

Increase Awareness Using Social Media for

LIVER CANCER AWARENESS MONTH



October, 2017

American Liver Foundation

INTRODUCTION

Your continued interest in helping support the American Liver Foundation's Mission through your own local and online communities is so much appreciated.

We are hopeful that you will take advantage of the upcoming national awareness effort, Liver Cancer Awareness Month, to get more active on social media in support of the cause.

Because more attention will be focused on Liver Cancer during the month of October, it is a great time to engage the community in discussions that can elevate the critical messages you have to share.

Let's unite your voices to increase awareness and improve the lives of those impacted by Liver Cancer!

This toolkit aims to provide you with some key resources for LCAM. The idea is that this will serve as a guide for your engagement and you get started, but can be updated and tailored as you see fit.

KEY TAKEAWAY

The best way show your support on social media is to pay close attention to our posts on Facebook and Twitter throughout the month- and then share, comment and like them!

IMPORTANT LINKS

ALF Homepage: <http://www.liverfoundation.org/>

ALF Facebook: www.facebook.com/liverinfo/

ALF Twitter: www.twitter.com/liverUSA/

Liver Cancer Awareness Month page: <http://www.liverfoundation.org/lcam2017>

Liver Cancer: <http://www.liverfoundation.org/abouttheliver/info/livercancer/>

IMPORTANT DATES

First week of October: Introduce followers to LCAM

October 31st: Direct followers to donation pages, as well as encouraging to engage in fighting for Liver Cancer Awareness

HASHTAGS TO USE

#LCAM2017

#LiverCancer

#ALFSMA

#AreYouAtRisk

SAMPLE POSTS

For first week, introductory posts like:

"October is #LiverCancer Awareness Month. Join us & @liverUSA in the #AreYouAtRisk conversation #LCAM2017"

For middle of month, educational posts like:

#DYK that signs and symptoms of #livercancer often do not appear until the disease has advanced? #LCAM2017"

For October 31st, further the conversation like:

"Although #LCAM2017 has ended, continue to raise awareness so we can fight this disease together #LiverCancer"

FACEBOOK OVERLAY

Change your profile and get creative with our graphics on Facebook! To temporarily change your profile picture, simply click "Update Profile Picture"- then "Add Frame" and search for "liver cancer". To create your own graphic with all kinds of cool effects, click [here](#), then send yourself a notification to your phone and get started!