Marketing and Dissemination Toolkit for Online Courses from the GW Cancer Center

GW Cancer Center

GW | Cancer Center

GW Cancer Center
CANCER CONTROL TAP
Tap into resources to control cancer

CONTENTS

Tip: Viewing this PDF in Google Chrome? Use "Ctrl+Click" on links to open them in a new tab.

ABOUT THE GW CANCER CENTER

The George Washington University (GW) Cancer Center is a collaboration of the George Washington University, the GW Hospital and the GW Medical Faculty Associates to expand GW's efforts in the fight against cancer. The GW Cancer Center also incorporates all existing cancer-related activities at GW, with a vision to create a cancer-free world through groundbreaking research, innovative education and equitable care for all. Learn more about the GW Cancer Center at gwcancercenter.org.

ABOUT THIS TOOLKIT

This toolkit is intended to:

- Enable partners to collaborate by spreading the word about the GW Cancer Center's online courses
- Provide resources for planning, implementing and evaluating marketing efforts
- Improve patient-centered care through the promotion of quality training for health care professionals in a variety of fields

ABOUT THE ONLINE COURSES

The GW Cancer Center offers several online courses to equip a variety of health care professionals to provide patient-centered care and technical assistance to comprehensive cancer control programs. Trainings are offered at no cost to participants. Many of the courses offer no-cost continuing education credits in several categories.

Current courses include:

- **Action for Policy, Systems and Environmental (PSE) Change: A Training:** Explore PSE change, from its evidence base, to a full-length case study. This training provides background information on the 7-step PSE change process, stepwise worksheets, a PSE action plan template, real world examples from comprehensive cancer control programs, an extensive resource list and approaches to help grow the PSE change evidence base.
- **Addressing the Need for LGBTQ-Affirming Cancer Care: A Focus on Sexual and Gender Minority Prostate Cancer Survivors:** This training helps social workers and other health care professionals better support sexual and gender minority cancer patients, with a specific focus on the needs of sexual and gender minority prostate cancer survivors.
- **Cancer Survivorship E-Learning Series for Primary Care Providers:** This course is intended for primary care providers or others who provide follow-up care to cancer survivors. The course covers late and long-term effects of treatment as well as clinical survivorship care guidelines for a variety of cancer types.
- **Communication Training for Comprehensive Cancer Control Professionals 101 and 102:** This two-part series on cancer control communication covers media planning and media relations (101) and making communication campaigns evidence-based

(102). Each course is designed for public health professionals with varying degrees of experience and resources.

- **Executive Training on Navigation and Survivorship:** This program covers patient navigation and clinical survivorship program development and implementation. Target audiences include administrators, comprehensive cancer control practitioners, nurses, physicians, patient navigators and social workers.
- **Oncology Patient Navigator Training: The Fundamentals:** This competency-based training uses interactive presentations to discuss evidence-based approaches to patient navigation and case studies to prepare patient navigators to effectively address barriers to care for cancer patients and survivors.
- **Together, Equitable, Accessible, Meaningful (TEAM) Training:** This training aims to improve the productivity of patient-provider interactions to advance health equity through individual and systems-level approaches. The training identifies strategies that health care providers can employ to improve culturally sensitive practices.

REGISTERING FOR ONLINE COURSES

All courses and enrollment information are available through gwccacademy.org. Questions about enrolling? Email cancercontrol@gwu.edu.

HOW TO ADVERTISE ONLINE COURSES

The GW Cancer Center's online courses can be promoted through a variety of channels. When planning a dissemination and marketing strategy, it is important to first define your audience and gather information about how best to reach them. Consider the following questions:

- Who is my primary audience?
- How can I creatively engage them?
- Where are they looking for professional (versus personal) content?
- What types of messages motivate my audience to take action?

MARKETING AND DISSEMINATION CHANNELS

Once you have identified your audience, consider what channels may be best for reaching them. Common options include social media channels, like Twitter, Facebook, LinkedIn, Instagram, Reddit or YouTube. Here are some creative ideas to use your existing channels to create content easily and at little to no cost:

- Host a Twitter chat about a cancer-related topic and invite experts to participate. Consider integrating content about the online course you'd like to promote.
- Write a blog post for prostate cancer awareness month that mentions the "Addressing the Need for LGBTQ-Affirming Cancer Care" course and link to it from your organization's Facebook account.
- Create a brief LinkedIn Slideshare with some key points or learning objectives from one of the online courses.

