



please join us for the

**STUDENTS AGAINST
COLORECTAL CANCER**

final presentation

in memory of Chadwick Boseman

*April **20**th 2021*

at 2:30pm EST

thank you
to our partner this semester

THE COLORECTAL CANCER ALLIANCE

Meeting ID:
983 1382 8046





04.20.21

The Students Against Colorectal
Cancer: Looking Back



Final Presentation

In Honor of Chadwick Boseman



November 29, 1976 – August 28, 2020





Our Team





The Teams

Team 1

“Blue Bag”
Lunch Event

Team 2

Parents
Screening Pledge
Campaign

Team 3

Social Influencer
Involvement
with PSA

OUR PARTNERSHIP



Team 1 Introductions



Jenna DePellegrini



Amrutha Chatty



Julitza Lopez



Joshua Alem



Maria Torre



Summer Boyd



Gaby Ruiz



Isabel Begelman

Blue Bag Lunch - Agenda

EVENT DESCRIPTION

CLIENT OBJECTIVES

TEAM OBJECTIVES

PLANNING THE EVENT

MARKETING MATERIALS

MEDIA RELATIONS

KEYNOTE SPEAKERS

RUN OF THE SHOW

LIVESTREAM PLATFORMS

EVENT OUTCOMES

TAKEAWAYS

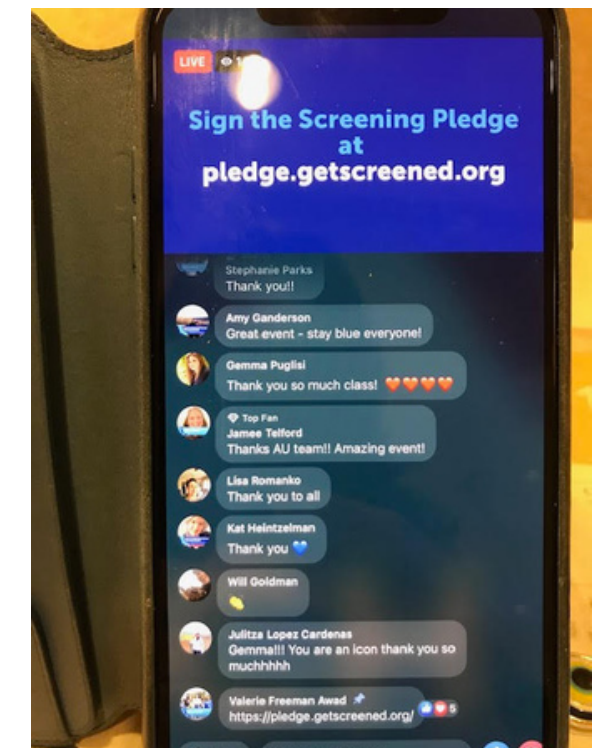
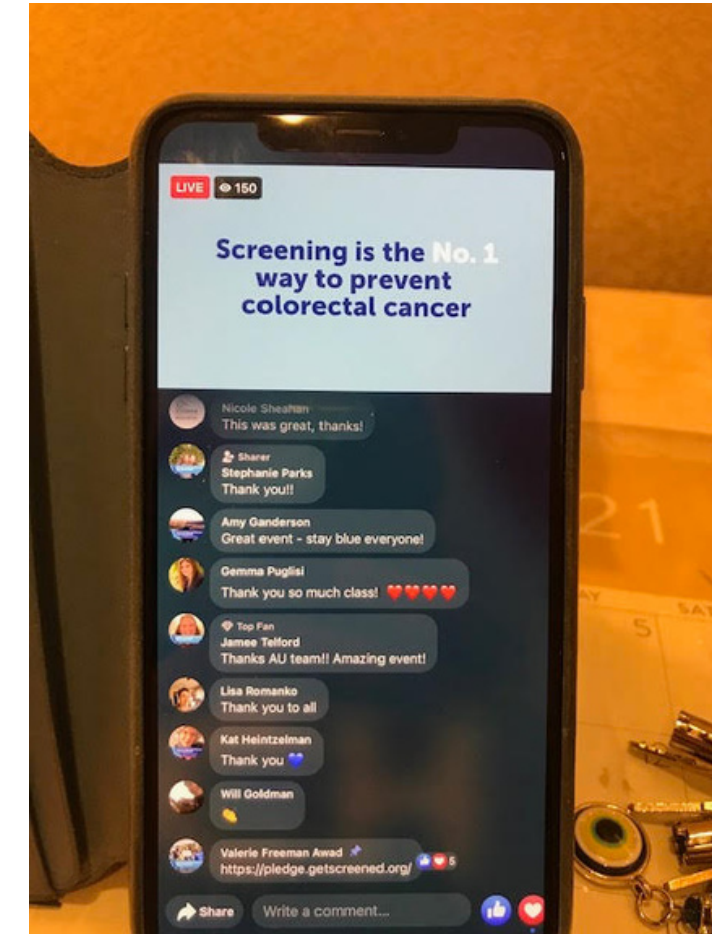
RECOMMENDATIONS

LEAVING A LEGACY

OUTCOMES BY THE NUMBERS

Event Description

Dress in Blue Day was Friday, March 5th to recognize National Colorectal Cancer Awareness Month. Dress in Blue Day lets allies everywhere join our mission to end colorectal cancer. The goal was to educate everyone about this disease and support the great work of the CCA and the SACC. In 2021, an estimated 149,500 people will be diagnosed with this highly preventable disease. They will join more than the 1.4 million colorectal cancer patients and survivors living today. The CCA goes blue for them, their families, and their communities.



Client Objectives

- Create an engaging and interactive program with keynote speakers and statements
- Promote event on social media
- Generate new faces in the audience and in keynote speakers
- Impart clear call to action that connects with the organization's mission
- Interactive component for the event
- Execute event with a mix of pre-recorded and live videos
- Determine webinar broadcast technology
- Determine keynote speaker and video
- Promote event outside of CCA's social media following
- Advance Alliance mission and goal post event

Client Objectives Post-Event

- Create an engaging and interactive program with keynote speakers and statements ✓
- Promote event on social media ✓
- Generate new faces in the audience and in keynote speakers ✓
- Impart clear call to action that connects with the organization's mission
Interactive component for the event ✓
- Execute event with a mix of pre-recorded and live videos ✓
- Determine webinar broadcast technology ✓
- Determine keynote speaker and video ✓
- Promote event outside of CCA's social media following ✓
- Advance Alliance mission and goal post event ✓

Team Objectives

- Execute client objectives to best of ability
- Acquire experience and insight into planning and executing a promotional campaign for a working client
- Acknowledge Chadwick Boseman in some shape or form during the program
- Provide client with quantifiable deliverables of program success
- Promote Alliance mission and goal
 - Get people to Take the Pledge to get screened!
- Alert the public of colorectal cancer-- create awareness!

Team Objectives Post-Event

- Execute client objectives to best of ability ✓
- Acquire experience and insight into planning and executing a promotional campaign for a working client ✓
- Acknowledge Chadwick Boseman in some shape or form during the program ✓
- Provide client with quantifiable deliverables of program success ✓
- Promote Alliance mission and goal ✓
 - Get people to Take the Pledge to get screened! ✓
- Alert the public of colorectal cancer-- create awareness! ✓

Planning the Event

JANUARY

Met with client and outline planning of virtual platform, keynotes, deliverables.

EARLY FEBRUARY

Streamline planning, outreach to keynotes and media stations; research deliverables

LATE FEBRUARY

Deliverables from keynotes; develop run of show, coordinate with other teams for digital promotion

EARLY MARCH-- FINAL WEEK

Finalize program; work out kinks and team roles for event.

Planning the Event

WEEK 1

- Reach out to list of recommended contacts
- Reach out to CCA to schedule time for pre-recorded statements
- Update logo
- Set up social media calendar and promotion strategies
- Edit and finalize run of show

WEEK 2

- Test run zoom webinar and FB live
- Continue to reach out to list of recommended contacts and Alliance speakers
- Schedule and conduct interviews
- Start social media promotion
- Draft Q&A questions
- Draft after-event plans for Pledge Promotion

WEEK 3 & 4

- Social media promotion
- Finalize after-event plans for Pledge Promotion
- Edit Run of Show
- Mock Run of Show w/ Steven
- Collaborate with Teams 2&3 on final promotion and graphics for program

Planning the Event

WEEK 5

- Make Final Invitation
- Social media promotion
- Collect data on the Blue Bag Lunch
- Collect live stream engagement

WEEK 6

- Push social engagement
- Have a meeting with Steven for next steps
- Create press plan
- Create Calender Planning and Promotion

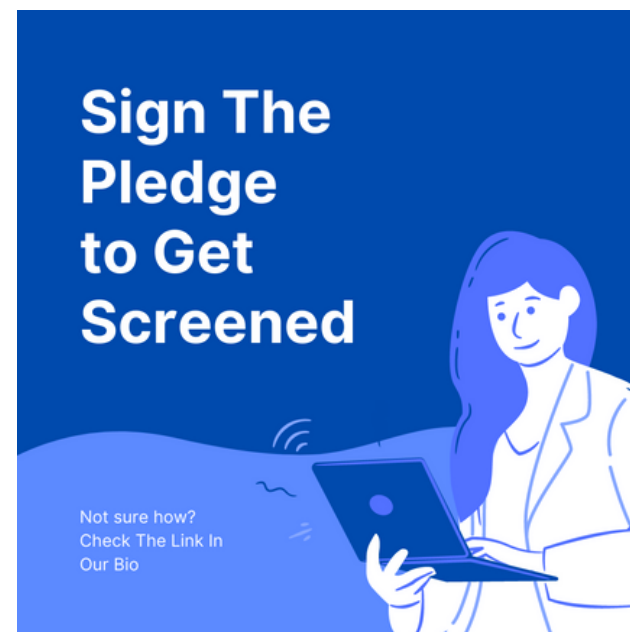
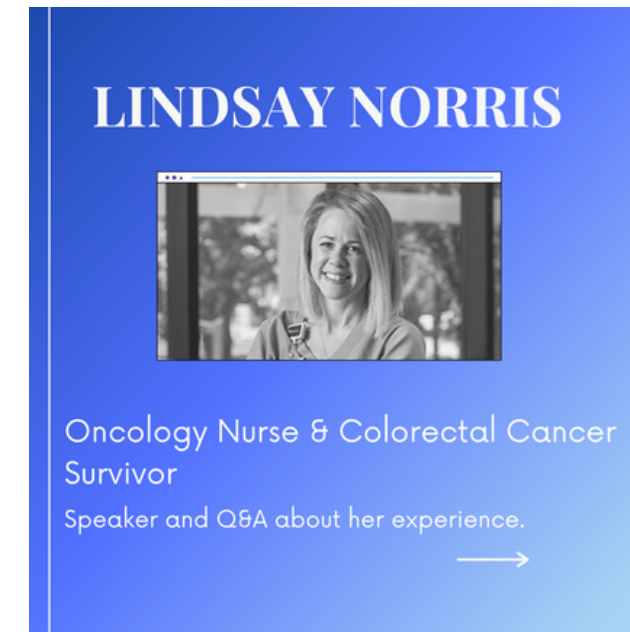
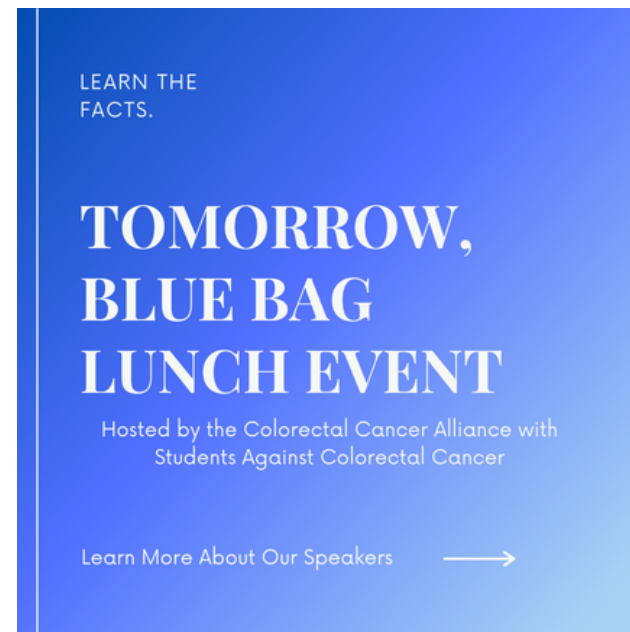
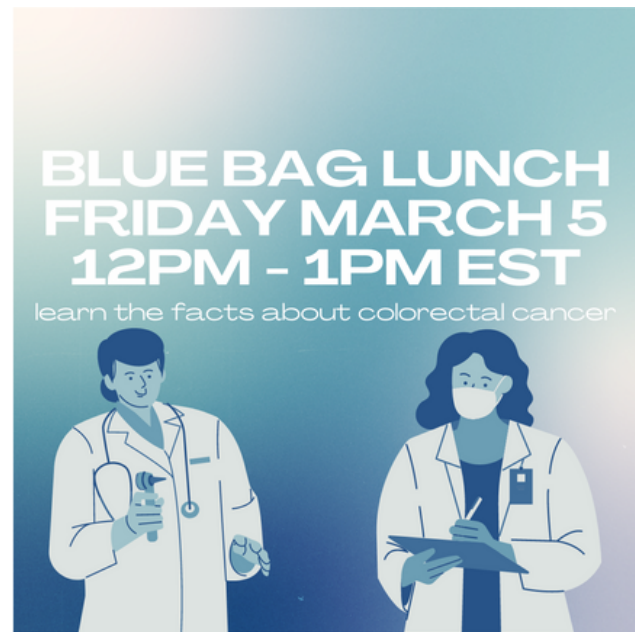
FINAL WEEKS

- Finalize presentation

Marketing Materials



Marketing Materials



Media Relations

The Eagle (AU)
WVAU (AU Radio)
The Hilltop (Howard)
WHURFM (HowardRadio)
The Georgetown Voice
The GW Hatchet
Roll Call
Stars and Stripes
The Washington Times
DC Spotlight Newspaper
AWOL

- Gina S. Brown, Ph.D., RN, MSA, Dean (College of Nursing and Allied Health Sciences)
- Toyin Tofade, PharmD, BCPS, CPCC, Dean (College of Pharmacy)
- Coalition of Activist Students Celebrating the Acceptance of Diversity and Equality
- Outlaw
- Development and Alumni Relations
- Cynthia Evers, Ph.D. (Interim Vice President for Student Affairs)
- Bruce Jones, Ph.D. (Vice President of Research)
- Paul Wahlbeck (Dean, Columbian College of Arts & Sciences)
- Barbara L. Bass, MD (Dean, School of Medicine and Health Sciences)
- Catherine Cox (Associate Professor, School of Nursing)
- Karen Drenkard (Associate Professor, School of Nursing)
- Milken Institute School of Public Health
- GW Interfraternity Council

Media Relations

American University

- President Sylvia Burwell
- Fanta Aw (Vice President of Campus Life & Inclusive Excellence)
- Kennedy Political Union
- Women's Initiative
- The Student Union Board

George Washington University

- Black Public Health Student Network
- Raise Up GW
- Students for One Health
- The Student Association at The George Washington University
- Milken Institute School of Public Health
- GW Interfraternity Council
- Alpha Sigma Phi
- Beta Theta Pi

Georgetown University

- Interim Dean Carole Roan Gresenz of the School of Nursing & Health Studies
- Georgetown University Student Association
- Graduate Student Organization
- Georgetown University Minority Association of Pre-Health Students
- Graduate Student Nursing Academy
- Women in Science and Education

Howard University

- President Wayne A. I. Frederick
- Hugh E. Mighty M.D., MBA, FACOG Dean (School of Medicine)
- Division of Student Affairs
- Coalition of Activist Students Celebrating the Acceptance of Diversity and Equality
- Outlaw
- Alpha Kappa Alpha
- Alpha Phi Alpha

Keynote Speakers



Dr. Vinay Rao



Lindsay Norris



Khadijah Ameen

Run of Show

Order of Events:

- CEO of CCA Introductory Remarks
- Screening Director of CCA Remarks
- Lindsay Norris Remarks (Pre-recorded)
- Lindsay Norris LIVE Q&A
- Dr. Rao LIVE Q&A
- Community Director of CCA Remarks
- Khadija Ameen Remarks
- Closing Remarks

Important Details:

- Earliest Staff Arrives at 11:30AM EST
- Guest Speakers Arrive 11:45AM EST
- Event Goes Live at 12:00PM EST
- All Keynotes Pre-recorded Except:
 - Lindsay Norris Q&A
 - Dr. Rao Q&A
 - CCA Community Director
- Closing Remarks Begin at 12:50PM EST

To view full run of show, visit bit.ly/BlueBagROS



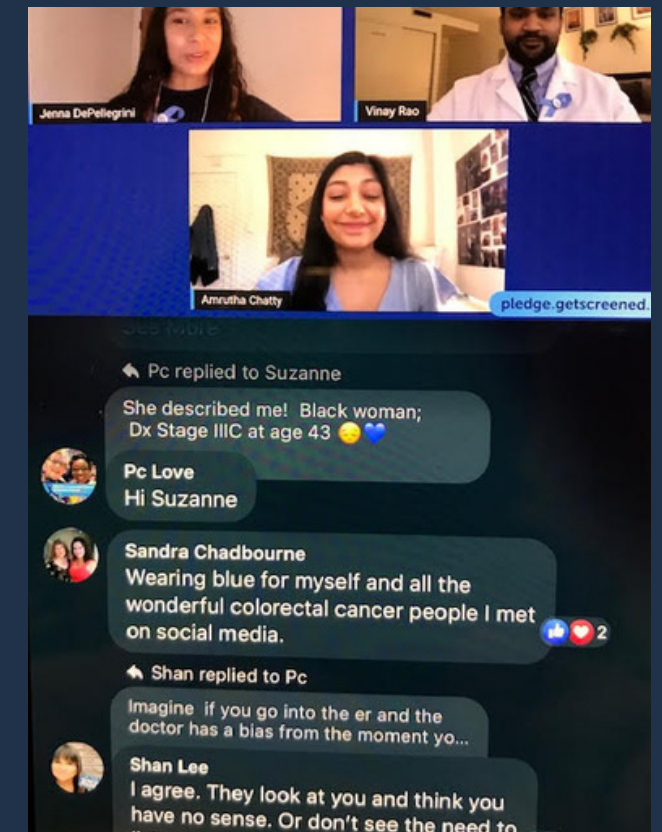
StreamYard



Live Stream Platforms

Event Outcomes: Livestream Engagement

1. “I had my first colonoscopy at 28 and they found a polyp at 31. It was the type that would “have turned into cancer. I now get it done every 3 years.”
2. Hi all. 10-year stage III survivor here. This program is informative and inspirational. I’m wearing blue.”
3. “I was Diagnosed at age 44. Screening could have made a difference in my treatment since I had symptoms prior to my Diagnosis.”
4. “So glad to be here!! 4 years since dx and counting!!!! Dressed in blue for me and so many blue warriors that I have met along the way and never got the chance to meet.”
5. “This was amazing and very informative! Looking forward to a day where cancer is no more!!”





