

# Colon Cancer Online Audit

Measuring conversation about CRC in the online space

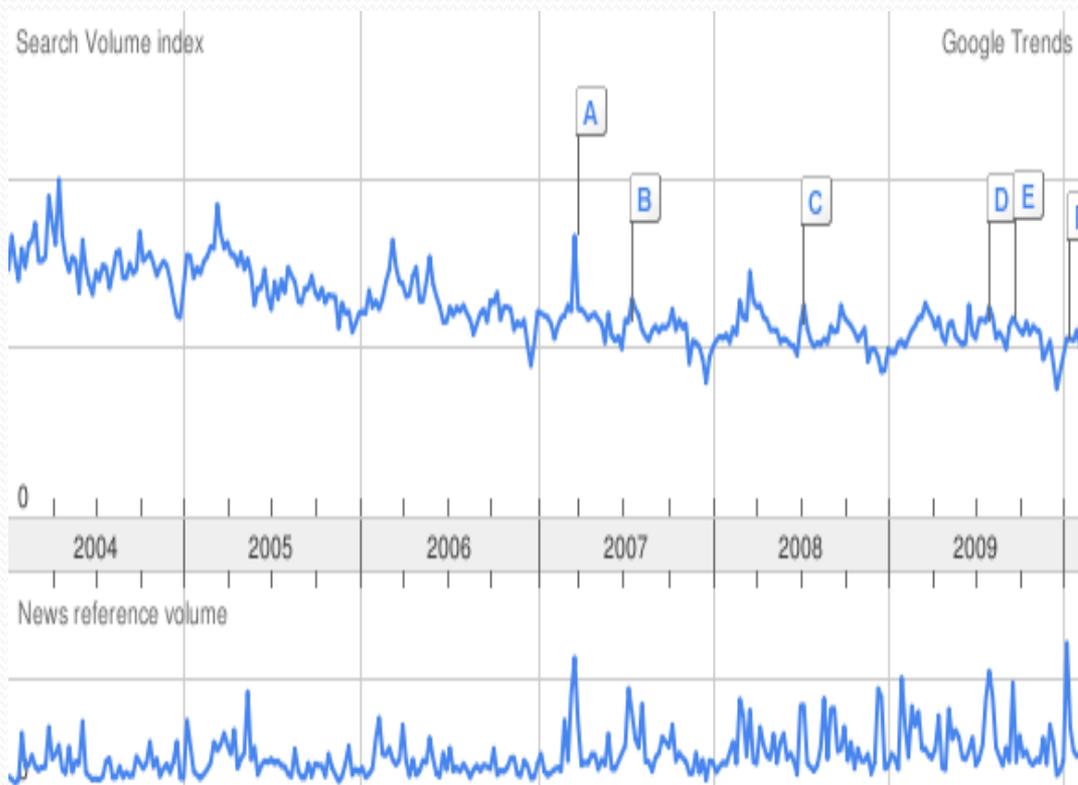
# Overview

- Top-line summary of historic and current online conversation about colon cancer to inform our strategies
- Filtered search of thousands of related Web sites, blogs and social networking posts
- Details related to the Blue Star's presence in the online space
  - Colon cancer occupies smaller portion of overall cancer-related conversation online
  - Very little presence of the Blue Star in the online space



