



GW Cancer Center Social Media Toolkits

Highlighting Comprehensive Cancer Control Resources



ABOUT US

In 2013, the Centers for Disease Control and Prevention (CDC) awarded the George Washington University (GW) Cancer Center a five-year cooperative agreement to provide technical assistance to comprehensive cancer control (CCC) programs.

As a part of CCC technical assistance efforts, the GW Cancer Center develops social media toolkits for cancer awareness months to help CCC programs, coalitions and other stakeholders strengthen their communication efforts.

The toolkits each contain evidence-informed communication strategies, pre-written Tweets and Facebook posts, as well as other social media and cancer awareness-related tools and resources.

SOCIAL MEDIA TOOLKITS

- Provide easy-to-use tips and pre-written content
- Help leverage limited resources
- Magnify your organization's comprehensive cancer control efforts

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JANUARY

Cervical Cancer and Cervical Health Awareness Month

- bit.ly/CervicalCancerToolkit2016
- bit.ly/Cervical2017Toolkit
- bit.ly/Cervical2018Toolkit



FEBRUARY

World Cancer Day and Cancer Prevention Month

- bit.ly/WCD2015Toolkit
- bit.ly/WCD2016Toolkit
- bit.ly/WCD2017Toolkit
- bit.ly/WCD2018Toolkit



MARCH

Colorectal Cancer Awareness Month

- bit.ly/Colorectal2015Toolkit
- bit.ly/CRC2016Toolkit
- bit.ly/Colorectal2017Toolkit
- bit.ly/CRC2018Toolkit



APRIL

Minority Cancer Awareness Week

- bit.ly/MinorityCancer2016
- bit.ly/MinorityCancer2017Toolkit
- bit.ly/MinorityCancer2018



National Cancer Control Month

- bit.ly/CompCancer2016Toolkit
- bit.ly/CompCancer2017Toolkit
- bit.ly/CompCancer2018Toolkit



MAY

Melanoma and Skin Cancer Prevention Month

- bit.ly/Melanoma2016
- bit.ly/Melanoma2017Toolkit
- bit.ly/MelanomaToolkit2018

Don't have the time or capacity to implement these toolkits? Don't fret! You can still engage your audience by retweeting messages from [@GWCancer](https://twitter.com/GWCancer).

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JUNE

National Cancer Survivors Day

- bit.ly/NCSD2016Toolkit
- bit.ly/SurvivorsToolkit2017
- bit.ly/SurvivorsToolkit2018



SEPTEMBER

Prostate Cancer Awareness Month

- bit.ly/PrCa2015Toolkit
- bit.ly/PrCa2016Toolkit
- bit.ly/PrCa2017Toolkit



OCTOBER

Breast Cancer Awareness Month

- bit.ly/BrCa2014Toolkit
- bit.ly/BrCa2015Toolkit
- bit.ly/BrCaSocMediaToolkit2016
- bit.ly/BrCa2017Toolkit



NOVEMBER

Lung Cancer Awareness Month

- bit.ly/Lung2014Toolkit
- bit.ly/Lung2015Toolkit
- bit.ly/Lung2016Toolkit
- bit.ly/Lung2017Toolkit

MISCELLANEOUS (NOT CALENDAR SPECIFIC)

Viral Hepatitis and Liver Cancer Social Media Toolkit: Provides public health professionals the opportunity to establish a viral hepatitis and liver cancer prevention and awareness social media strategy. It can be used in May for Viral Hepatitis Awareness Month, November for Liver Cancer Awareness Month or anytime throughout the year.

- bit.ly/ViralHep2017Toolkit

HPV Vaccine Myth Busting for Health Care Providers: Corrects commonly held misconceptions around HPV vaccination and promotes best practices for health care providers.

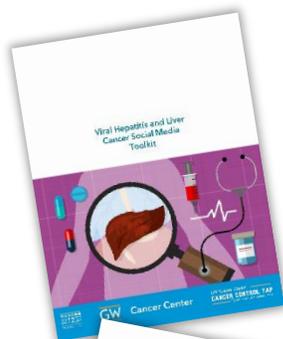
- bit.ly/HPVSocialMediaToolkit

Adolescent and Young Adult Cancer Awareness

- bit.ly/AYA2018

Palliative Care Awareness

- bit.ly/PalliativeCare2018



Get in touch

cancercontrol@gwu.edu

Twitter [@GWCancer](https://twitter.com/GWCancer)

gwcancercenter.org

cancercontrolTAP.org

cancercontrolTAP.org/resources/social-media-toolkits



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