



**“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**

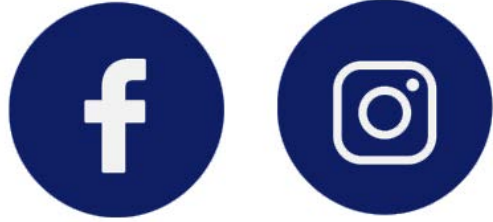
Overview.

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**

 **Cancer Council Victoria**
Sponsored · 

Cancer never rests, so neither do we. From diagnosis, through treatment and beyond, we are here. Meet some of the people who make this possible.



Life in a day of cancer. 

CANCERVIC.ORG.AU
Every minute, every hour, every day
Working towards a cancer free future. [Learn More](#)

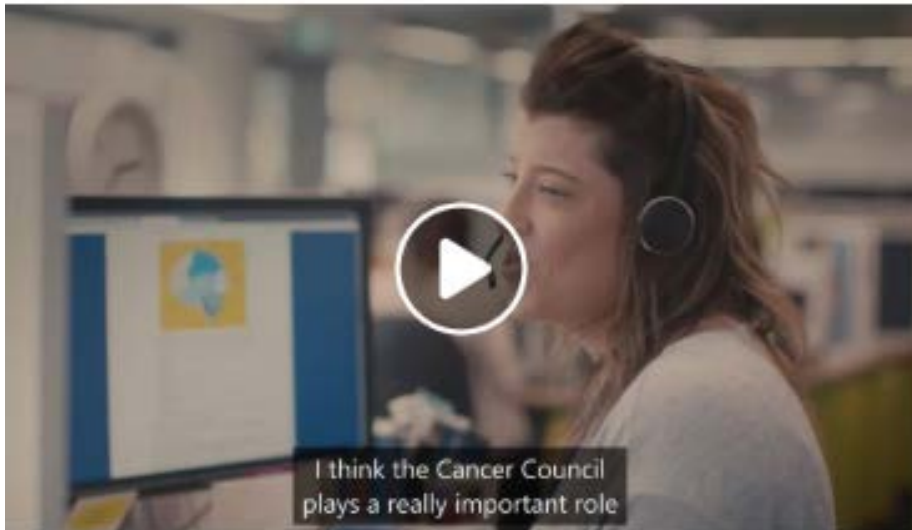
Case study: Brand campaign (cont).



Cancer Council Victoria

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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](https://www.cancervic.org.au/get-support)

Meet Nurse Katherine

Call 13 11 20 to speak to a cancer nurse.

[Learn More](#)



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](https://www.cancervic.org.au/research)

Reduce cancer risk


Discover simple lifestyle changes.

[Learn More](#)


Prevention.

- **Educate public about cancer prevalence and risks**
- **Encourage a healthy lifestyle**
- **Urge people to undertake cancer screening**

Case Study: Healthy Weight campaign.

 **Cancer Council Victoria** Written by Customedia [?] · October 18, 2018 ·

Sugary drinks can lead to unhealthy weight gain, which can increase the risk of 13 types of cancer. #rethinksugarydrink

