The LCAM Coalition 2021
The Year in Review

The LCAM Coalition
Powered by GO2 Foundation for Lung Cancer
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The LCAM Coalition 2021: The Year in Review

In 2021, GO2 Foundation for Lung Cancer took over stewardship of the LCAM Coalition from the International Association for the Study of Lung Cancer. Our Year 1 goal was to refocus our efforts to become a truly global coalition of partners working together to transform lung cancer survival by amplifying the conversation and the importance of early detection, treatment, and research.

Our core audiences are patient advocacy organizations, public health organizations, and health care professionals as each group has a key role in reaching patients in their communities, regions, and countries.

In advance of Lung Cancer Awareness Month, we took a number of specific actions:

- Revamped the website content to laser-focus on our mission.
- Redesigned the logo away from a wordy English phrase, “Lung Cancer Awareness Month,” to an LCAM design that operates more distinctly as a global mark.
- Developed an LCAM Coalition video highlighting our mission to increase awareness globally and incorporating a call to action for early detection and new treatment options.
- Developed print and video collateral for an English-language digital media campaign.
- Created a series of Shareables, facts and figures about lung cancer for use on social media.
- Developed a November social media calendar for partners and sponsors to share to drive awareness and amplify the facts about global lung cancer.
- Rebranded the existing Facebook and Twitter accounts with updated logo and imagery.

The following pages highlight what we accomplished and offers a preview of what we’re planning for 2022.

2021 Results

Social Media

We leveraged Lung Cancer Awareness Month to restart our social media presence on Twitter and Facebook after a year with minimal activity. Our November activities and engagement offered us some useful information about where we should focus our attention in 2022—and why.

Twitter proved to be an effective tool. It allows us to amplify our partners' messaging and for our partners to amplify our tweets. The combination was powerful, as we collectively raised awareness and amplified the facts about lung cancer in different countries and regions of the world. In addition, our partners and others used our Shareables throughout Lung Cancer Awareness Month and healthcare professions and community advocates tagged us in their posts.

Key November Twitter Metrics

- 81 new followers (1497 followers totally)
- 4,062 profile visits
- 65 mentions
- 24.2K Twitter impressions

Top Tweet



Impressions	7,927
Total engagements	144
Detail expands	47
Media engagements	29
Link clicks	21
Likes	19
Profile clicks	12
Retweets	11
Hashtag clicks	4
Replies	1

Key November Facebook Metrics

Total Impressions: 15,469
Total Engagements: 877
Total Post Link Clicks: 37
New Followers: 22

Top Post



Digital Media Campaign

To complement our social media activities, we implemented a digital media campaign during Lung Cancer Awareness Month designed to increase brand awareness across potential global partner organizations as well as relevant healthcare providers. A secondary goal of the campaign was to drive engagement with the Shareables content. The campaign targeted primarily organizations in the U.S., Canada, Mexico, Australia, New Zealand, the UK, Ireland, and Japan. During November, we garnered new members in the U.S., New Zealand, and Italy—and queries from Bangladesh to Brazil.

Key Campaign Metrics:

- Impressions Served: 33,980,435
- Clicks: 40,693
- Page Views: 19,563
- Time on Site Conversions: 3,461
- Video Completion Rate: 33%
- Shareables Conversions: 21

As intended, the primary goal (brand awareness as a prelude to membership) accounted for 38 percent of all impressions, 58 percent of engagements, and two-thirds of the forms submitted. In addition, the campaign generated 26,535 new visitors to our website (a 28-percent increase year-over-year). The average session duration was also up 30 percent over the previous year.

Looking Ahead: Partnerships and Greater Global Awareness

Our Year 1 activities provided a baseline from which to grow. For 2022, we are looking to annualize our activities—moving away from putting all our efforts into Lung Cancer Awareness Month to instead leverage our assets to promote awareness year-round. Our goals include:

- Partners across the globe. We aim in Q1 to build on our digital media awareness campaign to reach out to potential member organizations on all 7 continents.
- Global partnerships. We are exploring opportunities to work with other coalitions to leverage our collective clout to transform lung cancer survival.
- Expanded digital media campaign. We are exploring launching spring and fall (November) international lung cancer awareness campaigns (including creating collateral materials in diverse languages) in collaboration with our partners.
- Social media engagement. We are evaluating our efforts to identify the most effective social media channels for connecting with our core audience and amplifying messaging about global lung cancer. We are exploring putting more focus on Twitter and maintaining only a minimal presence on Facebook. We are also considering the possibility of expanding onto LinkedIn.
- Media Clearinghouse and Speakers Bureau. We are planning to develop a media kit with global facts and figures about lung cancer. We also intend to consult with our partners to identify global experts who can speak out on topics related to lung cancer globally and in specific countries and regions. The aim is to become a go-to resource for media looking for information and sources on global lung cancer.

Our Sponsors

Thanks to sponsors for their generous support of the LCAM Coalition.

