



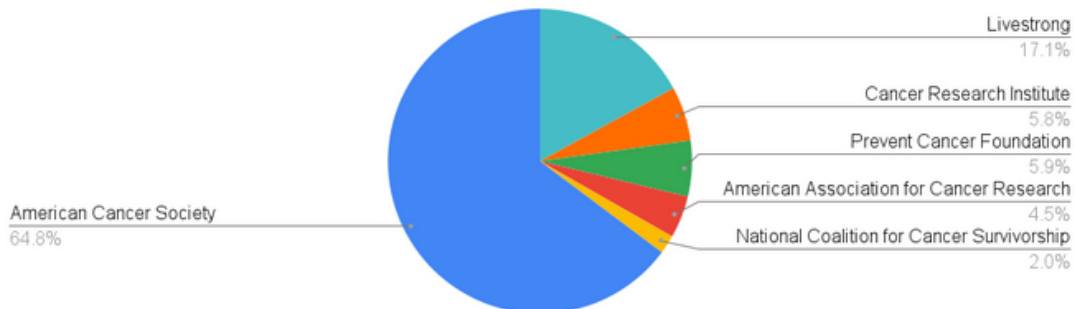
## BLOG POST

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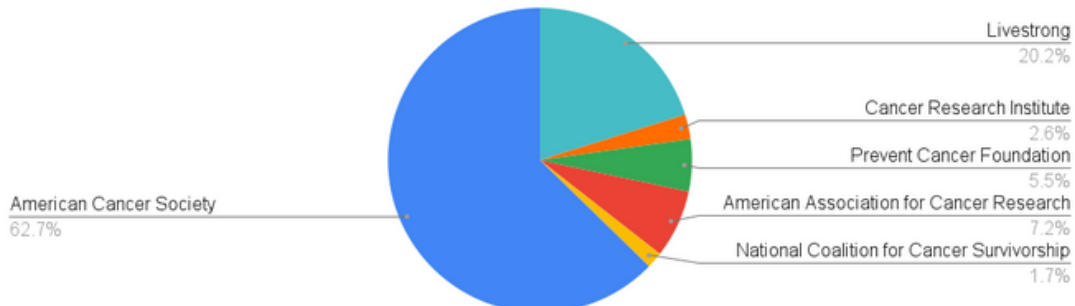
In today's digital age, engagement on social media is a powerful tool for organizations to connect with their audience. We're going to delve into how the American Cancer Society is using social media to create awareness, inspire action, and offer support to those affected by cancer. Let's take a closer look at what we've found.

Our analysis reveals that the American Cancer Society is leading the way across four essential themes, mainly because it has a substantial presence, making up 63% of the conversation. This leadership is a testament to the organization's dedication to its mission. Among these themes, 'Treatment' holds particular significance, as it represents a significant 72%. This theme is closely tied to the ultimate goal of our report: ensuring that more people who need treatment get it. The American Cancer Society is using its social media presence effectively to advocate for treatments, share success stories, and offer hope to those battling cancer. However, there's one area that needs a bit more attention: 'Survivor Stories.' It currently stands at 56%, suggesting there's room to grow and an opportunity to share more survivor stories to connect with a wider audience.

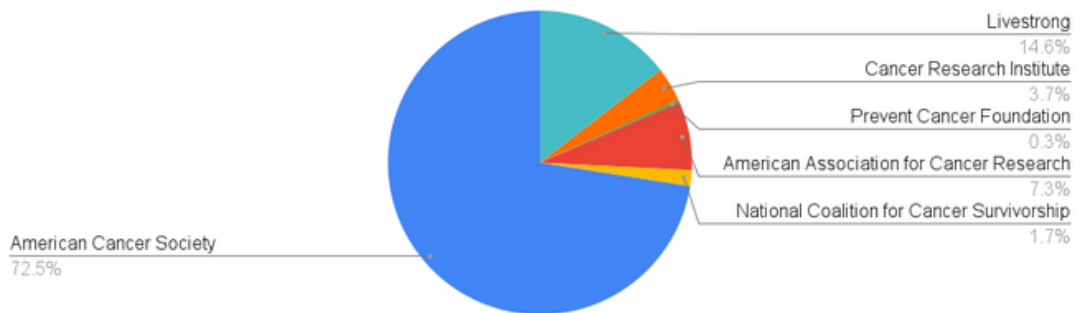
### Awareness (n=14,070)



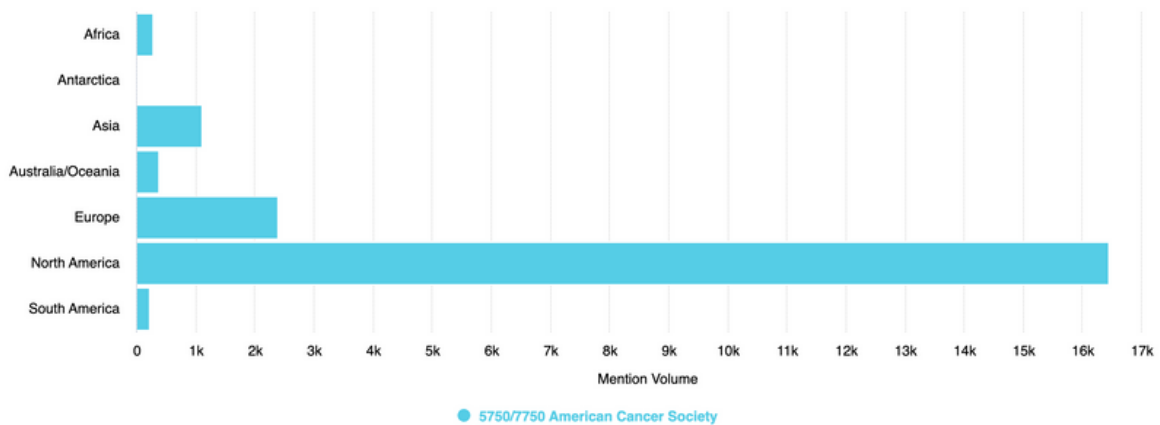
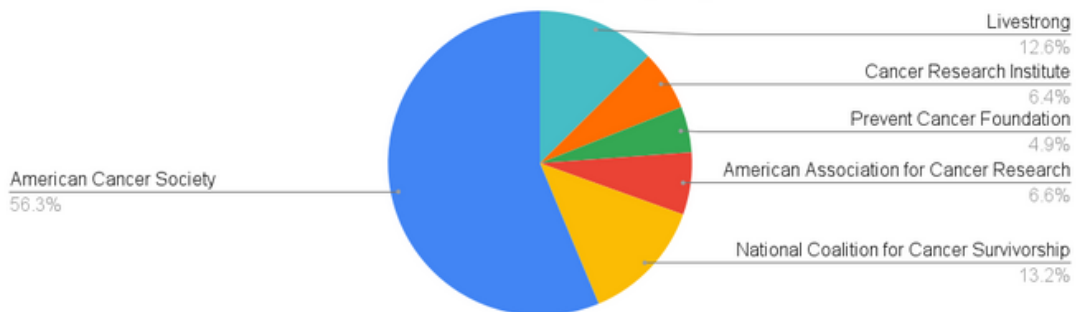
### Diagnosis (n=11,549)



### Treatment (n=12,551)



### Survivor Stories (n=8,286)



What sets the American Cancer Society apart is its ability to maintain a well-balanced approach across all themes. This balance ensures that their social media content remains fresh and engaging. By seamlessly weaving advocacy and survivor stories, they've created a holistic and impactful social media strategy.