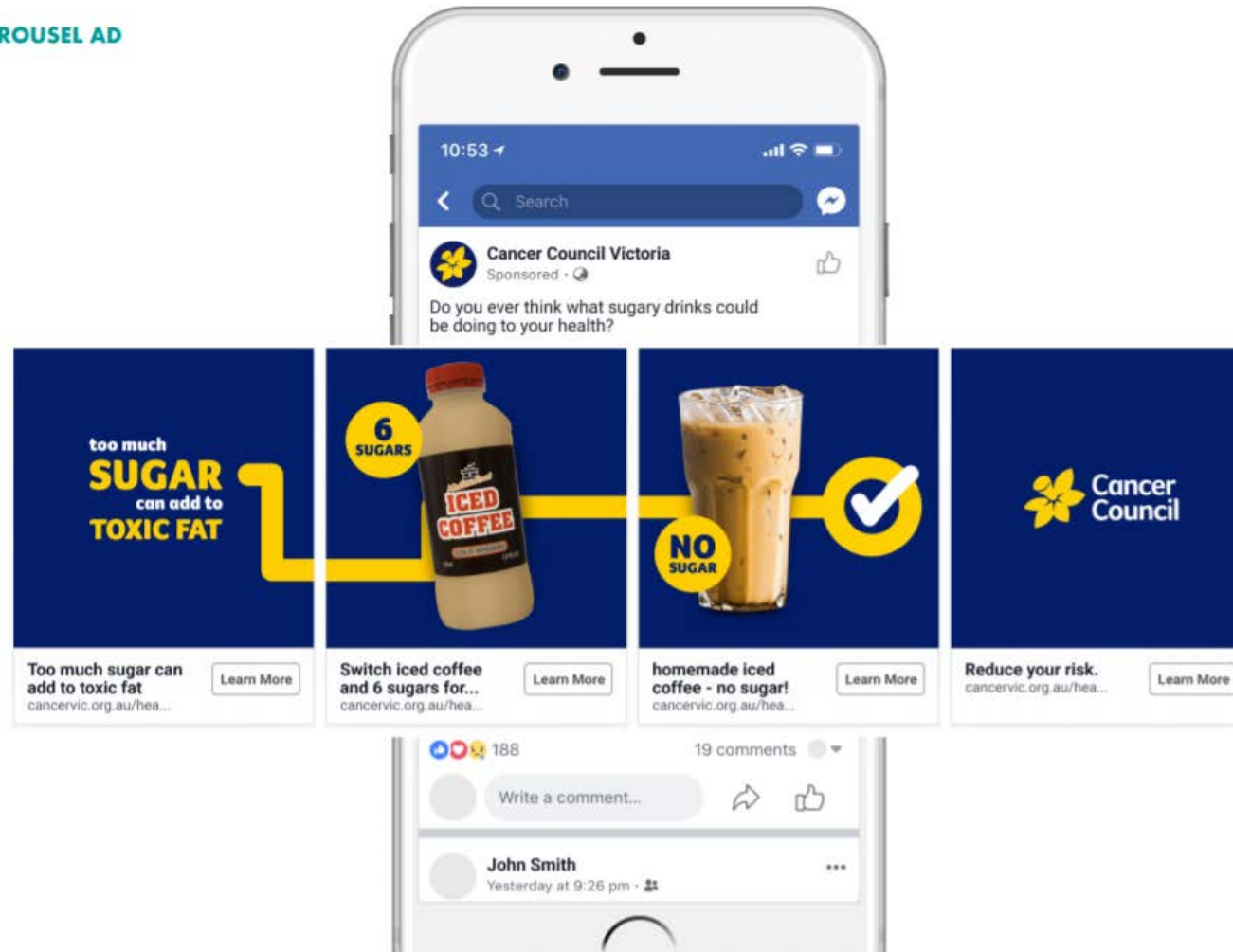


WWW.CANCERVIC.ORG.AU [Learn More](#)

Reduce your risk

Case study: Healthy weight (cont.)

SOCIAL: CAROUSEL AD



Case study: Bowel screening campaign.

 **Cancer Council Victoria**
Written by Customedia [?] · August 10, 2018 · 🌐

James' story: why you should get serious about bowel cancer



James Omond
Bowel Cancer Survivor

WWW.CANCERVIC.ORG.AU/BOWEL/BOWEL-CANCER-EARLY-...

Find it, treat it, beat it

[Learn More](#)

Case study: Bowel screening (cont.).



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



WWW.CANCERVIC.ORG.AU/BOWEL

Put your mind at rest

Do the free home test

[Learn More](#)



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



WWW.CANCERVIC.ORG.AU/BOWEL

Bowel cancer screening

Do the home test

[Learn More](#)



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



WWW.CANCERVIC.ORG.AU/BOWEL

Bowel cancer shouldn't be one of them

Do the free home test



[Learn More](#)

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**

 **Cancer Council Victoria**
Sponsored · 

Do it your way this May or June with Australia's Biggest Morning Tea!
Get your friends, workmates or community together over a cuppa and some food, and help raise funds to support people impacted by cancer.



