

# Social Media ToolKit



CANO  
ACIO

Canadian Association of Nurses in Oncology  
Association canadienne des infirmières en oncologie

**CANO/ACIO is a national organization with a mission to advance cancer care nursing excellence through advocacy, collaboration, the provision of practice resource, education, research, and leadership for the benefit of all people living in Canada.**

FOLLOW US:



### **CANO Social Media Policy**

Maintains and uses various social media platforms to engage chapter members and disseminate chapter activities (educational events, social events, fundraising, etc...).

Find at:

[https://www.cano-acio.ca/resource/resmgr/policies/socialnetworkpolicy\\_2019.pdf](https://www.cano-acio.ca/resource/resmgr/policies/socialnetworkpolicy_2019.pdf)

### **Note: Protect your personal and professional reputation**

As a health care professional, it is recommended to refer to a set of best practice guidelines.

## **Follow CANO.ACIO on Social Media**

Like & Share our Content to Help us Spread the Word!

**Twitter "X" :** @CANO\_ACIO

**Instagram:** @cano.acio

**LinkedIn:** <https://www.linkedin.com/company/cano-acio/>

**Youtube:** <https://www.youtube.com/user/CANOACIO>

**Facebook:** <https://www.facebook.com/CADAssocofNursesinOncology>

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# How To Get Started

## Steps:

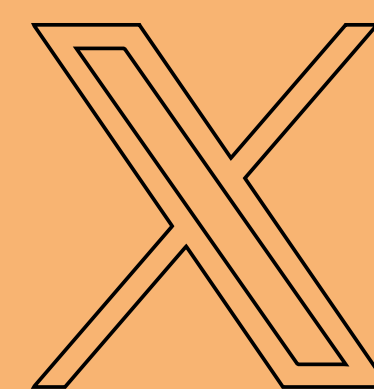
1. Choose a name for your account that is easy to remember.
  2. Download the social media platforms app or visit their website.
- Tip:** The name of your social media account should reflect your chapter.
- Tip:** Keep your account open to attract more followers
- Tip:** If you use the same email across accounts you can sync your accounts together

## Instagram:



1. Once the app is installed, tap to open it.
2. Tap Create New Account and enter your email address or mobile number, then tap Next. Note: If you sign up with email, make sure you enter your email address correctly.
3. Enter the confirmation code sent to your email address or mobile number, then tap Next.
4. Create a password, then tap Next.
5. Enter your birthday, then tap Next. Note: Use your own birthday, even if this account is for a business.
6. Add your name, then tap Next.
7. Create a username, then tap Next.
8. Read Instagram's terms and policies, then tap I agree, if you agree to the terms, to create your account.
9. Add a profile picture, then tap Next. If you'd like to add a profile picture later, tap Skip.
10. If you want to share your profile picture as your first post, tap , then tap Done.
11. Choose between a "Professional" and "Personal" Instagram account.

## Twitter/X:



1. Click the sign up button
2. A Create your account pop up box will appear, and you'll be guided through. You'll be prompted to enter information such as your name and phone number or email address.
3. If you provided an email address while signing up, an email with instructions will be sent so your email can be verified.
4. If you provided a phone number while signing up, a text message with a code will be sent so you can be verified.
5. After entering your information, click Next.
6. In the Customize your experience pop up box, check whether you'd like to track where you see Twitter content across the web and click Next.
7. Learn how to customize settings for your new account on [www.twitter.ca](http://www.twitter.ca)

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## Facebook:

1. Go to [facebook.com/r.php](https://facebook.com/r.php).
2. Enter the name or company you go by in everyday life.
3. Enter your date of birth.
4. Enter your mobile phone number. To use an email instead, tap Sign up with email.
5. Tap Female, Male or Custom to select your gender.
6. Choose a password and tap Sign Up

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**LinkedIn:**

<https://www.linkedin.com/company/cano-acio/>

**YouTube:**

<https://www.youtube.com/user/CANOACIO>

## Creating Posts: Canva

**Canva can help you design and create professional and visually appealing posts. CanvaPro is best for professional use.**