- Film a short 60 second YouTube video of a member of your organization reviewing one of the online courses. Remember, you can keep it simple, no fancy editing or equipment required!
- Host a Reddit "Ask Me Anything" (AMA) session with an expert and mention the online course(s).

Other promotional channels could include your organization's website or blog, conference presentations, webinars, Op-Eds or letters to the editor, newsletters and listservs.

SETTING UP A CUSTOM URL IN GOOGLE

Once you have established a dissemination and marketing plan, it is critical to track your efforts so you can see what methods and messages are most effective. One strategy for tracking your efforts is to establish custom URLs for different components of your campaign to see which referral sources are most successful.

To set up a custom URL, visit https://ga-dev-tools.appspot.com/campaign-url-builder/. Enter the following fields:

Field	Description
Website URL	http://gwccacademy.org (this will be the same regardless of the course being promoted)
Campaign Source	Your state or organization name
Campaign Medium	Marketing medium (e.g., banner, email, newsletter, Facebook, Twitter)
Campaign Name	This is the name of your campaign or the category around which you have organized a campaign (e.g., the name of the course, the audience or strategy you are using).
Campaign Term	This optional field is for those who are using paid ad words in a campaign.
Campaign Content	This optional field can help differentiate if you are testing different types of message content (e.g., a message highlighting continuing education credits vs. one highlighting helping patients).

As an example, here's what a campaign URL might look like if the GW Cancer Center was organizing a referral campaign to the E-Learning Series for Primary Care Providers and put a blurb in our Patient Navigation & Survivorship E-News to promote the course:

* Website URL	http://www.gwccacademy.org
	The full website URL (e.g. `https://www.example.com`)
* Campaign Source	gwcc
	The referrer: (e.g. `google` , `newsletter`)
* Campaign Medium	pn_newsletter
	Marketing medium: (e.g. `cpc` , `banner` , `email`)
* Campaign Name	e_series
	Product, promo code, or slogan (e.g. `spring_sale`)
Campaign Term	
	Identify the paid keywords
Campaign Content	
	Use to differentiate ads

The resulting URL is:
http://www.gwccacademy.org/?utm_source=gwcc&utm_medium=pn_newsletter&utm_campaign=e_series

You may find it helpful to track your custom links in a spreadsheet so you can organize and track them in one place. A sample template is available in Appendix A.

SHORTENING CUSTOM LINKS

Once you have established all of your custom URLs, it is important to shorten them so they are trackable. Link shorteners, like Bitly or TinyURL, can help. If you already use a social media management platform like Sprout Social, you can also use the link shortener built into their publishing feature.

To set up a Bitly, simply create a free account or log in. Then, click on the "Create Bitlink" button and paste the long URL. A shortened version of the URL will be created, which you can then name so that it is organized in your account. If you are using a tracking system for your different custom URLs, be sure to also note the corresponding Bitly for each custom URL. Again, see the sample spreadsheet for examples.

One advantage of Bitlys is that you can easily see how many clicks each shortened link has received by pasting the Bitly with a + sign after it into any browser. This will tell you how many clicks that particular URL has received since its creation. One important thing to note is that Bitly clicks cannot be defined for a particular time period with a free account, so if you want monthly tracking metrics for Bitlys, you should set a reminder to check clicks at a pre-determined time each month.

Please note that the GW Cancer Center does not provide tracking information for Bitlys or custom URLs; each organization is responsible for tracking their own promotional efforts.

ADDITIONAL EVALUATION TOOLS

Looking to measure the success of your campaign on social media? Many networks offer free or low-cost analytic tools to allow you to demonstrate the impact of your efforts.