BIGGESTMORNINGTEA.COM.AU
Sign up as a host now
Your support is life-changing

[Learn More](#)

Case study: ABMT (cont.)



Cancer Council Victoria

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"It's a great feeling to help such a worthy cause and to know that I can make a difference. We all want a cancer free future. There's too many statistics out there that need to change," - Anna.



WWW.BIGGESTMORNINGTEA.COM.AU
Why I host a Biggest Morning Tea
I wanted to do something.

Learn More

👍👍👍 Eva Paplos, Sophie Kotsou and 1.1K others · 18 Comments · 41 Shares



Cancer Council Victoria

Sponsored · 🌐

Do it your way this May or June with Australia's Biggest Morning Tea! Get your friends, workmates or community together, and help raise funds to support those impacted by cancer.



WWW.BIGGESTMORNINGTEA.COM.AU
Sign up to host now

Sign Up

Your support funds a cancer free future



cancervic



cancervic Iman has been hosting Australia's #BiggestMorningTea at the Australian International Academy Primary School, a leading Muslim school, since 2007. "It gives me hope that I can contribute and give comfort to people experiencing cancer," she said. "I know I'm participating in an event that will make a difference, no matter how big or small." - Iman

Click our bio link to learn more and sign up for your host kit.

#cancer #fundraising
#cancerawareness #cancertreatment
#charity #cancercharity

See



👍 Liked by susancarland and 83 others

APRIL 21

Add a comment...

Post

Case study: Paddle Across the Bay.



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 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](https://paddle.cancervic.org.au)

Paddle Across The Bay

2 March, Brighton to Port Melbourne

Sign Up



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](https://paddle.cancervic.org.au)

Paddle Across The Bay

2 March, Brighton Beach

Sign Up

Case study: PATB (cont.)

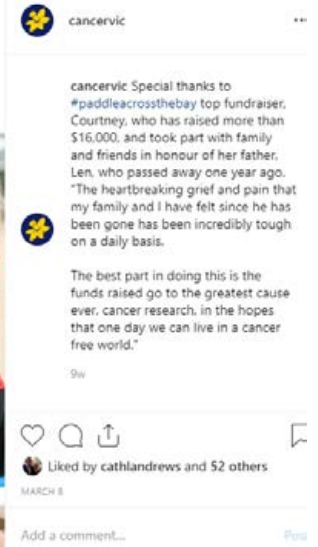


Fundraise and win!
Ramp up your Paddle Across The Bay fundraising to help us reach our target of \$60,000 to make a real difference for those facing cancer.
You'll receive some great prizes along the way..



Raise \$300 and receive a Cancer Council Summer Pack

Raise \$600 for a Summer Pack bag



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.

 **Cancer Council Victoria**
Sponsored · 🌐

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.



Cancer Council's wig service is a really important free service.

CANCERVIC.ORG.AU
See our support services
They couldn't happen without you [Learn More](#)

   Elizabeth Ann Shave, Ann Chambers and 65 others 3 Shares 70K Views

 **Cancer Council Victoria**
Sponsored · 🌐

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.



CANCERVIC.ORG.AU
Donate your scarves
We welcome your support [Learn More](#)

   Ninik Harnoto and 309 others 30 Comments 383 Shares 24K Views

Case study: Wig Service (cont.)

Educational information



Cancer Council Victoria

Sponsored · 🌐

A headscarf or wig can help give more self-confidence if experiencing cancer related hair-loss. Watch these useful tips from Dr Susan Carland, who shares how to easily style one up.

For more, click to watch the full video series and learn about our Wig Service. ❤️



CANCERVIC.ORG.AU

Styling headwear with confidence

Follow our step-by-step guide

[Learn More](#)

👍❤️ Melissa Pirie and 42 others

2 Comments 10 Shares 1.5K Views

gathemycrew Love this ❤️
celebritykind Aww I love this! What a great idea. ❤️
isthataurora Such a lovely idea. ❤️
catalinki I bloody love this 🤝❤️
gxxgirl Breaking down barriers with something practical that people can benefit from - brilliant idea and done with love and care. Congrats @susancarland and @cancervic !! ❤️

dimitypaul This is so fantastic! I really whinged it when I was going through chemo. You can do so much with a scarf! ❤️

k_a_t_h_k_a_t_h_ beautiful ❤️

nulla_pax ❤️

jinan_dx ❤️❤️

Case study: Wig Service (cont.)