1. Go to [canva.com](https://canva.com) and select Sign up
2. From the signup page, choose Continue with email or Continue with work email.
3. Enter the email address you'd like to use Canva for.
4. Enter the authorization code we'll send to your email address. You can set a password in Account settings later. Learn how to set or [change your password](#).
5. Verify your email address by following the steps in the email we'll send you.
6. Enter the confirmation code from the email you received
7. When creating a post- type which post you would like to create in the search bar and examples/formats will pop up.

# How To Get Started

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## Youtube:



1. Go to YouTube.
2. In the top right, click Sign in.
3. Click Create Account.
4. Choose "For myself or To manage my business."

## LinkedIn:



1. Navigate to the [LinkedIn sign up page](#).
2. Type your first and last name, email address, and a password you'll use.
3. Note: You must use your true name when creating a profile. Company names and pseudonyms are not allowed, as we explain in our [User Agreement](#).
4. Do not use an email address that is associated with an office, position, or task, such as "marketing@company.com" or "sales@business.org."
5. Click Join now.
6. Complete any additional steps as prompted.

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**YouTube:** <https://www.youtube.com/user/CANOACIO>

# Tips for Posting



## Be Mindful

Anything you post could reflect on your profession. Post frequently throughout the week.



## Check for Accuracy

Make sure your information is properly sourced and free of errors. Note: As a health care professional offering health advice could be a liability.

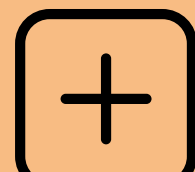


## Double Check

Ensure the post does not break any copyright law or share any information that could be seen as confidential. Give credit on posts when sharing.

### How To Post:

Works similar across platforms.

1. Either type in the “post bar” on facebook and twitter.
2. On instagram click  to start your post or story.

**Tip:** Ensure your posts are neat and use similiar format such as colours, font, etc.



## Create a Catchy Blurb

Accompany your image of choice with a catchy blurb/caption. See below for limitations on how many characters & tags you can use per post.



### Twitter:

Character limit: 280 characters  
Tag limit: 10 people/accounts  
Hashtag limit: none



### Instagram:

Character limit: 2,200 charactes  
Tag limit: 20 people/accounts  
Hashtag limit: 30 max



### Facebook:

Character limit: 8,000 characters  
Tag limit: 50 people/accounts  
Hashtag limit: none

# Graphic Sizing

Sizing may vary. Stay up to date on the latest social media sizing by visiting an up to date sizing chart.

## Twitter:

**Posts (feed photos):**  
1600 x 900 px (min. 600 x 335 px)



**Carousel (Multiple Images):**  
800 x 800 px



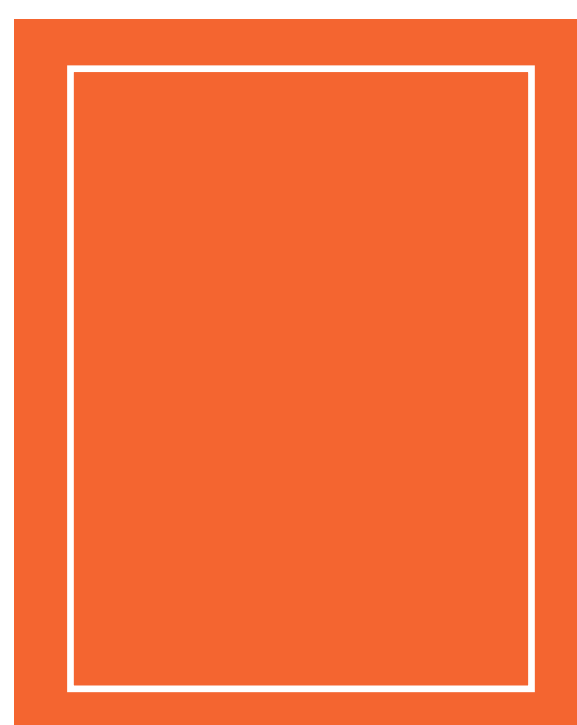
## Instagram:

Posts (feed photo):

**Landscape:**  
1080 x 566 px



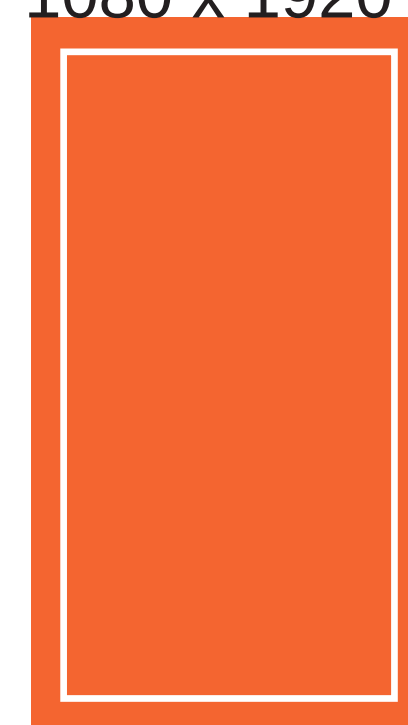
**Portrait:**  
1080 x 1350 px



**Square**  
1080 x 1080 px



**Stories & Reels**  
1080 x 1920 px

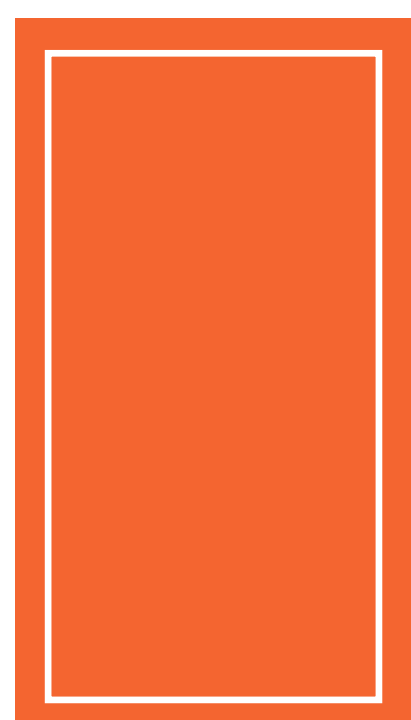


## Facebook:

**Posts and Timeline photos:**  
1200 x 630 px  
(min size: 600 x 315 px)



**Stories:**  
1080 x 1920 px



# Sharing is Advocating



Share CANO.ACIO Graphics on Social Media

**Tip:**

Tap the  icon to share a graphic directly in the social platform.

**CANO.ACIO**

**Twitter:** CANO\_ACIO

**Instagram:** @cano.acio

**Facebook:** /CADAssocofNurses  
inOncology

## Like



**Get Engaged**

Show you like a post by tapping the 'Like' button note: Facebook also allows you to 'react' to a post in the form of emojis.

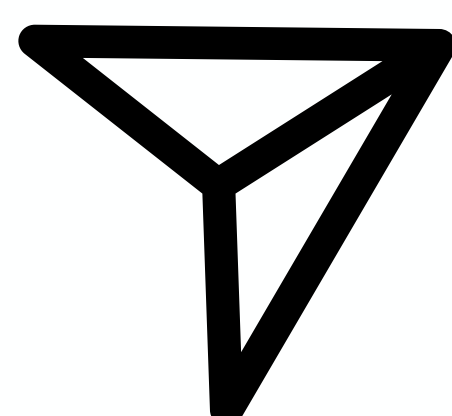
## Follow



**Follow and Stay Up to Date**

Search for your preferred influencers, publications, businesses & more and like or follow their public page to keep up to date.