Tool	Description
Facebook Insights	Allows users to track page likes, post reach, number of visits, specific posts as well as who is following your page. According to Facebook, "posts that get more likes, comments and shares show up more in News Feed and are seen by more people. Posts that are hidden, reported as spam or cause people to unlike your page reach fewer people."
Instagram Insights	Available in the app for users who have an Instagram Business Profile. This tool allows you to see overall account metrics, follower demographics and metrics for your Instagram stories such as impression, reach and replies.
Snaplytics	Paid service that allows users to manage their Snapchat stories, Instagram stories and Instagram accounts and can help identify the most engaging content across platforms.
Twitter Analytics	Allows users to see and download detailed tracking information about Tweet activity, engagement, audience and trends over time. Log in with your Twitter username and password to learn more.
Viralwoot	Helps track Pinterest analytics, schedule pins, promote pins and gain new followers. This paid analytics tool provides statistics about your reach, activity and engagement scores. It also provides you with an influence score and tells you what you need to do to boost your Pinterest presence.

CUSTOMIZING A FLYER

Several customizable flyers are available for organizations to adapt and use to promote each course. Please visit bit.ly/GWCCOnlineAcademyFlyers2019 to download and learn more.

SAMPLE PROMOTIONAL LANGUAGE

The following information can be adapted by your organization and used to showcase each training. Feel free to adapt the messaging for email blasts, newsletters, blog posts or other announcements. You can also replace the links with custom shortened links for tracking your promotional efforts as described in previous sections.

About the Online Academy

Are you a health care provider, cancer control or public health professional interested in continuing education and career development opportunities? The George Washington University (GW) Cancer Center offers several no-cost, self-paced online trainings on a variety of cancer-related topics.

Grow your professional skills, gain new knowledge and support patient-centered cancer care with these offerings from the GW Cancer Center's Online Academy:

- Action for Policy, Systems and Environmental (PSE) Change: A Training

- Addressing the Need for LGBTQ-Affirming Cancer Care: A Focus on Sexual and Gender Minority Prostate Cancer Survivors
- Cancer Survivorship E-Learning Series for Primary Care Providers
- Communication Training for Comprehensive Cancer Control Professionals 101 and 102
- Executive Training on Navigation and Survivorship
- Oncology Patient Navigator Training: The Fundamentals
- Together, Equitable, Accessible, Meaningful (TEAM) Training

All of the trainings offer no-cost continuing education credits. Learn more about continuing education credits and types of credit available by visiting the Online Academy at www.gwccacademy.org or email cancercontrol@gwu.edu.

Action for Policy, Systems and Environmental (PSE) Change: A Training

Are you a cancer control or public health professional interested in continuing education and career development opportunities? The George Washington University (GW) Cancer Center offers several no-cost, self-paced online trainings on a variety of cancer-related topics.

Action for Policy, Systems and Environmental (PSE) Change: A Training provides background information on the seven-step PSE change process, stepwise worksheets, a PSE action plan template, real world examples from comprehensive cancer control (CCC) programs, an extensive resource list as well as theoretical and evaluation approaches to help grow the PSE change evidence base.

Selected learning objectives include:

- Describe the process of PSE change as an evidence-based approach to improve health
- Explain the importance of sustainability in PSE change interventions to stakeholders
- Identify whether sufficient awareness and resources exist to support successful implementation of PSE change

To learn more about Action for PSE Change or other online courses from the GW Cancer Center, please visit gwccacademy.org.

Addressing the Need for LGBTQ-Affirming Cancer Care: A Focus on Sexual and Gender Minority Prostate Cancer Survivors

Are you a social worker, health care provider or public health professional interested in continuing education and career development opportunities? The George Washington University (GW) Cancer Center offers several no-cost, self-paced online trainings on a variety of cancer-related topics.

Addressing the Need for LGBTQ-Affirming Cancer Care: A Focus on Sexual and Gender Minority Cancer Survivors provides information on the unique health needs and challenges faced by sexual and gender minorities with a special focus on the cancer needs of gay,

bisexual and transgender prostate cancer survivors. Learn from experts in the field as they discuss strategies for providing inclusive, culturally sensitive and affirming care.

Selected learning objectives include:

- Identify interpersonal and institutional determinants that lead to LGBTQ or sexual and gender minority health inequities
- Describe the unique needs of sexual and gender minority prostate cancer patients, survivors and their caregivers
- Identify affirming and culturally sensitive strategies for working with sexual and gender minority prostate cancer patients, survivors and their caregivers

To learn more about Addressing the Need for LGBTQ-Affirming Cancer Care or other online courses from the GW Cancer Center, please visit gwccacademy.org.

