“How many likes did we get?”

The use of social media in Cancer NGOs: a Cancer Council Experience

Katherine Lane
Head of Cancer Information and Support Services
Cancer Council Victoria
Overview.

Social media amplifies our mission by:

• Increasing **awareness**
• **Supporting** people affected by cancer
• Helping to **prevent** cancer
• Raising vital **funds**
Channels.

- Promote Support services
- Consumer & supporter engagement
- Fundraising
- Cancer prevention

- Connect with health professionals, related health orgs, media, government
- Share key announcements and profile new campaigns
- Raise CEO profile

- Connect with health professionals, Cancer Council staff
- Key announcements and promote new campaigns
- Recruitment
Case study: Brand campaign.

• Create awareness and build affinity
• Women 35-64
• Video and static link posts
Case study: Brand campaign (cont).

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Cancer Council’s experienced cancer nurses provide information and support all people affected by cancer. From diagnosis, through treatment and beyond, we’re here for you.

CANCERVIC.ORG.AU/GET-SUPPORT
Meet Nurse Katherine
Call 13 11 20 to speak to a cancer nurse.

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Meet Nurse Katherine
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Cancer Council Victoria
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A third of cancers can be prevented. That’s why every minute, every hour, every day, we’re investing in programs like SunSmart, Quit and LiveLighter to encourage the community to adopt a healthier lifestyle and cut their cancer risk.

WWW.CANCERVIC.ORG.AU/RESEARCH
Reduce cancer risk
Discover simple lifestyle changes.
Prevention.

• Educate public about cancer prevalence and risks
• Encourage a healthy lifestyle
• Urge people to undertake cancer screening
Case Study: Healthy Weight campaign.

Sugary drinks can lead to unhealthy weight gain, which can increase the risk of 13 types of cancer. #rethsinsugarydrinks
Case study: Healthy weight (cont.).
Case study: Bowel screening campaign.
Case study: Bowel screening (cont.).

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Your bowel cancer kit. If only all cancers were this easy to spot.

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You've got nothing to lose by doing it. Everything to lose if you don't.

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You've got lots of things to look forward to.

Put your mind at rest
Do the free home test

Bowel cancer screening
Do the home test

Bowel cancer shouldn't be one of them
Do the free home test
Fundraising.

- Encourage people to fundraise
- Encourage people to take part in an event
- Engage and support fundraisers
- Seek donations
Case study: Australia’s Biggest Morning Tea.

- Drive registrations
- Targeted people interested in charities, cancer, entertainment, past participants + lookalikes
- Video, carousel and static link posts
Case study: ABMT (cont.)
Case study: Paddle Across the Bay.

Cancer Council Victoria
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Stand up and support a cancer free future. Join us for Paddle Across The Bay, a guided stand up paddle boarding journey across the beautiful Port Phillip Bay. All funds raised proudly support Cancer Council Victoria. Spots are limited, register now! Group discounts available.

PADDLE.CANCERVIC.ORG.AU
Paddle Across The Bay
2 March, Brighton to Port Melbourne

Cancer Council Victoria
Sponsored - 🎉

Stand up and support a cancer free future. Join us for Paddle Across The Bay, a guided stand up paddle boarding journey across Port Phillip Bay. All funds raised proudly support Cancer Council Victoria. Tickets 90% sold, registrations close 28 February. Group discounts and board hire available.

PADDLE.CANCERVIC.ORG.AU
Paddle Across The Bay
2 March, Brighton Beach
Case study: PATB (cont.).
Support.

• **Our Support services include:**
  • Support helpline
  • Support groups and online communities
  • Booklets and fact sheets
  • Health professional education and training
Case study: Wig Service.

Last year 234 cancer patients received a free wig through Cancer Council’s wig service. This was only possible thanks to people like you. Support services are 100% funded by the community.

Calling everyone who has spare scarves! Our supply is shrinking and with summer around the corner, many people are requesting these. Please consider donating your scarves to us. They’re great for those undergoing cancer treatment, especially during the warmer months. Thank you.

See our support services
They couldn’t happen without you

Donate your scarves
We welcome your support
Case study: Wig Service (cont.).

Educational information
Case study: Wig Service (cont.).

Sharing patient stories

Cancer Council Victoria
Published by Tina Selvaggio - March 28

"Why her? It should happen to me. She’s got her life ahead of her; she’s young. I have lived my life." - Sheila

Sheila’s daughter, Sabrina, was a non-smoker, diagnosed with lung cancer at just 29. After the shock diagnosis, the family called our cancer nurses on 13 11 20 for information and support. Sabrina received a free wig when she lost her hair, which gave her the confidence to face the world again.

Cancer Council Victoria
Published by Tina Selvaggio - April 7 at 6:30 PM

At just 29 years old, Sabrina was diagnosed with lung cancer. "The doctors couldn’t give me a prognosis. But they did get me started on chemo straight away. It made me so sick. The chemo was awful. I couldn’t eat. I felt nauseous all the time. I had no energy."

After only two doses my hair started falling out in patches, so I decided to just go ahead and shave it all off. I found out about Cancer Council’s Wig Service... the nurses were really lovely. They let me take my time finding the right style and colour and showed me how to wear the wig correctly. It really made a difference to how I felt when I went out with my friends and family.”
Example: Support groups.
Example: Equip health professionals.
Future trends.

- Paid Social
- Groups
- Stories
- In app fundraising
Connect with Cancer Council Victoria

@cancervic

Cancer Council Victoria

Cancer Council Victoria is a cancer charity committed to preventing cancer, empowering patients and saving lives.

Victoria, Australia  cancervic.org.au
Joined May 2009

1,162 Following  12.2K Followers
Followed by MarchForScienceMelb, Regular-sized Jesse, and Cat

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Cancer Council Victoria Retweeted

LiveLighter @Live_Lighter - Apr 2
Kain to join in the fun of @Active_April but not sure where to begin? Check out
Thank you.

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