



October 2022

#LiverCancerAwarenessMonth

Social Media Calendar

## #LiverCancerAwarenessMonth Social Media Calendar

Welcome to this social media calendar made specially for Digestive Cancers Europe Member Organisations. It provides English texts and image templates to facilitate public awareness raising of Liver Cancer – risks and prevention – during the Live Cancer Awareness Month of October on a national basis. The campaign follows the idea developed in the 2022 Masterclass by the Member Organisations, which is based on the question 'How long have I got?'. This can then lead to information on the major risk factors and prevention, such as those available on the DiCE website under [risk factors](#) and [prevention](#).

Member organisations are invited to translate the materials below and from our website pages and use them throughout the month of October – in their social media channels and on their websites. For image preparation, templates are available in the highly user-friendly image tool 'Canva'. For the website texts in word please contact [natasha@digestivecancers.eu](mailto:natasha@digestivecancers.eu) – also if you have any other questions about developing the campaign for your national audience.



**All final visuals (static and video) are now available in English. Canva templates can be found following the links available under each image below.**

Thank you in advance for your participation and we look forward to working on this with you, to help save lives and better the quality of life for those living with liver cancer, their informal carers and their families.

Digestive Cancers Europe social addresses:

**Web** [digestivecancers.eu](http://digestivecancers.eu) **Twitter** [twitter.com/dice\\_europe](https://twitter.com/dice_europe) or @dice\_europe





**LinkedIn** [www.linkedin.com/company/digestive-cancers-europe/](https://www.linkedin.com/company/digestive-cancers-europe/) **Facebook** [www.facebook.com/DiCEforPatients](https://www.facebook.com/DiCEforPatients) or @DiCEforPatients

DATE.	Twitter Captions	Facebook/LinkedIn Captions	Visual
30/09	<p>How long have I got?</p> <p>October is #LiverCancerAwarenessMonth, so join us in spreading information about the risks and prevention of Liver Cancer so that no one has to ask the question above 🙌</p> <p><a href="https://bit.ly/3vTyJFt">https://bit.ly/3vTyJFt</a></p>	<p>How long have I got?</p> <p>We never want to have to ask this question. In the case of the most common form of Liver Cancer, Hepatocellular carcinoma (HCC), and others, it's only too common. But there are things we can do to reduce the risk.</p> <p>Join us in October for #LiverCancerAwarenessMonth as we share the messages on risks and prevention.</p> <p>More information here: <a href="https://bit.ly/3vTyJFt">https://bit.ly/3vTyJFt</a></p> <p>Make sure to follow us and share the information, so that no one has to ask the question of 'How long have I got?' because of this deadly disease.</p> <p>#CancerPrevention #CancerPatient #LiverHealth</p>	<p><b>How long have I got?</b></p>  <p>Join us so that no one has to ask this question.</p>  <p><i>Image type: static graphic</i></p> <ul style="list-style-type: none"> <li>• <i>Template link LinkedIn:</i> <a href="https://bit.ly/3AZdzll">https://bit.ly/3AZdzll</a></li> <li>• <i>Template link Twitter:</i> <a href="https://bit.ly/3B1zT4k">https://bit.ly/3B1zT4k</a></li> </ul>

Digestive Cancers Europe social addresses:

**Web** [digestivecancers.eu](http://digestivecancers.eu) **Twitter** [twitter.com/dice\\_europe](https://twitter.com/dice_europe) or @dice\_europe




**LinkedIn** [www.linkedin.com/company/digestive-cancers-europe/](https://www.linkedin.com/company/digestive-cancers-europe/) **Facebook** [www.facebook.com/DiCEforPatients/](https://www.facebook.com/DiCEforPatients/) or @DiCEforPatients

