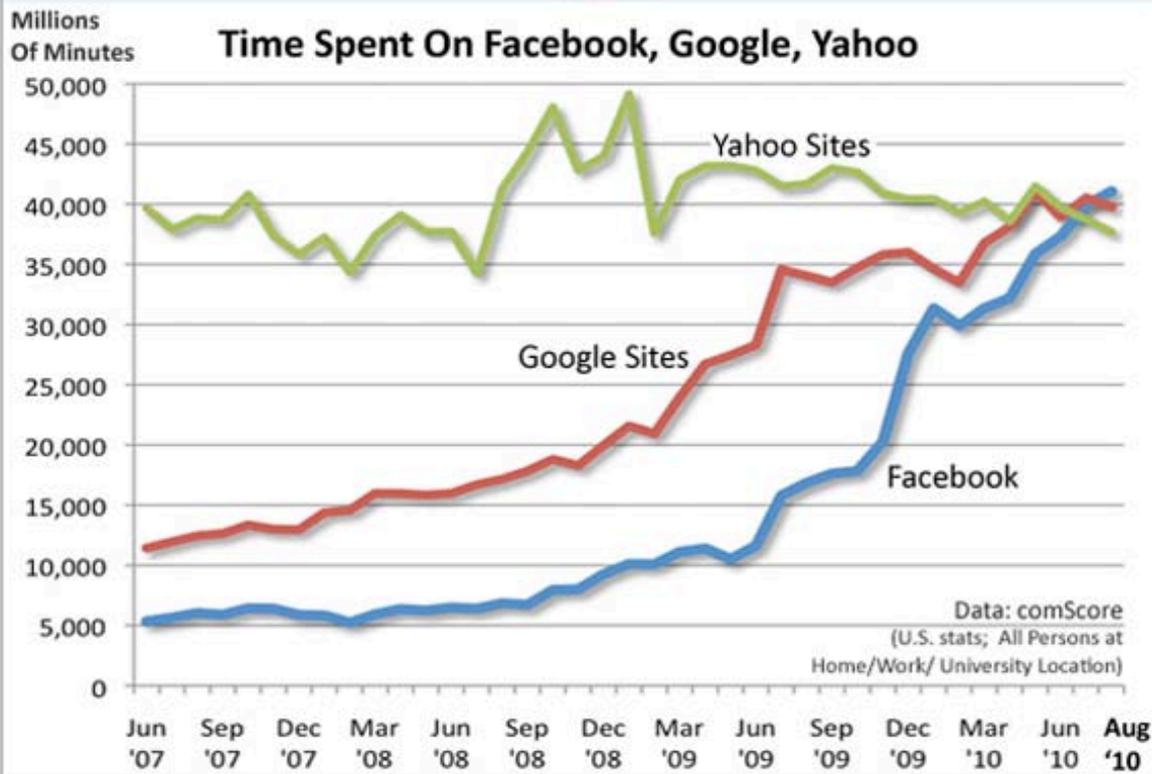
Google™

Weekly Market Share of Visits to Facebook.com & Google.com



### Facebook Surpasses Google In "Time Spent" On Site Domestically

Silicon Alley Insider Chart of the Day



200 million

If you're investing in Google... what about Facebook?

# So what are you prepared to do?



You may be thinking that you could benefit from using social media tools...

But you also know that you have major organizational challenges... money (it's not "free"), staff, technical expertise, and culture!

What's the best way to start?



PEOPLE

# PEOPLE

## 1<sup>st</sup>: Understand Your Audience(s)

Are they patients? Healthcare Professionals? Researchers? Other?

## 2<sup>nd</sup>: Get Your Leadership Involved

Authority and sponsorship must be clearly defined.

## 3<sup>rd</sup>: Get Your Organization Involved

Leverage existing teams as much as possible.

## 4<sup>th</sup>: Identify Your Social Media Team(s)

Create dedicated team(s) with authority and responsibility across social media channels.

# PROCESS

# New Media Plan

Many approaches to organizational use of social media, including Forrester's POST methodology, among others, but all social media plans should consider the following:

- **Target Audience:** Who do you want to reach?
- **Objective:** What do you want to accomplish?
- **Integration:** How will your social media activities support and enhance your existing digital strategy (if you have one)?
- **Culture Change:** How will you get your organization to embrace the strategy?



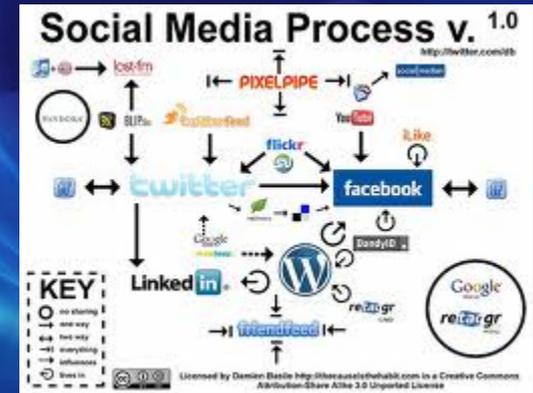
# New Media Plan (cont)

- **Capacity:** Who will implement your strategy? Can you allocate staff time and ongoing support resources?
- **Tools & Tactics:** What tactics and tools best support your objectives and match your targeted audience? What tactics and tools do you have the capacity to implement?
- **Measurement:** What data points or metrics and qualitative data will you use to track your objectives? Do you have the systems and tools to track your performance/success efficiently?



