# Integrating Social Media into NCI's Contact Center

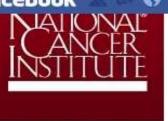
Deborah Pearson, RN MPH National Cancer Institute's Cancer Information Service

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

National Institutes of Health

# Facebook.com/cancer.gov





1-800-4-CANCER www.cancer.gov

# National Institutes of Health



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# About

# Edit

Welcome to NCI's Facebook page. Do you have questions about cancer? Post...

More

# 7,201

like this

Likes

See All



U.S. Food and Drug Administration



CDC

Government Organization - Bethesda, Maryland -















Admins (12) [?]















# You and National Cand







# Quick Tips

Get more people to like Facebook Ads. Try it tod first \$50 free!

# Sample Ad: National Co



Like - Deb Pearson II

Get More Fans











National Cancer Institute · Everyone (Most Recent) w

Share:







Write something...



# National Cancer Institute

Study finds NCI's PDQ Cancer Information Summaries readability better than Wikipedia. http://bit.ly/r4jDeV If you need cancer information, visit NCI's comprehensive cancer (PDQ) database http://l.usa.gov/qJCqNw.

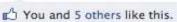


Cancer information on Wikipedia is accurate, but not very readable, study finds

www.sciencedaily.com

It is a commonly held that information on Wikipedia should not be trusted, since it is written and edited by non-experts without professional oversight. But researchers have found differently, according to a new study.

Unlike · Comment · Share · 43 minutes ago via Spredfast



Write a comment...



# Tina Scheffer

It's teal month, thanks to all that are working on a cure for Ovarian Cancer.

Like - Comment - 6 hours ago



# Kristin MMarie

Like so many, my family and I have dealt with cancer. Cancer patients and their families have communicated that navigating the vast amount of information on the web amplifies the overwhelming experience of the disease itself. We are helping to create a tool that relieves the stress of



# Maria Callas

Just lost my loving mother to bladder cancer...i hope someday there is a cure

February 18 at 5:14pm · Like · Comment



National Cancer Institute Maria, we are so sorry to hear of your loss. If you would like to reach us for coping and support materials, just dial 1-800-4-CANCER. We're here to help.

8 hours ago · Unlike · 1 person

Write a comment...



# Liah Mdz

I'm having 3rd stage ovarian cancer and have undergo 3 cycles chemotherapy. My doctor planned to do surgery and remove everything. Feel so sad bout it. Is there any other way than removing everything? :'((



February 17 at 5:24am via iPhone · Like · Comment



National Cancer Institute Hi Liah, we are glad you contacted us, but sorry to hear about your diagnosis. It's important to understand treatment options so that you can be part of the decision making process and know what to expect. Most women with ovarian cancer do ...

See More

February 17 at 1:58pm · Like



Liah Mdz Thanks for your info.. :'))

I wish miracle happens.. My doctor ask me to do 4th cycle chemotherapy next week..

I want to have babiess.. 8 hours ago · Like



National Cancer Institute Liah, You're very welcome. NCI does have some information on fertility issues at www.cancer.gov/cancertopics/pdq/supportivecare/sexua lity/Patient/AllPages#7. It may also help to know that there are orgs focused on providing information and emotional support to cancer patients whose medical treatments affect their fertility. Here are a few: https://cissecure.nci.nih.gov/factsheet/FactsheetSearchResult8\_1.aspx?%7EUHViTG5rPTguMSZDYW5jZXJUeXBIPTAmS2V5PWZlcnRpbA%3D%3D-zVnsKI%2BSFnY%3D

7 hours ago · Like

Write a comment...

# National Cancer Institute

at the National Institutes of Health

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# Find a Cancer Type

ABCDEFGHI JKLMNOPQR STUVWXYZ

#### **Quick Links**

# Director's Page

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#### Dictionary of Cancer Terms Cancer-related terms

# NCI Drug Dictionary

Definitions, names, and links

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# CANCER | Changing THE CONVERSATION

The nation's investment



# Survivorship: Living Beyond Cancer

Nearly 12 million people living in the U.S. today have survived cancer thanks to advances in cancer diagnosis and treatment.

- · See trends in cancer survivorship
- · Learn about important follow-up care
- Find resources for survivors







NCI Research at ASCO



iving Beyond Cancer

# Types of Cancer

# Common Cancer Types

Bladder Cancer Breast Cancer

Colon and Rectal Cancer Endometrial Cancer

Kidney (Renal Cell) Cancer

Leukemia

Lung Cancer

# Pancreatic Cancer

Prostate Cancer Thyroid Cancer

# All Cancer Types

A to Z List of Cancers

Cancers by Body Location/System

Childhood Cancers

Adolescents and Young Adults

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## @theNC!

Latest developments from across NCI.

#### @NCIsbir

Information on NCI's Small Business In Transfer (STTR) programs.

#### @NCImcMedia

Multicultural information and news, inclu cancer at minority media outlets.

#### @NCIBulletin

Featured content from NCI's biweekly of research community.

# @NCIMedia

Press releases, news notes, articles, ar other journalists covering cancer resear

#### @NCIprevention

The latest information about early detec

# @NCISymptomMgmt

Information about coping with the sympt

#### @SmokefreeWomen

Tweets from women to women trying to smokefree.

#### @NCiCancerCtrl

Offers links to cancer control informatic

LiveHelp Onlin



# Questions About Cancer?

1-800-4-CANCER

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A Service of the National Cancer Institute









# The National Cancer Institute

NCI on Facebook

Provides an interactive way to find cancer information discussions initiated by group members and links to No and cancer news.

#### Office of Media Relations

A collection of information and resources from across cancer research news and activities of NCI.



NCI's YouTube channel features videos from across NCI of cancer researchers, an introduction to clinical trials an

# How NCI is measuring Facebook success

- **Hitwise** reflects the Internet usage of 10 million people in the US collected through partnerships with ISPs and third-party panel providers. This service monitors traffic to virtually any site or industry of interest (1M+ sites).
- Omniture data represents an internal view of traffic to Cancer.gov by capturing clicks on each page. This allows us to see how visitors arrive at and interact with the website.
- The American Customer Satisfaction Index (ACSI) survey gathers feedback from actual Cancer.gov users and monitors the perceptions of the website from the users' point of view. The ACSI helps determine what drives visitor satisfaction and future behaviors.
- **Spredfast** is a social media management tool that aggregates NCI's social media accounts and provides data related to engagement, reach and activity. NCI is gradually adding each account to the tool.

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