<p>03/10</p>	<p>Time to talk about #LiverCancer ⌚</p> <p>Primary Liver Cancer is cancer that originated in the liver, an organ performing 500+ vital functions. The 2 main types are hepatocellular carcinoma (#HCC), and #cholangiocarcinoma.</p> <p>Join us this #LiverCancerAwarenessMonth to learn more! <a href="https://bit.ly/3vTyJFt">https://bit.ly/3vTyJFt</a></p>	<p>Time to talk about #LiverCancer ⌚</p> <p>Primary Liver Cancer is cancer that originated in the liver. The liver is an essential organ performing over 500 vital functions that include cleansing blood, eliminating toxins, transforming nutrients into energy, and storing vitamins and minerals.</p> <p>The two main types of primary Liver Cancer are hepatocellular carcinoma (HCC) which makes up 85-90% of all Liver Cancers, and cholangiocarcinoma (otherwise known as bile duct cancer), which accounts for about 15% of primary Liver Cancers. There are also rare types of primary Liver Cancer.</p> <p>Join us in October for #LiverCancerAwarenessMonth as we share the messages on risks and prevention, so that no one has to ask the question 'How long have I got'? <a href="https://bit.ly/3vTyJFt">https://bit.ly/3vTyJFt</a></p> <p>#CancerPatient #cancerawareness</p>	<p><b>Time to talk about</b> <b>LIVER CANCER</b></p>  <p>  </p> <p><i>Image type: video</i></p> <ul style="list-style-type: none"> <li>• <i>Template link LinkedIn:</i> <a href="https://bit.ly/3wKNZ7P">https://bit.ly/3wKNZ7P</a></li> <li>• <i>Template link Twitter:</i> <a href="https://bit.ly/3czQDgK">https://bit.ly/3czQDgK</a></li> </ul>
--------------	---	--	---

Digestive Cancers Europe social addresses:

**Web** [digestivecancers.eu](http://digestivecancers.eu) **Twitter** [twitter.com/dice\\_europe](https://twitter.com/dice_europe) or @dice\_europe





**LinkedIn** [www.linkedin.com/company/digestive-cancers-europe/](http://www.linkedin.com/company/digestive-cancers-europe/) **Facebook** [www.facebook.com/DiCEforPatients/](https://www.facebook.com/DiCEforPatients/) or @DiCEforPatients

<p>10/10</p>	<p>Major risk factors for #LiverCancer:</p> <ul style="list-style-type: none"> <li>▶ Chronic alcohol consumption</li> <li>▶ Chronic Hepatitis B</li> <li>▶ Chronic Hepatitis C</li> <li>▶ Non-alcoholic fatty liver disease (NAFLD)</li> </ul> <p>Spread the message #LiverCancerAwarenessMonth <a href="https://bit.ly/3vTyJFt">https://bit.ly/3vTyJFt</a></p>	<p>What are the major risk factors for the most common type of #LiverCancer?</p> <p>The risk factors for Hepatocellular carcinoma (HCC), of which approximately 90% of all Liver Cancer cases are, include:</p> <ul style="list-style-type: none"> <li>▶ Chronic alcohol consumption</li> <li>▶ Chronic Hepatitis B</li> <li>▶ Chronic Hepatitis C</li> <li>▶ Non-alcoholic fatty liver disease (NAFLD)</li> </ul> <p>All of these are contributing to a 'perfect storm' of factors leading to increasing rates of Liver Cancer in Europe. Join us in October for #LiverCancerAwarenessMonth as we share the messages on risks and prevention, so that no one has to ask the question 'How long have I got?'. <a href="https://bit.ly/3vTyJFt">https://bit.ly/3vTyJFt</a></p> <p>#LiverHealth</p>	<p style="text-align: center;"><b>What are the major risk factors for the most common type of Liver Cancer?</b></p> <div style="text-align: center;">  </div> <div style="display: flex; justify-content: space-around; align-items: center;">  <div style="border: 1px solid black; background-color: #0070C0; color: white; padding: 2px 5px; text-align: center;">YOUR LOGO HERE</div>  </div> <p><i>Image type: video</i></p> <ul style="list-style-type: none"> <li>• <i>Template link LinkedIn:</i> <a href="https://bit.ly/3AZSzf">https://bit.ly/3AZSzf</a></li> <li>• <i>Template link Twitter:</i> <a href="https://bit.ly/3B0e7hF">https://bit.ly/3B0e7hF</a></li> </ul>
--------------	---	---	--

Digestive Cancers Europe social addresses:

**Web** [digestivecancers.eu](http://digestivecancers.eu) **Twitter** [twitter.com/dice\\_europe](https://twitter.com/dice_europe) or @dice\_europe

**LinkedIn** [www.linkedin.com/company/digestive-cancers-europe/](https://www.linkedin.com/company/digestive-cancers-europe/) **Facebook** [www.facebook.com/DiCEforPatients/](https://www.facebook.com/DiCEforPatients/) or @DiCEforPatients

