Public Awareness & Social Media

Team Charge: To help unify and promote colorectal cancer screening and awareness through multiple channels.

Anne-Louise Oliphant
LinkedIn: Are you connected with National Colorectal Cancer Roundtable?

Optimizing NCCRTs Approach to Social Media

Partnering with Dalton Agency for social media via Twitter and LinkedIn

Hanne Volkaerts, Director of Social Media, Dalton Agency

• “Tone & Voice”
• NCCRT Resources including 80% Pledge Map
• Hashtag: #80inEveryCommunity
Looking Ahead to 2023

❖ NCCRT Role: Engage members and organizations to share and uplift messaging by increasing visibility & sharing stories

❖ NCCRT to consider creating a toolkit for LinkedIn to members/organizations on “why I am a supporter of the NCCRT”

❖ NCCRT as a clearinghouse to coordinate messaging

❖ Use a multipronged approach with one message tied to strategic priorities for 2023
March Plans

- Messaging: begin CRC screening at age 45 - 65 – and targeting all age groups as well as specific communities and unscreened populations
- Use consistent hashtags #80InEveryCommunity #GetScreened #DressinBlueDay
- Myth busting and truth sharing for CRC – need messaging with trust in medical system
- Celebrate, uplift, and amplify efforts of NCCRT members, examples:
  - Blue Beads campaign (Native American communities)
  - Dress in Blue Day
  - #BlueforCRC blue lights efforts