

Marcom has created and has or will implement the following activities during March for BCAM:

Social Media

- Refreshed all social media banners and profiles, launched March 1.
- Created a new social sharing tool and companion video for the website. This new social sharing tool can be accessed here: www.stoptheclot.org/share. Contact Lisa Fullam with questions.
- Created a new profile badge or profile frame for everyone to Facebook followers and others to use on Facebook during BCAM, which marcom launched on 2/27. Nearly 1500 FB followers are using this profile frame less than one week since launch. You can access this badge for your own Facebook profile by going to NBCA's Facebook page here: www.facebook.com/stoptheclot. The BCAM frame you can use appears at the top post on the page. Contact Sara Wyen with questions.
- Created more than 50 pieces of new social media content, including content derived from our STC-STW™/General Public and STC-STW™/Hospitalization campaigns, to share during the five weeks of BCAM across all of NBCA's social media channels. This campaign is doing extraordinarily well right now, with tremendous engagement with our FB community.
- Outbrain: NBCA is be sharing STC-STW™ content – both general public and hospitalization – as “Outbrain recommended content,” from February 15 to May 15, on the websites of Outbrain's publisher subscribers, including for example, cnn.com, washingtonpost.com, and time.com, reaching 10s of millions of people with our digital STC-STW™ content.
- A Thunderclap effort, designed for distribution 3/22, will take place across all of our social media channels, and people can sign up for this effort here: <https://www.thunderclap.it/projects/68013-raise-your-voice-for-bcam>.

National Promotion (part of CDC program and CDC budget)

- Mat Release: The STC-STW™/Hospitalization mat release was distributed nationwide, on March 5, for placement with online news sites and also in the hard copy editions of newspapers in small- to medium-sized media markets, reaching at least a projected 30 million people.
- The STC-STW™/Hospitalization radio spot is being distributed to radio stations nationwide, and will be broadcast the first full week of March 2018, reaching at least a projected 30 million people.
- Running Facebook and Twitter ads during the month of March.
- Web Banner: The STC-STW™/General Public Web banner is being served up on the Internet from Feb 14 through April 15 to reach millions of people online and help drive them to the STC-STW™ campaign microsite.
- Hosting an HCP webinar for CDC, entitled *Perioperative Venous Thromboembolism: Risk Assessment and Risk-Stratified Prophylaxis for Surgical Patients*, and presented by Michael Cassidy, MD, Assistant Professor of Surgery, Boston University School of Medicine.

Miscellaneous

- Marcom participated in a BCAM Twitter Chat orchestrated by NATF on March 7.
- Created and co-branded social media content for use with/by the American Heart Association, and we hope to see this launch in mid-March (TBD).
- Marcom staff will engage one-on-one with thousands of people individually on social media and via email throughout the month of March.

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