Cancer Survivorship E-Learning Series for Primary Care Providers

Are you a health care provider interested in continuing education and professional development opportunities? The George Washington University (GW) Cancer Center offers several no-cost, self-paced online trainings on a variety of cancer-related topics.

The Cancer Survivorship E-Learning Series for Primary Care Providers is designed for primary care providers or others who provide follow-up care to cancer survivors. The course covers survivorship care and the role of primary care providers; late and long-term effects of cancer and its treatments; a team approach to survivorship care coordination; and specific guidance on caring for survivors of breast, colorectal, prostate, head and neck cancers. Learners can take all modules in the series or simply select the ones that fit their interests and patient population.

Selected learning objectives include:

- Identify existing cancer survivorship care guidelines for breast, prostate, colorectal, and head and neck cancers, as well as current national efforts related to survivorship care
- Describe the role of primary care providers to screen for distress and provide follow-up care
- Identify the role of the oncologist and primary care provider in the co-management of follow-up care
- Describe guideline-supported recommendations for secondary cancer prevention to cancer survivors regarding tobacco, obesity, physical activity, nutrition, alcohol and sun protection

To learn more about the Cancer Survivorship E-Learning Series for Primary Care Providers or other online courses from the GW Cancer Center, please visit gwccacademy.org.

Communication Training for Comprehensive Cancer Control Professionals 101 and 102

Are you a cancer control or public health professional interested in continuing education and career development opportunities? The George Washington University (GW) Cancer Center offers several no-cost, self-paced online trainings on a variety of cancer-related topics.

Communication Training for Comprehensive Cancer Control (CCC) Professionals 101 and 102 is a two-part training on media planning and evidence-based communication campaigns. Comm101: Media Planning and Media Relations walks participants through the process of media planning, creating media-friendly materials and building relationships with journalists. Comm102: Making Communication Campaigns Evidence-Based covers developing, planning, implementing and evaluating evidence-based communication campaigns; using appropriate tactics and channels to reach intended audiences; and real-world examples from other organizations.

Selected learning objectives include:

- Define health communication
- Explain the importance of health literacy and culturally appropriate messaging
- Identify strategies for building and maintaining relationships with journalists
- Describe the role of communication campaigns in chronic disease, cancer prevention and control
- Develop a communication campaign roadmap
- Select the right evaluation methods

To learn more about Comm101 and Comm102 or other online courses from the GW Cancer Center, please visit gwccacademy.org.

Executive Training on Navigation and Survivorship

Are you an administrator, health care provider, cancer control or public health professional interested in continuing education and career development opportunities? The George Washington University (GW) Cancer Center offers several no-cost, self-paced online trainings on a variety of cancer-related topics.

The Executive Training on Navigation and Survivorship is a practical course on the process of planning and developing patient navigation and cancer survivorship programs. From identifying needs, to funding and sustaining a program, this course guides participants through the basics of program planning and demonstrating value.

Selected learning objectives include:

- Understand the importance of effective program planning
- Identify principles and techniques for conducting a needs assessment
- Determine key measures for demonstrating value

To learn more about the Executive Training on Navigation and Survivorship or other online courses from the GW Cancer Center, please visit gwccacademy.org.

Oncology Patient Navigator Training: The Fundamentals

Are you an oncology patient navigator interested in continuing education and professional development opportunities? The George Washington University (GW) Cancer Center offers several no-cost, self-paced online trainings on a variety of cancer-related topics.

Oncology Patient Navigator Training: The Fundamentals provides an overview of the field of patient navigation as well as core competencies for patient navigators. The course is intended for oncology patient navigators without a clinical license and covers the basics of health care; as well as enhancing communication, professionalism and practice.

Selected learning objectives include:

- Describe social determinants of health and health disparities
- Assess patients' barriers and strengths and their ability to overcome barriers
- Use problem-solving strategies to develop a plan with the patient

To learn more about Oncology Patient Navigator Training: The Fundamentals or other online courses from the GW Cancer Center, please visit gwccacademy.org.

Together, Equitable, Accessible, Meaningful (TEAM) Training

Are you a health care provider, cancer control or other public health professional interested in continuing education and career development opportunities? The George Washington University (GW) Cancer Center offers several no-cost, self-paced online trainings on a variety of cancer-related topics.