Event Outcomes: Livestream Engagement




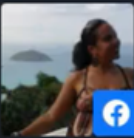

1. “Thank you for helping to raise awareness of colorectal cancer. This April, I will celebrate 14 year cancer free.”
2. “Future PR professionals in action helping end this disease in our lifetime. Thank you amazing PR students at AU!”
3. “So inspiring to hear these stories and what people can do! I’m really happy that there’s groups and organization to realize awareness for this often overlooked issue.”
4. Wonderful way to spend my lunchbreak! Thank you Jenna and all who participated on the panel.
5. Recently diagnosed with Stage C and in the midst of treatment. What an inspiring chat, thank you!
6. Bravo to all, but especially the students for their initiatives!! 2 years NED today; stage IV diagnosis at age 38 w/o family history or any other risk factors!
7. WELL DONE AU STUDENTS!! THANK YOU FOR YOUR ADVOCACY!! YOU WILL SAVE LIVES!
8. Love seeing the college community rally around this cause!
9. Love & miss you #ChadwickBoseman I’m a 7 year survivor





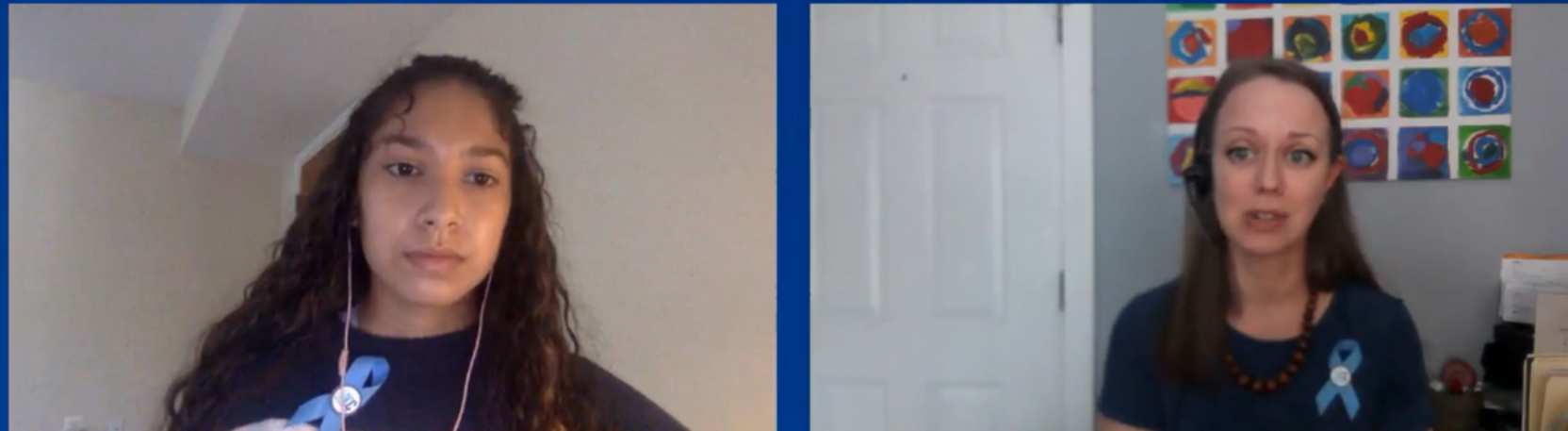
Event Outcomes: Livestream Engagement


Blue Bag Lunch  



 **Suzanne Lee**
So glad to be here!! 4 years since dx and counting!!!! Dressed in blue for me and so many blue warriors that I have met along the way and never got the chance to meet  pledge.getscreened.org

Blue Bag Lunch  



 **Stephanie Parks**
Early detection saved my life! My first colonoscopy at age 22 showed I had around 500 precancerous polyps. Please get screened! <https://pledge.getscreened.org/> pledge.getscreened.org

Event Outcomes: Livestream Engagement

Blue Bag Lunch  



 **Pamela Cullen Picard**
18 year survivor! Get your screening. ❤️



pledge.getscreened.org

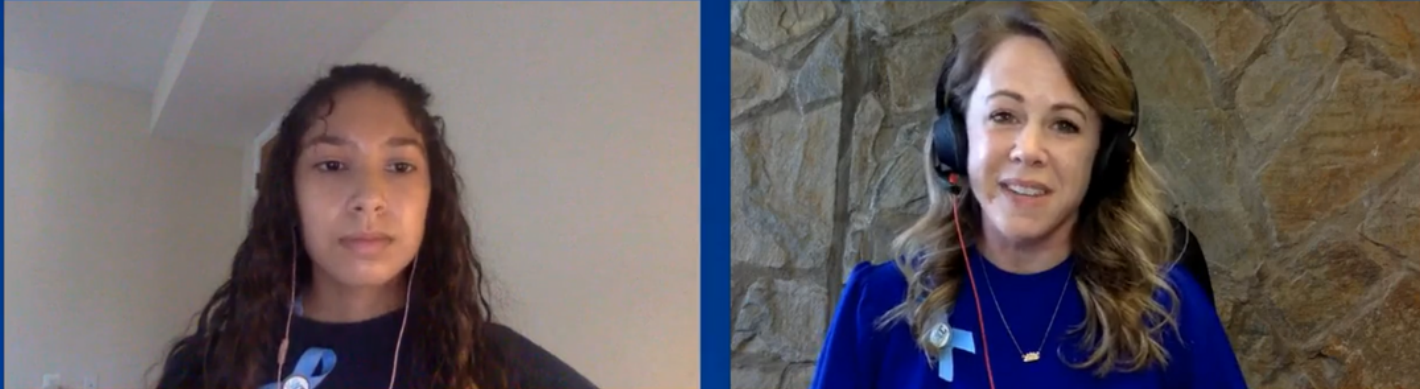
Blue Bag Lunch  

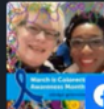


 **Nana Bekoe-Sakyi Jr.**
Dr. Rao, Are there any dietary/health choices we can make in our daily lives to maintain a healthy colon?

pledge.getscreened.org

Blue Bag Lunch  



 **Pc Love**
I was Diagnosed at age 44. Screening could have made a difference in my treatment since I had symptoms prior to my Diagnosis.

pledge.getscreened.org

Takeaways

Looking Back

Strengths:

- Organized and concise event
- Community engagement
- Credible guest speakers
- Large viewership
- Young audience members joined in
- Recorded and pinned in the platform so viewers can go back and watch it again

Weaknesses:

- Different social media platforms have different visibility pull with viewers
- Technical issues
- Older audiences might not have a chance to log on and participate

Takeaways

Looking Back

Opportunities:

- Big audience reach
- Reaching more donors
- Getting more people to sign the pledge
- Create a bigger online presence

Threats:

- Content overload
- Technology issues
- Increased competition for donor's support

Recommendations

Looking Forward

1) Event Access

- The Facebook Event with RSVPs did not have direct access to the livestream
- Embed link into Facebook Event Page or create post with event link
- Publicize event recording for those who RSVPd but did not attend livestream

2) Event Marketing

- Selecting a representative of CCA to conduct an interview before or after the event
- Begin contacting influencers, media platforms, and potential sponsors earlier in the planning process

3) Audience Participation

- Emphasize pledge more frequently throughout event, ask speakers to plug pledge
- Allow audience to pre-submit questions for speakers
- Register audience members to add contact information for future events

Leaving a Legacy: Calendar

JANUARY - The month of January will be mostly internal preparation with instances of external.

- **Setting it all up**
 - **Design Invites for public**
 - **Create and Finalize VIP Invite List**
 - **Include, personalized invite**
 - **Curate a detailed media list**
 - **Organize the event communications team**
 - **Draft a Crisis Plan & Back Up plan**
 - **Set up calendar of events**
 - **Deliverables, Social Media Calendar, Important Dates, etc.**
- **Reaching Out**
 - **Pitch and confirm speakers**
 - **Plan digital campaign and launch**
 - **Begin to pitch local media**

Leaving a Legacy: Calendar

FEBRUARY

- **Promotion throughout the month**
 - **Continue pitching media outlets (local media, schools, etc.)**
 - **If speakers are confirmed - highlight them so people know who they are seeing and what to expect**
 - **Show off highlights from the previous Blue Bag lunch to hype up promotion for the upcoming event**
 - **Use graphics with statics to promote the importance of Blue Bag lunch**
- **Internal tasks**
 - **If online event - collect pre-recorded videos and create scripts for live segments**
 - **Create a run of show**
 - **Create any props that are needed (such as the blue ribbons)**
 - **Designate who is doing what (behind the scenes, running the event, monitoring the event, etc).**

Leaving a Legacy: Calendar

Pre and Post: December and March

- **December**

- **Finalize date of "Blue Bag" Lunch**
- **Determine if the event will be in person or online**
- **Design the event branding**
- **Begin working with third party organizations**

- **March**

- **Kick-off Colorectal Cancer Awareness Month**
- **Practice for the event**
- **Last-minute pitching**
- **Host the "Blue Bag" Lunch**
- **Collect data and metrics from the luncheon**

Leaving a Legacy: Planning Guide

A detailed and comprehensive guide for planning and executing future Blue Bag Lunch Events.

BLUE BAG LUNCHEON PLANNING DOCUMENTS
PRESENTED BY: AMERICAN UNIVERSITY STUDENTS AGAINST
COLORECTAL CANCER



Event Outcomes: By the Numbers

- # of signed pledges: 1,965
- # of shares from Social Press Kit: 2,220
- # of Twitter mentions: 236 (our Twitter messages are up over 400%)
- # of Instagram tagged photos: 159 (42 mentions on stories on DIBD alone)
- # of social followers gained: 792 (2x more followers in the last week than we average for the month)
- \$13,450 raised from 85 donors (vs. \$3,529 (+381%) and 61 (+139%) in Week #1 of 2020)

Website data (2/1-3/4)

- +14% increase in total users vs. last year for ccalliance.org (excludes pledge.getscreened.org)
- +15% increase in new users vs. last year for ccalliance.org (excludes pledge.getscreened.org)
- +76% increase in pageviews vs. last year for March pages (DIBD, March awareness, screening pledge, getscreened.org, awareness materials)
- +52% increase in unique pageviews vs. last year for March pages (DIBD, March awareness, screening pledge, getscreened.org, awareness materials)



Event Outcomes: By the Numbers

- **Digital Advertising (2/17-2/28)**
 - **Reach: 351,731**
 - **\$ spent: \$20,378**
 - **Cost per acquisition: \$24.40 (goal of \$15)**
 - **Pledges influenced by ads: 835**

- **Media (2/25-3/4)**
 - **Mentions: 356 (2x as many as FCRC)**
 - **Reach: 6.5M (includes our radio PSA that ran multiple times on WDEL-FM, with a reach of nearly 1 million)**
 - **Value: \$56K**
 - **# of Operation Blue Boxes: 112; interviews scheduled: 17**

Youtube Analytics:

- **82 views**
- **9 likes, 0 dislikes**
- **0 comments on the comment section**
- **Live comments are off**

Facebook Analytics:

- **4.4k views**
- **233 likes, loves, etc.**
- **362 comments**
- **76 shares**

The image shows a Facebook event page for 'Virtual Shabbat: A Moment to Gather in Community'. The event is organized by the Colorectal Cancer Alliance and is an online event. It is scheduled for today at 12 PM EST to 12:45 PM EST. The price is free, and the duration is 45 minutes. The event is public and can be accessed by anyone on or off Facebook. The page shows that 1.2K people have responded. There are 574 people who went and 630 people who are interested. The event is part of the 'Dress in Blue Day' campaign. The page also features a 'Go With Friends' section with a 'Message Friends' button and a 'Popular With Friends' section with a link to 'Virtual Shabbat: A Moment to Gather in Community' at auhillel.org/zoom.

Details

1.2K people responded

Event by Colorectal Cancer Alliance

Online Event

Today at 12 PM EST – 12:45 PM EST

Price: Free · Duration: 45 min

Public · Anyone on or off Facebook

This Dress in Blue Day, tune in to the inaugural Blue Bag Lunch virtual event, streaming live on the Colorectal Cancer Alliance Facebook page at 12 p.m. EST. Learn more about color... See More

Causes Online

Go With Friends See All

574 WENT 630 INTERESTED

Jolene and 5 friends

Message Friends

Popular With Friends

VIRTUAL SHABBAT: A MOMENT TO GATHER IN COMMUNITY

TODAY AT 5 PM EST

Virtual Shabbat: A Moment to Gather in Community

auhillel.org/zoom

Thank you!
Now Passing it to Team 2

Team 2 Introductions



Hunter Stephens



Isabel Martinez



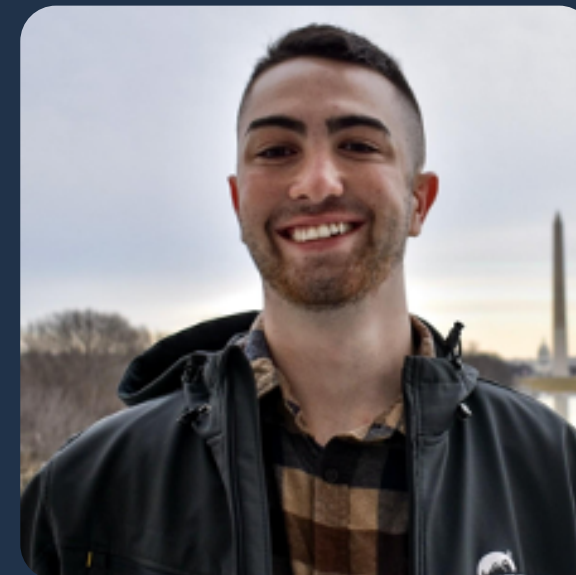
Marco Perosch



Reagan Gould



Rafaella Stanziola



Will Goldman

Team Objectives

- Help the CCA Obtain Pledges
 - Goal of 10,000 pledges
- Drive Awareness Among Various Audiences
 - Students
 - Parents of Students
 - Reach out to Schools/Universities
- Support Other Teams
 - Team 1 - Promote Blue Bag Lunch Event
 - Team 3- Corresponding Influencer Outreach



Team Goals

Main goal: boost pledge signatures and raise awareness about the importance of colorectal cancer early screening

- **Two main target audiences:**
 - **College-age students:** rates of early-onset colorectal cancer are growing and the earliest age of detection is dropping at a steady pace
 - **Adults:** individuals over the age of 40 are at an increased risk for colorectal cancer, this risk can be further exacerbated by factors like family history

Strategies

- Social Media Outreach
 - Instagram
 - Twitter
 - Facebook
 - LinkedIn
 - TikTok
- Grassroots Personalized Outreach
 - Promote Colorectal Cancer Alliance posts on our personal accounts
 - Share the pledge in interest-specific Facebook groups
- Strategic Timeline
 - January-April Timeline
 - Focus on Social Media, Audience Growth & Outreach
 - Use the Blue Bag Lunch as a Springboard

Timeline

JANUARY

JANUARY

The team brainstormed ideas for the campaign and developed a strategy to reach our goal of 10,000 pledges.

FEBRUARY

Social media accounts were established for the student coalition across various platforms and began to grow a following. Through posts, the team introduced the SACC and worked to raise awareness around colorectal cancer

MARCH

Through social media outreach, the team spread awareness surrounding the disease and shared the link for the pledge to get screened. During Colorectal Cancer Awareness Month, all SACC accounts shared information with their followings about how to better understand their risk and get screened. The pledge was also shared with other health and university influencers to maximize the reach of the campaign.

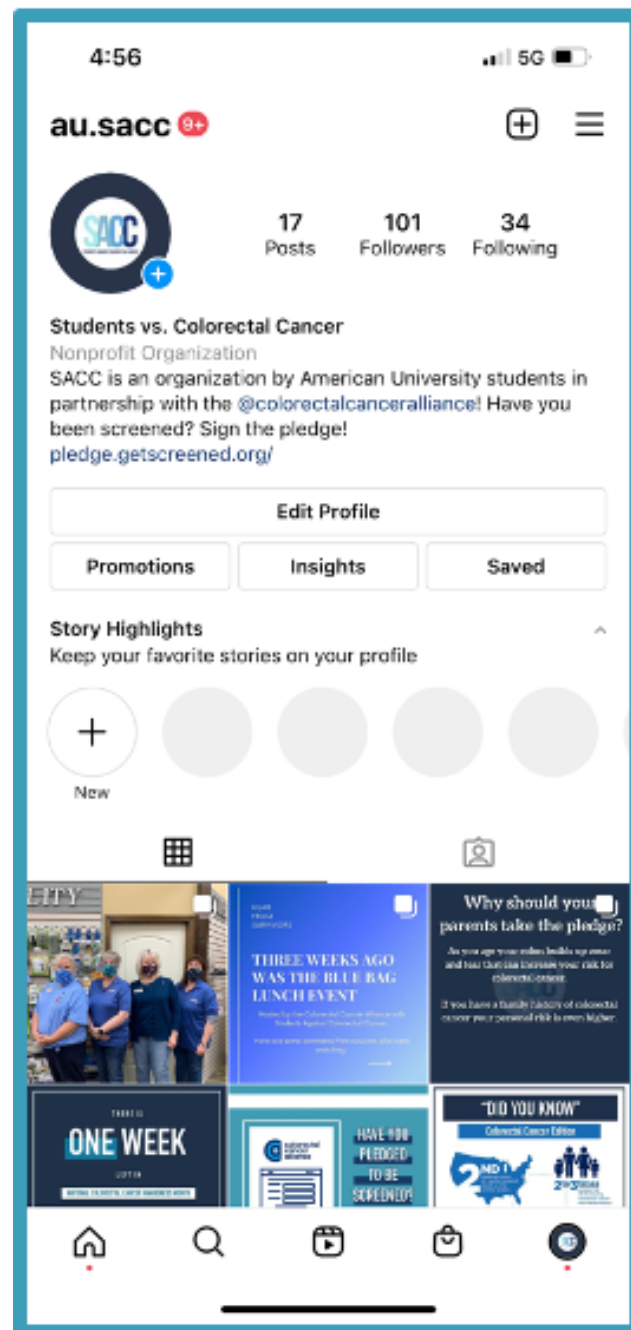
APRIL

With the goal of putting the accounts on a temporary hold until another interested group of students reactivates the SACC, all platforms will post a final video signifying the end of the AU student's time with the campaign.