# How Will You Manage This?

- Clearly define how social media engagements are to be managed.
- How will issues/escalations be handled and under what/who's authority?
- What clearance process should/must you abide by and when?
- How will you engage others within your organization to coordinate your social media activities holistically?
- In other words, how will you make sure everyone is consistently “on point”?

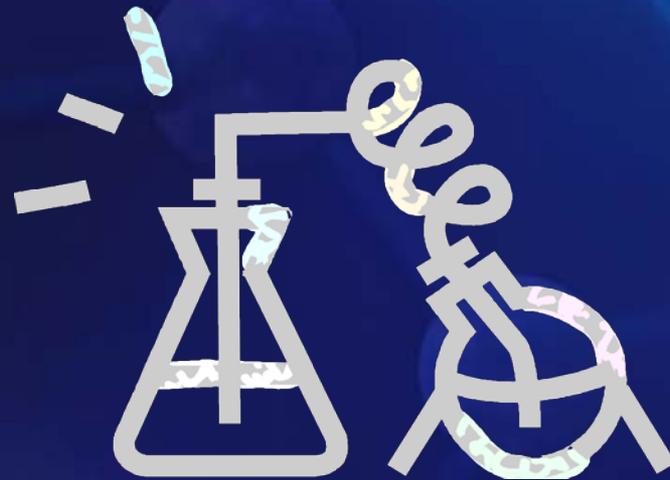


# Governance...

- Essentially comes down to a few basic things:
  - Are Roles Clearly Defined?
  - Do People Know What Roles They Play?
  - Do Those People Know How to Perform Their Roles?
- No matter what “structure” you put in place (Boards, Councils, Web Teams, etc), it’s ultimately about **People** and the **Process**(es) they agree to follow.

# New Media Plan (cont)

- **Experiment:** What can you implement first as a pilot?



# TECHNOLOGY

# Different Types of Social Media Tools

- Blogs: WordPress, TypePad, Blogger, Xanga, Huffington Post, TechCrunch, Mashable
- Microblogs: Twitter, FriendFeed, Tumblr
- Social Networks: MySpace, Facebook, Friendster, Bebo, Ning, CyWorld
- Professional Networks: LinkedIn, Plaxo
- Social Search / Email: Google, Yahoo
- Social Q&A: Yahoo! Answers, askville, Google Answers, WikiAnswers
- Social News/Bookmarking: Digg, Reddit, PopURLs, Del.ici.ous, Diigo
- Social Measuring: Technorati, BlogPulse
- Social Shopping: Groupon, Living Social, Ebay, Amazon
- Events: Upcoming, Eventful, Meetup.com
- Reviews & Recommendations: TripAdvisor, Lonely Planet, epinions, Yelp
- Virtual Worlds: Second Life, Sims Online and other online games
- Audio/Photo/Video Media Sharing: Ping, Flickr, Picasa, YouTube, Vimeo
- Wikis and other Content-driven Communities: Wikipedia, Wikihow, Wikibooks
- Etc... and growing!