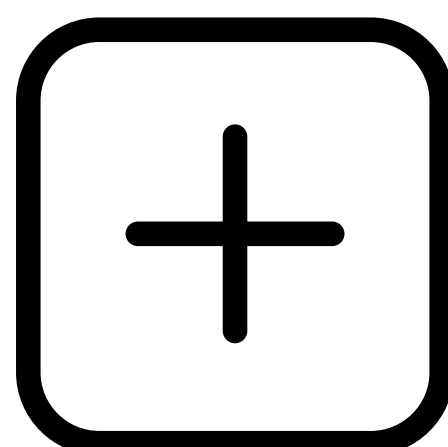
## Share



**Show Your Support & Help in Advocating**

See something you like on a page you follow? Help spread the word and share it with your followers to increase visibility and allow your followers to see the topics you care most about.

## Story



**Promote events & Spread the Word**

You can create stories to promote your live events, or to share posts.

**Tip: Start the Conversation**

Start a conversation through commenting or using text chat through the platforms messaging system.

**Tip: Use Tags to Engage More Accounts**

Use tags to engage more accounts in the conversation. Tag journalists, news sources and more! Share a post and tag @CANOACIO

# Advocating Through Social Media



Promote your cause and connect with MPPS, Media and additional supporters through social platforms.

CANO has many shareable posts for social media promotion and use. Follow **cano\_acio** on Instagram!