<p>17/10</p>	<p>Almost 100.000 European citizens are diagnosed with #LiverCancer.</p> <p>Patient advocacy groups help patients navigate the cancer landscape. They ensure that patients receive appropriate &amp; timely care and education. #LiverCancerAwarenessMonth <a href="https://bit.ly/3vTyJFt">https://bit.ly/3vTyJFt</a></p>	<p>Almost 90.000 European citizens are diagnosed with #LiverCancer, while around 80.000 die from the disease every year.</p> <p>This shows the poor rate of survival after diagnosis.</p> <p>However, there are patient advocacy groups, that help patients, their families, and carers navigate the Liver Cancer landscape. While they can be local, national, or international, they all work to ensure patients receive appropriate and timely care and education in order to achieve the best possible outcomes.</p> <p>Find out more here: <a href="https://bit.ly/3vTyJFt">https://bit.ly/3vTyJFt</a></p> <p>Join us for #LiverCancerAwarenessMonth, help spread the message and save lives so that no one has to ask: 'How long gave I got?!'</p> <p>#PatientAdvocates #CancerPatient #CancerPrevention</p>	 <p><b>Almost 90.000 European citizens are diagnosed with Liver Cancer every year.</b></p> <p>Around 80.000 die from the disease every year.</p>    <p><i>Image type: static graphic</i></p> <ul style="list-style-type: none"> <li>• Template link LinkedIn: <a href="https://bit.ly/3CS64oa">https://bit.ly/3CS64oa</a></li> <li>• Template link Twitter: <a href="https://bit.ly/3CNJFsf">https://bit.ly/3CNJFsf</a></li> </ul>
--------------	--	--	--

Digestive Cancers Europe social addresses:




**Web** [digestivecancers.eu](http://digestivecancers.eu) **Twitter** [twitter.com/dice\\_europe](https://twitter.com/dice_europe) or @dice\_europe

**LinkedIn** [www.linkedin.com/company/digestive-cancers-europe/](http://www.linkedin.com/company/digestive-cancers-europe/) **Facebook** [www.facebook.com/DiCEforPatients/](https://www.facebook.com/DiCEforPatients/) or @DiCEforPatients

October 2022

#LiverCancerAwarenessMonth

Social Media Calendar

<p>24/10</p>	<p>What can we do to reduce the risks of #LiverCancer?</p> <p>Vaccinating against #hepatitisB, treating #hepatitisC, limiting alcohol and tobacco consumption, and maintaining a healthy weight are all important!</p> <p>#LiverCancerAwarenessMonth <a href="https://bit.ly/3vTyJFt">https://bit.ly/3vTyJFt</a></p>	<p>What can we do to reduce the risks of #LiverCancer?</p> <ul style="list-style-type: none"> <li>▶ Vaccinating children against hepatitis B</li> <li>▶ Treat hepatitis C (there is sadly no vaccine for this type of hepatitis)</li> <li>▶ Limit alcohol and tobacco use</li> <li>▶ Maintain a healthy weight</li> </ul> <p>More info here: <a href="https://bit.ly/3vTyJFt">https://bit.ly/3vTyJFt</a></p> <p>#LiverCancerAwarenessMonth #HepatitisB #HepatitisC</p>	<p style="text-align: center;"><b>What can you do to reduce the risks of Liver Cancer?</b></p> <p style="text-align: center;"></p> <div style="display: flex; justify-content: space-around; align-items: center;">  <div style="border: 1px solid black; padding: 2px; text-align: center;">YOUR LOGO HERE</div>  </div> <p><i>Image type: video</i></p> <ul style="list-style-type: none"> <li>• <i>Template link LinkedIn:</i> <a href="https://bit.ly/3KC4XLh">https://bit.ly/3KC4XLh</a></li> <li>• <i>Template link Twitter:</i> <a href="https://bit.ly/3Rk82lt">https://bit.ly/3Rk82lt</a></li> </ul>
--------------	--	--	--

Digestive Cancers Europe social addresses:




**Web** [digestivecancers.eu](http://digestivecancers.eu) **Twitter** [twitter.com/dice\\_europe](https://twitter.com/dice_europe) or @dice\_europe

**LinkedIn** [www.linkedin.com/company/digestive-cancers-europe/](https://www.linkedin.com/company/digestive-cancers-europe/) **Facebook** [www.facebook.com/DiCEforPatients/](https://www.facebook.com/DiCEforPatients/) or @DiCEforPatients