# Where do I start?

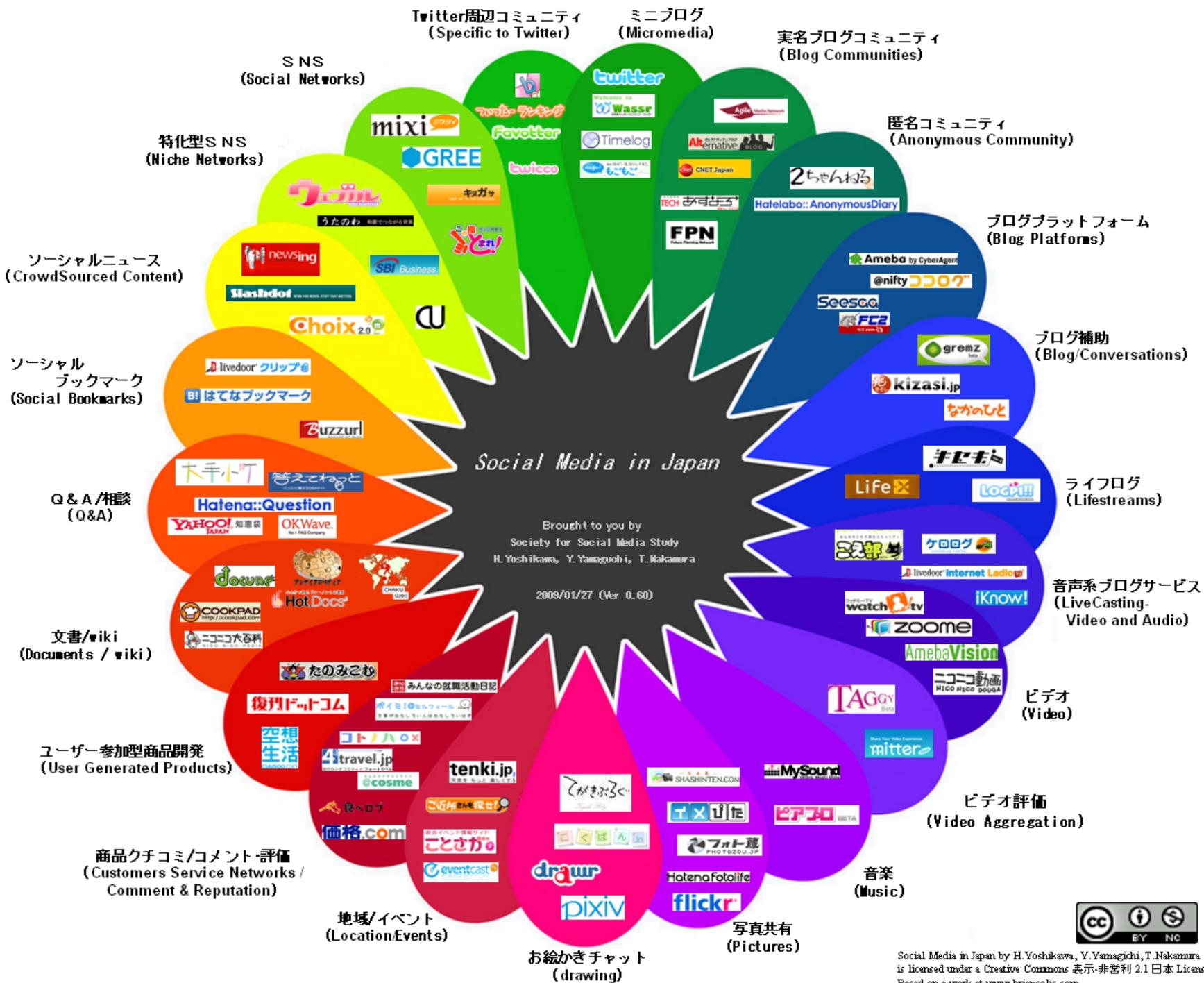
## A Multitude of Choices



# Social Media Landscape







Social Media in Japan by H. Yoshikawa, Y. Yamaguchi, T. Nakamura is licensed under a Creative Commons 表示-非営利 2.1 日本 License. Based on a work at www.brinsolis.com



1 **NEW** DEFINITION IS ADDED ON **URBAN**

1,600+ **READS ON Scribd.**

13,000+ HOURS **MUSIC** STREAMING ON **PANDORA**

12,000+ **NEW ADS** POSTED ON **craigslist**

370,000+ MINUTES VOICE CALLS ON **skype**

98,000+ **TWEETS**



320+ **NEW** **twitter** ACCOUNTS

100+ **NEW** **LinkedIn** ACCOUNTS

1 **NEW** ARTICLE IS PUBLISHED

THE WORLD'S LARGEST COMMUNITY CREATED CONTENT!

20,000+ **NEW** POSTS ON **tumblr.**

13,000+ **iPhone** APPLICATIONS DOWNLOADED



QUESTIONS ASKED ON THE INTERNET...

100+ **Answers.com** 40+ **YANCOO!Answers**



600+ **NEW** VIDEOS

25+ HOURS **TOTAL** DURATION

70+ **DOMAINS** REGISTERED

60+ **NEW** BLOGS

1,500+ **BLOG** POSTS

168 MILLION **EMAILS** ARE SENT

694,445 **SEARCH** QUERIES

1,700+ **Firefox** DOWNLOADS

695,000+ **facebook.** STATUS UPDATES

50+ **WORDPRESS** DOWNLOADS

79,364 **WALL** POSTS

125+ **PLUGIN** DOWNLOADS

510,040 **COMMENTS**



Google

Google Search



6,600+ **NEW** PICTURES ARE UPLOADED ON **flickr**



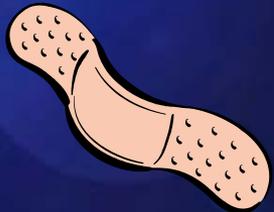
# Select the Tool that Makes the Most Sense...



- For your Audiences... What are they using?
- For Public or Internal Collaboration?



- That meet your Objectives... Based on your goals and success metrics.
- That satisfies a Need... Where is there “pain”?



- And brings mutual value... To your organization and audiences.

- That you can support... Consistently.



So what have we been doing?

# National Cancer Institute

at the National Institutes of Health

[Questions About Cancer?](#)  
1-800-4-CANCER

- [NCI Home](#)
- [Cancer Topics](#)
- [Clinical Trials](#)
- [Cancer Statistics](#)
- [Research & Funding](#)
- [News](#)
- [About NCI](#)

### Find a Cancer Type

[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](#)

### Quick Links

- [Director's Page](#)  
About the Director
- [Dictionary of Cancer Terms](#)  
Cancer-related terms
- [NCI Drug Dictionary](#)  
Definitions, names, and links
- [Funding Opportunities](#)  
Research and training
- [NCI Publications](#)  
Order/download free booklets
- [Advisory Boards and Groups](#)  
Information, meetings, reports
- [Science Serving People](#)  
Learn more about NCI
- [Español](#)  
Información en español



### Survivorship: Living Beyond Cancer

Nearly 12 million people living in the U.S. today have survived cancer, thanks to advances in cancer diagnosis and treatment.

