

PANCREATIC CANCER ACTION NETWORK  
WORKING TOGETHER FOR A CURE  
Call 1-877-272-6226

DONATE NOW



If you get it, share it



# Social Media Club Philadelphia, PANMA, and Temple University Dept. of Journalism Presents: Social Media for Social Good

2009 08 25

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[www.markm.com](http://www.markm.com)

# Pancan.org



THE PANCREATIC CANCER ACTION NETWORK is a nationwide network of people dedicated to working together to advance research, support patients and create hope for those afflicted by pancreatic cancer. We raise money for direct private funding of research—and advocate for more aggressive federal research funding of medical breakthroughs in prevention, diagnosis and treatment.

– <http://www.pancan.org/>

# Philadelphia PanCan Affiliate

- HELP FIGHT PANCREATIC CANCER: PurpleStride Philadelphia walk for Pancreatic Cancer Action Network 11/7/2009
- Tyler State Park  
10 Stable Mill Trail  
Richboro, PA 18954
- Pancreatic cancer gets very little public attention, yet has the highest mortality rate of all major cancers. 75% of patients die within a year of diagnosis

# Philadelphia PanCan Affiliate



<http://www.youtube.com/watch?v=6EvhkBUnxeQ>

Last Lecture 10 million views on You tube

[http://www.youtube.com/watch?v=ji5\\_MqicxSo&feature=related](http://www.youtube.com/watch?v=ji5_MqicxSo&feature=related)

# Philadelphia PanCan Affiliate Needs

- Raise awareness
- Promote the Nov walk
- Communications
  - Email etc.
- Reduce workload
- Build local community
- Support the members



# First Gen Social Media Tools

- The National Web site
- Local event site
- Email lists
- FaceBook
- Flyers



# Next steps in Social Media

- Twitter local affiliate
- Partner events – Livestrong etc.
- Freecause Toolbars
- Plugins and viral marketing
- Facebook Connect
- Google Friend Connect



# Beyond the next steps

- We are here to learn from the group and leverage what works.
- Learn how to best serve our community
- Believe in a cure
- Get involved – we need your help
- Join our team on Nov 7 2009
- Thanks for your time



Pancreatic Cancer Research & Education Act  
(HR 745) introduced in Congress!

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