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INTRODUCTION

NCI Cancer Research Funding

Federal investment in cancer research has led to important prevention and treatment advances, such as Human papillomavirus (HPV) vaccinations, the breast cancer drug Herceptin, and the first antibody to treat people with non-Hodgkin Lymphoma. Cancer deaths are down 25 percent since the early 1990s thanks, in large measure, to progress achieved through research funded by the National Cancer Institute (NCI). We’re on the cusp of even greater understanding and treatment of cancer, but ongoing investment is vital to further these advances. The NCI plays a unique role in cancer care advancement by pursuing and funding research that private industry is not incentivized to conduct. Our nation’s leaders must continue investing in this research by funding the NCI.

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

Social Media: A Way to Lend your Voice

Social media provides a powerful opportunity for ASCO members to raise public awareness of the NCI’s important role in advancing cancer research, and to encourage members of Congress to ensure adequate funding for the NCI and the National Institutes of Health (NIH).

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 NIH and NCI.
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 and driving traffic to external links. 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 p.m 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.
TAKE ACTION TO SUPPORT NCI RESEARCH FUNDING

You can support NCI advocacy efforts with the following social media activities:

Share stats about NCI-backed cancer advancements.

Thank Members of Congress for supporting NCI funding.

Follow other ASCO members and share their content relating to NCI funding. ASCO has created a list of Twitter users who are active in conversations around federal research funding. View the list at twitter.com/ASCO/lists

Share your experience with federally funded cancer research. (For example: Federal funding supported a study that showed X; Federal funding provided clinical trial access to patient(s); Federal research funding has improved the local economy, etc.)

Ask followers to use ASCO’s ACT Network to contact their representatives in Congress in support of NCI funding. asco.org/ACTnetwork
RELEVANT HASHTAGS TO INCLUDE IN SOCIAL CONTENT

Evergreen Hashtags

- #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 policy-makers to make funding for NIH a national priority.

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

#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. Members are encouraged to personalize the content to fit their own experiences, preference, and style.
SAMPLE TWEETS

• 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

• 3 of every 4 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

• #CancerResearch cuts mean less innovation, fewer clinical trials, fewer discoveries #FundNIH. Add your voice at asco.org/ACTNetwork

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

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

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

• NCI funding led to the HPV vaccine, which is helping to prevent cervical & other cancers. Tell Congress to #FundNIH

• Every $1 of @NIH funding generates $2.21 in local economic growth. Retweet if you agree #Congress should #FundNIH and support the US economy

• 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 NCI and support cancer research. Tell Congress to support an increase in NCI funding at asco.org/ACTNetwork

• Cuts to NCI funding would mean less innovation, fewer studies launched, and fewer patients enrolled in clinical trials – which often provide the best possible treatment options for patients. Join me in telling Congress to oppose any cuts to federal cancer research. Learn more at asco.org/ACTNetwork

• 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

• Cancer research doesn’t just save lives, it boosts the U.S. economy. Publicly funded medical research funded by the NIH supports 380,000 jobs and contributes $65 billion annually to the U.S. economy. Ask your Member of Congress to support funding for cancer research. Learn more at asco.org/ACTNetwork

Post Examples
SHAREABLE GRAPHICS

To improve engagement and impact, we recommend attaching an image to your social media posts. Click on the images below to copy and paste them into your social media posts.

**Number of Cancer Survivors Thanks to NCI Advances**

<table>
<thead>
<tr>
<th>Year</th>
<th>Survivors</th>
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<tbody>
<tr>
<td>1971</td>
<td>3 Million</td>
</tr>
<tr>
<td>1991</td>
<td>7 Million</td>
</tr>
<tr>
<td>2017</td>
<td>15 Million</td>
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**Thanks to cancer research**

*2.1 Million deaths averted since 1991*


**NIH’s Economic Impact**

- **69** Cancer Centers
- **380,000** Research Jobs
- **$65 Billion** to the U.S. Economy

Reference: United for Medical Research, NIH’s Role in Sustaining the U.S. Economy – 2017 Update.

**Cancer Breakthroughs Advanced by NCI Funding**

- 2 in 5 patients became 5-year survivors
- Anti-nausea drugs
- First targeted cancer drugs

Reference: 2. National Cancer Institute: Milestones in Cancer Research and Discovery

**The U.S. is falling behind in funding medical research**

- **16.9%** China
- **9.3%** Australia
- **6.8%** Japan
- **1%** U.S.

*Year-over-year annual growth in investment*

Reference: National Institutes of Health: Our Society

**91% of Americans support increased federal funding for cancer research**

Reference: ASCO National Cancer Opinion Survey
ADDITIONAL RESOURCES

Additional Resources

**Cancer Progress Timeline**
Overview of cancer advances of the past 45+ years
[asco.org/research-progress/cancer-progress-timeline](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](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.org/research-progress/reports-studies/clinical-cancer-advances)

**ASCO in Action**
Updates on cancer policy activity
[asco.org/asco-in-action](asco.org/asco-in-action)

**Federal Funding Research Badge**
Represents federally funded studies

**ACT Network**
Take action to support cancer policy priorities
[asco.org/ACTNetwork](asco.org/ACTNetwork)

Questions?
Please feel free to contact ASCO staff with questions about ASCO’s advocacy campaign or how to use this toolkit:

**Josh Madej** - Social Media Specialist
[josh.madej@asco.org](josh.madej@asco.org)

**Rachel Martin** - Senior Health Policy Communications Specialist
[rachel.martin@asco.org](rachel.martin@asco.org)