## Example Graphics:

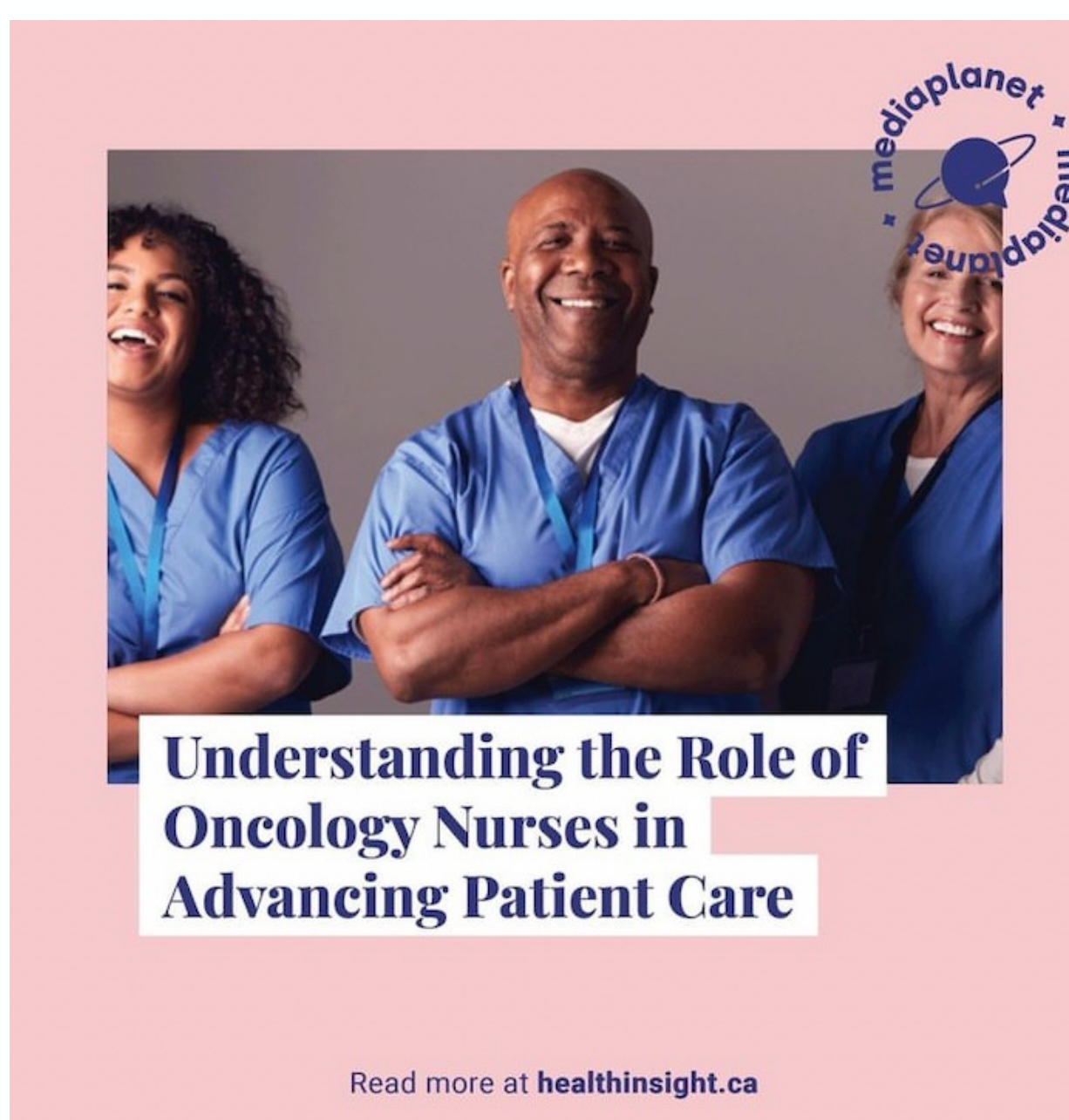
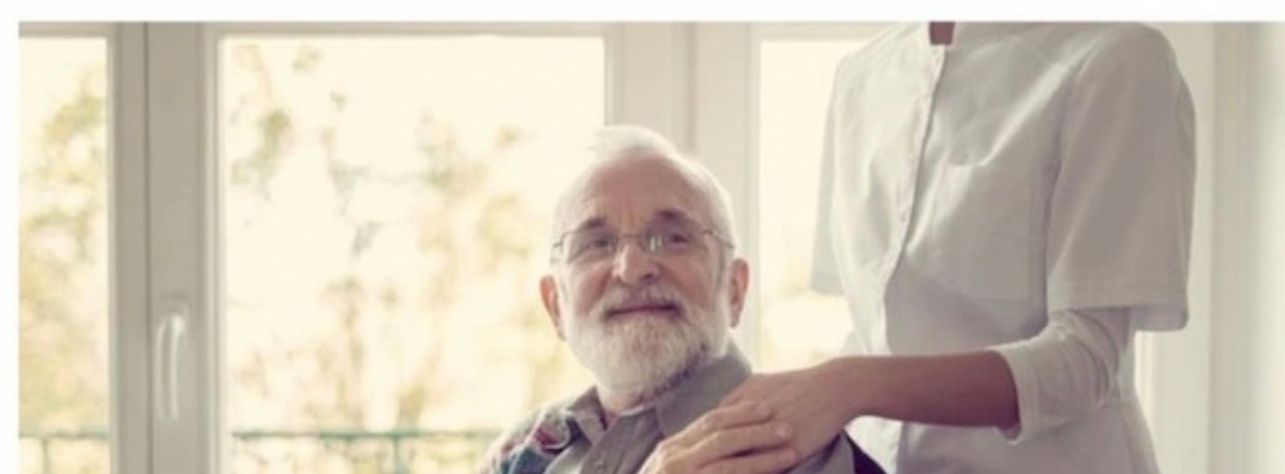
### Opinion: We need urgent action to improve quality of life for cancer patients in Canada

*Opinion: Premiers need to work together and in partnership with the federal government to develop a Pan-Canadian Action Plan to improve cancer care in Canada through coordinated efforts across jurisdictions.*

Dr. Lorelei Newton • Christina Sit and Anris Kica

Published Jul 06, 2023 • Last updated 22 hours ago • 4 minute read

[Join the conversation](#)




**Tip:** Avoid stock images, do not manipulate logo, check for watermarks, and ensure your picture is of good quality.


# @ Tagging

Tags work similarly across social media platforms.