- See trends in cancer survivorship
- Learn about important follow-up care
- Find resources for survivors



### Types of Cancer

#### Common Cancer Types

- [Bladder Cancer](#)
- [Breast Cancer](#)
- [Colon and Rectal Cancer](#)
- [Endometrial Cancer](#)
- [Kidney \(Renal Cell\) Cancer](#)
- [Leukemia](#)
- [Lung Cancer](#)

- [Pancreatic Cancer](#)
- [Prostate Cancer](#)
- [Thyroid Cancer](#)

#### All Cancer Types

- [A to Z List of Cancers](#)
- [Cancers by Body Location/System](#)
- [Childhood Cancers](#)
- [Adolescents and Young Adults](#)

**NCI Cancer Bulletin**  
A Trusted Source for Cancer Research News

Get the latest cancer research news from NCI ▶

[View Bulletin](#) | [Subscribe](#)



### NCI on Facebook

#### The National Cancer Institute

Provides an interactive way to find cancer information, discussions initiated by group members and links to NCI and cancer news.

#### Office of Media Relations

A collection of information and resources from across NCI cancer research news and activities of NCI.

### NCI on YouTube

[NCI's YouTube channel](#) features videos from across NCI of cancer researchers, an introduction to clinical trials and

### NCI on Twitter

- [@theNCI](#)  
Latest developments from across NCI.
- [@NCISbir](#)  
Information on NCI's Small Business In Transfer (STTR) programs.
- [@NCImcMedia](#)  
Multicultural information and news, including cancer at minority media outlets.
- [@NCIBulletin](#)  
Featured content from NCI's biweekly research community.
- [@NCIMedia](#)  
Press releases, news notes, articles, and other journalists covering cancer research.
- [@NCIprevention](#)  
The latest information about early detection.
- [@NCISymptomMgmt](#)  
Information about coping with the symptoms of cancer.
- [@SmokefreeWomen](#)  
Tweets from women to women trying to be smokefree.
- [@NCICancerCtrl](#)  
Offers links to cancer control information.

[Questions About Cancer?](#)

1-800-4-CANCER

[LiveHelp Online](#)

- [NCI Home](#)
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A Service of the National Cancer Institute





A Trusted Source For Cancer Communication

What's happening?

Timeline @Mentions Retweets Searches Lists

**theNCI** National Cancer Inst  
 RT @ncibulletin: Check out new look & tools: The Cancer Genome Atlas <http://bit.ly/FTLuCL> NIH's initiative to map genomic changes in cancer  
 1 hour ago

Your Tweets 464

1 hour ago: RT @ncibulletin: Check out new look & tools: The Cancer Genome Atlas <http://bit.ly/FTLuCL> NIH's initiative to map genomic

Following 8



Followers 3,920



Listed 250

Recently listed in: CURA PARA CÁNCER Y SIDA, CURAR CÁNCER Y SIDA, others-like-us, Cancer News & Information, Health.

**NCI Cancer Bulletin**

@NCIBulletin Bethesda, MD  
 Cancer research news and information from the news staff of the NCI Cancer Bulletin. Tweets by Carmen Phillips and Edward Winstead  
<http://www.cancer.gov/ncicancerbulletin>

Following Message

Timeline Favorites Following Followers Lists

**NCIBulletin** NCI Cancer Bulletin  
 Check out new look & tools: The Cancer Genome Atlas <http://bit.ly/FTLuCL> NIH's initiative to map genomic changes in cancer  
 3 hours ago

**AACR** AACR **NCIBulletin**  
 Video of AACR President Dr. Elizabeth H. Blackburn on #AACR 2011 and the future of cancer research. <http://ow.ly/3YdDf>  
 17 Feb

**NCIBulletin** NCI Cancer Bulletin  
 From cancer.gov, ACS-CDC-NCI conference on cancer communication. Free Webcast [www.CancerCommunicationConference.com](http://www.CancerCommunicationConference.com) #cacomm2011  
 15 Feb

**CancerComm2011** CancerComm2011 **NCIBulletin**  
 The panel will take questions after the next speaker. Submit questions for this panel with #cacomm2011  
 14 Feb

**NCIBulletin** NCI Cancer Bulletin  
 From cancer.gov, Join ACS-CDC-NCI conference on cancer communication. Free Webcast Feb. 14-15 at [www.CancerCommunicationConference.com](http://www.CancerCommunicationConference.com)  
 13 Feb

**NCIBulletin** NCI Cancer Bulletin  
 FDA approves first 3-D mammography imaging system: <http://bit.ly/hdDwaN>  
 11 Feb



**Multicultural Media**

@NCImcMedia Bethesda, MD

Multicultural information, news & related tweets for NCI Multicultural Media Outreach (MMO): staffed!

**NCImcMedia** Multicultural Media  
 La última edición del Boletín del Instituto Nacional está disponible en: <http://bit.ly/8YwKRf>  
 26 Jan

**NCImcMedia** Multicultural Media  
 The latest issue of the Boletín del Instituto Nacional already available at: <http://bit.ly/8YwKRf>  
 26 Jan

**NCImcMedia** Multicultural Media  
 Here is a great online source of information about Research from NCI: <http://bit.ly/hqMCc9>  
 25 Jan

**NCImcMedia** Multicultural Media  
 NCI is on Facebook in Spanish! Learn about NCI questions. Visit <http://on.fb.me/eKyryj> and become  
 20 Jan

**NCImcMedia** Multicultural Media  
 ¡NCI está en Facebook! Visite <http://on.fb.me/eKyryj> en un fan de nuestra página.  
 20 Jan



