



CPAT Symposium June 26-28, 2024 Social Media Toolkit

We encourage speakers and participants to engage with NCCS on social media throughout the 2024 CPAT Symposium. Please contact NCCS Communications and Marketing Manager Kara Kenan at kkenan@canceradvocacy.org with any questions or concerns.

Engage with NCCS on social media by:

- Following us.
- Taking photos. Please upload photos to SoapBox, the Google Drive: <https://drive.google.com/drive/u/0/folders/1GLJiELeD6gd53C8cQSZuPcBISJ1u8yNc> or email Kara Kenan (kkenan@canceradvocacy.org) photos you'd like shared by NCCS.
- Posting about sessions throughout the day, including posts using the sample copy below.
- Like, share and comment on NCCS social media posts.
- Using the hashtags below.

NCCS's social media handles:

- **X:** @CancerAdvocacy (<https://twitter.com/CancerAdvocacy>)
- **LinkedIn:** National Coalition for Cancer Survivorship (<https://www.linkedin.com/company/nccscanceradvocacy/>)
- **Instagram:** @cancersurvivorship (<https://www.instagram.com/cancersurvivorship/>)
- **Facebook:** @cancersurvivorship (<https://www.facebook.com/cancersurvivorship>)

Hashtags:

- #CPAT24
- #NCCSHillDay2024
- #cancersurvivorship
- #canceradvocacy

Graphics Template:

- Want to turn your CPAT photos into social media graphics that highlight your experience? Create a free Canva account and add your photos to these [easy-to-use templates](#).

Sample Captions:

Agenda Highlight	X	LinkedIn	Instagram	Facebook
Travel to CPAT	On my way to #CPAT24! I'm looking forward to connecting with other advocates, learning together, and sharing our experiences on #CapitolHill. This is #CancerAdvocacy. @CancerAdvocacy	On my way to #CPAT24! I'm looking forward to connecting with other advocates, learning together, and sharing our experiences on #CapitolHill. This is #CancerAdvocacy. @NCCSCancerSurvivorship	On my way to #CPAT24! I'm looking forward to connecting with other advocates, learning together, and sharing our experiences on #CapitolHill. This is #CancerAdvocacy. @CancerSurvivorship	On my way to #CPAT24! I'm looking forward to connecting with other advocates, learning together, and sharing our experiences on #CapitolHill. This is #CancerAdvocacy. @CancerSurvivorship
Registration	Ready to kick off the @CancerAdvocacy CPAT Symposium! I'm excited to meet fellow advocates at #CPAT24	I've just registered for the @NCCSCancerSurvivorship CPAT Symposium and started networking with inspiring advocates. Excited to learn and make a difference! #CancerAdvocacy #CPAT24 #Networking	[Selfie at registration desk] Just got my badge and met some fantastic advocates. Ready for the @cancersurvivorship CPAT Symposium to begin! #CancerAdvocacy #CPAT24	Just registered and already meeting so many amazing advocates at the @cancersurvivorship #CPAT24 Symposium. Excited for what's to come. #CancerAdvocacy
Opening Session - opt 1	Kicking off @CancerAdvocacy's #CPAT24 with an inspiring opening session by @SFuldNasso. Let's make a difference! This is #CancerAdvocacy.	@NCCSCancerSurvivorship's CEO @ShelleyFuldNasso has officially opened the #CPAT24 Symposium. I'm ready for 3 days of impactful advocacy and learning! #CancerAdvocacy	[Selfie with Shelley Fuld Nasso speaking in the background] @CancerSurvivorship CEO @SFuldNasso kicked off the #CPAT24 Symposium with an inspiring opening session. Excited for what's ahead! #CancerAdvocacy	@CancerSurvivorship's CEO Shelley Fuld Nasso has officially opened the #CPAT24 Symposium. I'm ready for 3 days of impactful advocacy and learning! #CancerAdvocacy
Opening Session – opt 2	Learning how to amplify my advocacy using social media. #CPAT24 @CancerAdvocacy #CancerAdvocacy	@NCCSCancerSurvivorship Marketing and Communications Manager @KaraKenan is empowering us with strategies to effectively use social media for our #CancerAdvocacy. #CPAT24	[Selfie with Kara Kenan speaking in the background] @CancerSurvivorship is sharing tips on how to effectively use social media for advocacy. Let's amplify our voices! #CPAT24 #CancerAdvocacy	I'm learning about best practices for sharing my #CancerAdvocacy on social media. Feeling empowered at the @CancerSurvivorship #CPAT24 Symposium.
Networking Activity	Engaging in a fantastic networking activity at the @CancerAdvocacy #CPAT24 Symposium. Building connections and sharing ideas! #CancerAdvocacy	Engaging in meaningful networking activities at the @NCCSCancerSurvivorship #CPAT24 Symposium. Building connections and strengthening our advocacy community.	[Selfie with Veronika Panagiotou speaking in the background or Group Selfie during activity] Networking and connecting at the @CancerSurvivorship #CPAT24 Symposium. Together, we're stronger! #CancerAdvocacy	[Selfie with Veronika Panagiotou speaking in the background or Group Selfie during activity] Networking and connecting at the @CancerSurvivorship #CPAT24 Symposium.