**What To Tag:** Products, Brands, Provincial Leaders, Media, News Channels, and more

Use the "@" symbol to tag your desired account(s) in the caption

 **Tag people** Tap the 'Tag People' link when posting on **Twitter** or use the '@' symbol directly in your caption

 **Tag** Tap the 'Tag People' link when posting on **Instagram** or use the '@' symbol directly in your caption

## Who to Tag

### Examples:

### Search for & Tag your:

Local MPP  
Health Care Reporters  
Local News Source  
Health Care Association

## MOU Partners

### Canadian Cancer Society

**Twitter "X"** : @cancersociety

**Instagram:** @cancersociety

**Facebook:**

<https://www.facebook.com/CanadianCancerSociety/>

### deSouza Institute

**Twitter "X"** : @desouzainst

**Instagram:** @desouzainstitute

**Facebook:**

<https://www.facebook.com/deSouzaInstitute/>

## Partners

### Canadian Nurses Association

**Twitter "X"** : @canadanurses

**Instagram:** @canadanurses

**Facebook:**

<https://www.facebook.com/CNA.AIIC/>

### Ovarian Cancer Canada

**Twitter "X"** : @ovariancanada

**Instagram:** @ovariancancerCanada

**Facebook:**

<https://www.facebook.com/OvarianCancerCanada/>

## Nursing Associations

### College of Nurses Ontario

**Twitter "X"** : @collegeofnurses

**Instagram:** @collegeofnurses

**Facebook:** <https://www.facebook.com/collegeofnurses/>

## Provincial Associations

### Cancer Care Ontario

**Twitter "X"** : @OntarioHealthOH

**Instagram:** @ontariohealthcoalition

**Facebook:**

<https://www.facebook.com/CCO.Ontario/>

## CANO Chapter's Instagram

@cano.ontariotorontochapter

@cano\_acio\_bc

@cano.albertasouthchapter

@cano.albertanorthchapter

@cano\_acio613

### Cancer Care Alberta

**Twitter "X"** : @albertacancer

**Instagram:** @albertacancer

**Facebook:**

<https://www.facebook.com/albertacancerfoundation/>

**Tip:** Use the search field (microscope) prior to posting to ensure you are tagging the correct account. The search field also has an autofill feature for ease of accessibility.

# # Hashtags

## Hashtags To Consider:

#CANOACIO  
 #NursePractitioners #CancerCareSociety  
 #OncologyNursingSociety  
 #OntarioHealth #CanadianMedicalSociety  
 #CancerCareOntario  
 #CancerCareAlberta  
 #CollegeofNursesOntario  
 #deSouzaInstitute  
 #CanadianHematologicalSociety  
 #ProstateCancerCanada  
 #OnHealthCare

Boost social media reach and engagement

Make it easier for people to find content that interests them

Group together conversations around a topic

Promote Events, Trends, and Content

### Why Use Hashtags?

#### Increase Engagement with your Followers.

- Including hashtags in your posts attracts your target market and allows a conversation to start on your specified topic
- Can lead to greater engagements, boosting your brand's social media engagement through likes, shares, comments and attracts new followers.

#### Help your Target Audience Find You

- Users can follow hashtags on social media platforms to stay up to date on the topics they care most about
- Using hashtags can be a way to help users find your brand.

*For example, if you use #CANOACIO on your Instagram posts, someone who follows the CANO hashtag will see your posts*

#### Example:

A campaign may have a specific hashtag to be used to raise awareness and gain attention.

