

Integrating Social Media into NCI's Contact Center

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

Facebook.com/cancer.gov

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

National Institutes of Health

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NCI is the lead federal agency for cancer research.


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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://1.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.

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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

Admins (12)



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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/sexuality/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

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National Cancer Institute

at the National Institutes of Health

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1-800-4-CANCER

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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



Small Business Innovation



NCI Research at ASCO



Living 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

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Multicultural information and news, including cancer at minority media outlets.
- [@NCIBulletin](#)
Featured content from NCI's biweekly research community.
- [@NCIMedia](#)
Press releases, news notes, articles, and other journalists covering cancer research.
- [@NCIprevention](#)
The latest information about early detection.
- [@NCISymptomMgmt](#)
Information about coping with the symptoms of cancer.
- [@SmokefreeWomen](#)
Tweets from women to women trying to smokefree.
- [@NCICancerCtrl](#)
Offers links to cancer control information.

NCI on Facebook

The National Cancer Institute
 Provides an interactive way to find cancer information, discussions initiated by group members and links to NCI and cancer news.

Office of Media Relations

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

NCI on YouTube

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

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A Service of the National Cancer Institute



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).
- **Omniure** 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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