Tactics

Instagram, TikTok, LinkedIn, Twitter, Facebook

Instagram

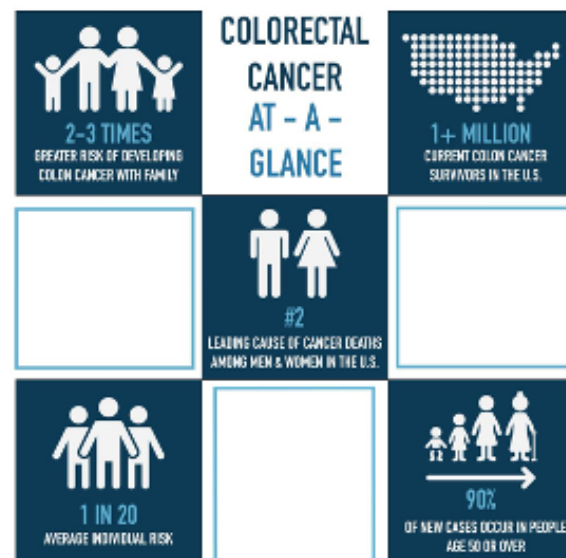
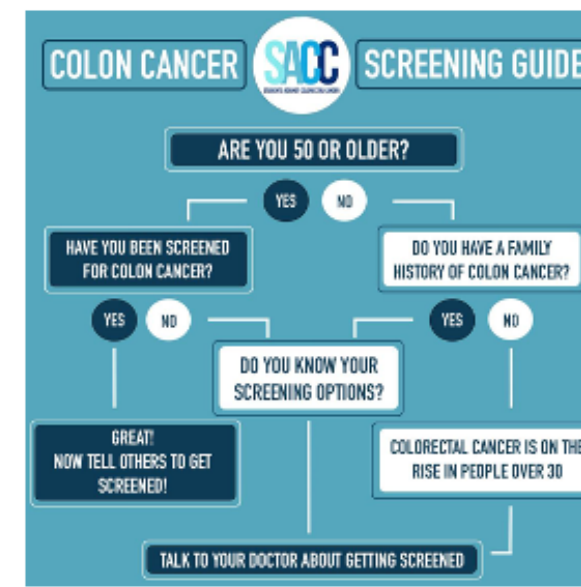
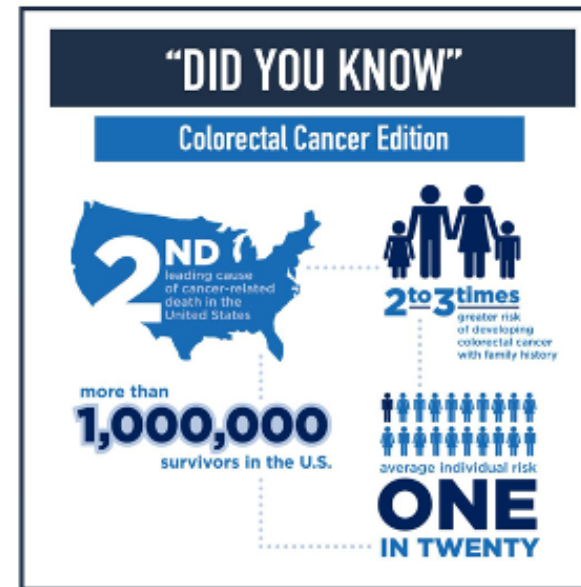


- Most Popular Account
 - 101 Followers
- Most Active Account
 - 17 posts
- Purpose:
 - Awareness/Prevention
 - Screening Pledge
 - Blue Bag Lunch Event
 - CCA
- Other:
 - Direct Message
 - Instagram Story



- Branding:
 - All Blue
 - Font 'DIN'
 - Use of SACC logo
- Caption Tactics:
 - "Link>Bio"
 - Relevant #'s
 - Relevant @'s

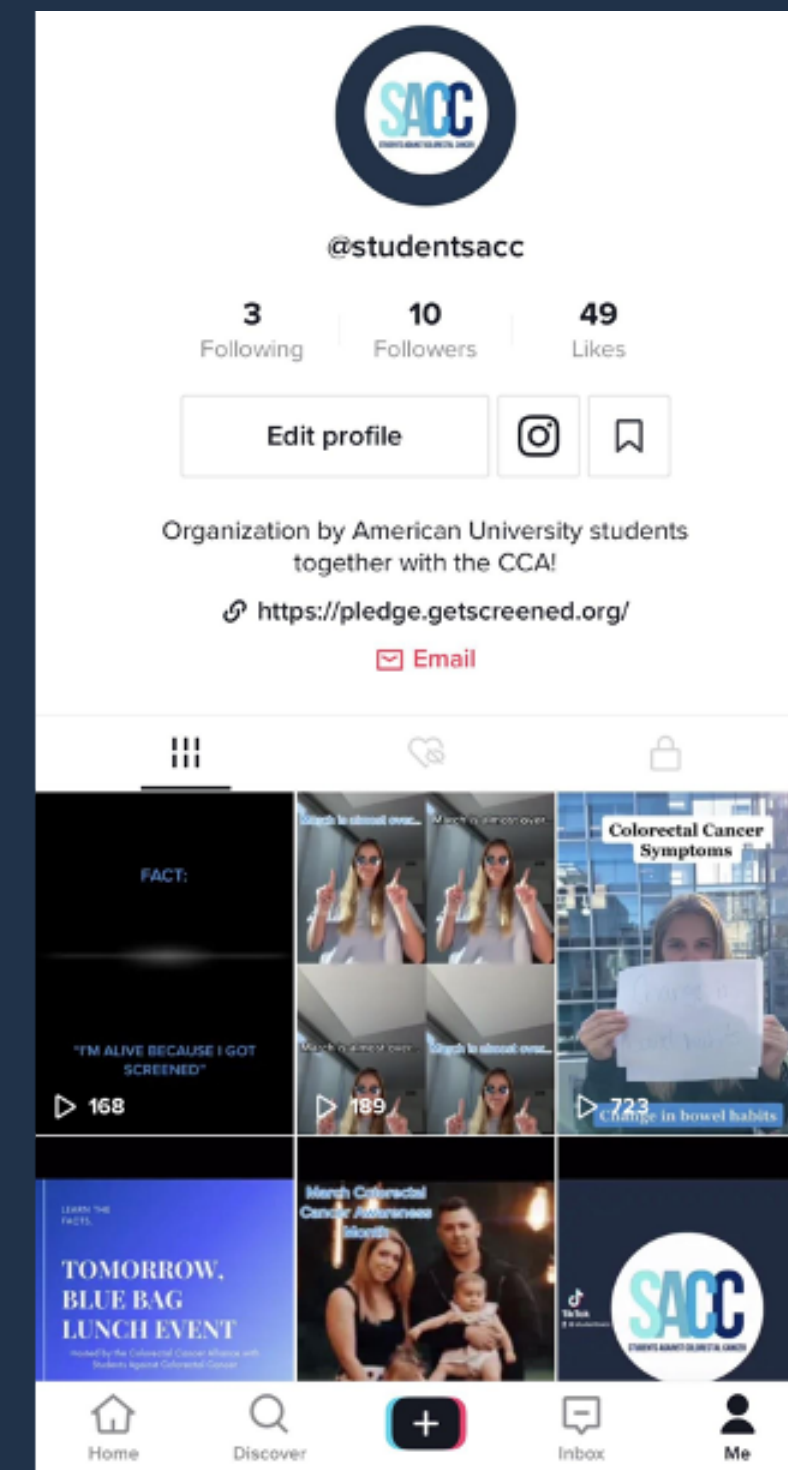
Instagram



- Content Examples
 - Instagram Total Reach:
 - **5,115 Accounts**
- Calculated through promotion insights (posts/stories/shares)

TikTok

- Purpose
 - Reach wider audience across the platform.
 - Create prevention awareness.
 - Encourage users to sign the pledge and get screened.
- Average Post Views
 - 376
- Total TikTok Reach
 - 2,261



TikTok



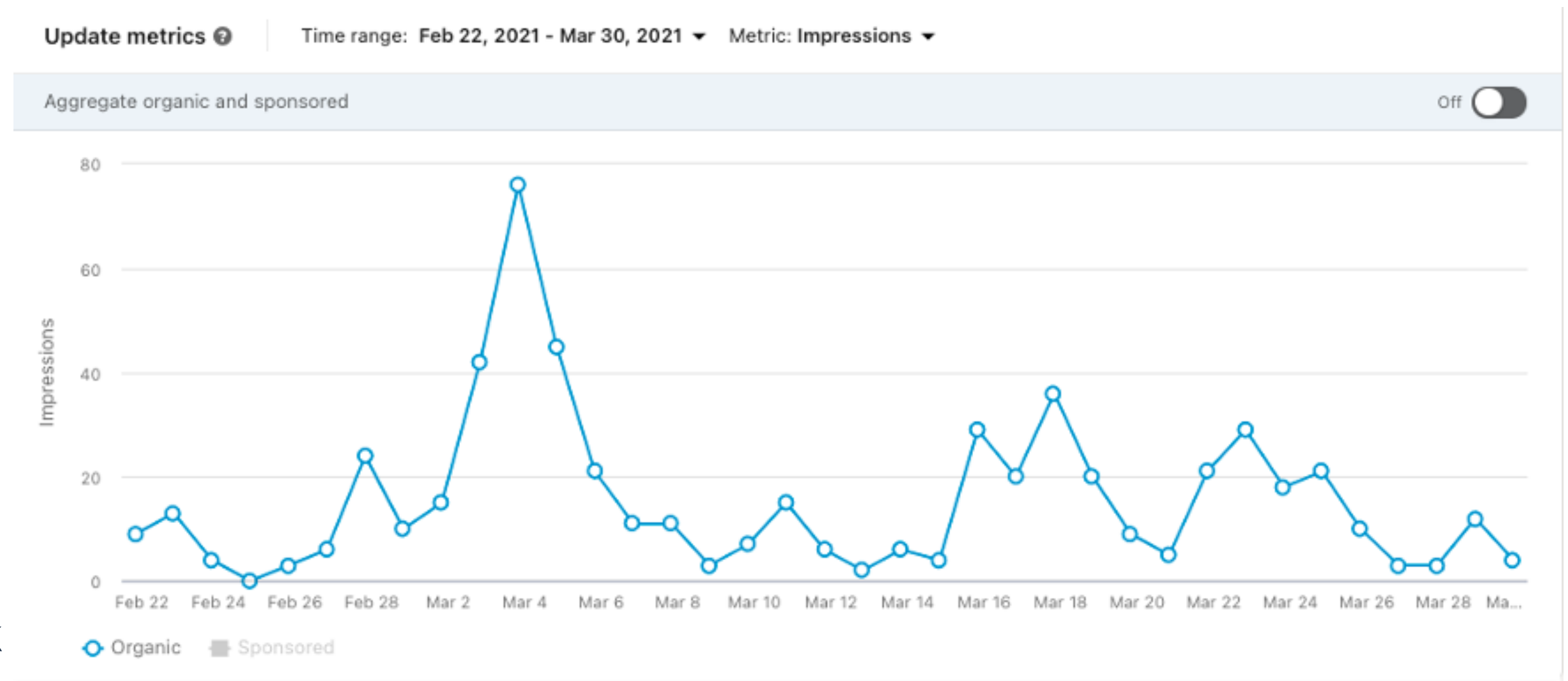
711 Views



723 Views

LinkedIn

- 83 followers
- Posted in “Association of Community Cancer Centers” group, which has 3,362 members
- Impressions spiked right around the Blue Bag Lunch, reached more than 400 total people (plus re-shares and out-of-network impressions)



Twitter



- One of Most Popular Account
 - 82 Following
 - 20 followers
- 23 tweets
- Twitter earned 1,875 impressions since January.
- Shared graphics and statistics.
- 840 profile visits.
- Purpose:
 - Awareness/Prevention
 - Information about symptoms.
 - Screening Pledge
 - Blue Bag Lunch Event and CCA interesting facts.
 - Retweet specific and interesting accounts related to our goal (sign the pledge)
- Other:
 - Direct Message to doctors and health centers asking for help sharing and motivating others to sign the pledge.

Twitter



Twitter



Twitter



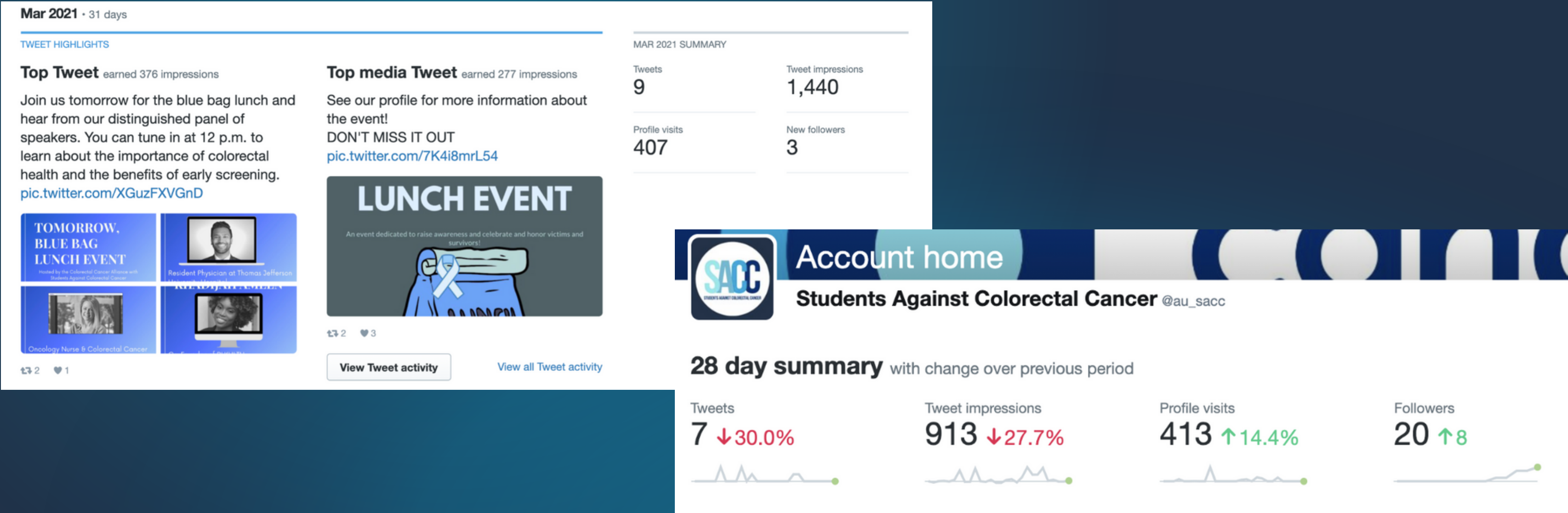
Students Against Colorectal Cancer @au_sacc · Mar 23

We encourage students to start meaningful conversations with their parents to help them understand their risk level and the importance of screening early and often. Use these conversation starters to help you discuss the pledge; you can sign at the link in our bio.

Helping Your Parents Take the Pledge	Why should your parents take the pledge? As you age your colon builds up wear and tear that can increase your risk for colorectal cancer. If you have a family history of colorectal cancer your personal risk is even higher
the pledge to a parent <ul style="list-style-type: none">• Ask if they know of any family history of colorectal cancer• Start a conversation about the importance of monitoring your health as you age• Ask if they know about easy screening options for common cancers	How to find the right colorectal screening option By taking the pledge, the Colorectal Cancer Alliance team will recommend the best screening for you and help you find an appointment You can sign the pledge now at the

Twitter

Analytics



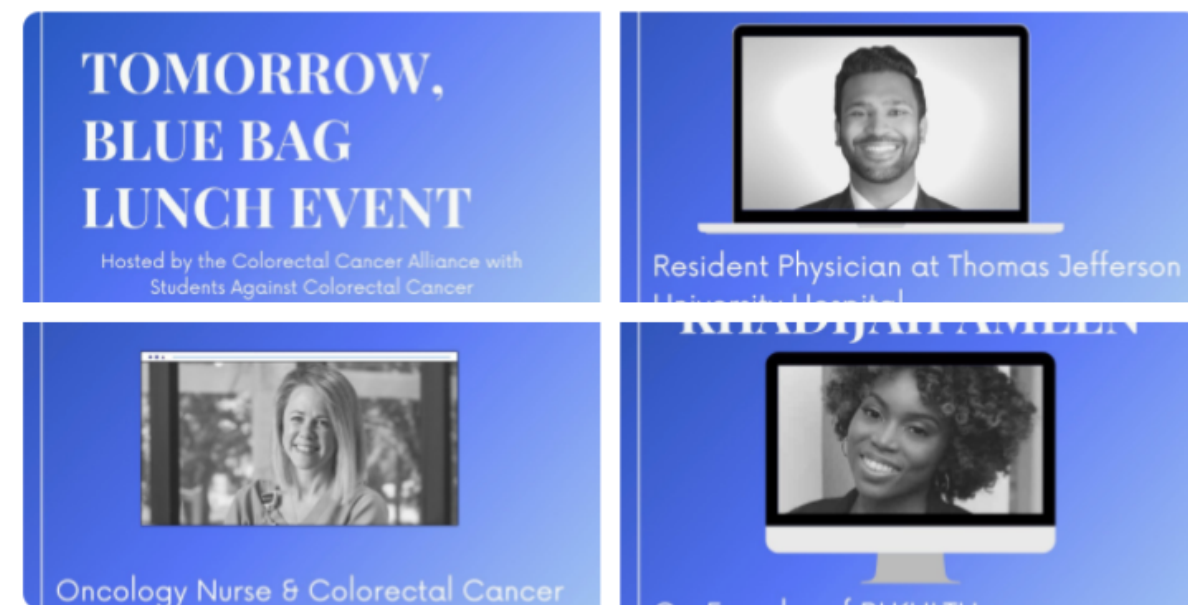
Twitter

Analytics

Top Tweet earned 376 impressions

Join us tomorrow for the blue bag lunch and hear from our distinguished panel of speakers. You can tune in at 12 p.m. to learn about the importance of colorectal health and the benefits of early screening.

pic.twitter.com/XGuzFXVGnD



↻ 2 ❤ 1

Top media Tweet earned 277 impressions

See our profile for more information about the event!