Sharing patient stories

Cancer Council Victoria
Published by Tina Seferagic [?] · 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.



CANCERVIC.ORG.AU
Sheila's daughter was diagnosed with lung cancer

[Learn More](#)

Cancer Council Victoria
Published by Tina Seferagic [?] · March 21 · 🌐

I was covering a basketball four [as a sports broadcaster] and my lower back was really sore. I put it down to all the travel, but it didn't go away. After running a whole heap of tests, we found out it was lung cancer. I just couldn't believe it.

When doctors did a scan, spots were found on my ovary, liver, bowel, brain and pelvis. I was only 29 years old. Given the cancer had spread to so many parts of my body, chemo and radiation alone didn't work.

Luckily, a new drug was being trialled so I'm currently taking that. While I'm still not cancer free, most of the tumours have either disappeared or shrunk, and it's giving me more time with my family - which I'm so grateful for." - Sabrina, 33 years old



CANCERVIC.ORG.AU
I was diagnosed with lung cancer at 29 years old
How could I have lung cancer? I'd always been really...

[Learn More](#)

Cancer Council Victoria
Published by Tina Seferagic [?] · 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 colour and style 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."



CANCERVIC.ORG.AU
"Having the wig really helped"

[Learn More](#)

How could I have lung cancer? I'd always been really...

6,699
People Reached

375
Engagements

[Boost Unavailable](#)

👍❤️ 81

9 Comments 8 Shares

Example: Support groups.

 **Cancer Council Victoria**
Published by Tina Seferagic [?] · January 5 · 🌐

Whether diagnosed with cancer, have had cancer, or are a family, friend or carer, our Online Community is here for you. Join our forums and online support groups to ask questions or share your experience with other people affected by cancer, who know what you're going through.



Join our online community

[Learn More](#)



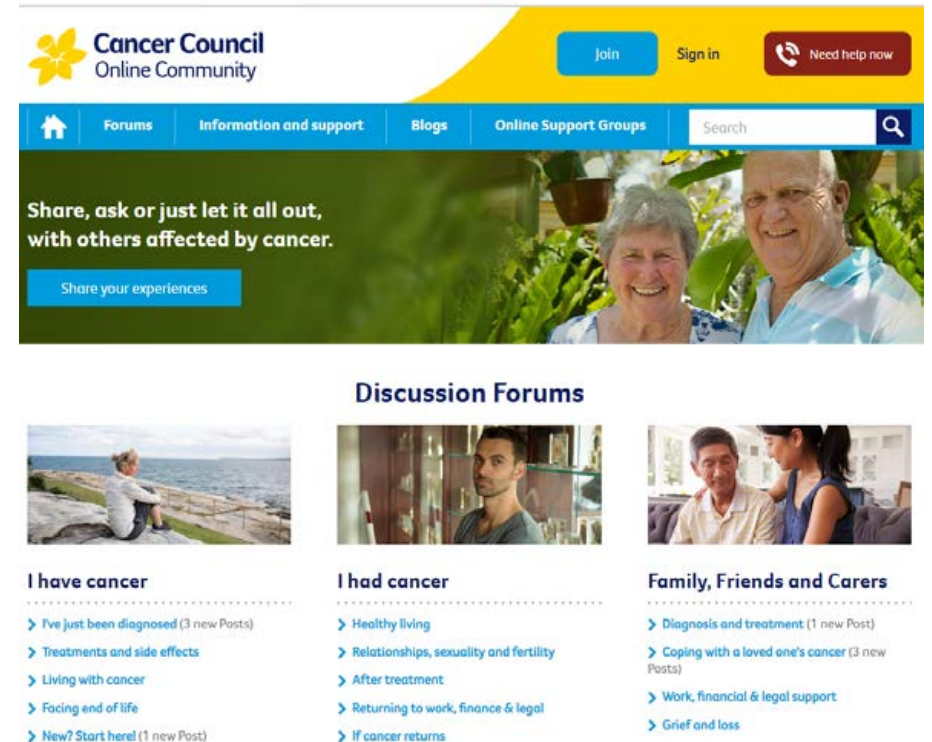
Join our online community

[Learn More](#)