#bloodcancerawarenessmonth

## Hashtag Basics:



They always start with # but they won't work if you use spaces, punctuation, or symbols



Make sure your accounts are public. Otherwise, the hashtagged content you write won't be seen by any non-followers



Don't string too many words together. The best hashtags tend to be relatively short and easy to remember

# Marketing

## Examples:

- #CARTCell
- #Immunotherapy
- #Chemotherapy
- #ChapterChampion
- #CancerCareOntario
- #CANOACIOAnnualConference
- #RisingStar
- #PrimaryHPVTesting

Highlight Chapter Members and new CONJ Publications

Promote your Newsletter and Brand

Educate the Public on Trends in Cancer Care

Market and Promote Events

## Example Marketing:

The collage features six distinct marketing pieces:

- Top Left:** A newsletter header for CANO/ACIO Summer 2023, with a 'JOIN US AT CANO/ACIO 2023!' call to action and 'UPCOMING EVENTS' section.
- Top Middle:** A social media post for a 'GENETIC TESTING AND NURSING' event on May 9th at 6:30 PM EST, featuring Lindsay Carlsson and listing learning objectives.
- Top Right:** A social media post announcing a 'RECENT PUBLICATION' in the Journal of Geriatric Oncology, titled 'IMPLEMENTING PROACTIVE PHONE CALLS FOR OLDER ADULTS WITH CANCER AFTER SYSTEMIC THERAPY: A QUALITY IMPROVEMENT PROJECT' by Rana Jin, Suisie Monginot, and Martine Puts.
- Bottom Left:** A 'CONGRATS!' graphic celebrating the 2022 election results of the CANO/ACIO Board of Directors, featuring portraits of Catriona Buick (Incoming Vice President) and Simonne Simon (Secretary-Treasure).
- Bottom Middle:** A profile for Jessica Davenport, 2023 Alberta South ONIGA Chapter Champion, with a photo of her holding a child and a quote about her role as a Clinical Educator.
- Bottom Right:** A circular graphic for a presentation by Jazz Pharmaceuticals titled 'STEM - A Transplant App for Nurses', dated January 25, 2023.

# CANO CHAPTERS



**CANO  
ACIO** | British Columbia  
Chapter  
Canadian Association of Nurses in Oncology  
Association canadienne des infirmières en oncologie



**CANO  
ACIO** | Northwest Territc  
Chapter  
ONNT  
Canadian Association of Nurses in Oncology  
Association canadienne des infirmières en oncologie



**CANO  
ACIO** | Alberta North  
Chapter  
ONIGA North  
Canadian Association of Nurses in Oncology  
Association canadienne des infirmières en oncologie



**CANO  
ACIO** | Alberta South  
Chapter  
ONIGA South  
Canadian Association of Nurses in Oncology  
Association canadienne des infirmières en oncologie



**CANO  
ACIO** | Saskatchewan  
Chapter  
Canadian Association of Nurses in Oncology  
Association canadienne des infirmières en oncologie



**CANO  
ACIO** | Manitoba  
Chapter  
Canadian Association of Nurses in Oncology  
Association canadienne des infirmières en oncologie



**CANO  
ACIO** | Ontario Horseshoe  
Chapter  
Canadian Association of Nurses in Oncology  
Association canadienne des infirmières en oncologie



**CANO  
ACIO** | Ontario  
Greater Toronto Area  
Chapter  
Canadian Association of Nurses in Oncology  
Association canadienne des infirmières en oncologie



**CANO  
ACIO** | Ontario Champlain  
Chapter  
Canadian Association of Nurses in Oncology  
Association canadienne des infirmières en oncologie



**AQIO** | Quebec  
Chapter  
Association québécoise  
des infirmières en  
oncologie  
of the Canadian  
Association of  
Nurses in Oncology



**CANO  
ACIO** | New Brunswick  
Chapter  
Canadian Association of Nurses in Oncology  
Association canadienne des infirmières en oncologie



**CANO  
ACIO** | Prince Edward Island  
Chapter  
Canadian Association of Nurses in Oncology  
Association canadienne des infirmières en oncologie



**CANO  
ACIO** | Nova Scotia  
Chapter  
Canadian Association of Nurses in Oncology  
Association canadienne des infirmières en oncologie



**CANO  
ACIO** | Newfoundland  
Chapter  
Canadian Association of Nurses in Oncology  
Association canadienne des infirmières en oncologie