October 2022

#LiverCancerAwarenessMonth

Social Media Calendar

<p>31/10</p>	<p>Thanks to all those who joined #LiverCancerAwarenessMonth and helped us raise awareness across Europe and save lives!</p> <p>#LiverHealth #CancerPrevention</p>	<p>Thank you to all those who joined #LiverCancerAwarenessMonth and helped us spread the word!</p> <p>Every like, comment and share helps us reach more people. Our goal is to help raise awareness across Europe and to help save lives. So that no one has to ask the question of 'How long have I got? Because of this deadly disease.</p> <p>Have you learned something new this month about #LiverHealth? Let us know in the comments!</p> <p>#CancerPrevention #cancerawareness</p>	 <p><b>Thank you to everybody who joined Liver Cancer Awareness Month!</b></p> <p>Let's keep spreading the message!</p> <div style="display: flex; justify-content: space-between; align-items: center;">  <div style="border: 1px solid black; padding: 2px; text-align: center;">YOUR LOGO HERE</div>  </div> <p><i>Image type: static graphic</i></p> <ul style="list-style-type: none"> <li>• <i>Template link LinkedIn:</i> <a href="https://bit.ly/3cwjPOH">https://bit.ly/3cwjPOH</a></li> <li>• <i>Template link Twitter:</i> <a href="https://bit.ly/3agAKbz">https://bit.ly/3agAKbz</a></li> </ul>
--------------	--	---	---

**Below a list of our suggested @mentions to share in your posts where appropriate:**

Digestive Cancers Europe social addresses:

**Web** [digestivecancers.eu](http://digestivecancers.eu) **Twitter** [twitter.com/dice\\_europe](https://twitter.com/dice_europe) or @dice\_europe

**LinkedIn** [www.linkedin.com/company/digestive-cancers-europe/](http://www.linkedin.com/company/digestive-cancers-europe/) **Facebook** [www.facebook.com/DiCEforPatients/](https://www.facebook.com/DiCEforPatients/) or @DiCEforPatients



October 2022

#LiverCancerAwarenessMonth

Social Media Calendar

Organisation	Twitter Handle	Facebook Handle	LinkedIn Handle
European Liver Patients Association	@EuropeLiver	@EuropeLiver	@european-liver-patients-association
Cancer Leagues	@CancerLeagues	@CancerLeagues	
European Patients Forum	@EUPATIENTSFORUM	@EuropeanPatientsForum	
ECPC	@cancereu	@ECPCfb	@european-cancer-patient-coalition
We Can	@WECANadvocate	@WECANadvocate	
All Can	@AllCanGroup	@AllCanGroup	@all-can
Data Save Lives	@datasaves_lives	@datasaveslives	
European Cancer Organization	@europeancancer	@EuropeanCancer	@EuropeanCancer
European Alliance for Value in Health	@ValueInHealthEU	N/A	
EASL	@EASLnews	@EASLnews	
World Hepatitis Alliance	@Hep_Alliance	@worldhepalliance	
Hepatitis Central	@HepCentral	@Hepatitis-Central	
The Hepatitis C Trust	@HepatitisCTrust	@HepatitisCTrust	
The International Liver Cancer Association	@ILCANews	@InternationalLiverCancerAssociation	

## Thank you!

Digestive Cancers Europe social addresses:

**Web** [digestivecancers.eu](http://digestivecancers.eu) **Twitter** [twitter.com/dice\\_europe](https://twitter.com/dice_europe) or @dice\_europe

**LinkedIn** [www.linkedin.com/company/digestive-cancers-europe/](http://www.linkedin.com/company/digestive-cancers-europe/) **Facebook** [www.facebook.com/DiCEforPatients](http://www.facebook.com/DiCEforPatients) or @DiCEforPatients





October 2022

#LiverCancerAwarenessMonth

Social Media Calendar

© Digestive Cancers Europe, 2022

This document and its contents may be reproduced, mentioned and translated free of charge,  
on the condition that the source is mentioned.

For more information:  
[www.digestivecancers.eu](http://www.digestivecancers.eu)

Digestive Cancers Europe social addresses:

**Web** [digestivecancers.eu](http://digestivecancers.eu) **Twitter** [twitter.com/dice\\_europe](https://twitter.com/dice_europe) or @dice\_europe  
**LinkedIn** [www.linkedin.com/company/digestive-cancers-europe/](https://www.linkedin.com/company/digestive-cancers-europe/) **Facebook** [www.facebook.com/DiCEforPatients](https://www.facebook.com/DiCEforPatients) or @DiCEforPatients