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		#CancerAdvocacy #Networking		Together, we're stronger! #CancerAdvocacy
Hill Day Preparation	Preparing for @CancerAdvocacy Hill Day with insights from @SfuldNasso and @VeronikaP88. Ready to advocate! #CPAT24 #CancerAdvocacy #NCCS	Preparing for Hill Day with invaluable insights from @ShelleyFuldNasso, @VeronikaPanagiotou, and @soapbox-consulting-llc. I'm ready to make my voice heard. #CPAT24 #CancerAdvocacy @NCCSCancerSurvivorship	[Selfie with speakers in the background] Hill Day preparation in full swing! Thanks to @SFuldNasso, @VPanag and Soapbox Consulting for the great prep session! #ImReady #CancerAdvocacy #CPAT2024 @CancerSurvivorship	[Selfie with speakers in the background] Hill Day preparation in full swing! Thanks to Shelley Fuld Nasso, Veronika Panagiotou and Soapbox Consulting for the great prep session! #ImReady #CancerAdvocacy #CPAT2024 @CancerSurvivorship
Hill Day Kick-Off	I'm feeling energized and ready to meet with my congressional leaders! #NCCSHillDay2024 here I come! #CPAT24 #CancerAdvocacy @CancerAdvocacy	I'm feeling energized and ready to meet with my congressional leaders! #NCCSHillDay2024 here I come! #CPAT24 #CancerAdvocacy @NCCSCancerSurvivorship	I'm feeling energized and ready to meet with my congressional leaders! #NCCSHillDay2024 here I come! #CPAT24 #CancerAdvocacy @CancerSurvivorship	I'm feeling energized and ready to meet with my congressional leaders! #NCCSHillDay2024 here I come! #CPAT24 #CancerAdvocacy @CancerSurvivorship
Hill Meetings	I just met with [insert legislator's handle] and feel confident they see the benefits of supporting #CancerSurvivorship legislation. #CPAT24 #NCCSHillDay2024 This is #CancerAdvocacy #QualityCancerCare for all! @CancerAdvocacy	[Image of meeting with congress members] Hill Meetings are underway! Passionately discussing cancer policy with congressional leaders [or insert/tag handle]. #CPAT24 This is #CancerAdvocacy #NCCSHillDay2024 #QualityCancerCare for all! @NCCSCancerSurvivorship	[Image of meeting with congress members] Hill Meetings are underway! Passionately discussing cancer policy with congressional leaders [or insert/tag handle]. #CPAT24 This is #CancerAdvocacy #NCCSHillDay2024 #QualityCancerCare for all! @CancerSurvivorship	[Image of meeting with congress members] Hill Meetings are underway! Passionately discussing cancer policy with congressional leaders [or insert/tag handle]. #CPAT24 This is #CancerAdvocacy #NCCSHillDay2024 #QualityCancerCare for all! @CancerSurvivorship
Improving Doctor-Patient Communications Activity	Starting the last day of @CancerAdvocacy's #CPAT24 with an activity on improving doctor-patient communication, led by Dr. Ana Maria López. #CancerAdvocacy	The final day of the @NCCSCancerSurvivorship #CPAT24 Symposium began with an insightful activity on improving doctor-patient communication, led by Dr. Ana Maria López. Enhancing these	[Selfie with Dr. Ana Maria López speaking in the background] Starting day 3 of @CancerSurvivorship's #CPAT24 Symposium with a valuable session on improving doctor-patient	Kicking off the final day of the #CPAT24 Symposium with Dr. Ana Maria López leading an activity on improving doctor-patient communication.

