



Canadian Cancer Society
Société canadienne
du cancer

Social networks

Canadian Cancer Society (CCS) case study

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About us

- National community-based organization of volunteers whose mission is the eradication of cancer and the enhancement of the quality of life of people living with cancer
- National office + 10 divisional offices
- National web technology team



Suggested reading/viewing



Webinars from
NTEN, Ragan,
Common
Knowledge etc.

Lunch & Learns

Post information on
your intranets,
dashboards etc.



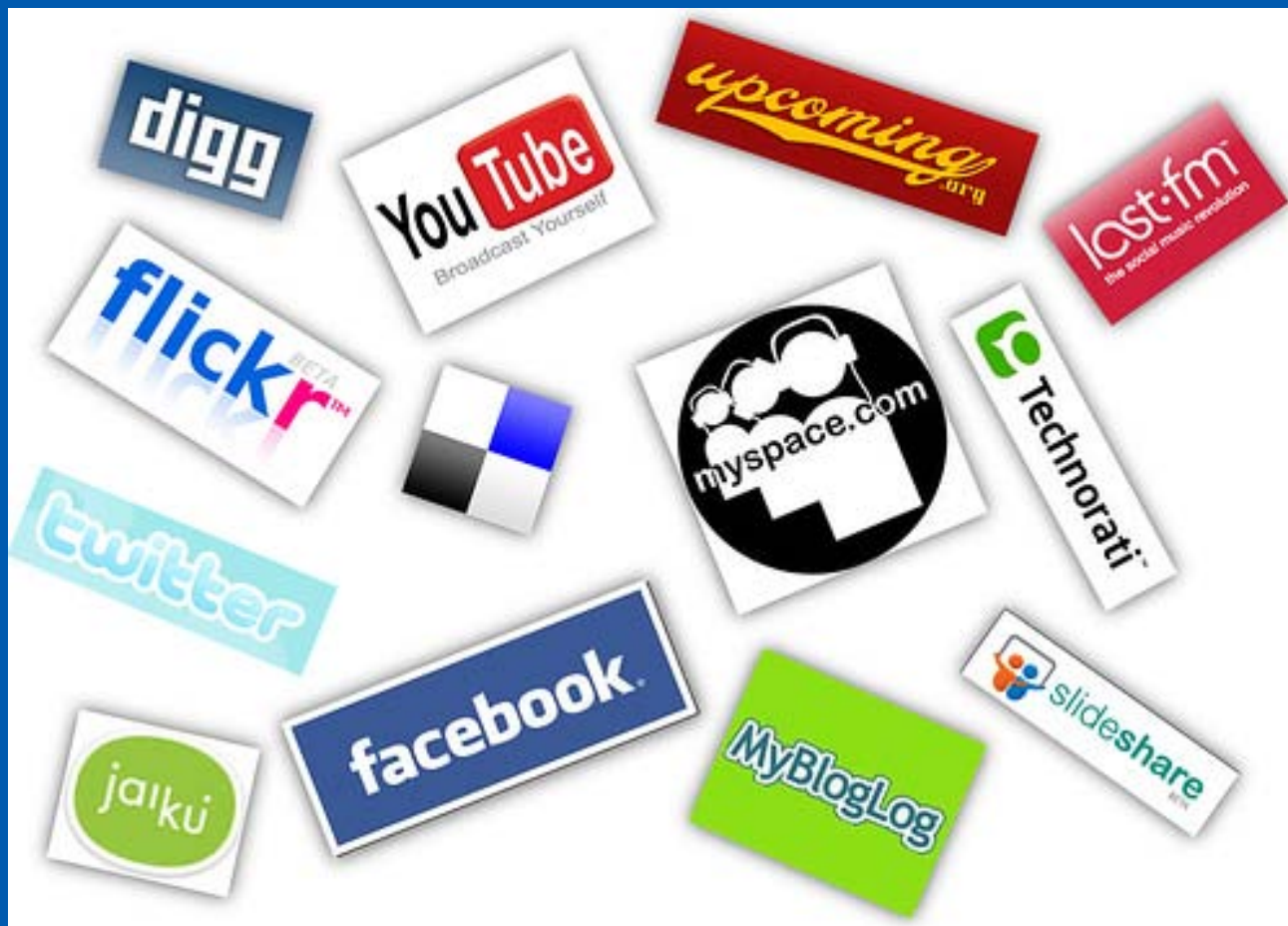
Why social networks?