Join Our Online Community

[Learn More](#)






Cancer Council Online Community [Join](#) [Sign in](#) [Need help now](#)

[Home](#) [Forums](#) [Information and support](#) [Blogs](#) [Online Support Groups](#)

Share, ask or just let it all out, with others affected by cancer.

[Share your experiences](#)

Discussion Forums

|  |  |  |
|--|---|--|
| I have cancer <ul style="list-style-type: none">> I've just been diagnosed (3 new Posts)> Treatments and side effects> Living with cancer> Facing end of life> New? Start here! (1 new Post) | I had cancer <ul style="list-style-type: none">> Healthy living> Relationships, sexuality and fertility> After treatment> Returning to work, finance & legal> If cancer returns | Family, Friends and Carers <ul style="list-style-type: none">> Diagnosis and treatment (1 new Post)> Coping with a loved one's cancer (3 new Posts)> Work, financial & legal support> Grief and loss |

Example: Equip health professionals.

 **Cancer Council Vic**
@CancerVic

This easy-to-read guide is designed to support patients during all stages of cancer and survivorship. Reviewed by a national panel of clinicians and consumers, the new (2018) edition is available to download or order now: bit.ly/2TO3dE4



Resource
**Overcoming
Cancer Pain**

8:30 AM - 29 Nov 2018

8 Retweets 6 Likes



🗨️ 8 ❤️ 6 📄

 **Cancer Council Victoria** @CancerVic · Feb 12

You're Invited: Join this training opportunity w/ @DrClareFedele on 'How to share your work with a lay audience' & translate complex scientific ideas into simple, engaging formats.

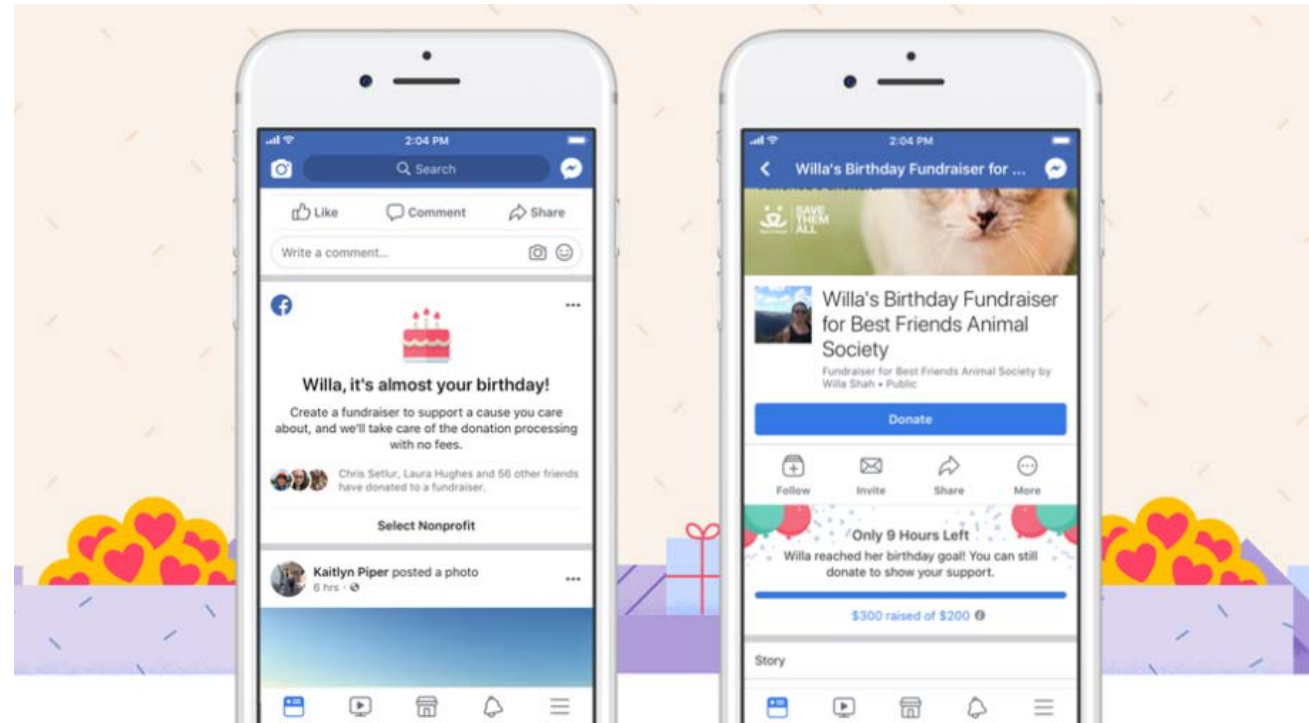
WHEN: Wed, 20th Feb, 4-6pm
WHERE: 615 St Kilda Rd MELB 3000
RSVP by 15 Feb: bit.ly/2WXzOsp



