



Public Awareness & Social Media

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

Anne-Louise Oliphant



Strategic Priority Team Action Item

**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

