SOCIAL MEDIA TOOLKIT

Support NCI Cancer Research Funding
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I Live to Conquer Cancer

Federal investment in cancer research has led to important prevention and treatment advances that are transforming cancer care and giving hope to the millions of Americans who face a cancer diagnosis each year. This progress would not be possible without the strong support provided by the National Cancer Institute (NCI) and the passionate work of cancer researchers who are finding new ways to diagnose, prevent, and treat cancer to improve outcomes for people with cancer. We’re on the cusp of even greater understanding and treatment of cancer, but ongoing investment is vital to further these advances.

ASCO is undertaking an advocacy and communications campaign to demonstrate the critical role of NCI funding in our nation’s fight against cancer and to strengthen support among Members of Congress for increased funding for the NCI.

Through the “I Live to Conquer Cancer” campaign, ASCO is putting a human face on those who have dedicated their lives to clinical cancer research and the patients who inspire them to continue their work against cancer.

Social Media: A Way to Lend your Voice

Social media provides a powerful opportunity to amplify the reach of the “I Live to Conquer Cancer” campaign and raise public awareness of the NCI’s important role in advancing cancer research.

This social media toolkit provides sample content, graphics, and other resources to help ASCO members effectively use social media to support federal funding for cancer research and encourage lawmakers to continue to invest in the National Institutes of Health (NIH) and NCI.
TAKE ACTION TO SUPPORT NCI RESEARCH FUNDING

You can support the “I Live to Conquer Cancer” campaign with the following social media activities:

- Share videos about why cancer researchers live to conquer cancer. [YouTube.com/ASCOCancer](https://www.youtube.com/ASCOCancer)

- Respond to the question “Why do you live to conquer cancer?” using hashtag #LiveToConquerCancer.

- Share stats about NCI-backed cancer advancements.

- Thank Members of Congress for supporting NCI funding.

- Follow others who are active in conversations around federal research funding. View the list at [twitter.com/ASCO/lists](https://twitter.com/ASCO/lists).

- Ask followers to use ASCO’s ACT Network to contact their representatives in Congress in support of NCI funding. [asco.org/ACTNetwork](https://asco.org/ACTNetwork)
RELEVANT HASHTAGS TO INCLUDE IN SOCIAL CONTENT

Evergreen Hashtags

#LiveToConquerCancer

#CancerResearch  #CuresNotCuts  #FundNIH  #ResearchSavesLives

#CancerMoonshot  #EndCancer  #MedicalResearch

Event-Specific Hashtags

#RallyMedRes – The Rally for Medical Research, held annually in September, is a call to our nation’s policymakers to make funding for NIH a national priority.

#IRallyFor – During the Rally for Medical Research, Twitter users share personal and inspirational stories.

#RaiseTheCaps – Raise the Caps Day is held annually in September to encourage Congress to raise spending caps on nondefense discretionary funds, including medical and scientific research.

#ASCOAdvocacySummit – The annual ASCO Hill Day, usually held in late-September, urges Members of Congress to support policies that ensure high-quality care for Americans with cancer.
The following content library provides sample posts, graphics, and other content ASCO members can share on social media to support the “I Live to Conquer Cancer” campaign. Members are encouraged to personalize the content to fit their own experiences, preference, and style.
SAMPLE TWEETS

• The latest #LivetoConquerCancer video features a true pioneer in cancer research, Dr. Judith Kaur https://youtu.be/vNHC3hg9V-M #LivetoConquerCancer

• Dr. Raymond Osarogiagbon talks about how the devastating impact of lung cancer motivates him to continue his research https://youtu.be/F8ccRdvtUB0 #LivetoConquerCancer

• Powerful video featuring @doctortara talking about why progress against pediatric cancer is one of the great success stories in medicine https://youtu.be/PkxVHvlJWQ #LivetoConquerCancer

• As an oncologist, I know how important it is for patients to continue to have access to clinical trials #LivetoConquerCancer #FundNIH

• I became an oncologist to discover new treatments and improve care for patients with cancer #LivetoConquerCancer

• Cancer death rates down 25% since ‘90s thanks to advances backed by @theNCI #ResearchSavesLives #FundNIH asco.org/about-asco/press-center/cancer-perspectives/new-report-finds-cancer-death-rate-drops

• Thanks to @theNCI, millions more Americans are surviving cancer & living healthy, productive lives. Tell Congress to fund #CancerResearch. asco.org/ACTNetwork

• Federally funded #CancerResearch has driven many major cancer advances over the last 50 years #FundNIH. See how at asco.org/research-progress/cancer-progress-timeline