🗨️ 🔄 12 ❤️ 21 📄

Future trends.

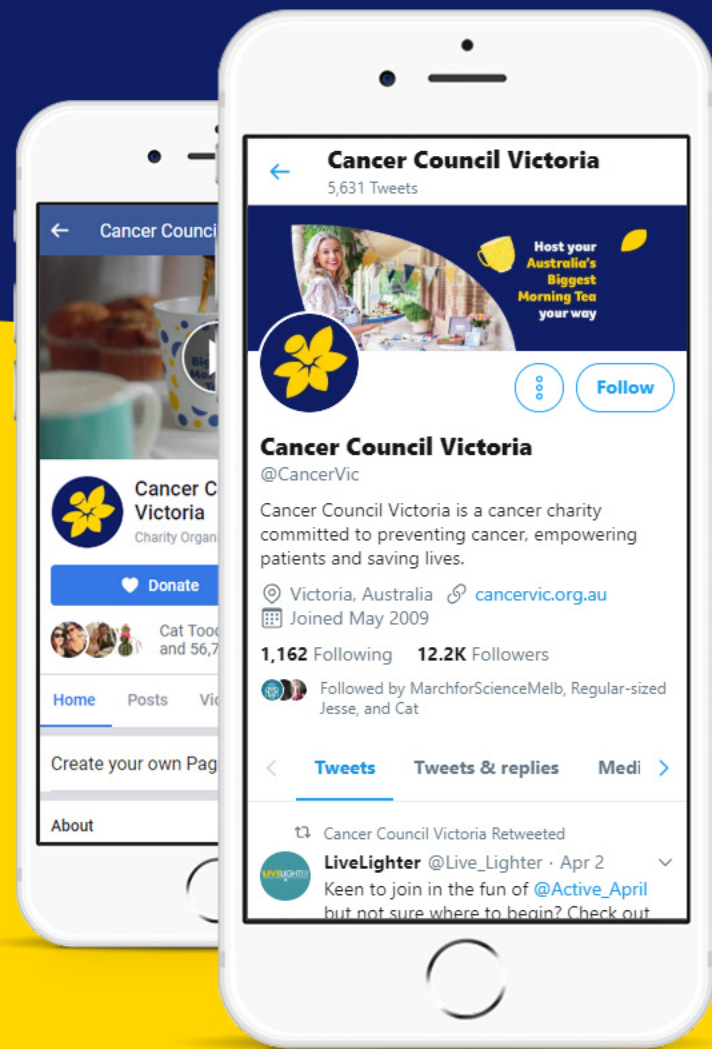
- **Paid Social**
- **Groups**
- **Stories**
- **In app fundraising**



Connect with Cancer Council Victoria

   @cancervic

 Cancer Council Victoria





Thank you.

Katherine.Lane@cancervic.org.au



@KatherineLane86



**[https://www.linkedin.com/in/
katherine-lane-32103295/](https://www.linkedin.com/in/katherine-lane-32103295/)**