# Colon Cancer Conversation Trends

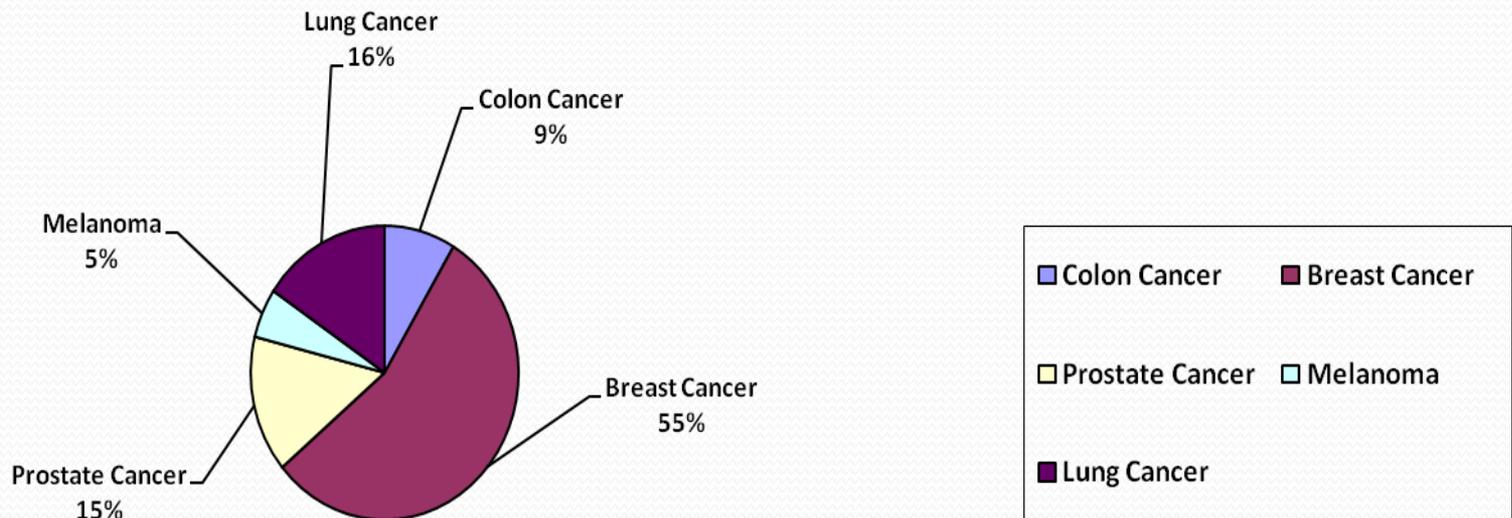
- The graph below charts the flow of online conversation about colon cancer from 2004-2009. The letters within the chart denote spikes within the overall conversation.



- A) White House Spokesman Tony Snow's cancer has spread
- B) Bush Undergoes Colon Cancer Screening
- C) Tony Snow dies of Colon Cancer
- D) Vitamin D reduces risk of breast and colon cancer
- E) Researchers: Aspirin cuts colon cancer risk
- F) Teddy Pendergrass dies of colon cancer

# Blog Share of Voice

- Graph showcases the types of cancer that generate the largest amount of related conversation online, as well as each type of cancer's share in the overall conversation



# Blog Conversation

- From the launch of the Blue Star campaign on March 1, 2004, through February 26, 2010:
  - Approximately 128,446 blogs have discussed **colon cancer**
  - Approximately 53 blogs have mentioned the **Blue Star**
    - The following sites included the image of the Blue Star
      - [Stolen Colon](#)
      - [Living Beyond Colon Cancer](#)
      - [Patti's Place](#)
      - [Voices of NH](#)
      - [Gather](#)
      - [Shamrock Knits](#)
      - [Getting Your Rear In Gear](#)

# Twitter Conversation



- In an eight day period in late February, (the length of time available to search conversations on Twitter) 911 people have tweeted about colon cancer. Examples included:
  - MiSs\_BiCa: @abolishcancer Lost my Mom 1/05 to **colon cancer**. Didn't know much of it. I was 16. Miss her. And it would be nice 2 B able 2 abolish it
  - cambridgechron: BLOG: City recognizes **Colon Cancer** Awareness Month: March is **Colon Cancer** Awareness Month. Cambridge residents are... <http://bit.ly/bWOZuF> (expand )
  - KarinaTyne: Gene signature may improve **colon cancer** treatment <http://bit.ly/bzoDXv>
  - Authathurts: @abolishcancer lost my dad to **colon cancer** 4/09. Want to help abolish cancer so no1 has to suffer like he & my fam have...
  - Gia\_Antolini: #FF RT @blueyesbrunet Early detection of **colon cancer** is important. You should be anal about it.

# Colon Cancer on Facebook



- [Blue Star for Colon Cancer \(NCCRT\)](#) – 519 fans
- [Colon Cancer](#) – 117 members
- [Abolish Colon Cancer](#) – 6,532 members
- [Colon Cancer Alliance](#) – 805 fans
- [Colon Cancer Awareness](#) - 7,974 fans

# Conclusions

- Ample opportunity to increase conversation about both colon cancer and the Blue Star in the online space
- Facebook indicates that the community is present, active
- Every members' online efforts count, no matter how small





# Next Steps

- Encourage more online conversations about colon cancer; continue to work to include Blue Star in existing conversation
- Continued reporting
- Continued Facebook outreach
- Ongoing monitoring for emerging opportunities