

Using Social Media for Cancer Advocacy

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OUR GOAL: Equip cancer advocates to use social media to advance their work

- ▶ We've seen social media prove a powerful tool for ACS and our allies
- ▶ We tested the waters with our social media survey
- ▶ We created a tailored training program for global advocates
- ▶ We want you to join us as we all advance our understanding of how best to use these new communication channels to have even greater impact for our advocacy efforts





WHAT WE'VE SEEN

Social media as a powerful global tool

- ▶ Reach: Social media is driving internet usage globally
- ▶ Target: Social media easily connects you with people who are either already engaged or likely to want to become engaged
- ▶ Engage: Social media empowers 2-way conversation
- ▶ Convert: Social media lets you turn supporters into committed advocates for the cause



WHAT WE'VE SEEN

Social media as a powerful global tool

- ▶ Social media reaches 1.2 billion users annually, 82.4% of the world's online population
- ▶ Facebook is the single most-visited site in the world (Twitter and YouTube are in the top 10)
- ▶ Social media is driving internet usage in countries with low internet penetration
- ▶ Across all regions, women use social media more than men
- ▶ Users 55+ represent the fastest growing segment in social media

WHAT WE'VE SEEN

Social media as a powerful global tool

Country	Facebook Users	Facebook Penetration among entire population	Facebook penetration among online population	Percent change over past 6 months
Barbados	118,980	41.65%	83.79%	1.71%
Brazil	55,171,000	27.43%	72.65%	45.54%
Ethiopia	634,380	0.72%	142.43%	22.01%
India	52,189,440	4.45%	64.43%	19.98%
Jordan	2,424,580	37.84%	139.19%	17.84%
Kenya	1,523,320	3.80%	38.13%	16.70%
Mexico	36,633,300	32.57%	119.72%	14.37%
Philippines	29,065,780	29.09%	97.86%	5.34%
Uganda	449,680	1.35%	14.05%	23.45%



TESTING THE WATERS

What our global advocate survey said

- ▶ Facebook was the most important non-traditional social media channel for global advocates
- ▶ Advocates wanted to learn about fundamental communications strategies - mobilization, awareness, engagement and acquisition
- ▶ 94% of advocates were interested in a training module

Research: Importance of Social Channels

Four tiers emerged. While traditional channels made up the top tier, Facebook was the most important social network. Facebook and mobile ranked significantly higher in the “very important” category than the rest of the non-traditional channels.

Answer Options	Not Important at All		Not Very Important		Total Not Important		Somewhat Important		Very Important		Total Important		N/A	Rating Average
	0		15		15		58		164				3	3.63
Web sites		0%		6%		6%		24%		68%	222	93%		
Newspapers	3	1%	12	5%	15	6%	64	27%	156	65%	220	92%	5	3.09
TV	12	5%	15	6%	27	11%	47	20%	160	67%	207	87%	5	3.52
Radio	15	6%	22	9%	37	15%	67	28%	130	54%	197	82%	6	3.33
Newsletters	5	2%	45	19%	50	21%	104	44%	76	32%	180	77%	5	3.09
Facebook	22	9%	31	13%	53	22%	75	31%	102	43%	177	74%	9	3.12
Mobile (SMS)	19	8%	35	15%	54	23%	53	23%	105	46%	158	69%	18	3.27
Youtube	23	10%	42	18%	65	28%	88	37%	66	28%	154	65%	17	2.90
Google+	28	12%	38	16%	66	28%	67	28%	72	30%	139	58%	34	2.89
Twitter	32	14%	49	21%	81	34%	71	30%	66	28%	137	58%	18	2.78
Blogs	18	8%	72	31%	90	38%	78	33%	54	23%	132	56%	13	2.76
Yookos	62	27%	36	16%	98	43%	20	9%	12	5%	32	14%	98	1.86
Orkut	62	27%	38	17%	100	44%	25	11%	7	3%	32	14%	97	1.83
Pinterest	56	24%	45	20%	101	44%	20	9%	10	4%	30	13%	98	1.88
Total					852	30%					2017	70%		

Question: Please tell us how important each of the following communications channels are to you in your professional role by rating them from extremely important to not important at all.



Research: Confidence in Using Social Channels

Confidence levels matched up closely with what the advocates thought was most important. However, Facebook had a high “not very confident” score in spite of its relatively high “very important” score, which makes it a particularly important content area for training.

Answer Options	Not at all Confident		Not Very Confident		Total Not Confident		Somewhat Confident		Very Confident		Total Confident		N/A	Rating Average
Yookos	67	30%	42	19%	109	48%	16	7%	7	3%	23	10%	93	1.72
Orkut	66	29%	44	19%	110	48%	23	10%	4	2%	27	12%	93	1.74
Pinterest	66	29%	40	18%	106	47%	25	11%	7	3%	32	14%	89	1.80
Twitter	38	16%	65	28%	103	44%	62	27%	41	18%	103	44%	27	2.51
Youtube	37	16%	56	24%	93	40%	78	34%	28	12%	106	46%	32	2.49
Blogs	22	10%	66	29%	88	38%	75	32%	46	20%	121	52%	22	2.69
Google+	37	16%	37	16%	74	32%	70	30%	44	19%	114	49%	46	2.64
Facebook	21	9%	53	22%	74	31%	72	30%	78	33%	150	63%	13	2.92
Mobile (SMS)	16	7%	31	14%	47	21%	56	25%	94	43%	150	68%	24	3.16
Newsletters	5	2%	34	14%	39	16%	86	36%	104	44%	190	79%	10	3.26
Web Sites	3	1%	27	11%	30	12%	88	37%	120	50%	208	86%	3	3.37
TV	7	3%	21	9%	28	12%	80	33%	122	51%	202	84%	10	3.38
Radio	7	3%	21	9%	28	12%	72	30%	129	53%	201	83%	13	3.41
Newspaper	4	2%	19	8%	23	9%	75	31%	135	56%	210	86%	10	3.46
Total					952	34%					1837	66%		

Question: Please tell us how confident you feel in effectively using and managing each of the following communications channels as part of your professional role. Would you say you are “extremely confident”, “somewhat confident”, “not very confident”, or “not at all confident” that you are using and managing it effectively.





OUR TRAINING MODULE

The tools and support we can offer

- ▶ Setting goals/objectives, and getting the tools to measure against them
- ▶ Identifying your audiences and choosing the right channels
- ▶ Find your online voice – messaging and content optimized for engagement
- ▶ Promoting your social media channels and building communities – acquiring followers and supporters



NEXT STEPS

How you can get involved

- ▶ Sign-up to receive our training module to be launched this Fall
- ▶ Follow ACS Global on Facebook and Twitter (@ACSGlobal)
- ▶ Join our growing community of cancer ambassadors
- ▶ Stay tuned for more resources and support