#PowerofMany

Social Media Awareness Week: May 27 – June 2, 2012

Your voice can help our community!

You are recognized as someone who understands that spreading messages and information through online networks is one of the most powerful ways we can influence others and make change in our world. We need your help to spread the word about the need and importance of a new cancer center in our region.

It’s easy to make a difference.

During the social media awareness week (May 27 – June 2, 2012), information about the new cancer center and the Power of Many Campaign will be shared by the CAMC Health System and CAMC Foundation social media accounts. You can simply repost or retweet from CAMC social media accounts, or create your own personal messages. Some ideas are provided on page 2.

Why is a new cancer center needed?

Cancer rates have increased in West Virginia over the past several years at a disturbing pace. Our region's people are facing a mounting threat to health and quality of life on an unprecedented scale. At CAMC, our vision is to provide comprehensive cancer treatment in a multi-disciplinary single location that is close to home.

What is the Power of Many?

Our success in building the regional cancer center of tomorrow will rest in the Power of Many. The need is immediate, the need is now and the need is close to home. We believe that together we will meet this challenge; and that together we will continue a legacy of making a difference in the lives of our patients and families.

How can you be among the Many?

We are asking West Virginia’s most influential voices in social media (you!) to help our messages about the need for a new cancer center go viral. You may use any platform or several at once:

- Write and publish a blog post - topics for the posts include:
  - The need for a new cancer center (cramped space, increasing numbers of patients)
  - How have you been touched by cancer? (personal diagnosis, friend or family)
  - World-class cancer care, right here at home (talk about the incredible amount of training and expertise offered by our oncologists, oncology nurses, etc.)
  - Economic/financial impact of having cancer treatment away from home

- Retweet CAMC Health System posts: @camc_hs. Our hashtag is #PowerofMany
- Share related Facebook page posts on your timeline.
  - CAMC Health System: https://facebook.com/camchealthsystem
  - CAMC Foundation: https://facebook.com/camcfoundation
- Share the YouTube video about the CAMC Cancer Center and the Power of Many Campaign and/or embed the video in your blog post. http://youtu.be/NdQ9E1jDNZI
- Share the link to the CAMC Foundation website: http://camc.org/powerofmany

**It’s easy to make a difference.**

Here are a few prewritten posts or tweets to share. Please be sure to use #PowerofMany with anything you post about the campaign, and thank you for helping!

- There are currently more than 300 patients participating in adult cancer clinical trials at CAMC.
- In 2010, 656 men and 629 women were diagnosed with cancer at CAMC.
- 1 in 2 men and 1 in 3 women will develop cancer in their lifetimes.
- The most common cancers seen @ CAMC in women are breast, lung, uterine, colorectal & kidney.
- The most common cancers seen at CAMC in men are prostate, lung, colorectal, kidney & urinary bladder.
- CAMC is the only hospital in the region that is accredited by the American College of Surgeon’s Commission on Cancer.
- CAMC’s cancer services has more new patients each year and more research protocols than any other hospital in the state.
- The inpatient oncology floor is renovating its 29 rooms to create a more comfortable, healing environment for patients and their families.

Suggested tweet:
The probability of cancer is 1 in 2 men and 1 in 3 women. Help spread awareness about the need for a new cancer center http://ow.ly/aKNAW

Questions? Just tweet us:

Elizabeth Gaucher: @elizgaucher
Ashley Showen: @amshowen
Jen Wood: @miss_sociable