The Together, Equitable, Accessible, Meaningful (TEAM) Training aims to improve the productivity of patient-provider interactions and advance health equity through individual and systems-level approaches. It seeks to provide health care professionals with knowledge and strategies to improve culturally sensitive practices.

Selected learning objectives include:

- Identify factors and barriers that lead to health inequities
- Discuss strategies for culturally respectful and affirming interpersonal exchanges with patients
- Recognize systems-level strategies to enact culture change to support the provision of culturally competent care

To learn more about the TEAM Training or other online courses from the GW Cancer Center, please visit gwccacademy.org.

SAMPLE SOCIAL MEDIA POSTS

The following social media posts and artwork can be used to promote the online courses through your organization's social media channel(s) or website(s). As described above, all links can be updated to custom or shortened URLs so your organization can track promotional efforts.

About the Online Academy

Sample Twitter Post: Did you know @GWCancer offers several no-cost, self-paced online courses for cancer professionals? Learn more and enroll: www.gwccacademy.org

Sample Facebook Post: Looking for professional development opportunities and no-cost continuing education credits? Check out the GW Cancer Center's Online Academy and get started today: www.gwccacademy.org

Sample LinkedIn Post: Calling all health care providers, cancer control and public health professionals: The GW Cancer Center offers several no-cost, self-paced online courses with a variety of continuing education credits available. Learn more and take the next step on your professional journey today: www.gwccacademy.org

Action for Policy, Systems and Environmental (PSE) Change: A Training

Sample Twitter Post: What is PSE change and how can you use it to improve cancer control in your organization? Click to learn more: www.gwccacademy.org

Sample Facebook Post: Policy, Systems and Environmental change can seem daunting. This no-cost, self-paced training from the GW Cancer Center includes presentations, real world examples, and resources to help guide you through developing and implementing an evidence-based PSE change program at your organization: www.gwccacademy.org

Sample LinkedIn Post: The GW Cancer Center's Action for Policy, Systems and Environmental (PSE) Change online training guides cancer professionals through the process of designing, implementing and evaluating PSE changes at their organization. The no-cost, self-paced training includes resources, tools and strategies to institute PSE changes at a variety of cancer organizations. It is accredited CE for CHES® and MCHES® professionals. Learn more: www.gwccacademy.org

Addressing the Need for LGBTQ-Affirming Cancer Care: A Focus on Sexual and Gender Minority Prostate Cancer Survivors

Sample Twitter Post: Curious about the health needs and challenges faced by LGBTQ prostate cancer survivors? Check out @GWCancer's online training on LGBTQ-affirming care to learn more: www.gwccacademy.org

Sample Facebook Post: Gay and bisexual men have health needs that are not talked about often. This free online training can help you start the conversation and learn about LGBTQ-affirming care for prostate cancer survivors: www.gwccacademy.org

Sample LinkedIn Post: Every cancer survivor has unique health needs. Addressing the Need for LGBTQ-Affirming Cancer Care, a no-cost online course from the GW Cancer Center, highlights the needs of sexual and gender minority prostate cancer survivors. Learn how your organization can provide culturally affirming and sensitive cancer care. Find out more: www.gwccacademy.org

Cancer Survivorship E-Learning Series for Primary Care Providers

Sample Twitter Post: Overwhelmed by information on cancer survivorship? The Cancer Survivorship E-Learning Series for Primary Care Providers provides practical guidance on improving and coordinating care for survivors. Learn more: www.gwccacademy.org

Sample Facebook Post: Providers: You play a key role in cancer survivors' medical care. Stay up-to-date on current, evidence-based care practices by taking the Cancer Survivorship E-Learning Series for Primary Care Providers. It's a self-paced, online training and offers free continuing education credits: www.gwccacademy.org

Sample LinkedIn Post: Interested in no-cost continuing education opportunities? The GW Cancer Center offers the Cancer Survivorship E-Learning Series for Primary Care Providers. This self-paced online course provides critical information on cancer survivorship, care coordination, late and long term side effects from cancer and its treatments. The series features deep dives into breast, prostate, colorectal, and head and neck cancer survivorship guidelines from the American Cancer Society and the American Society of Clinical Oncology. Stay up-to-date and enroll today: www.gwccacademy.org