DON'T MISS IT OUT

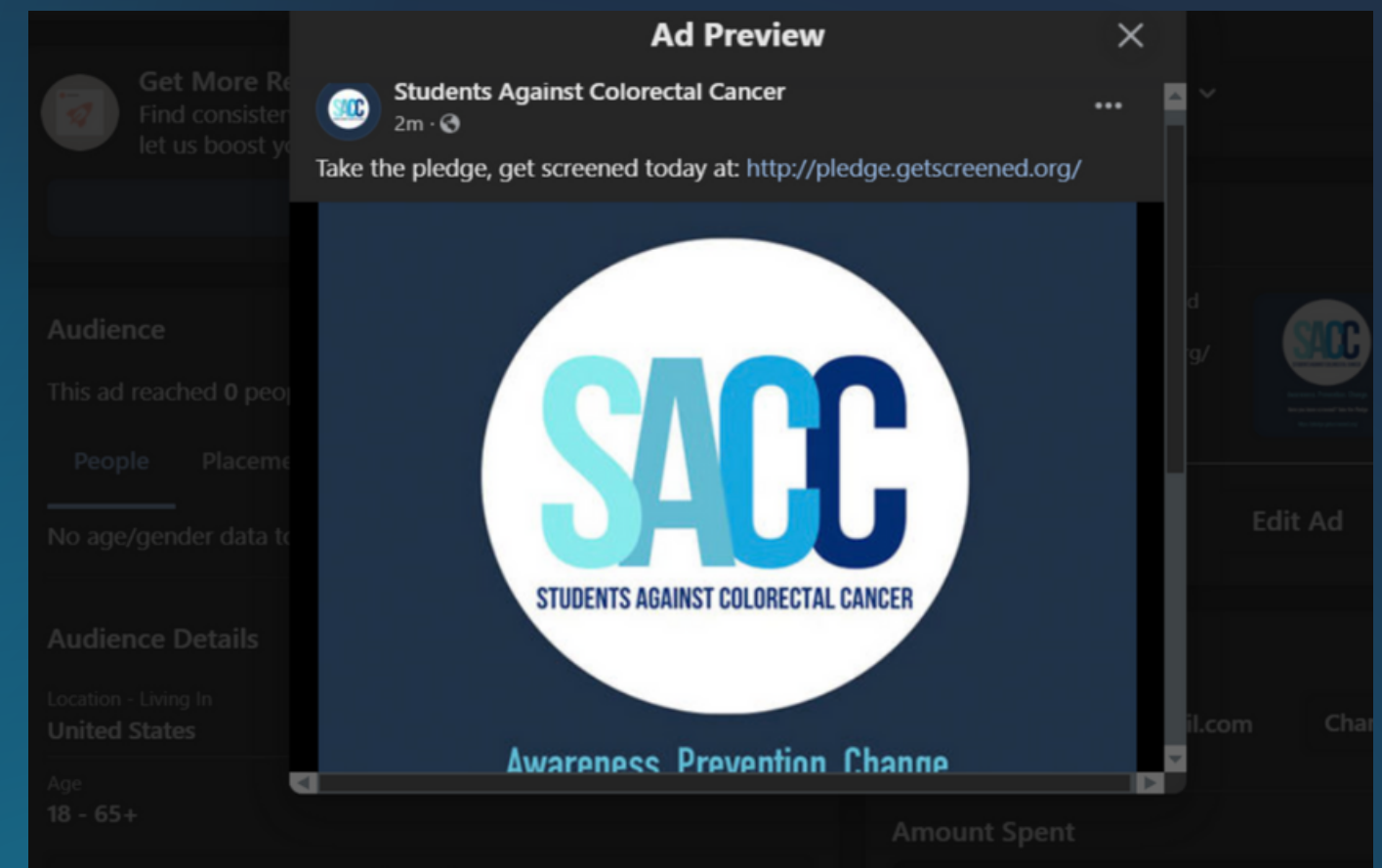
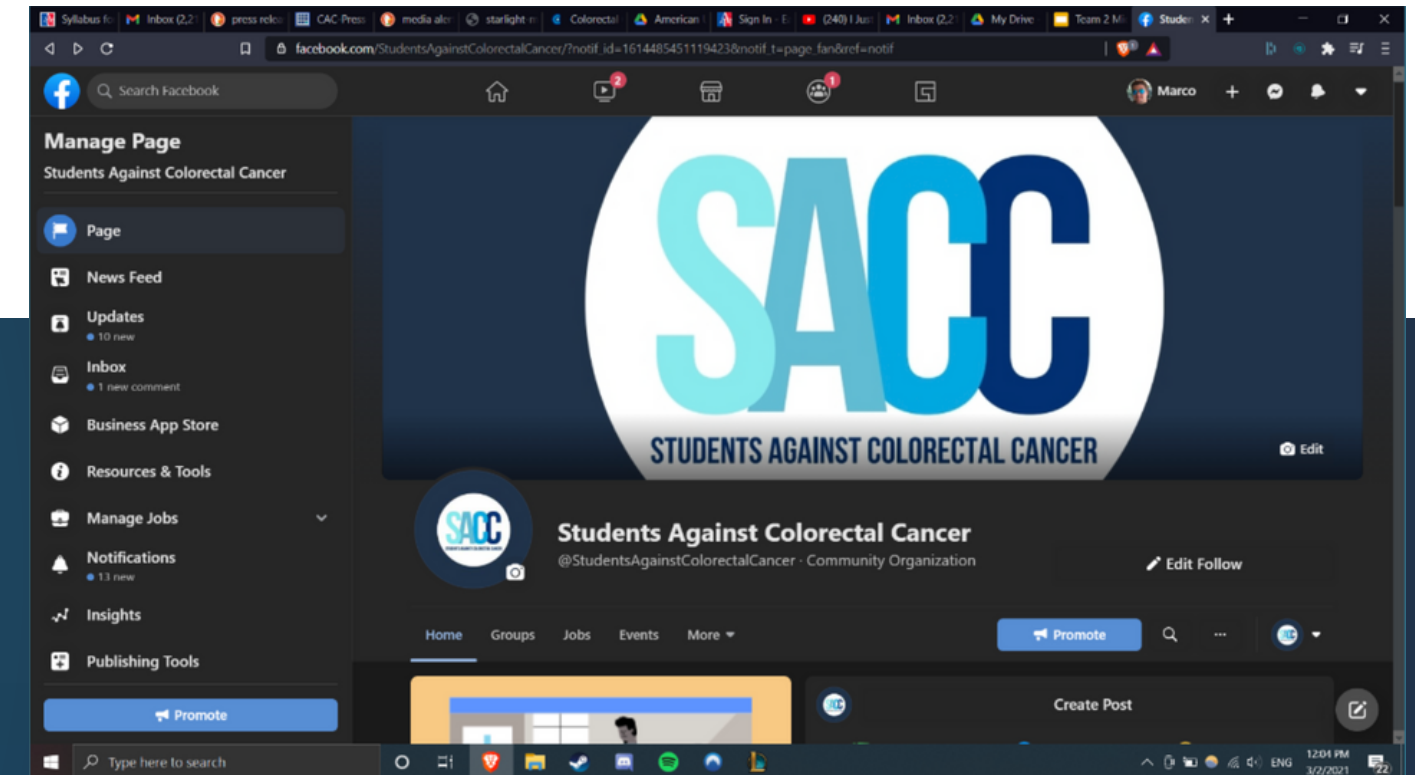
pic.twitter.com/7K4i8mrL54



↻ 2 ❤ 3

Facebook

- Creation and management of the “Students Against Colorectal Cancer” Facebook Page
- Engagement and Promotion via Social Media
- Using Facebook’s Media and Ad Tools in order to boost engagement for screenxing campaign



Facebook

- Over 35,000 users reached through posts throughout the month
- High amount of engagement (shares, comments, reactions)
- Higher traffic towards CCA website and pledge campaign through Facebook

Mar 8 - Apr 4

Post Reach

35.7k

▲ 31.8k

Post Engagements

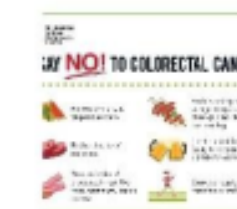
4,477

▲ 4.1k

MOST ENGAGING

RECENT

MOST ENGAGING POSTS



March is Colorectal Cancer Awareness M...
March 16

Reach 13.7K

Engagements 1.8K



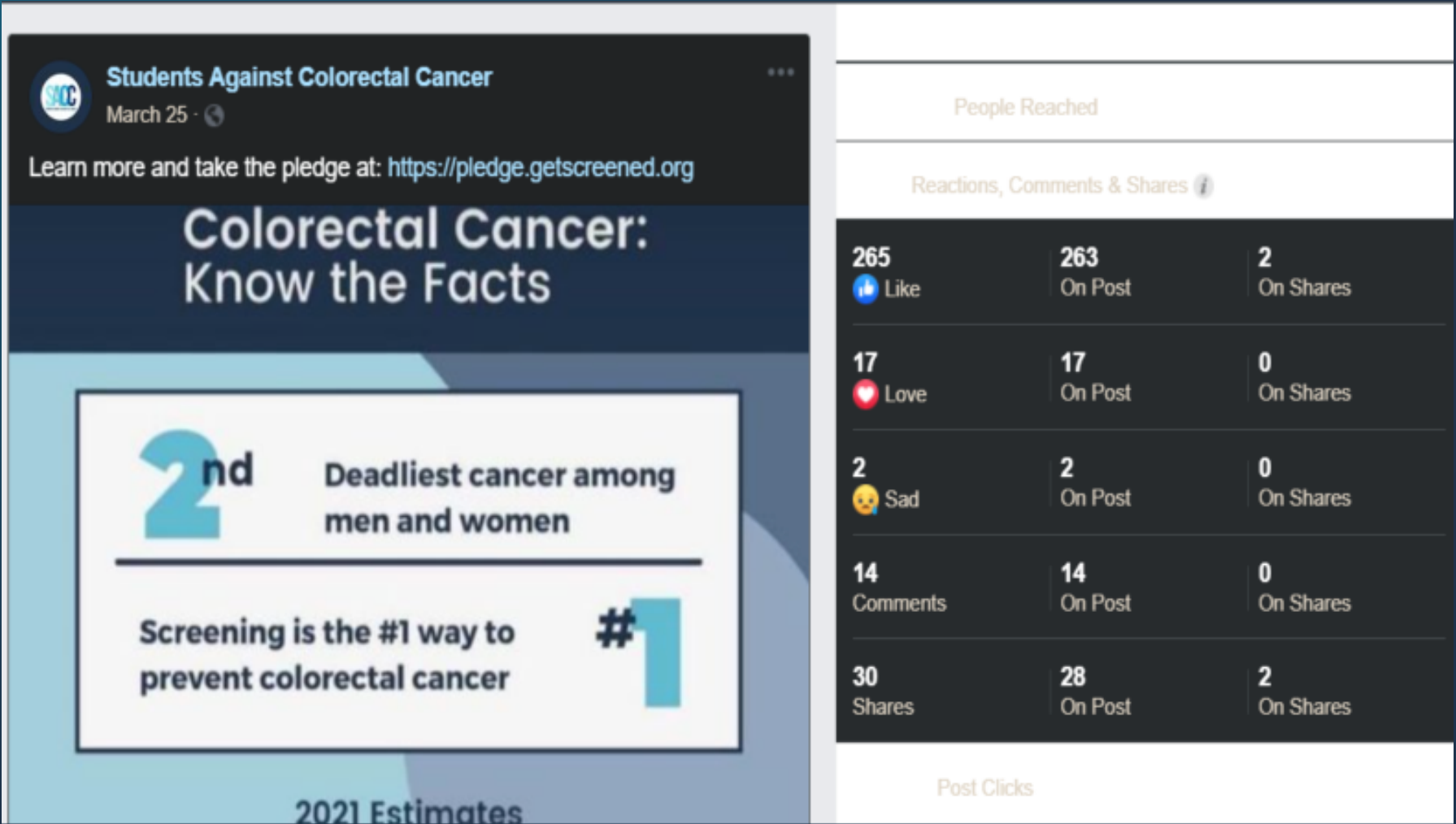
Learn more and take the pledge at: <https://...>
March 25

Reach 14.5K

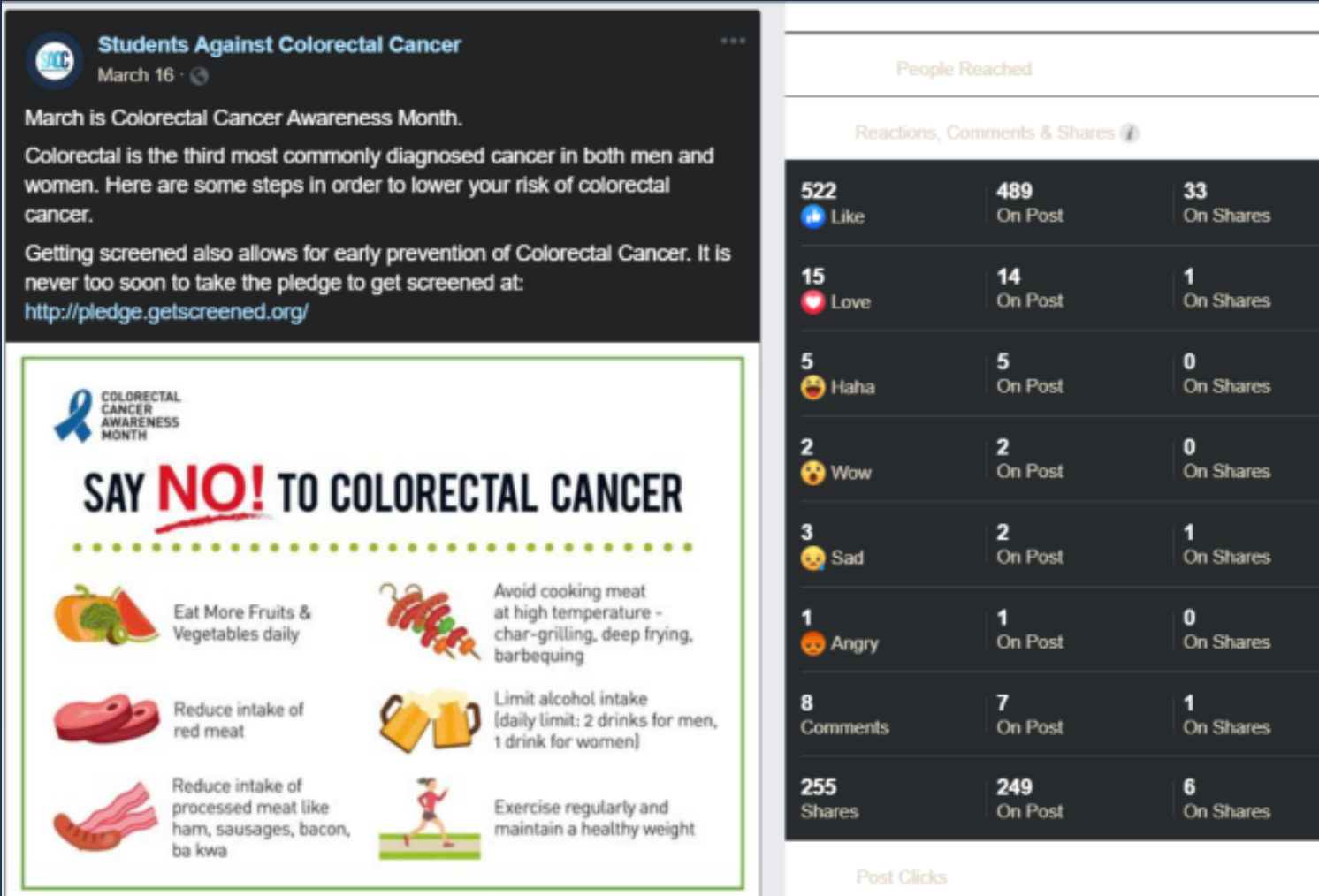
Engagements 1.3K

Facebook

Popular Posts



14.5k Users Reached

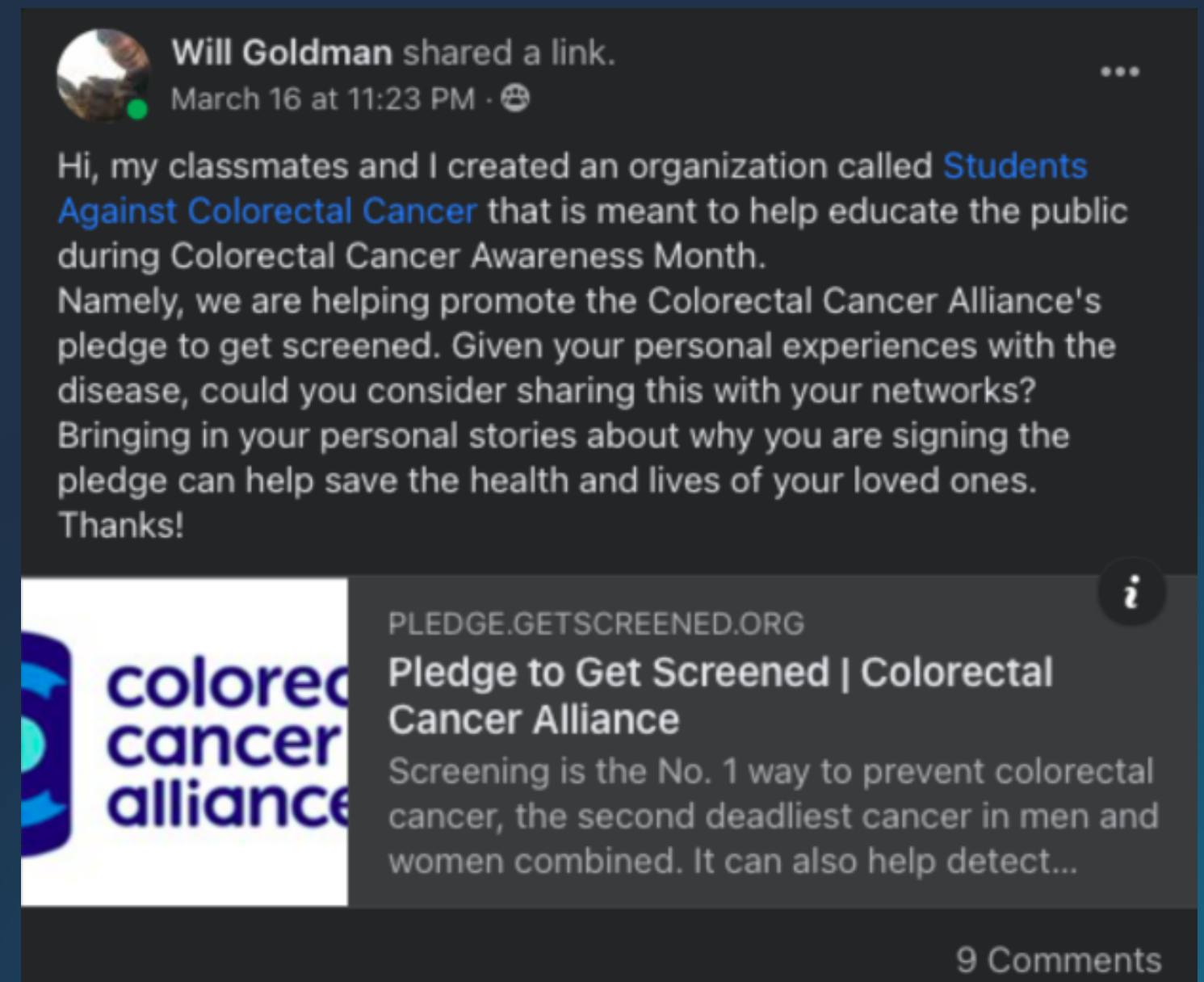


13.7k Users Reached

Grassroots Facebook Approach

Posts into the following Facebook groups:

- “Colon/Rectal Cancer awareness and discussion group”
 - 12.2k members
- “ADVOCATES at Fight Colorectal Cancer”
 - 2.8k members
- Colon Cancer Support
 - 2.6k members

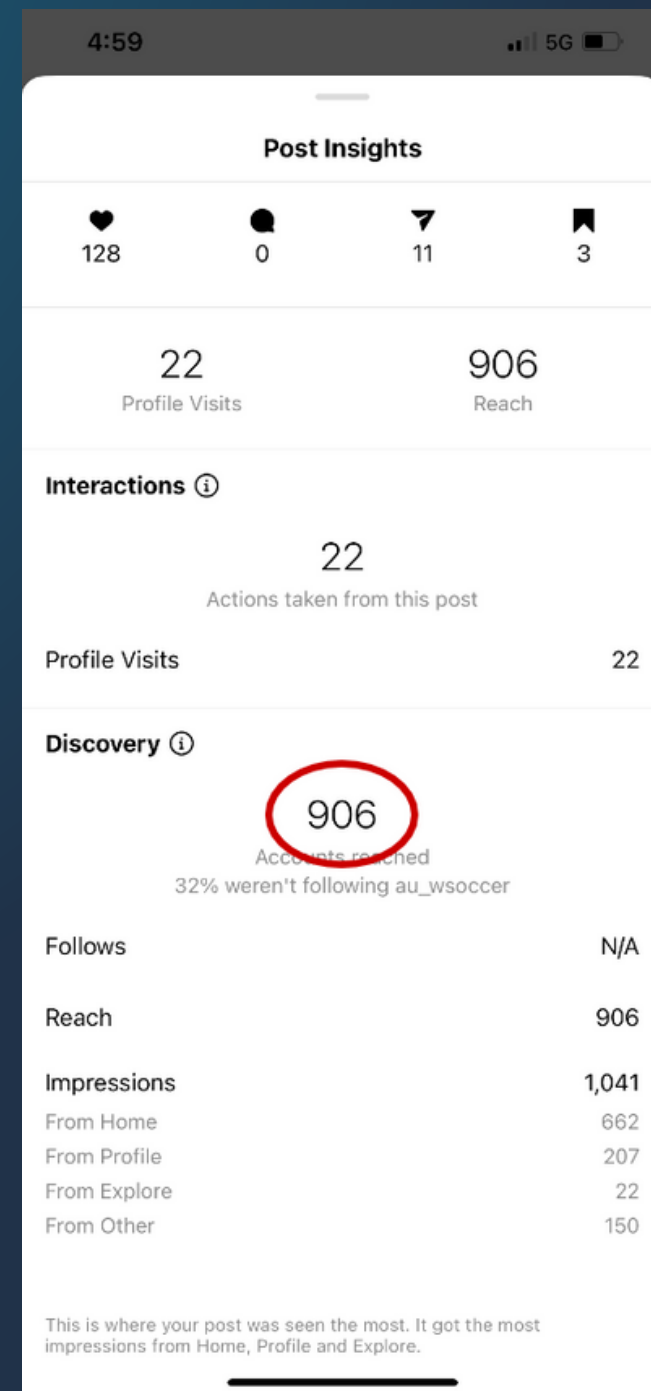


University Outreach

- Outreach to universities across the country
 - Health centers
- Pitching to university publications
 - Individual school newsletters
- Partnering with different schools at AU

The Results

AU Athletics Collab



- AU Women's Soccer Instagram Account
- Weekly "Hero" Series
 - Chadwick Boseman
 - National Colorectal Cancer Month
 - Pledge Link
- Instagram Insights
 - 906 Accounts Reached
 - 1,041 Total Impressions

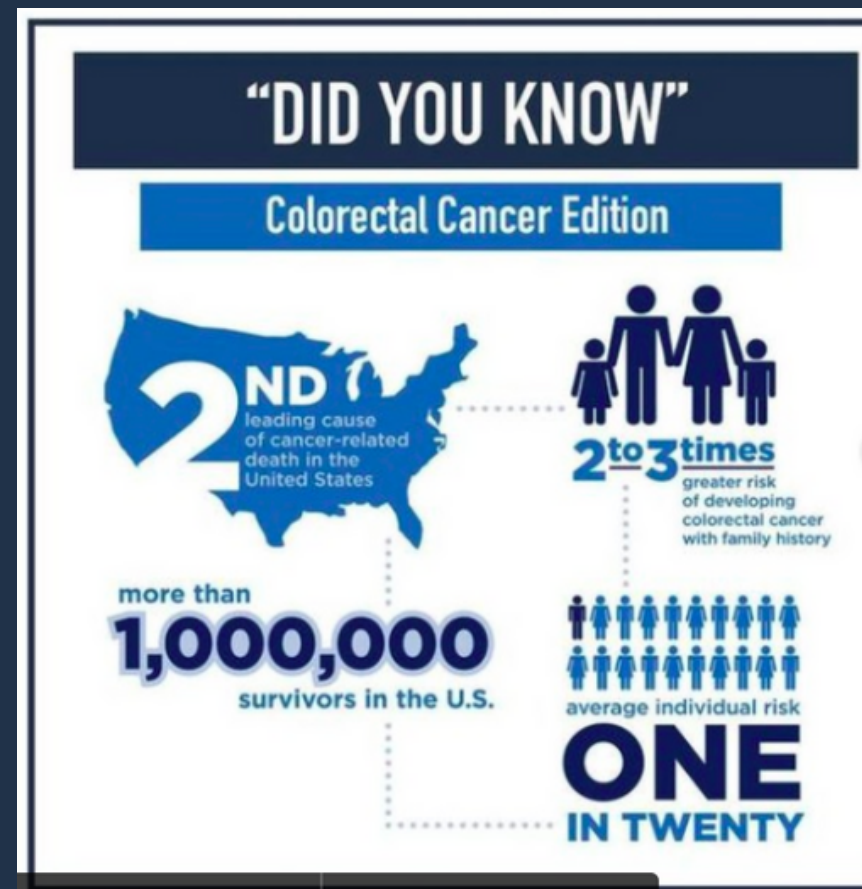
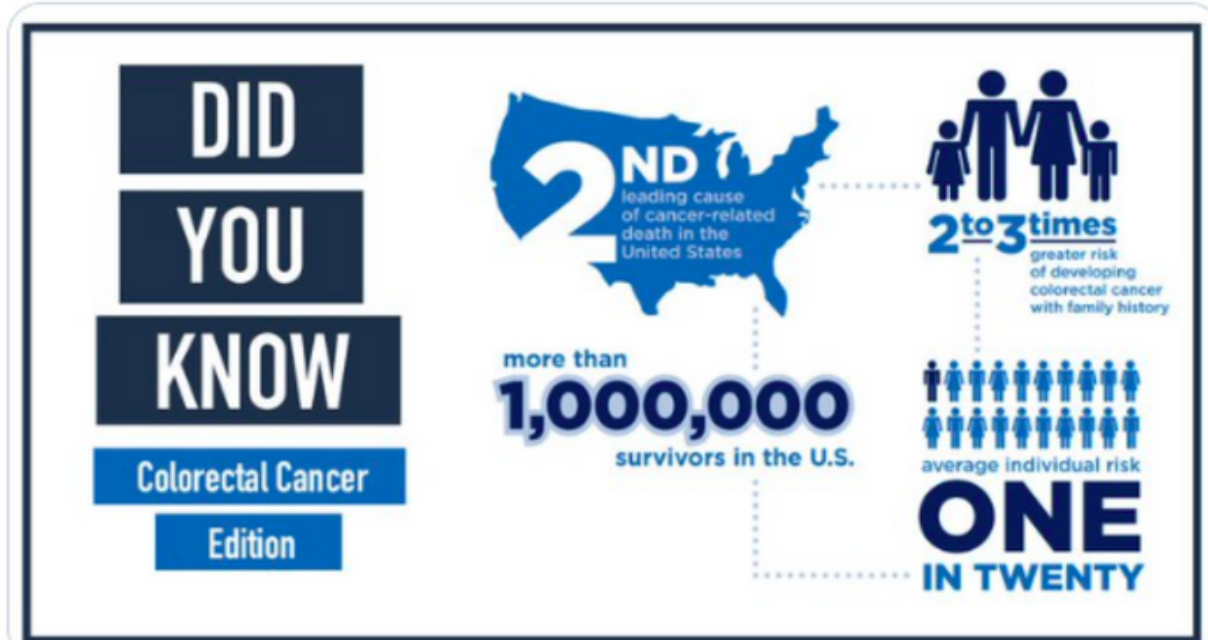
Bowie Baysox Mentions



In the US, 160,000 new cases of [#ColorectalCancer](#) are diagnosed each year. Former Baysox INF [@TreyMancini](#) is back in the lineup after beating colon cancer.

Screening is the #1 way to prevent colorectal cancer. Screening is important, safe & saves lives!

pledge.getscreened.org



Bowie Baysox

March 30 at 10:26 AM · 🌐

In the US, 160,000 new cases of [#colorectalcancer](#) are diagnosed each year. Former Baysox INF Trey Mancini is back in the [Baltimore Orioles](#) lineup after beating colon cancer.

Screening is the #1 way to prevent colorectal cancer. Screening is important, safe & saves lives!

<http://pledge.getscreened.org/>



bowiebaysox · Follow
Bowie Baysox



bowiebaysox In the US, 160,000 new cases of [#colorectalcancer](#) are diagnosed each year.

Former Baysox INF [@treymancini](#) is back in the [@orioles](#) lineup after beating colon cancer.

Screening is the #1 way to prevent colorectal cancer. Screening is important, safe & saves lives!

<http://pledge.getscreened.org/>

[#colorectalcancerawareness](#)
[#colorectalcancerawarenessmonth](#)
[#colorectalcancer](#)
[#colorectalcanceralliance](#)



Liked by [au.sacc](#) and 36 others

5 DAYS AGO

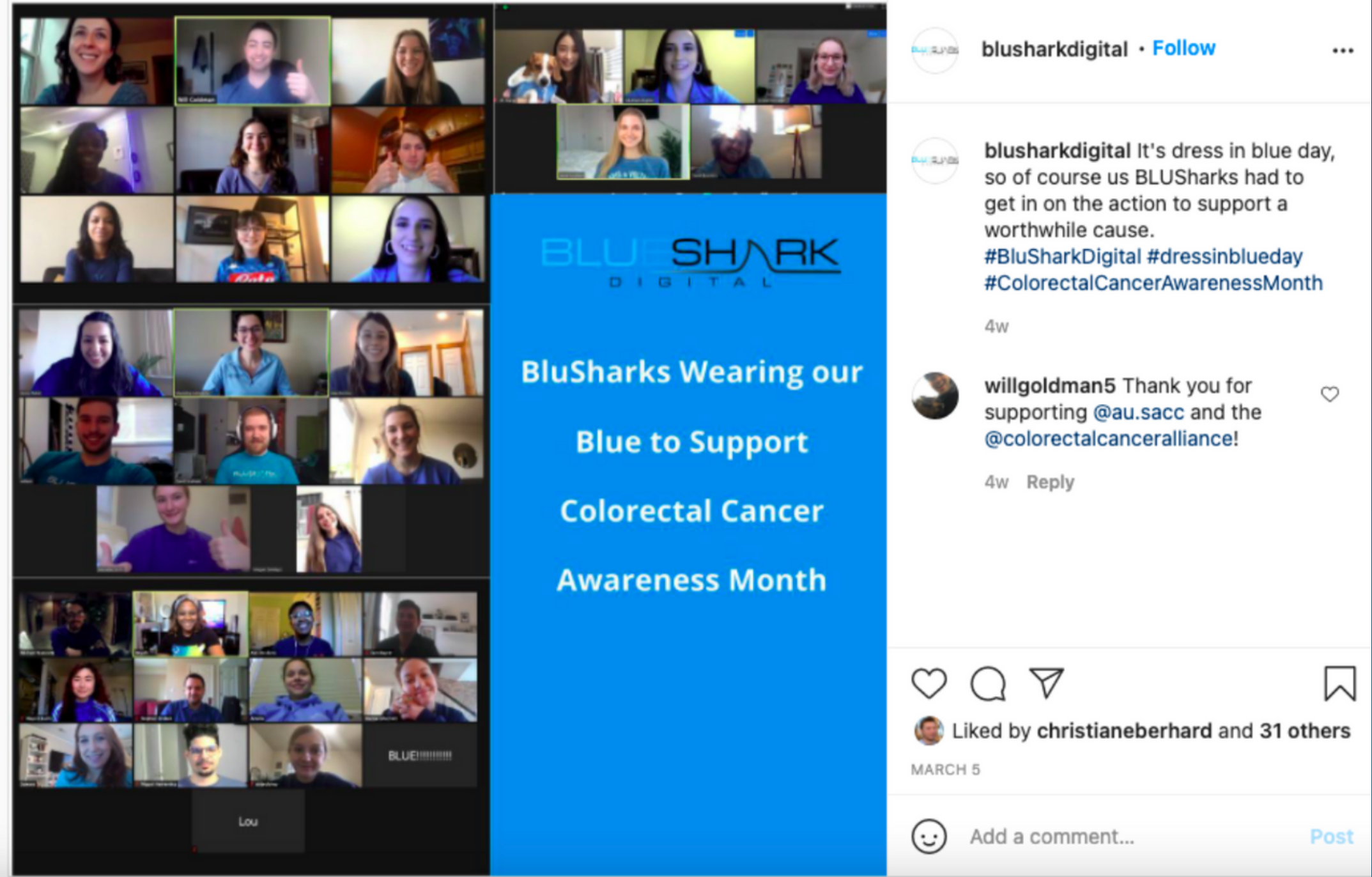
Add a comment...

Post

Winter Haven High School's Support



Business Partnerships



Business Partnerships



**Stephens Pharmacy on
dress in blue day**



Dr. Dace Reynolds

Followers & Impressions

- Followers

- Instagram: 101
- Twitter: 20
- Facebook: 10
- TikTok: 10
- LinkedIn: 83

- Impressions

- Instagram: 6,156
- Twitter: 1,875
- Facebook: 35,500
- TikTok: 2,312
- LinkedIn: 400+

Engagements

- Engagements (Likes, shares, comments, etc)
 - Instagram: 417
 - Twitter: 42
 - Facebook: 4,374
 - TikTok : 51
 - LinkedIn: 72 (plus re-shares out of network)

Scope of Messaging

- AU Sports partnership: 906
- Social media pitching: 6,459
- University Outreach
 - School of Communication: 1,871
 - School of Business: 2,567
 - Public Health Department: 378
- Winter Park High School:
 - Wear Blue Day Announcement
 - Screening Pledge Announcement
 - Student Enrollment: 2,317
- Bowie Baysox Outreach
 - Twitter: 18.3k followers, 7 engagements
 - Facebook: 16.3k likes, 15 engagements
 - Instagram: 11k followers, 37 engagements
- BluShark Digital Outreach
 - Instagram: 361 followers, 33 engagements
 - Facebook: 550 likes, 4 engagements
 - Twitter: 515 followers, 4 engagements

Scope of Messaging

- Bowie Baysox Outreach
 - Twitter: 18.3k followers, 7 engagements
 - Facebook: 16.3k likes, 15 engagements
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- University Outreach
 - School of Communication: 1,871
 - School of Business: 2,567
 - Public Health Department: 378

Total number of people who signed the Alliance screening pledge:

4,500+

Total number of people reached through the pledge campaign:

66,071

What's Next?

Who are the next SACC?

- Future high school and college age students who are interested in raising awareness for colorectal cancer
- Guidelines for future social posts
- Community sponsored wear blue days
- Established partnerships and growing connections in the future

The Future of Social Media

- All accounts on a temporary hold until the Alliance wants to continue using them
- Include baseline information on how to sign the pledge and the importance of learning about colorectal cancer
- Pinned videos from gastroenterologist
- Growing audience on TikTok

Thank you!
Now Passing it to Team 3

Team 3 Introductions



Manuela
Baumeister Adrian



Ivy Haneline



Sarah Gruesser



Ashlyn LeRose



Natalie Kathok

Overarching Goals

- The students will work to obtain the partnership of age-appropriate social media influencers to advocate for colorectal cancer screenings during March.
- The students will create a PSA and messages that the influencers can share, directing their followers to take the screening pledge.

Timeline

FEBRUARY

- Finalize influencer list
- Create online blog and post regular blog posts
- Create graphics and content as needed

APRIL

- Observe results and influencer responses
- Send CCA PSA to influencers

JANUARY

- Begin compiling a list of influencers
- Communication with Steven
- Identify goals

MARCH

- Begin reaching out to influencers
- Edit CCA PSA
- More content creation to be shared
- Assist BBLE promotional efforts

Team Objectives

- Generate Social Influencer Involvement
- Obtain partnership with social media influencers to advocate for colorectal cancer screening during awareness month (March)
- Create PSA for influencers to share in their social media accounts
- Manage an online blog for SACC
- Design graphics for branding and promotion
- Help with video editing and any other needs from Teams 1 & 2

Strategy

- Create list of influencers to reach out to
 - Living document, constantly adding and editing the list
 - Target micro influencers focused on healthcare & lifestyle content
 - Cross-referenced list with Steven & CCA Social Media outreach team to ensure new audiences were being reached
- Streamlined communications with group captains
- Involve all teams to participate in the blog by creating posts to include
- Send PSA to influencers as part of outreach

Execution

- Reach out to influencers via SACC email and social media accounts
 - Send pre-made content that is easy to repost
 - i.e. PSA, infographic for stories, relevant images and information
 - Include link to pledge to assist Team 2 with their objectives
- Post on the class blog
- Remain in contact with other groups to help out as needed
- Follow up with influencers to give them an opportunity to create a lasting relationship/partnership with the CCA

Logos



The Blog



STUDENTS AGAINST COLORECTAL CANCER

[HOME](#)

[BLOG](#)

[ABOUT](#)

[CONTACT](#)

Meet Our Class!



