Social Media: From Novice to Natural

Doug Dallmann (& Sarah DeBord)
Stage III colorectal cancer survivor
@badgertrek
SOCIAL MEDIA | Advocacy

- Place to tell your story
- Place to connect online before in person
- Place to connect in the patient community
- Place for support and inspiration
- Place to raise awareness
- Place to promote what you are doing
- Place to promote each other
- Place to promote the orgs you’re involved with

Sarah DeBord @TheSarahDeB... · 5/2/19  
“I am thankful I have been gifted with my life, but I will never get over the fact that I cannot create it.”

This spectacular woman told the intimate details of her story as a testament to the unmet needs of young onset colorectal cancer survivors.  
@lemonaidqueen #EAOCRC19

The Colon Club
SOCIAL MEDIA | Facebook

- Public vs. Private
- Controlling privacy as an advocate
- Everyone in CRC will want to be your friend
- Look at who mutual friends are
- It’s OK to let them sit in the queue
- Unfollow and streamline your life
SOCIAL MEDIA | Instagram

- IG is visual so let your picture tell the story
- Public vs. Private
- Pick your hero shot and don’t overshare
- Create Highlights with your stories
- Change up what you share on each platform
- Hashtags = connection to community
SOCIAL MEDIA | Twitter

- Quickly moving conversation
- You can not edit, so check it, check it again, check it one more time
- Providers (doctors, PA, nurses) and researchers
- Advocacy space (lawmakers)
- Twitter Chats
- Hashtags (#)
- Mentions (@)
- Tweetdeck
SOCIAL MEDIA | Hashtags, Mentions

- Most commonly used on Instagram and Twitter
- Commonly searched terms or that connect community
- Conferences/events will use a hashtag to connect attendees
- A mention (@) will result in that person/org being notified

#colorectal cancer  #crcsm  #ayacsm  #EAOCRC
#ostomate  #ostomy  #ontherise  #coloncamps
#caregiver  #ConC19  #ASCO19  #EAOCRC19

PLEASE USE, BUT DON'T ABUSE #HASHTAGS.
SOCIAL MEDIA | IG and FB Stories

- For photos that are entertaining/educational but aren’t post worthy
- Moments that are part of your narrative
- Add location and/or hashtag so it appears in searches
- NEW! Add donate button
- Editors: Canva, WordSwag, Adobe Spark
SOCIAL MEDIA | Rules of Engagement

- People are watching (the CRC world is small)
- If you are affiliated with a CRC org, what you post can reflect back on the org
- Treat your account like it’s a PG-13 movie
- Alcohol
SOCIAL MEDIA | Doug’s Learnings

- Honest, thoughtful, original content goes far
- Avoid overuse of #FBF and #TBT
- Avoid overposting
- Tie your advocacy to what you’re currently going through
- Don’t force it
- Be you
- Use the platforms that work for you
MEDIA | Be your own PR team

- In anticipation of March...
- Research local health reporters
- Watch the news and see who is routinely assigned health stories
- Find contacts on news website or DM them on social media
- Let your provider’s communications director know you are open to sharing your story
- Offer up your doctor as an expert
MEDIA | Telling Your Story Effectively

- 30 second live interview on location
- 60 seconds in front of your legislator
- 3 minute live in studio
- 15 minute taped interview
- 30 minute phone interview for article
- Ask to see draft to verify details
- Know some basic stats on CRC
I was diagnosed with colon cancer when I was 34-years-old. Despite having symptoms for 10 years that were written off, and family history of the disease, I had no clue I was at risk. Colorectal cancer is drastically on the rise in young adults, and I’m telling my story so others will know their risk.
MEDIA | Engagement and Trolls

- Read and respond to comments on website posts and social media
- Be prepared for the trolls and Monday Morning Quarterbacks
- Be prepared for spam, false profits, and haters
- Ignore what needs to be ignored and don’t let it get to you

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**Giuliana**
Washington D.C. | March 22, 2017

Thank you for this great followup article. I read the article some weeks ago about young people and colon cancer and it made me reconsider symptoms I have been writing off for a while. Today, I’m printing out this article and scheduling a doctor’s appointment, and when I see my doctor I’m going to take the advice offered here and push her to do proper diagnostic tests. Thank you!

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**Elained**
Cary, NC | March 16, 2017

...that is what is stated in the article, or rather that 10 years of rectal bleeding preceded the diagnosis. Ms. DeBord saw one doctor, who told her not to proceed.

She, of course, was more than foolish to discontinue seeking help/diagnosis for the bleeding. Bleeding hemorrhoids are often treated with surgery and surely she could have sought that help.

There is enough blame on all sides to spread around... but the bottom line is that somehow even those in their 20s and 30s need to be aware of colorectal cancer.
ADVOCACY | National and Local

- Fight Colorectal Cancer
  - Call on Congress (legislative advocacy event)
  - Writing letters, sending emails, social media
- American Cancer Society - Cancer Action Network
  - Meeting with Senators/Rep when in district
  - Writing letters, sending emails, social media
  - “Day at the Capital”
  - Community roundtables
  - Letters to the editors
  - Speaking opportunities
AWARENESS | Writing Opportunities

● Faces of Blue + Survivor/Caregiver Guest Blogs
● Ostomy Connection
● Elephants and Tea
● CURE Magazine
● The Mighty
● The Colon Club blog

How to submit freelance pitches to OC
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