**NCI Cancer Control**

@NCICancerCtrl Bethesda, Maryland

News and information from Cancer Control & Population Sciences at the National Cancer Institute.  
<http://cancercontrol.cancer.gov/>

**NCICancerCtrl** NCI Cancer Control  
 Experts Discuss National Cancer Communications Plan 2/14-15. Visit [www.CancerCommunicationConference.com](http://www.CancerCommunicationConference.com) to learn more  
 9 Feb

**NCICancerCtrl** NCI Cancer Control  
 Directory of Surveillance Data for Obesity Research Available [www.nccor.org](http://www.nccor.org)  
 9 Feb

**FDATobacco** FDA Tobacco **NCICancerCtrl**  
 What to Expect: Menthol Report - coming in March 2011. <http://bit.ly/frfkJL> #tpsac  
 9 Feb

**PublicHealth** APHA **NCICancerCtrl**  
 Happy birthday, Let's Move! Congrats on a great first year of tackling child obesity & creating healthier kids!  
<http://www.letsmove.gov>  
 9 Feb

National Cancer Institute US  
NCIgov's Channel  Subscribed

All Uploads Favorites Playlists

National Cancer Institute US  
NCIcancerbulletin's Channel

All Uploads Playlists



Uploads (3)



**In Their Own Words:**  
**Robin Yabroff**  
24 views - 5 hours ago



**In Their Own Words:**  
**Randy Jacobs, RN**  
241 views - 1 week ago



**In Their Own Words:**  
**Harford**  
views - 2 months ago

0:00 / 7:3

Info Favorite

**Harold Varmu**

From: NCIgov | July  
This clip contains ex  
July 12, 2010, his fir  
<http://videocast.ni>

View comments, i



0:03 / 5:23

Info Favorite Share Playlists Flag

**TARGETing Neuroblastoma: ARRA Funds Supporting Childhood Cancer Research**

From: NCIabout | November 22, 2010 | 1,987 views

This video shows how the American Reinvestment and Recovery Act (Recovery Act) funds are accelerating research to develop better treatment strategies for cancer patients. The goal of genomic research is to identify the genetic changes that occur in specific cancers and develop treatment strategies that target those genetic changes. This personalized treatment strategy aims to improve treatment effectiveness and reduce side effects by attacking the diseas... [\(more info\)](#)

View comments, related videos, and more

0:02 / 5:38

Info Favorite Share Playlists Flag

**Deep Water: Making Sense of a Cancer Diagnosis**

From: NCIgov | September 09, 2010 | 1,555 views

One daughter's emotional story of wading into the rising flood of information about her mother's stage III ovarian cancer diagnosis. The story illustrates the difficult but important role family members can play in helping a loved one make informed cancer treatment decisions, including the possibility of a clinical trial. The story also describes how to contact the National Cancer Institute's Cancer Information Service for knowledgeable, caring, and personalized help in understandi... [\(more in](#)

View comments, related videos, and more



1-800-4-CANCER  
www.cancer.gov

Subscribe via SMS

#### Information

Location:  
National Institutes of Health (NIH)  
Campus  
Bethesda, MD, 20892

Founded:  
August 5, 1937

## National Cancer Institute

Wall

Info

Bulletin

YouTube

RSS/Blog

Welcome



Welcome to the National Cancer Institute's Facebook page. NCI is the U.S. government's lead agency for cancer research and is part of the National Institutes of Health (NIH).

We welcome your comments as a researcher, or simply as a patient.

NCI can help if you need trial information. Please call 800-422-6237, or email [cancergovstaff@nih.gov](mailto:cancergovstaff@nih.gov).

You can also connect with our RSS feeds from our website.

If you are a reporter, please contact [nci-media@nih.gov](mailto:nci-media@nih.gov).



**National Cancer Institute** Interested in learning about National Institutes of Health (NIH)'s pioneering initiative to map the genomic changes in over 20 cancers? TCGA's newly redesigned website has new content and tools recommended by users like you. You can also sign up to receive TCGA updates.



#### Home - TCGA

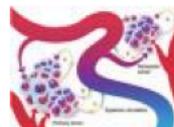
[cancergenome.nih.gov](http://cancergenome.nih.gov)

Explore information and resources to improve your understanding of cancer genomics, the importance of tumor samples in genomic research and the role of cancer genomics in personalized medicine.

3 hours ago · Like · Comment · View Feedback (8) · Share



**National Cancer Institute** Is it possible that metastatic cancer cells could help drive primary tumor growth, not just distant disease? Learn more...



**NCI Cancer Bulletin for February 8, 2011 - National Cancer Institute**  
[www.cancer.gov](http://www.cancer.gov)

The spread of cancer cells from their original location to other sites in the body, known as metastasis, has long been thought of as a one-way journey. But some researchers also believe that metastatic cancer cells can fuel primary tumor growth, with potentially important implications for the timing

February 18 at 4:36pm · Like · Comment · View Feedback (18) · Share



**Ella Donna Lauga Fuentes** my sister has lymphoma and she is on her first session of chemotherapy today..

February 7 at 10:13am · Like · Comment · Hide Feedback (1)



**National Cancer Institute** Hi, we are sorry to hear about your sister's diagnosis, and understand this can be an overwhelming time. There are two basic categories of lymphomas, known as Non-Hodgkin Lymphoma or Hodgkin Lymphoma or. We have information on both types at [www.cancer.gov/lymphoma](http://www.cancer.gov/lymphoma) and <http://www.cancer.gov/cancer/topics/types/hodgkin>. You can also find ways to support your sister as she goes through chemotherapy in this booklet: <http://www.cancer.gov/cancer/topics/coping/chemotherapy-and-you/page1/AllPages> We invite you to call us at 1-800-4-CANCER if you or your sister have any questions.