Video



Influencers We Reached Out To

Influencer Spreadsheet					
File Edit View Insert Format Data Tools Add-ons Help Last edit was seconds ago					
F36					
	A	B	C	D	E
150	Byoliviale	Olivia	22.4k followers		
151	Brittlyons_	Britt	6885 followers		
152	Itzellovato	Itzellovato	104k followers		
153	Tenickab	Tenickab	190k followers		
154	Gessffy	Gessffy	15.7k followers		
155	Thegirllovesmagic	Thegirllovesmagic	9434 followers		
156	Lifestyle.by.lea	Lea	6971 followers		
157	Jesseitzler	Jesse	285k followers		
158	Sean_young_	Sean	835 followers		
159	Continuedflight	Continuedflight	325k followers		
160	Natjones	Natjones	3890 followers		
161	Sarah.canney	Sarah	25.4k followers		
162	Joesantagato	Joe	914k followers		
163	Kdk_fitam	Kdk_fitam	43k followers		
164	Stephaniae	Stephanie	276k followers		
165	Zarbruh	Zarbruh	864k followers		
166	Dkm14	Dkm14	1.6 million followers		
167	Nanastillgotit	Nanastillgotit	14.9k followers		
168	Fiajames	Fia	49.2k followers		
169	Pani	Pani	116k followers		
170	Kirkdewindtp	Kirk	44.4k followers		
171	Syattfitness	Syattfitness	751k followers		
172	Walmsleyruns	Walmsleyruns	125k followers		
173	Sandiegojoey	Joey	1376 followers		
174	Jessicaolie	Jessica	883k followers		
175	Doctor.mike	Mike	4.1 million followers		
176	Drhopesicknotes	Hope	11.1k followers		
177	Dr.sheila_derm	Sheila	96.6k followers		
178	Teawithmd	Teawithmd	89.4k followers		
179	Dr.lesliekim	Leslie	24.3k followers		
180	Doctoranddancer	Doctoranddancer	61.3k followers		
181	Reach.rehab	Reach.rehab	74.7k followers		
182	Dr.Tommymartin	Tommy	42.1k followers		
183	Drheatherirrobundamd	Heather	23.3k followers		
184	Drjengunter	Jen	61.2k followers		
185	Yourheartdoc	Yourheartdoc	120k followers		
186	Drseemayasmin	Seema	29.6k followers		
187	Doc_by_day	Doc_by_day	35k followers		
188	Drjessigold	Jessi	4226 followers		
189	Davidepsteinmd	David	864 followers		
190	Daniellebelardomd	Danielle	208k followers		
191	Drsharimarchbein	Shari	45.9k followers		
192	Pedsdoctalk	Pedsdoctalk	80k followers		
193	Dr.jed_	Jed	20.6k followers		
194	Docjp3	Docjp3	18.1k followers		
195	Drandralee	Sandra	801k followers		
196	Dralexgeorge	Alex	1.8 million followers		
197	Austinchiangmd	Austin	64.2k followers		
198	Mamadocforjones	Jones	214k followers		
199	Alokatelmd	Alok	18.5k followers		
200	Drjkahn	Joel	60.4k followers		
201	Artasymd	Alisa	27k followers		
202	Publichealthresources	Publichealthresources	2413 followers		
203	Dieticallyspeaking	Maeve Hanan	29.5k followers		
204					
205					
206					
207					
208					
209					
210					
211					
212					
213					

Influencer Spreadsheet					
File Edit View Insert Format Data Tools Add-ons Help Last edit was seconds ago					
F36					
	A	B	C	D	E
131	Sporckly	Sporckly	4132 followers		
132	Lovelydelites	Lovelydelites	38.1k followers		
133	Raisfuel	Raisfuel	1362 followers		
134	Healthwithnor	Nor	1482 followers		
135	Headstandsandheels	Headstandsandheels	29.3k followers		
136	Rosiegodycki	Rosie	26.5k followers		
137	Sarahbrookspilates	Sarah	17.6k followers		
138	Katekerner	Kate	15k followers		
139	Briannajoye_fitness	Brianna	31.9k followers		
140	Laurenkittle	Lauren	1224 followers		
141	Love.jen.marie	Jen	18.2k followers		
142	Amandamkruse	Amanda	39.4k followers		
143	Carrie_grayson	Carrie	6108 followers		
144	Purplewallflower	Purplewallflower	4243 followers		
145	Jordyns_journey	Jordyn	6349 followers		
146	Sadisohrab	Sadisohrab	10.4k followers		
147	Itsjustnicole_	Nicole	12.3k followers		
148	Shedreamstravel	Shedreamstravel	7482 followers		
149	Isabella_funari	Isabella	7561 followers		
150	Byoliviale	Olivia	22.4k followers		
151	Brittlyons_	Britt	6885 followers		
152	Itzellovato	Itzellovato	104k followers		
153	Tenickab	Tenickab	190k followers		
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178	Teawithmd	Teawithmd	89.4k followers		
179	Dr.jesliekim	Leslie	24.3k followers		
180	Doctoranddancer	Doctoranddancer	61.3k followers		
181	Reach.rehab	Reach.rehab	74.7k followers		
182	Dr.Tommymartin	Tommy	42.1k followers		
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185	Yourheartdoc	Yourheartdoc	120k followers		
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191	Drsharimarchbein	Shari	45.9k followers		
192	Pedsdoctalk	Pedsdoctalk	80k followers		
193	Dr.jed_	Jed	20.6k followers		
194	Docjp3	Docjp3	18.1k followers		
195	Drandralee	Sandra	801k followers		
196	Dralexgeorge	Alex	1.8 million followers		
197	Austinchiangmd	Austin	64.2k followers		
198	Mamadocforjones	Jones	214k followers		
199	Alokatelmd	Alok	18.5k followers		
200	Drjkahn	Joel	60.4k followers		

Influencer Spreadsheet					
File Edit View Insert Format Data Tools Add-ons Help Last edit was seconds ago					
F36					
	A	B	C	D	E
52	Inonaround	Catherine	5325 followers		
53	Christie_publichealth	Christie VanHorne	1015 followers		
54	Twiceanm	Catie	1640 followers		
55	Evamachado	Eva Machado	8874 followers		
56	Stephaneebeggs	Stephane Beggs	32.5k followers		
57	Marriedtohealth	James and Dahlia	25.1k followers		
58	AUHealthwell	AU Health	1237 followers		
59	Danielle.rosner	Danielle Rosner	15.6k followers		
60	Kconellwellness	KC	1076 followers		
61	B.B.wellness	Brooke Brennan	23.4k followers		
62	Jaclynrenewellness	Jaclyn Renee	6185 followers		
63	Rawbeautytalks	Erin	99.9k followers		
64	Elysewellness	Amanda Elyse	13.8k followers		
65	Healthysu	Health PSU	1716 followers		
66	UNHhealth	UNH Health	1868 followers		
67	Theantidelplan	Alexis Conason	44.7k followers		
68	Drcoleeneichmann	Coleen Reichmann	90.8k followers		
69	Clatchnurse	Sharon	42.1k followers		
70	Nurse_ft_britt	Brittany Pea	11k followers		
71	Nursekayknows	Kay	14.2k followers		
72	Sarah_gaines	Sarah Gaines	26.4k followers		
73	Nurse_ben	Ben	5779 followers		
74	Calfinatedscrubs	Annika	10.3k followers		
75	Fitnurselauren	Lauren	5597 followers		
76	Savedbygrace	April Grace	2024 followers		
77	Futurenurselolo	Lauren	1179 followers		
78	Studentnurse_bri	Bri	1447 followers		
79	Student.nurse.josie	Josie	3454 followers		
80	Asia.bsn	Asia	970 followers		
81	Kimby_nursing	Kimby	3400 followers		
82	Jess	Jess Conte	2 million followers		
83	Thisispublichealth	Public H.Ealth	26.6k followers		
84	AU_Bluecrew	Blue Crew	1104 followers		
85	Anitavedianlmt	Anita	11.3k followers		
86	Sjwswellness	SJSU	1584 followers		
87	Bravepacenutrition	Katherine	13.5k followers		
88	Healthycards	Health Promo	872 followers		
89	MSUhpw	MSU	2000 followers		
90	Nicunurseitff	Tiffany	1742 followers		
91	AU.Pha	PHA	525 followers		
92	Brittanysmart_	Brittany Smart	3291 followers		
93	Student_nurse_courtney	Courtney	1150 followers		
94	Futurenursekatie	Katie	516 followers		
95	Nurse_hailey_	Hailey	32.8k followers		
96	Northshoreweb	NorthShore	2489 followers		
97	Thechutneylife	Palak Patel	144k follows		
98	Kamanabhaskaran	Kamana Bhaskaran	69.8k followers		
99	Mamajotes	Jyoti Chand	33k followers		
100	Anukathiresanmd	Anu	61.9k followers		
101	Dr.pamelamehta	Mehta	29.6k followers		
102	drupawong	Rupa Wong	53.6k followers		
103	Doctor.Saya	Saya Nagori	28.1k followers		
104	KSB_studiev	KSB	221 followers		
105	Thenursenatalie	Natalie	3677 followers		
106	Blomminglittles	Katie	1963 followers		
107	Drscopewthguts	Advani	7909 followers		
108	Drpetekim	Peter Kim	13.1k followers		
109	Vickichanmd	Vicki Chan	30.9k followers		
110	Dr.gut_motility	Kimkim	6102 followers		
111	Heart.beat.doctor	Haliza	53.6k followers		
112	Dr.Amanahusain	Amna	36k followers		
113	Futnuse_bell	Shaylah	3227 followers		
114	Pforher	Quana	1405 followers		
115	3ptdc	Danielle	1976 followers		
116	Vanessateks	Vanessa	10.6k followers		
117	morgantreks	Morgan	11.4k followers		
118	Jay_mayberry85	Joshua	140k followers		
119	Nurse.blake	Blake	770k followers		
120	Younursingeducator	Barbara	288k followers		
121	registerednurse.com	Sarah	99.1k followers		

Influencer Spreadsheet					
File Edit View Insert Format Data Tools Add-ons Help					
Last edit was seconds ago					
F36					
	A	B	C	D	E
1	Social Media Information	Name	Follower Count	Additional info (if applicable)	
2	Teendocmd	Dr. Kyzzie	3409 followers		
3	Lam.dr.arumala	Ruth Arumala	27.4k followers		
4	Doicemimi	Michelle Adibe	28.5k followers		
5	Thebrittanyway	Brittany	18k followers		
6	Ososee	Osose	21k followers		
7	Medicallycadet	Kisha	1008 followers		
8	Mahoganyandmedicine	S. Robinson	3325 followers		
9	Whitecoastandcurls	Mona	5152 followers		
10	Thechocolatedocs	Jessica and nneka	7625 followers		
11	Medschoolmilah	Milah Dee	24k followers		
12	Theprettynd_	Seun	8101 followers		
13	Browngirl_whitecoat	Melissa	5687 followers		
14	Thesocalpa	Hanna	3240 followers		
15	Sleerainscribes	Sierra	1621 followers		
16	Hannah.pa	Hannah	1592 followers		
17	Thepetitapas	Haley Cari	4997 followers		
18	ftpa_balance	Dani	22k followers		
19	Sarah.a.pa	Sarah	9100 followers		
20	Busybeingbridget	Bridget Winterhalter	17.7k followers		
21	Kcalcano	Karen Calcano	15.3k followers		
22	Juliet_ray_md	Juliet June Ray	857 followers		
23	SophieBalzoramd	Sophie Balzora	411 followers		
24	XenniaI_mds	Shani & Anthony	1402 followers		
25	Dr.Lalani	Lalani	11.5k followers		
26	Gastro.noc.nabi	Eiman Nabi	638 followers		
27	Gastrogirl_inc	Gastro Girl	514 followers		
28	Selflovehourpodcast	Selflovehourpodcast	563 followers		
29	Whattheactualforkpod	Whattheactualforkpod	9187 followers		
30	Find.food.freedom	Sam Previte	70.1k followers		
31	No.food.rules	Coleen Christensen	202k followers		
32	Food.peace.nutritionist	Michaela Putala	21.7k followers		
33	Binge.nutritionist	Marissa Miluk	71.8k followers		
34	Diet.culture.rebel	Bonnie Roney	111k followers		
35	Dietitianandean	Deanna Wolfe	162k followers		
36	the.gut.health.dietitian	Nicole	17.5k followers		
37	Yourerdoc	Nashat Latib	4593 followers		
38	Gut.the.recipes	Joe Leech	35.2k followers		
39	Kittyblomfield	Kitty Blomfield	102k followers		
40	Hormonehealingrd	Amanda Montalvo	33.6k followers		
41	Theorganicdietian	Sara	43.3k followers		
42	Agutsygirl	Sarah Hoffman	84.6k followers		
43	Theinternationalphd	Nikita Wagle	4039 followers		
44	Mindfulscientist_	Holly	2137 followers		
45	Grace.thebiochemist	Grace	2135 followers		
46	Phdwithlaura	Laura	9798 followers		
47	Agenomicsphd	Olivia Grant	11.4k followers		
48	AUcampuslife	AU Campus Life	1567 followers		
49	Thephdstudent	Annabelle	13k followers		
50	Rectalrockstar	Jonathan Baker	4267 followers		
51	Lifegaspa_c	Kelsey	10.6k followers		
52	Inonaround	Catherine	5325 followers		
53	Christie_publichealth	Christie VanHorne	1015 followers		
54	Twiceann	Catie	1640 followers		
55	Evamachado	Eva Machado	8874 followers		
56	Stephaneebeggs	Stephane Beggs	32.5k followers		
57	Marriedtohealth	James and Dahlia	25.1k followers		
58	AUhealthwell	AU Health	1237 followers		
59	Danielle.rosner	Danielle Rosner	15.6k followers		
60	Kconellwellness	KC	1076 followers		
61	B.B.wellness	Brooke Brennan	23.4k followers		
62	Jaclynreneewellness	Jaclyn Renee	6185 followers		
63	Rawbeautytalks	Erin	99.9k followers		
64	Elvsewellness	Amanda Elvse	13.8k followers		

85

Outreach Templates

Outreach directly to influencer:

Hi _____,

My name is _____. I'm a Senior at American University and a member of Students Against Colorectal Cancer (SACC). SACC is a student-led organization an American University-backed program dedicated to raising awareness about colorectal cancer. Our organization is working in conjunction with the Colorectal Cancer Alliance to provide support and awareness to this disease and we need your help! We have included a PSA and media kit that we would love for you to share via social media. By doing so, you can help us share information about and support the prevention of this disease. All we need is for you to post these materials to your social media, tag us at @studentsagainstcolorectalcancer and spread the word!

Thanks,

Outreach to Publicist/Agent

Hi _____,

My name is _____. I'm a Senior at American University and a member of Students Against Colorectal Cancer (SACC). SACC is a student-led organization an American University-backed program dedicated to raising awareness about colorectal cancer. Our organization is working in conjunction with the Colorectal Cancer Alliance to provide support and awareness to this disease and we need your client _____'s help! We have included a PSA and media kit that we would love for your client _____ to share via social media. By doing so, you can help us share information about and support the prevention of this disease. All we need is for your client _____ is to post these materials to their social media, tag us at @studentsagainstcolorectalcancer and spread the word!

Thanks,



StudentsAgainst ColorectalCancer <auagainstcolorectalcancer@gmail.com>

to ryan ▾

Thu, Mar 25, 4:12 PM (12 days ago)



Hi Ryan,

My name is Sarah. I'm a Senior at American University and a member of Students Against Colorectal Cancer (SACC). [SACC](#) is a student-led organization an American University-backed program dedicated to raising awareness about colorectal cancer. Our organization is working in conjunction with the [Colorectal Cancer Alliance](#) to provide support and awareness to this disease and we need your help!

Here's a [PSA](#) with more information about what we do!

We have included an Instagram story template we would love for you to share via social media and have your followers take the pledge to get screened.

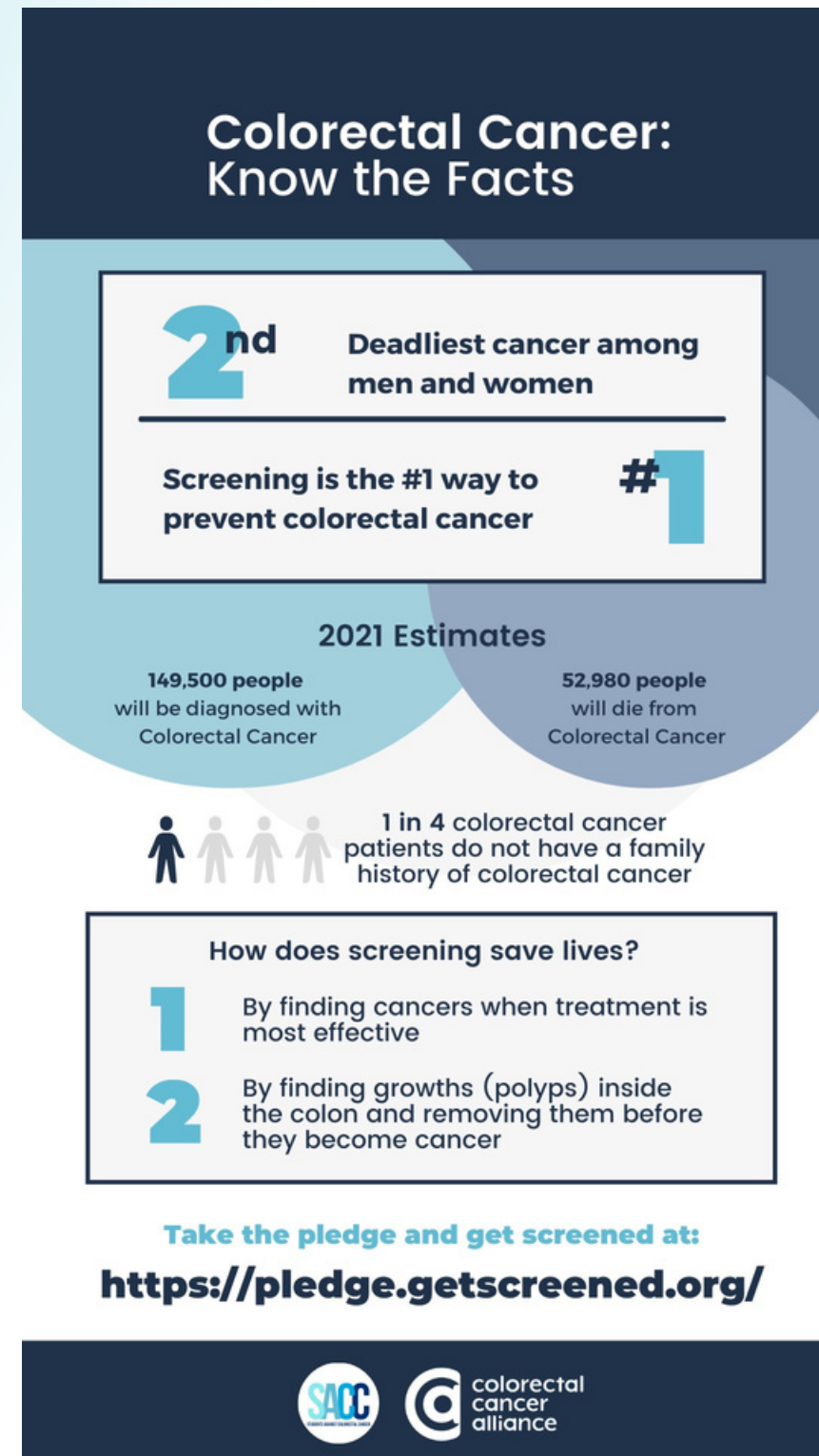
Why is getting screened for Colorectal Cancer so important? This disease takes the lives of more than 50,000 people every year and is the second leading cause of cancer death in the United States. Testing for colorectal cancer is the most effective way you can prevent colon and rectal cancer.