Communication Training for Comprehensive Cancer Control Professionals 101 and 102

Sample Twitter Post: Are you a cancer control or public health professional interested in media planning and media relations? Check out the Communication Training for Comprehensive Cancer Control Professionals 101 from @GWCancer: www.gwccacademy.org

Sample Twitter Post: Learn more about evidence-based health communication campaigns with the Communication Training for Comprehensive Cancer Control Professionals 102, a no-cost, self-paced online course. Learn more: www.gwccacademy.org

Sample Facebook Post: Ever wondered about creating an effective media plan for your cancer program but don't know where to start? The GW Cancer Center offers Communication Training for Comprehensive Cancer Control Professionals 101, the first in a two-part online training series that covers how to create a media plan, build media-friendly materials and foster relationships with journalists. Learn more: www.gwccacademy.org

Sample Facebook Post: Looking to implement an evidence-based communication plan but don't know where to start? The Communication Training for Comprehensive Cancer Control Professionals 102 can help! Learn more and register: www.gwccacademy.org

Sample LinkedIn Post: Calling all cancer care professionals! The GW Cancer Center offers Communication Training for Comprehensive Cancer Control Professionals 101: Media Planning and Media Relations, part one of a two-part series. This no-cost online training covers how to develop a media plan and form relationships with journalists to best market your organization's materials and services to cancer patients and survivors. Learn more: www.gwccacademy.org

Sample LinkedIn Post: Interested in planning a communication campaign but don't know where to start? The GW Cancer Center offers a no-cost, self-paced online course,

Communication Training for Comprehensive Cancer Control Professions 102: Making Communication Campaigns Evidence-Based. Regardless of your organizational resources, this training can help you plan, implement and evaluate your campaign, whether you have communications experience or not! Sign up today: www.gwccacademy.org

Executive Training on Navigation and Survivorship

Sample Twitter Post: Patient navigation and cancer survivorship care are critical parts of any cancer program. The Executive Training on Navigation and Survivorship from @GWCancer can help you plan and implement successful programs: www.gwccacademy.org

Sample Facebook Post: Starting a patient navigation or cancer survivorship program can be a daunting project. The GW Cancer Center's Executive Training can help your organization develop and launch a successful program, demonstrate impact and plan for sustainability. Learn more: www.gwccacademy.org

Sample LinkedIn Post: Calling all cancer leaders: Are you interested in continuing education and professional development opportunities? The GW Cancer Center offers a no-cost online course to walk you through the nuts and bolts of patient navigation and cancer survivorship program planning, implementation, evaluation and sustainability. Learn more: www.gwccacademy.org

Oncology Patient Navigator Training: The Fundamentals

Sample Twitter Post: Looking to learn the basics of oncology patient navigation to help patients? @GWCancer offers a no-cost online training that can help: www.gwccacademy.org

Sample Facebook Post: Learn the basics of oncology patient navigation and strategies to enhance cancer care and communication with the GW Cancer Center's Oncology Patient Navigator Training: The Fundamentals. This no-cost, self-paced online course also has tools and resources to use in your practice: www.gwccacademy.org

Sample LinkedIn Post: Did you know the GW Cancer Center offers a no-cost, self-paced online training program for cancer care professionals to learn the basic of cancer patient navigation? Oncology Patient Navigator Training: The Fundamentals offers resources for patient navigators to learn and implement strategies in their own practice and prepare for the Academy of Oncology Nurse and Patient Navigators OPN-CG credential. Learn more: www.gwccacademy.org

Together, Equitable, Accessible, Meaningful (TEAM) Training

Sample Twitter Post: How can your organization improve patient-provider communication and employ culturally sensitive practices? Check out @GWCancer's no-cost, self-paced online training to learn more: www.gwccacademy.org

Sample Facebook Post: Health inequities, implicit bias and cross-cultural differences can create barriers to care for patients. The GW Cancer Center's no-cost, self-paced online Together, Equitable, Accessible, Meaningful (TEAM) Training can help your organization improve care and communication: www.gwccacademy.org

Sample LinkedIn Post: Effective patient-provider communication and culturally affirming care can improve cancer survivor outcomes. The GW Cancer Center's Together, Equitable, Accessible, Meaningful (TEAM) Training is a no-cost, self-paced online training for health care providers to gain skills and strategies to improve communication, culturally sensitive care and health equity. Learn more: www.gwccacademy.org

SOCIAL MEDIA GRAPHICS

Graphics sized for Facebook, Instagram, LinkedIn and Twitter are available for each of the online courses and can be downloaded from bit.ly/GWCCOnlineAcademySocialGraphics.