- **low cost; easy to start up**
- **additional channel for communication**
- **significant potential for non-profit**
 - e-advocacy
 - e-fundraising
 - awareness building
- **offers audience that is key to driving actions and financial support**
- **viral component**



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What's out there?





Where do we focus?

- **Facebook**
- **Twitter**
- **YouTube**
- **Flickr**
- **Other**



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Facebook



Suggested reading/viewing



- Facebook best practices by Diosa communication



Facebook

- [Canadian Cancer Society page on Facebook](#)

Total # of fans	3248
% increase of fans in May	884 (43%)

- [Relay For Life page on Facebook](#)

Total # of fans	2818
% increase of fans in May	1151 (79%)



Facebook

- **Groups**
 - Over 500 groups – maintained by individuals
- **Causes**
 - 1 where CCS is closely associated



Facebook results

- **\$145,617** collected from **3,197** donations that came directly from Facebook
- **79,680** members registered for the CCS cause
 - **\$3,246** donated
- Facebook is among the **top 10** referring sites to cancer.ca

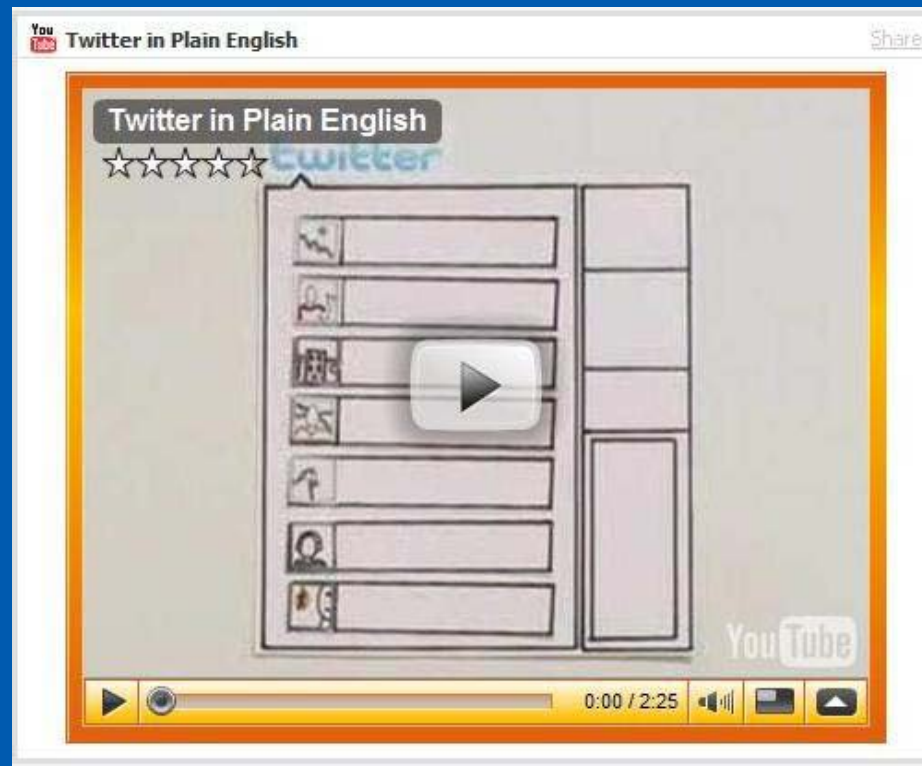


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Twitter



Suggested reading/viewing



Twitter power by Joel Comm
Follow prominent tweeters (in your area, SN in general, around your interests)



Twitter

- [@CancerSociety](#) (955 followers)
- [@CancerAdvocacy](#) (540 followers)
 - Managed by the national
 - launched in April
 - cancer awareness, take action, testimonials, brand, event promotion, conversation with the audience
 - 64% increase in May
- [@CancerInfoServ](#) (258 followers)
- [@SCC_Quebec](#) (190 followers)



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Other presence

- YouTube
- Flickr



Our social network experience

- **Have a purpose**
- **Investment of manpower**
 - Operational
 - Strategic
- **Long term strategy, eventually**
- **Educate your internal user base**
- **Know your audience and use a good mix of messages**
- **Promote your social network efforts**
- **Monitoring matrix to report success or failure**
 - Listen → Learn → Adapt
- **Fail forward**



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Thank you

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