

Merrimack Kidney Cancer Study – Survey Social Media Suggestions

INTRODUCTION

Hello Community Advisors!

We're following up to ask for your assistance in spreading the word about the Merrimack kidney cancer study feedback survey and Community Engagement Studios. Responses to the survey and interest in the studios have been minimal so far. Given our very short timeline, we would appreciate it if you would post the text/link/graphic below on all your social media outlets, and/or share the information with at least 10 people in your community.

ADVERTISING TEXT

Hey Granite Staters...Your voice matters, and we want to hear from you!

<https://inyurl.com/KidneyStudyFeedback>

YOUR VOICE MATTERS!

NH DHHS and Dartmouth College are [investigating factors that may impact kidney cancer rates](#) in the Merrimack town area of New Hampshire

Our team is **partnering with community members** to better understand what is most important to NH residents

We encourage individuals with and without kidney cancer to submit feedback or sign up to learn more!

Dartmouth
GEISEL SCHOOL OF
MEDICINE

FEEDBACK LINK BELOW!

<https://tinyurl.com/KidneyStudyFeedback>

POSTING TIPS

Here are some suggestions on posting and sharing the text/link/graphic above.

1. The Ad Graphic
 - a. For convenience, we are pasting the graphic in the body of the email, embedded in this document and attached as a .jpg.
2. Posting
 - a. Save the attached .jpg from this email on your computer or if on mobile, to your camera roll/photos.
 - b. Copy the advertising text and link from above for your post, then attach the .jpg you saved.
 - c. Extra details, but not necessary:
 - i. Making sure that your social media posts are set to allow others to repost or share. Some settings on social media do not allow for others to repost.
 - ii. Again, this is not necessary, but may allow for better distribution of the ads!
 - iii. If you have any questions on this, please feel free to reach out via our kidney.study@dartmouth.edu email.
3. Outlets – social media outlets to consider posting on are:
 - a. Twitter - @MeganERomano posted recently which you're welcome to repost
 - b. Facebook
 - c. Instagram
 - d. LinkedIn
4. If there are any questions, concerns, or thoughts, please reach out to us at kidney.study@dartmouth.edu. Thank you for your help with spreading the word!