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		skills is vital for effective advocacy. #CancerAdvocacy #Communication	communication led by Dr. Ana Maria López #CancerAdvocacy	#CancerAdvocacy @CancerSurvivorship

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Demystifying Palliative Care	Demystifying Palliative Care with Dr. C. Robert Bennett @CancerAdvocacy's #CPAT24 Symposium. Important insights for all #CancerSurvivors #CancerAdvocacy	Learning about palliative care with Dr. C. Robert Bennett at the @NCCSCancerSurvivorship #CPAT24 Symposium. This session has me feeling empowered with crucial knowledge. This is #CancerAdvocacy!	[Selfie with Dr. C. Robert Bennett speaking in the background] Learning about palliative care with Dr. C. Robert Bennett at the @CancerSurvivorship #CPAT24 Symposium. This session has me feeling empowered with crucial knowledge. This is #CancerAdvocacy!	Dr. C. Robert Bennett provided valuable insights on demystifying palliative care. This is essential knowledge for all of us. #CPAT24 #CancerAdvocacy #CancerSurvivorship
Keynote: Skin in the Game	Listening to an inspiring keynote by Drs. Samantha and Samuel Siegel on cancer survivorship. Their stories are incredible! They really do have #SkinintheGame #CPAT24 #CancerAdvocacy	The @NCCSCancerSurvivorship #CPAT24 Symposium keynote on cancer survivorship with Drs. Samantha and Samuel Siegel has me feeling inspired and empowered! This is #CancerAdvocacy #CancerSurvivorship #SkinintheGame	[Selfie with Drs. Samantha and Samuel Siegel speaking in the background] Keynote on cancer survivorship with Drs. Samantha and Samuel Siegel. Feeling inspired and empowered. #CPAT24 #CancerAdvocacy #CancerSurvivorship #SkinintheGame	The @CancerSurvivorship #CPAT24 Symposium keynote on cancer survivorship with Drs. Samantha and Samuel Siegel has me feeling inspired and empowered! This is #CancerAdvocacy #CancerSurvivorship #SkinintheGame
Sexual Health and Intimacy in Survivorship	Ending the @CancerAdvocacy #CPAT24 Symposium with a crucial discussion on sexual health and intimacy in survivorship with Dr. Georgia Anderson. Learned so much! #CancerAdvocacy #CancerSurvivorship	Ending the @CancerAdvocacy #CPAT24 Symposium with a crucial discussion on sexual health and intimacy in survivorship with Dr. Georgia Anderson. Learned so much! #CancerAdvocacy #CancerSurvivorship	[Selfie with Dr. Georgia Anderson speaking in the background] Wrapping up the @CancerSurvivorship #CPAT24 Symposium with a crucial discussion on sexual health and intimacy in survivorship with Dr. Georgia Anderson. Learned so much! #CancerAdvocacy #CancerSurvivorship	Wrapping up the @CancerSurvivorship #CPAT24 Symposium with a crucial discussion on sexual health and intimacy in survivorship with Dr. Georgia Anderson. Learned so much! #CancerAdvocacy #CancerSurvivorship