In sharing this, you can help us share information about and support the prevention of this disease. All we need is for you to post these materials to your social media, tag us at @au.sacc and help us spread the word!

Thanks!

Sarah

Instagram Outreach



Instagram Outreach

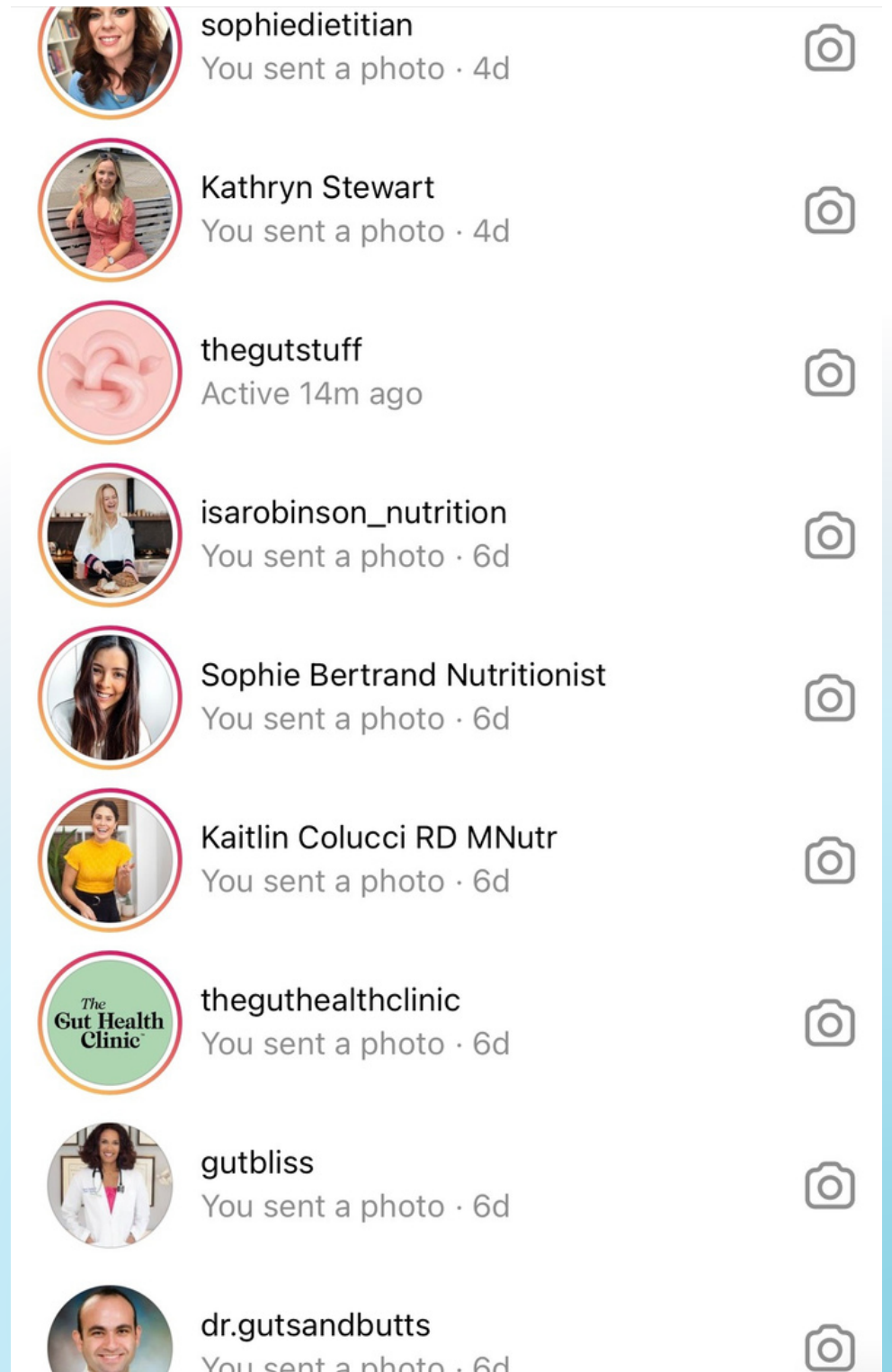
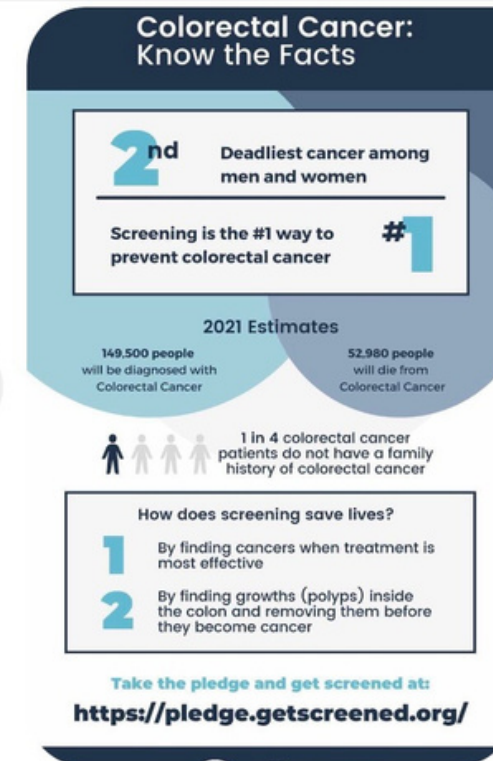
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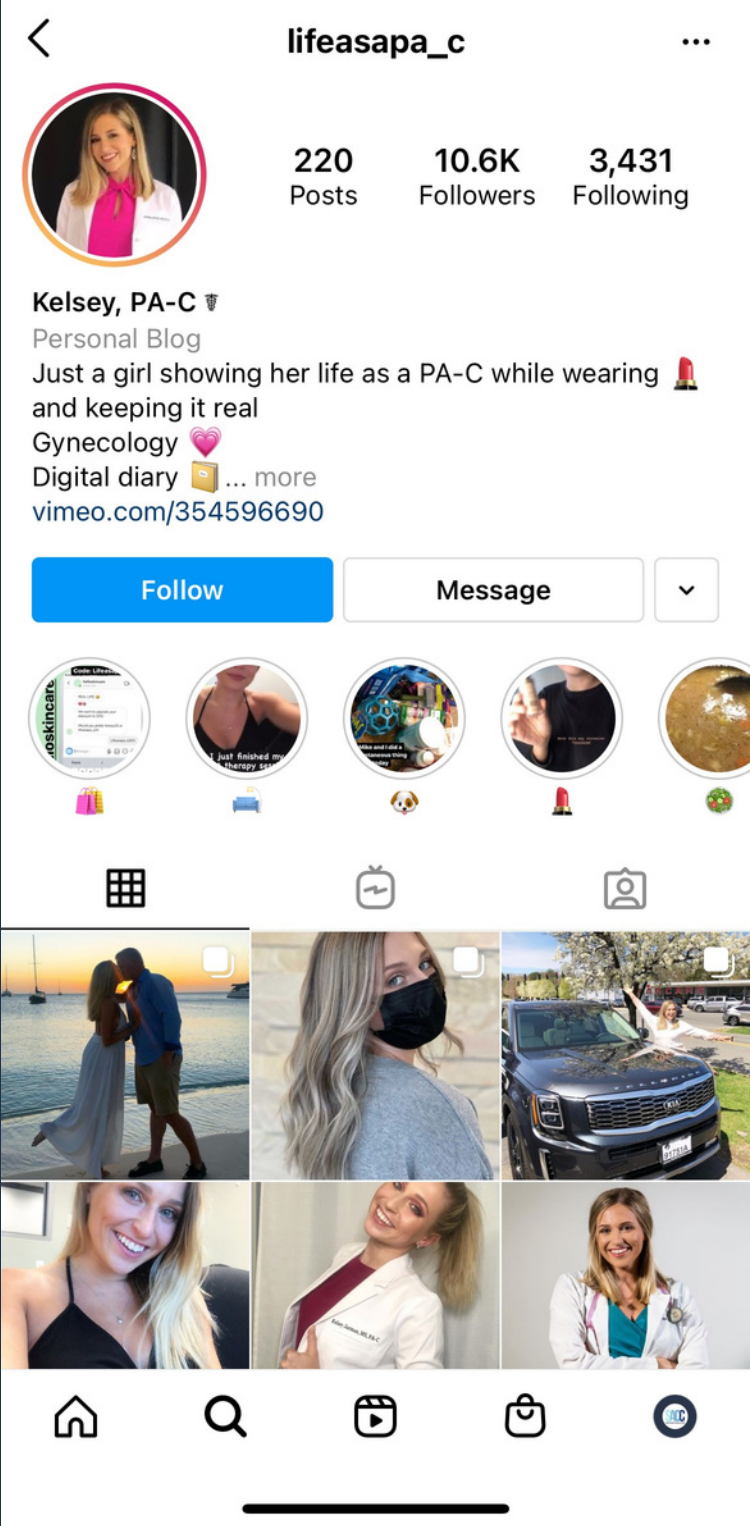


Influencers Who Posted

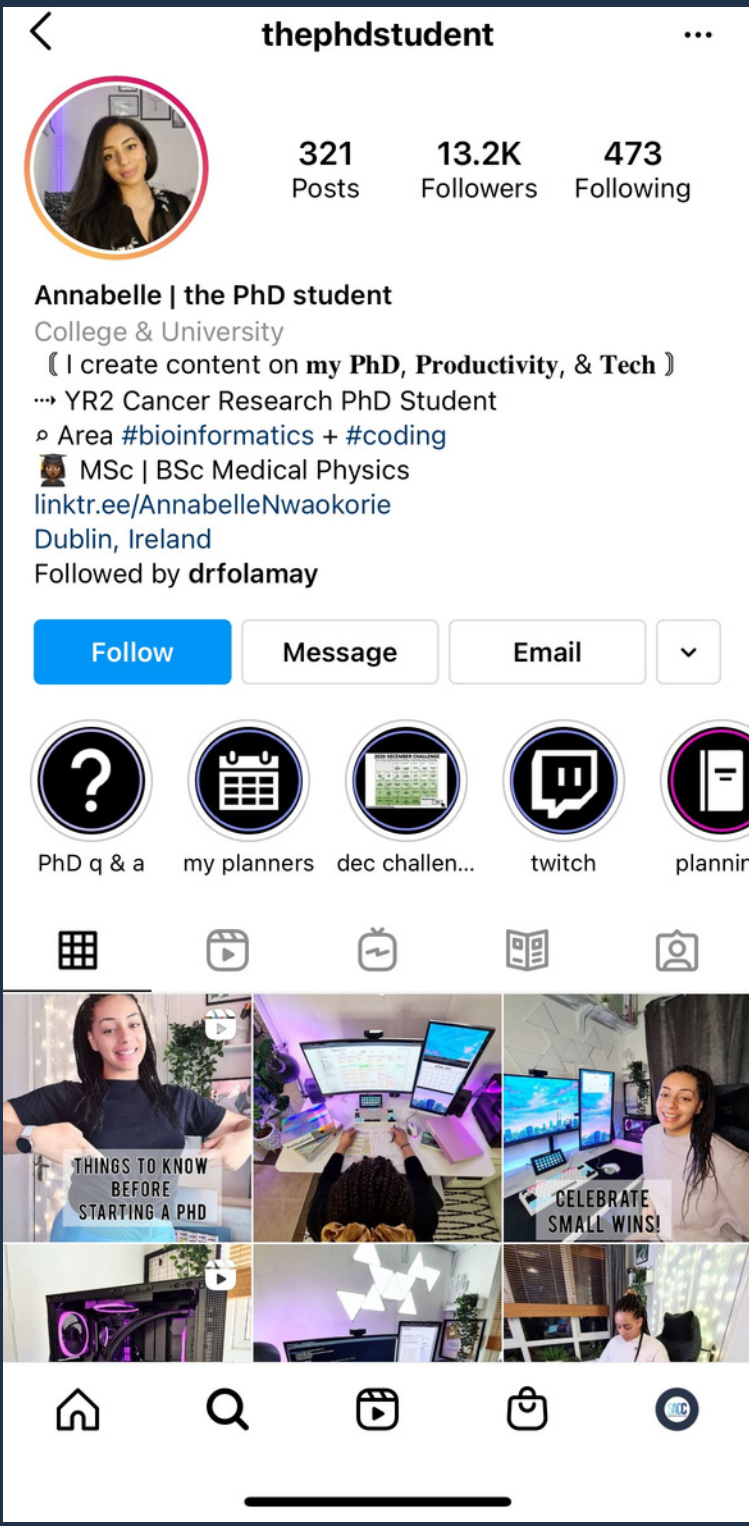
- Number of people reached out to: 200+
- Number of posts generated: 14
- Number of people exposed to content: 177,628

Social Media Information	Name	Follower count
Doctor.Saya	Saya Nagori	28.1k
AUHealthWell	AU Health Center	1234 followers
ArtsyMed	Alisa	26.9k
StephaneeBeggs	Stephanee Beggs	32.1k
Lifeasapa_c	Kelsey	10.6k
Christie_publichealth	Christie VanHorne	1010 followers
Evamachado	Eva Machado	8868 followers
Twiceanrn	Catie	1613 followers
Love.jen.marie	Jennifer Marie	16.9k
Inonaround	Catherine	5160 followers
Ksb_studev	Kogod Student Development	220 followers
Thephdstudent	Annabelle	13k followers
PublicHealthResources	Public Health Resources	2413 followers
Dieteticallyspeaking	Maeve Hanan	29.5k followers

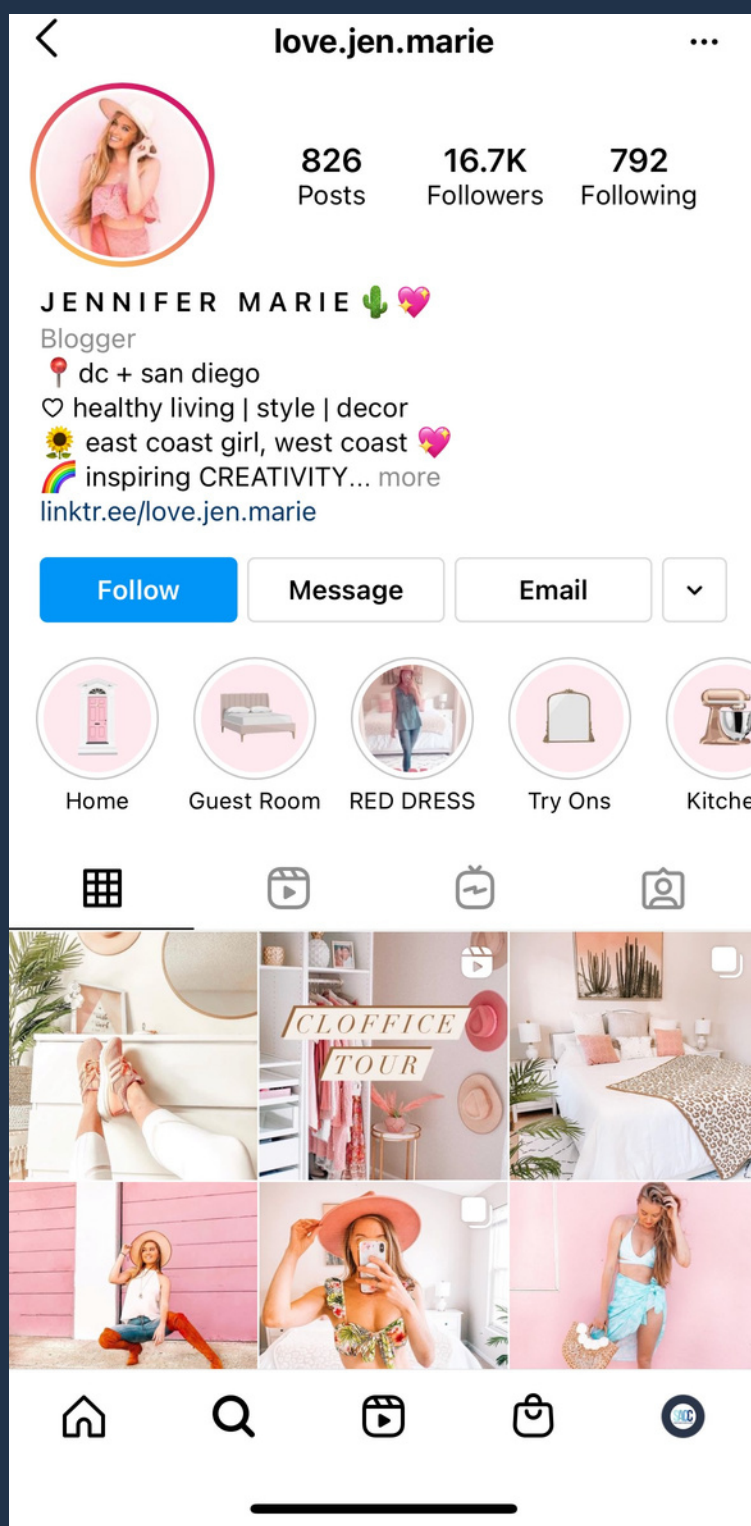
Influencers with over 10k followers who posted



