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Evaluation & Measurement Webinar Series



Understanding Evaluation: Tips in evaluating a colorectal cancer screening social media campaign

**TUE. AUG 11TH
2:30 PM EST**

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The purpose of the this webinar is to review how one might evaluate a social media campaign using the seven steps to evaluation, as outlined in the NCCRT Evaluation Toolkit, "[How to evaluate activities intended to increase awareness and use of colorectal cancer screening](#)". The webinar will:

- present an example of a social media campaign focused on colorectal cancer screening;
- discuss what an evaluation of this type of campaign entails;
- highlight tools available to assist with evaluation of social media; and
- discuss the unique challenges in evaluating the impact of social media.

The training is open to CDC NCCCP grantees, CDC CRCCP grantees, NCCRT members, 80% by 2018 partners, and ACS Health Systems staff.

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