Customizable graphics are also available through Canva (a free, online graphic design platform) and can be adjusted to add your organization's branding and custom trackable URLs.

To access customizable social media graphics, follow the steps below:

1. Visit www.canva.com
2. Click on "Login" and sign in using gwccacademyanalytics@gmail.com, password: gwc@nceranalytics1.
3. Under "Folders," select "Templates [COPY FILE BEFORE EDITING]"
4. Each set of customizable images is organized by social network. Select the network you want to create the image for (available networks include Facebook, Instagram, LinkedIn and Twitter). Hover over the image and click on the box with three dots that appears at the top of the image. Select "Make a copy." **Please do not edit the template designs without first making a copy of the file. This is very important.**
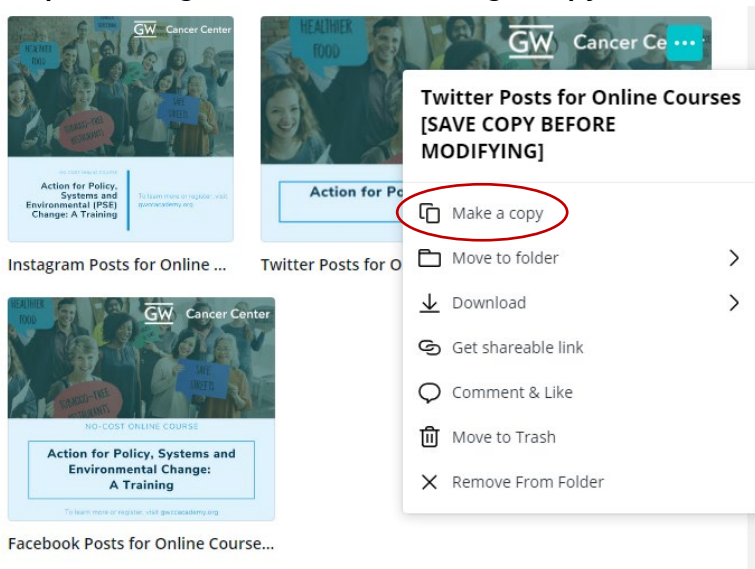
5. A new design should appear called "Copy of…". Rename the design with your organization's name, the social network and your state abbreviation (ex. GW Cancer Center_Twitter Posts for Online Courses_DC). It is very important that you rename the files properly to keep them organized and avoid duplication or editing errors. **Do not open or utilize designs from other organizations.**

6. Now you can edit the design. Each file has a separate page for each training. In the editing space, you can add your organization's logo by going to "Uploads" on the left and selecting "Upload an image or video." The GW Cancer Center's logo should not be removed or covered up by modifications. Note that any files uploaded will be visible by other users, so if you don't want others to be able to access a file like your logo, please delete it from the image library after you are finished using it.