February 7 at 12:54pm · Like

Write a comment...

smokefree.gov

search

SmokefreeWomen

# Quit Smoking TODAY!

we can help

- Learn about topics that interest you
  - Benefits of quitting
  - Depression basics
  - Pregnancy
  - Relationships and smoking
  - More...
- Use the quit guide
- Connect with Smokefree Women



**Go mobile!**  
Take Smokefree's expert advice wherever you go.

### Follow Women Who Quit!

Keep up with women who have pledged start the New Year smokefree. [Check their stories!](#)

### Take the Smokefree Monday Pledge

Take the [Smokefree Monday Pledge!](#) focused on quitting, celebrate your pr or make a fresh start.

1344 women have pledged so far!

facebook



Search

## Smokefree Women

Government Organization



Wall

Everyone · Smokefree Women

Share: [Post](#) [Photo](#) [Link](#)

Write something...



Smokefree Women

Another Monday...another chance 2 start ur week fresh! Start by renewing ur Smokefree Monday pledge & prepare 4 the week ahead!  
<http://j.mp/evEL17>

Yesterday at 9:22am via iPhone · Like · Comment

8 people like this.

[Helen Ceigler](#) This is the 58th time I have taken the pledge.

N.O.P.E.

Yesterday at 12:46pm · Like

[Smokefree Women](#) Congrats @Helen...thanks 4 sharing your fabulous smokefree success! You're an inspiration 2 us all...58 weeks, wow! Imagine how much \$\$ (and your life!) you've saved! You go girl!! Keep stayin' strong...

3 hours ago · Like

Wall

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about

Discussions

Notes

Photos

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1,670

people like this

Likes

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## SmokefreeWomen @NCI

@SmokefreeWomen Everywhere

SFW is your ultimate guide 2 staying clear of tobacco & boosting YOUR quit attempt! Our team of real women will bring u the latest tips/support 2 stay smokefree  
<http://women.smokefree.gov>



Following

Timeline

Favorites Following Followers Lists



**SmokefreeWomen** SmokefreeWomen @NCI  
Love 2 cook? Show ur skills & share ur fav #smokefree recipe: <http://on.fb.me/ghRixM> The @SmokefreeWomen Team just might pick urs 4 a video!  
3 hours ago



**SmokefreeWomen** SmokefreeWomen @NCI  
Thanks 4 the RTs & #smokefree love @bikecraction @true\_stories @LatinasTC @WakeTRU @HealthySDLiving @QuitWithUsLA  
3 hours ago



**SmokefreeWomen** SmokefreeWomen @NCI  
True story! RT @SmokeFreeLife: #TRUTH: It's #nevertoolate 2 quit, even at time of cancer diagnosis. #Benefits begin immediately & continue!  
7 hours ago



**SmokefreeWomen** SmokefreeWomen @NCI  
Thx 4 sharing! RT @theSimpleTooth: theSimpleTooth Daily is out! <http://bit.ly/eF01BO> Top stories 2day @adanews @badbreathfx @smokefreewomen

About @SmokefreeW

1,337 Tweets 200 Following 2,294 Followers

Connections

Also followed by @NCIBulletin, @

You both follow @NCIBulletin, @

Following 200

Similar to @SmokefreeW

FreeClear · Follow Free and Clear

WomensHealthNI · Fo @Women'sHealthNIH

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smokefree women

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## Smokefree Women: Celebrating Smokefree Voices Video Contest

SmokefreeWomen 9 videos Subscribe



0:16 / 2:57 Like Add to Share Embed 2,360

SmokefreeWomen | May 05, 2010 | 10 likes, 1 dislikes  
To mark the 1-year anniversary of the Smokefree Women web site (<http://women...>)

