



Social Media Tips for March Colorectal Cancer Awareness Month

Tips for Success: Use Twitter to Raise CRC Awareness

March Colorectal Cancer Awareness Month is a perfect opportunity to leverage the power of social media to share the potentially lifesaving message about colorectal cancer prevention.

ACG needs your help to extend the reach of the colorectal cancer screening message by engaging via social media to share ACG educational materials for patients, tips, and resources such as expert podcasts, videos, the College's colorectal cancer screening guideline, and other valuable information.

The College seeks to be a resource for those ACG members who may be interested in using Twitter as a way to reach patients and the public and has compiled this quick reference for you.

➔ How to Get Started on Twitter

Register online at www.twitter.com. From this site you can set up a username and password; choose to add a photo and brief description to your profile page.

Once you're all set up with a Twitter account, you can select other Twitter users that you would like to follow. See ACG's Twitter account [@AmCollegeGastro](https://twitter.com/AmCollegeGastro) for suggestions on who to follow.

How do you do this? Just look at the Twitter users the College follows (under the header "Following") and the Twitter users who follow the ACG (under "Followers").

➔ Resources to Get You Started on Twitter

[Twitter 101: How Should I Get Started Using Twitter?](#)

➔ Follow ACG on Twitter – [@AmCollegeGastro](https://twitter.com/AmCollegeGastro)

➔ Download ACG banners for social media from the [CRC Community Education Toolkit](#)

The College has developed banners with impactful screening awareness messages that you can share via social media. Explore the "CRC Community Education Toolkit" and download graphics for your own use.