7. You can also customize the color scheme to match your organization's branding, edit the text of the link to include a custom trackable URL, and add additional graphic elements using the editing buttons on the left.
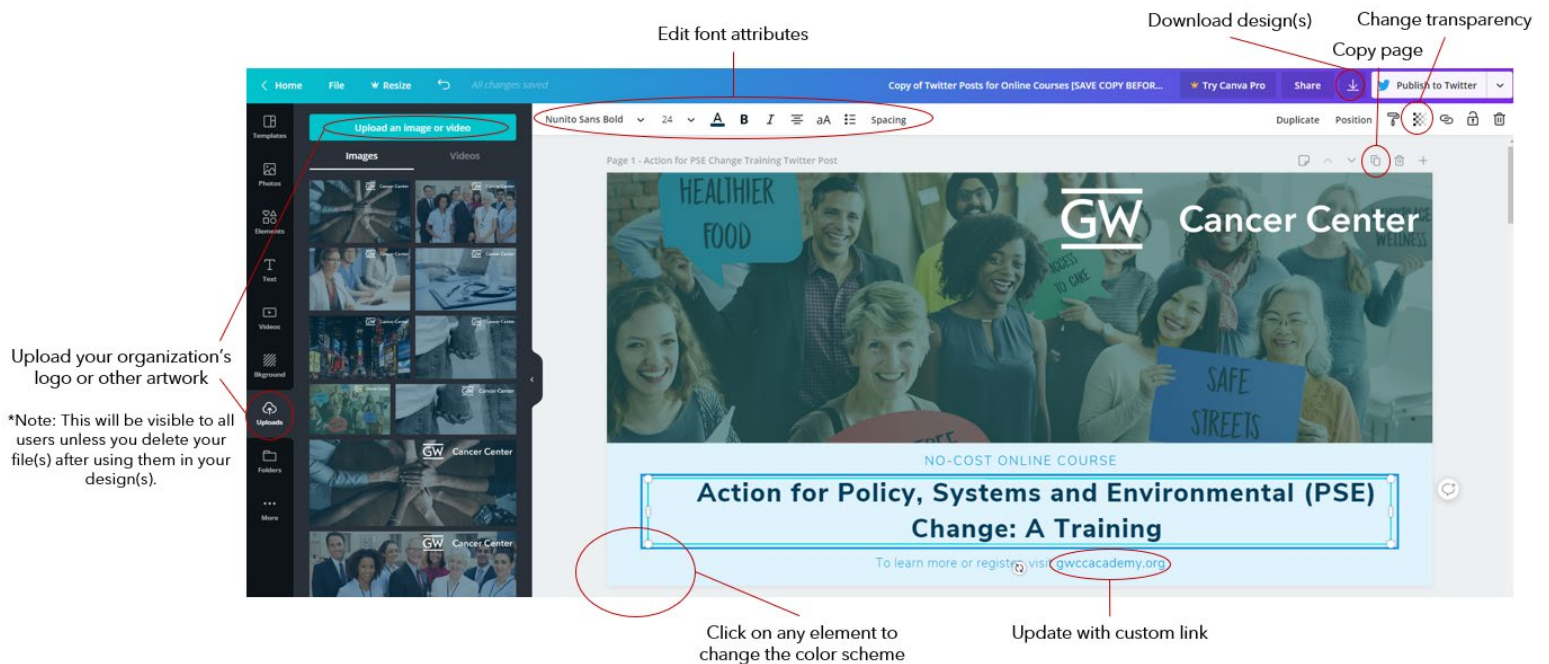
SAMPLE SLIDES

Looking to spread the word about the GW Cancer Center's Online Academy in a webinar or other presentation? Two versions of customizable slides are available, one branded with the GW Cancer Center's logo, and one that can be adapted with your organization's branding and trackable URLS: bit.ly/GWCCOnlineAcademySlides.

CANCER SURVIVORSHIP E-LEARNING SERIES PROMOTIONAL VIDEO

The Cancer Survivorship E-Learning Series also has a short promotional trailer that can be used to share about the course. View it by visiting bit.ly/E-SeriesPromoVid.

ADDITIONAL GUIDANCE

For additional marketing and dissemination guidance or resources, please contact the GW Cancer Center at cancercontrol@gwu.edu.

APPENDIX A: SAMPLE TRACKING SPREADSHEET

Description	Date	Source	Medium	Campaign Name	Campaign Term	Custom URL	Bitly	Clicks (All Time)
Test Link	10/15/19	email	newsletter	october_tapnews	pn_training	http://www.gwccacademy.org/?utm_source=email&utm_medium=newsletter&utm_campaign=october_tapnews&utm_term=pn_training	http://bit.ly/2qgxr8B	

Key

Source	Medium	Campaign Terms
email	newsletter	comm101
	custom blast	comm102
socialmedia	facebook	e-series
	instagram	executive_training
	linkedin	lgbtq_training
	twitter	online_academy
partnerships	news	pn_training
	network	pse_training
	conferences	team_training
	press	
grassroots	communityorganization	
	communityadvisoryboard	