



Social Media Tip Sheet

Although social media has many good qualities, it comes with potential downfalls. This tip sheet outlines some of the advantages and disadvantages of engaging in social media, especially when using it as a way to educate about melanoma.

Advantages of Social Media

- *Live, Immediate*
- *Amplifier*
- *Equalizer*
- *Global*

Disadvantages of Social Media

- *Live, Immediate*
- *Public*
- *Recorded*
- *Amplifier*

Here are a few tips to leverage social media without falling into the traps that can cause harm:

1. **Social Media is Pubic and Permanent**

Because of its nature, social media can feel fleeting, temporary and ineffective. But in reality, it is lasting—even permanent—and can have a tremendous impact for both the individual and the MRF. Regardless of your privacy settings, every post, comment and conversation on the internet is public and can be accessed in the future.

2. **Social Media is Sensitive**

Maintaining a respectful tone in online conversations will increase your chances of using social media effectively to educate people about melanoma prevention, early detection, research and treatment. *Do not post something on social media you wouldn't want to read as a newspaper headline.*

3. **Social Media is Global**

Unite with others around the world communicating about melanoma to amplify the impact of your messages. Frequently used hashtags (keywords beginning with a # sign that link to relevant conversations online) include:

- #melanoma
- #GetNaked
- #skincancer
- #ocularmelanoma
- #cancer
- #rarecancer
- #pediatricmelanoma
- #pediatriccancer

4. **Connect Your Social Media to the MRF**

Give your melanoma facts additional credibility by connecting your posts to the MRF. The organization can help magnify your educational messaging! Click [here](#) for the MRF's social media account information.

Questions about using social media to educate about melanoma? Call (877) 673-6460 or email media@melanoma.org.