10.6k followers

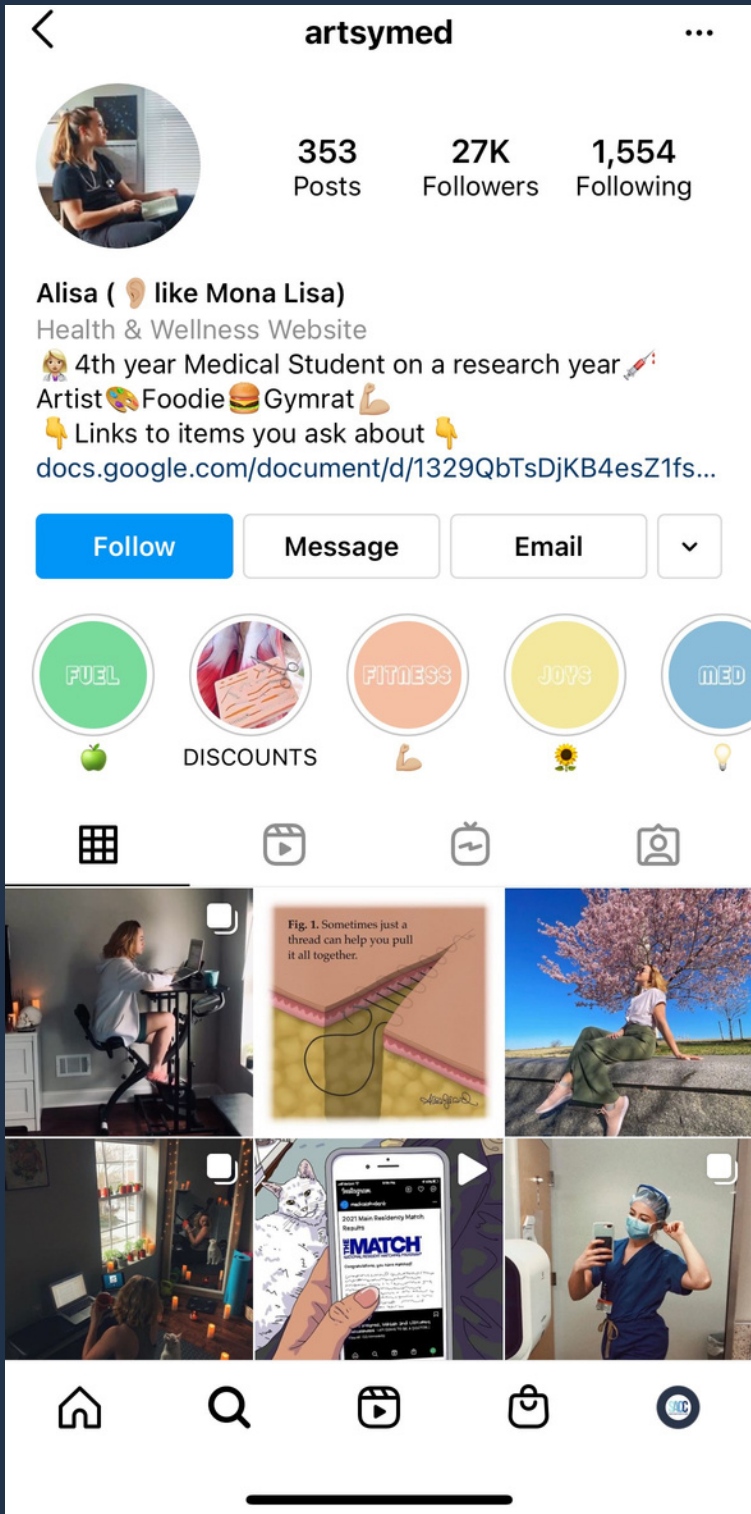


13.2k followers

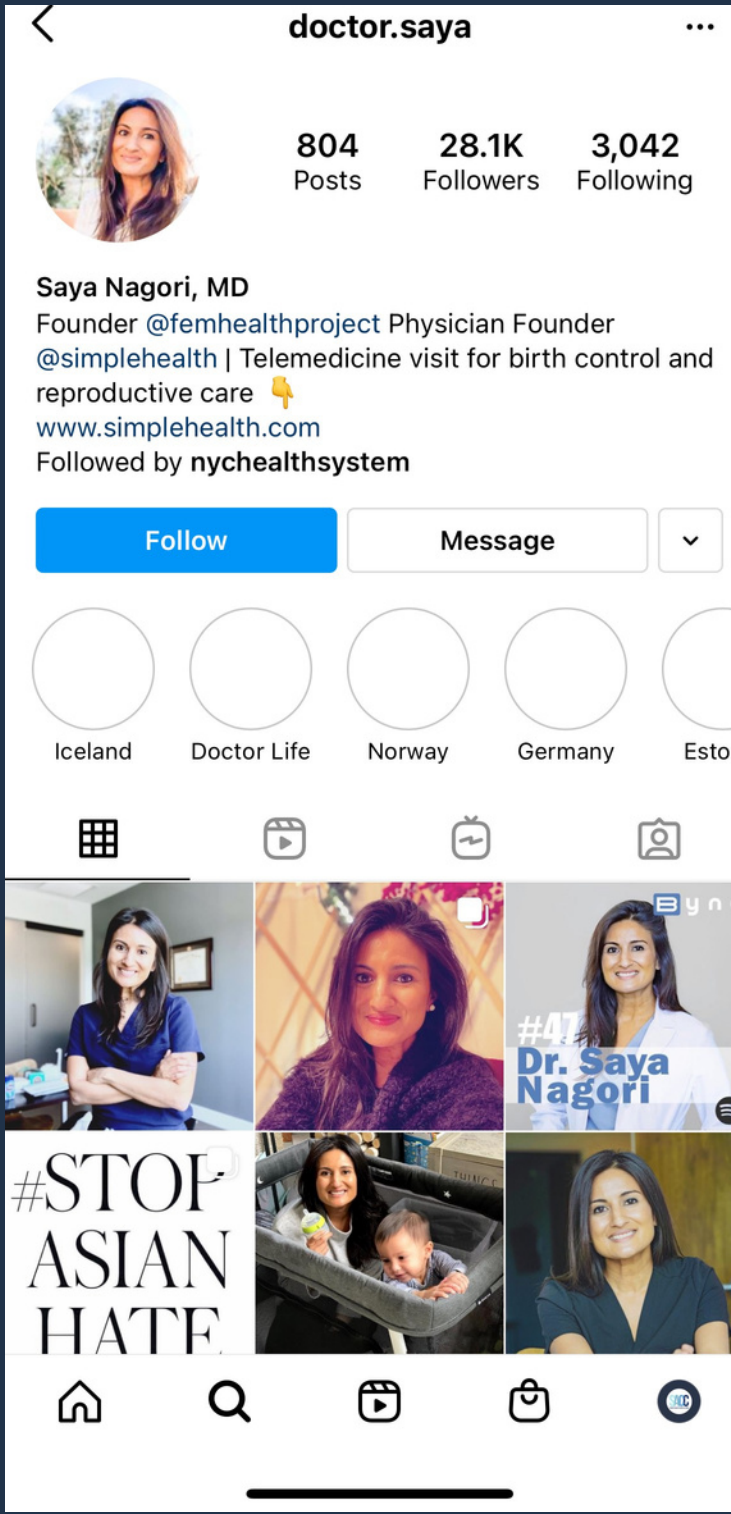


16.7k followers

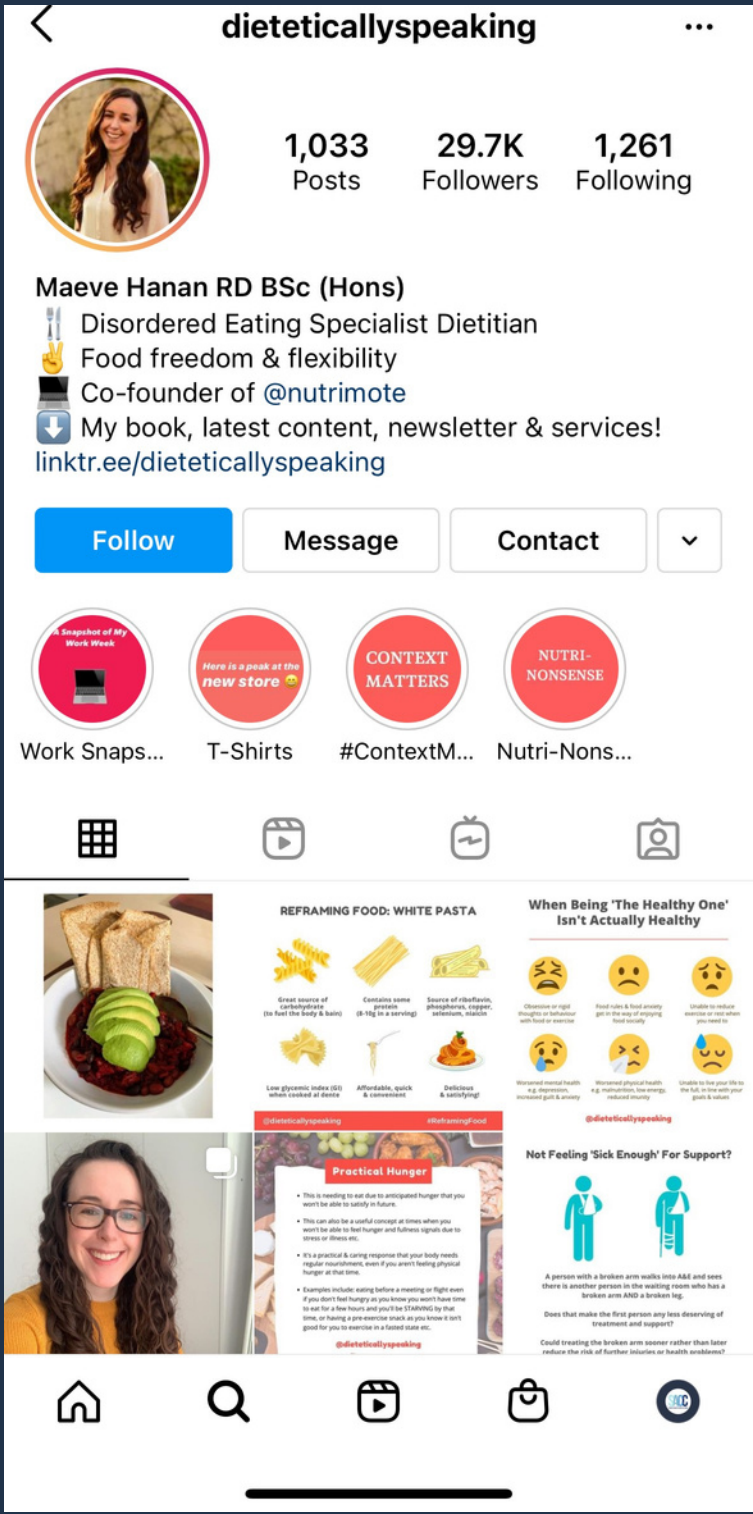
Influencers with over 20k followers who posted



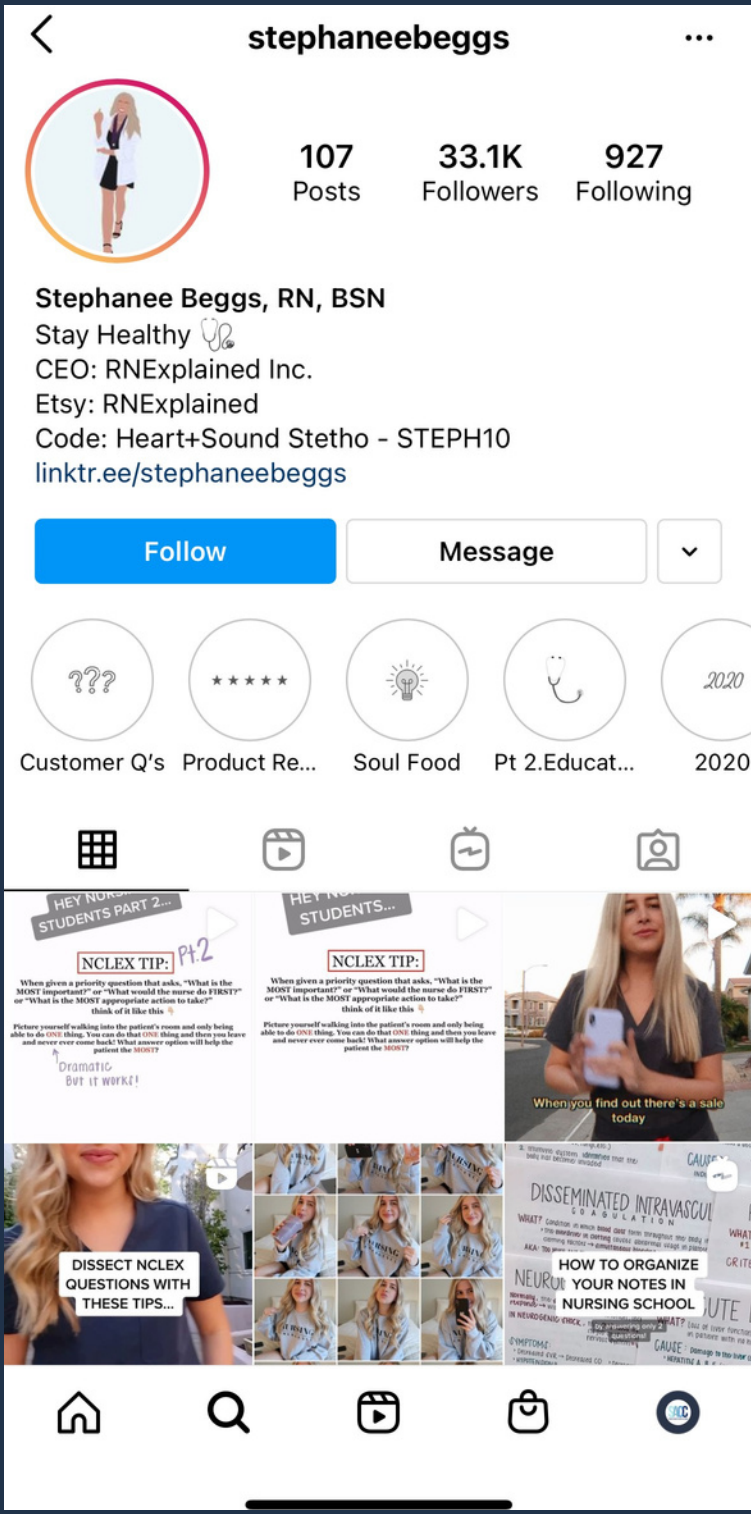
27k followers



28.1k followers

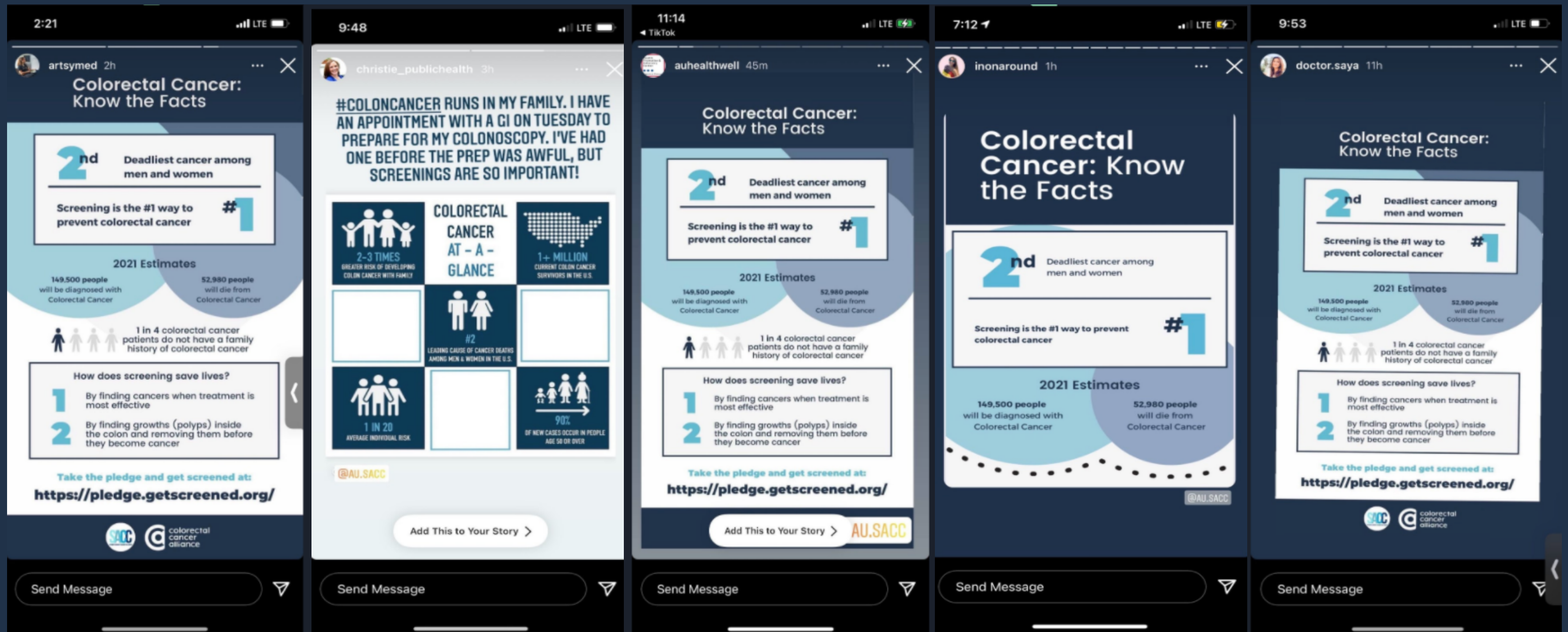


29.7k followers



33.1k followers

Influencers Who Posted



Overall Impact

178,000

people exposed to our message

Six accounts with more than
10,000 followers reposted our
graphic on their story

Three accounts with more than
20,000 followers reposted our
graphic on their story

Thank you!