Suggestions



I Want You to Be Smoke Free by SmokefreeWomen 87 views



QUIT Smoking Today: 1-800-QUIT-NOW by SmokefreeWomen 203 views



Smokefree Women: Street Team Video Blog 9/27/10 by SmokefreeWomen 257 views



Because! by SmokefreeWomen 121 views



Meet My Motivator by SmokefreeWomen 75 views



5 Reasons to Kick (Cigarette) Butt! by SmokefreeWomen 72 views

SmokefreeWomen

Women2Women: Starting the conversation about quitting smoking

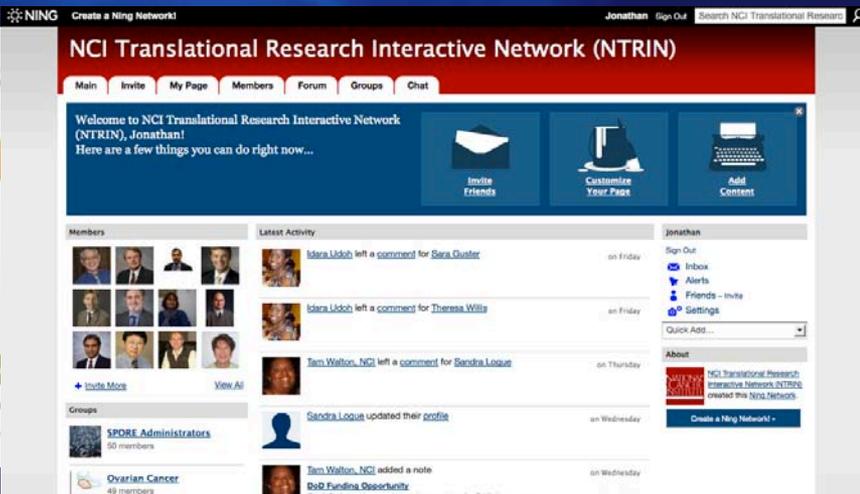
Smokefree Women apps: facebook.com/quittracker apps.facebook.com/quitboost

women.smokefree.gov

# Custom Social Networking Sites



The NING website homepage features the NING logo and the tagline "The World's Largest Platform for Creating Social Websites". It includes a search bar for "ning networks" and a prominent "CREATE YOUR OWN SOCIAL WEBSITE" section with a "GET STARTED NOW" button. Below this, there are several featured categories: Entertainment, Politics, Music, Non-Profit, Sports, Brands, and Publishing. A "LEARN MORE" link is also present. At the bottom, there are four key features highlighted: Creative Freedom & Control, Built-in Social Integration, Mobile and Cloud Services Extensions, and Revenue Generation Solution.



The screenshot shows the NCI Translational Research Interactive Network (NTRIN) website. The header includes the NING logo, "Create a Ning Network!", and a user profile for "Jonathan". The main navigation menu includes "Main", "Invite", "My Page", "Members", "Forum", "Groups", and "Chat". A welcome message for "Jonathan" is displayed, along with three action buttons: "Invite Friends", "Customize Your Page", and "Add Content". The "Members" section shows a grid of member profiles. The "Latest Activity" section lists recent comments and profile updates. The "Groups" section lists "SPORC Administrators" and "Ovarian Cancer".



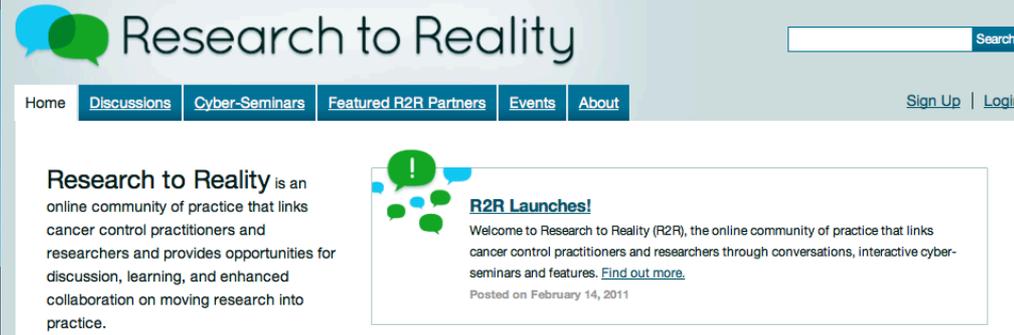
The WordPress logo, featuring a stylized 'W' inside a circle followed by the word "WORDPRESS" in a bold, sans-serif font.



The AccrualNet website header features a logo with a stylized 'A' and the text "AccrualNet". Below the logo is the tagline "Strategies, Tools, & Resources to Support Accrual to Clinical Trials". The navigation menu includes "HOME", "TRAINING", "VIEW ALL TOOLS & RESOURCES", and "CONVERSATIONS".



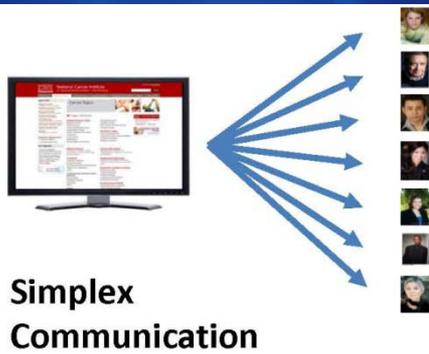
The Drupal 7 website header features the Drupal logo and the text "We're celebrating the launch of Drupal 7". Below this is a paragraph: "Now easier to use, more flexible and more scalable, Drupal is an open source content management platform powering millions of websites and applications. Learn more about Drupal 7".



The Research to Reality website header features a search bar and a navigation menu with "Home", "Discussions", "Cyber-Seminars", "Featured R2R Partners", "Events", and "About". Below the header is a section titled "Research to Reality" with a paragraph: "Research to Reality is an online community of practice that links cancer control practitioners and researchers and provides opportunities for discussion, learning, and enhanced collaboration on moving research into practice." To the right is a "R2R Launches!" announcement: "Welcome to Research to Reality (R2R), the online community of practice that links cancer control practitioners and researchers through conversations, interactive cyber-seminars and features. Find out more. Posted on February 14, 2011".