• Tell #Congress that #CancerResearch funding works. Record 15 million survivors due to better detection & treatments asco.org/ACTNetwork

• More than 9 out of 10 Americans support increased federal funding for cancer research. Retweet if you agree that #Congress should #FundNIH

• @theNCI pursues and funds vital #CancerResearch that most other entities won’t take on, like research on prevention, screening, & rare cancers #FundNIH #LiveToConquerCancer

• Big thanks [tag a Member of Congress] for continued commitment to #CancerResearch and funding @NIH #LiveToConquerCancer

• I’m calling on #Congress to invest in #MedicalResearch to deliver the next generation of #cancer cures to patients. Add your name at asco.org/ACTNetwork
SAMPLE FACEBOOK AND LINKEDIN POSTS

• NCI-supported research has led to numerous cancer breakthroughs like the HPV vaccine, the breast cancer drug Herceptin, and immunotherapy to treat children with neuroblastoma. More breakthroughs like this are possible if we continue to fund the NCI and support cancer research. Tell Congress to support an increase in funding for the NCI and learn more about the importance of federal funding for cancer research at asco.org/live-to-conquer-cancer

• These are powerful videos from cancer researchers about why they live to conquer cancer. Please watch and share with your friends. asco.org/live-to-conquer-cancer

• Cancer deaths are down 25% since the early ‘90s, and there are now a record 15 million cancer survivors. Research funded by the NCI helped lead to many of these advances. But further research is at risk unless we tell Congress to continue supporting cancer research and fund the NCI. Take action now at asco.org/ACTNetwork

• As a cancer researcher, I am passionate about finding new and better ways to prevent, diagnose, and treat cancer. My patients are why I #LivetoConquerCancer. Learn more at asco.org/live-to-conquer-cancer
SHAREABLE GRAPHICS

To improve engagement and impact, we recommend attaching an image to your social media posts. You can download our recommended social media images that are seen below at: asco.org/live-to-conquer-cancer
ADDITIONAL RESOURCES

Additional Resources

I Live to Conquer Cancer
Campaign page features videos, stories, and resources
asco.org/live-to-conquer-cancer

Cancer Progress Timeline
Overview of cancer advances of the past 45+ years
asco.org/research-progress/cancer-progress-timeline

NIH Funding Overview
Information from ASCO on federal research funding
asco.org/advocacy-policy/policies-positions-guidance/federally-funded-cancer-research

Clinical Cancer Advances
ASCO's yearly report on major cancer advances
asco.org/research-progress/reports-studies/clinical-cancer-advances

ASCO in Action
Updates on cancer policy activity
asco.org/asco-in-action

Federal Funding Research Badge
Denotes federally funded studies

ACT Network
Take action to support cancer policy priorities
asco.org/ACTNetwork

Questions?

Please feel free to contact ASCO staff with questions about the “I Live to Conquer Cancer” campaign or how to use this toolkit:

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SOCIAL MEDIA: GENERAL TIPS

Start with the profile basics – Make sure you have a profile picture, cover photo, and a short bio explaining who you are and what you do.

Understand each channel – Facebook and LinkedIn are effective for providing detailed information. Twitter is effective for interacting quickly with others and disseminating easily digestible information.

Engage with others – Social media is a two-way conversation. Don’t just promote your own content; instead, take a few minutes to like, comment, respond, and retweet/share other users’ content.

Include images – Content is much more likely to be read if it includes an image. Often if you include a link in your content, an image will auto-populate. Otherwise, try to attach a relevant photo or graphic.

Reach all of your followers – If you begin a tweet with a Twitter handle, make sure to include a period before the handle. If you don’t, Twitter assumes you are replying to that person and will hide the tweet in your followers’ streams.

Use hashtags – Hashtags expose your tweets to a wider audience who follow the hashtag but may not follow you. Best practice is to use 1 to 2 hashtags per tweet.

Post at the right times – Aim to post when most people are checking their feeds. The best time to post on Facebook is between 12 to 3 p.m. ET, while the best time to post on Twitter is at 3 p.m. ET.

Think before retweeting – Everything you retweet/share/like will be seen by your friends or followers, so make sure the message is relevant, appropriate, and resonates with you.

Be concise – Keep all social content as short as possible. Tweets should be under 280 characters, Facebook posts under 50 characters, and LinkedIn posts under 300 words.

Quote others – If you want to share another user’s tweet, it’s best to “quote” the tweet so that you can add your own comment along with it.