# Digital Evolution at NCI

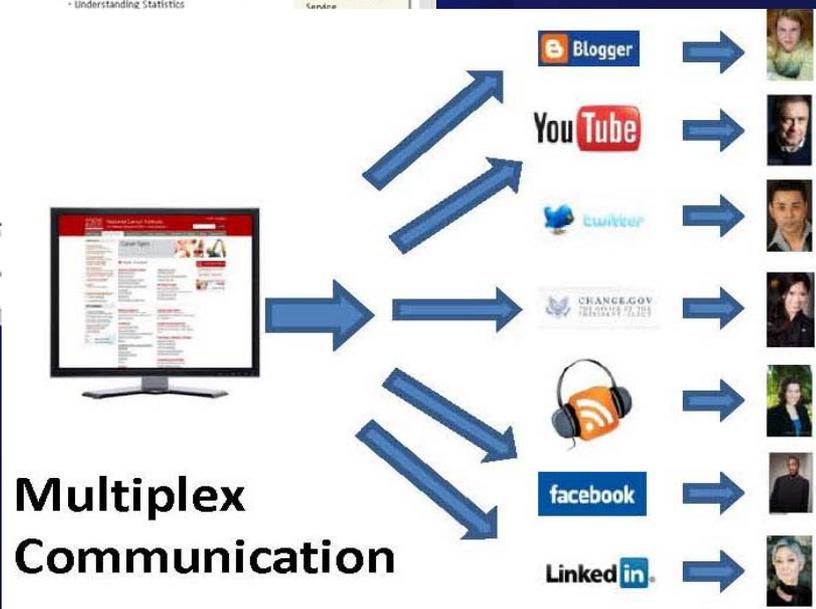
# Evolution of Digital Communications



Seek/Find Answers



Ask questions  
Pose problems  
Provide solutions  
Share knowledge  
Engage issues  
Build communities  
Having multiple conversations!



# It's all about the Conversation... and Stories



**Maria Callas**

Just lost my loving mother to bladder cancer...i hope someday there is a cure

February 18 at 5:14pm



**National Cancer Institute** your loss. If you need any materials, just let us know. 8 hours ago · Like · Comment

Write a comment...



**Heather Calabrese**

Thank you EVERYONE. This page has helped me so much in my quit!! I am now on Day 35 and have saved \$153 minimum. I stopped taking Chantix early on because I couldn't stand how it made me feel. But now I feel great, I can run upstairs again! through something, I just start through something, I just start how much better I feel and smile myself because I have over come it. February 16 at 2:03pm · Like · Comment

4 people like this.



**Smokefree Women** @Helen hear our support comment also so glad ur feeling inspiration 2 us all! Keep on ur progress. We're here for you. February 17 at 11:35am

Write a comment...



**Smokefree Women**

Another Monday...another chance to hear our support comment. Join our Smokefree Monday pledge at <http://j.mp/evELI7>

Yesterday at 9:22am via iPhone · Like · Comment

9 people like this.



**Helen Ceigler** This is the 58th time I have taken the pledge. N.O.P.E.

Yesterday at 12:46pm · Like



**Smokefree Women** Congrats @Helen..thanks 4 sharing your fabulous smokefree success! You're an inspiration 2 us all...58 weeks, wow! Imagine how much \$\$ (and your life!) you've saved! You go girl!! Keep stayin' strong...

4 hours ago · Like

Write a comment...



**Liah Mdz**

I'm having 3rd stage ovarian cancer and have undergone 3 cycles of chemotherapy. My doctor planned to do surgery and remove everything. Feel so sad about it. Is there any other way than removing everything? :'(

February 17 at 5:24am via iPhone · Like · Comment



**National Cancer Institute** Hi Liah, we are glad you contacted us, but sorry to hear about your diagnosis. It's important to understand treatment options so that you can be part of the decision making process and know what to expect. Most women with ovarian cancer do ...

See More

February 17 at 1:58pm · Like



**Liah Mdz** Thanks for your info.. :'))

I wish a miracle happens.. My doctor asked me to do 4th cycle of chemotherapy next week..

I want to have a baby..

8 hours ago · Like



**National Cancer Institute** Liah, You're very welcome. NCI does have some information on fertility issues at [www.cancer.gov/cancertopics/pdq/supportivecare/sexuality/Patient/AllPages#7](http://www.cancer.gov/cancertopics/pdq/supportivecare/sexuality/Patient/AllPages#7). It may also help to know that there are orgs focused on providing information and emotional support to cancer patients whose medical treatments affect their fertility. Here are a few: [https://cissecure.nci.nih.gov/factsheet/FactsheetSearchResult8\\_1.aspx?%7EUHVITC5rPTguMSZDYW5jZXJUeXBIPTAmS2V5PWZlcnRpbA%3D%3D-zVnsKl%2BSFnY%3D](https://cissecure.nci.nih.gov/factsheet/FactsheetSearchResult8_1.aspx?%7EUHVITC5rPTguMSZDYW5jZXJUeXBIPTAmS2V5PWZlcnRpbA%3D%3D-zVnsKl%2BSFnY%3D)

7 hours ago · Like

Write a comment...

# Thank You / Q&A

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NCI Facebook: [www.facebook.com/cancer.gov](http://www.facebook.com/cancer.gov)

NCI Twitter Feed: [www.twitter.com/thenci](http://www.twitter.com/thenci)

NCI YouTube Network: [www.youtube.com/ncigov](http://www.youtube.com/ncigov)

HHS New Media: [newmedia.hhs.gov](http://newmedia.hhs.gov)



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