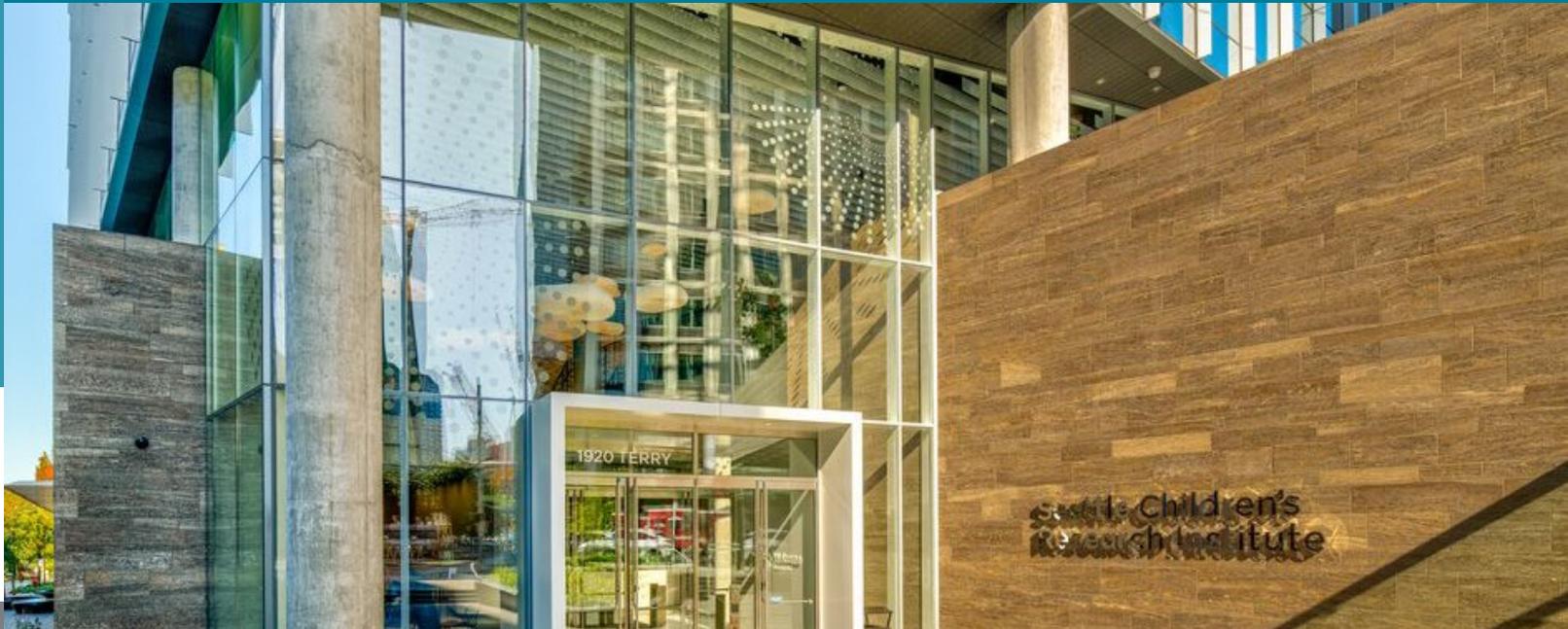


Liking, Sharing, Curing: Seattle Children's Social Media Rx for Maximizing Research Awareness

Maria J Hernandez

Business Operations Director

Ben Towne Center for Childhood Cancer and Blood Disorders Research



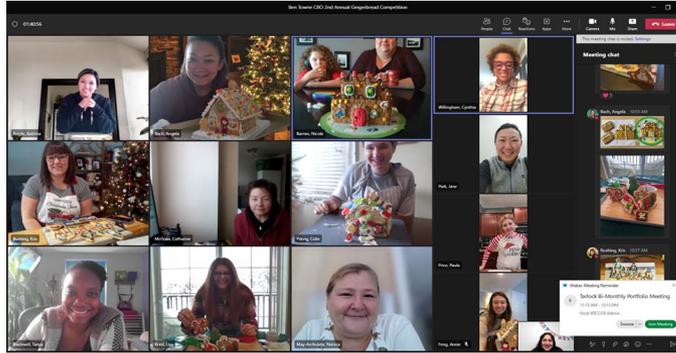
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Objective

- Evaluate the impact social media strategies investigators can employ to increase public awareness of their research
- Review social media policies and best practices to employ in support of the science and the organization



The Ben Towne Center for Childhood Cancer and Blood Disorder Research



Did you know only 4-8.8% of federal cancer research funding goes to pediatric cancer research? That is why Run of Hope Seattle is fundraising to support Seattle Children's cancer research. Join us on Sept. 22 at Seward Park for the Run of Hope and help us bring better cures to kids with cancer!

https://lnkd.in/gPFM_7Ey



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Seattle Children's Research Institute on Social Media



Inspiring Breakthroughs

Seattle Children's Research Institute shares the latest advancements in pediatric healthcare through engaging social media posts.



Celebrating Milestones

The institute showcases the achievements and contributions of its talented researchers and clinicians on its social channels.



Connecting with Families

The institute's social posts offer insights into how its work is improving the lives of children and their families.

Importance of Social Media for Research Awareness



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75,199 followers
2w • Edited •

U.S. News & World Report has recognized Seattle Children's as a top 10 national leader in pediatric healthcare, celebrating our unwavering commitment to delivering innovative patient care and pioneering breakthroughs in child health. <https://lnkd.in/gFJwEpTg>



1

Connect

Researchers engage with broader audiences

2

Amplify

Research impact extends beyond academic circles

3

Storytell

Platform for community engagement and storytelling

4

Drive

Increases traffic to project websites and funding platforms

Ben Towne Investigators – Dr. Jim Olson



- Over the past decade, Dr. Olson built a protein therapeutics platform by recruiting scientists from biotech, contributing to seven FDA-approved drugs and 28 clinical drug candidates.
- His team developed drug discovery platforms centered around cystine-dense peptides (CDPs) and bispecific antibodies, focusing on mid-sized medicines with innovative applications.
- CDPs have been engineered to cross the blood-brain barrier, inhibit the YAP interaction, and block immune checkpoint proteins; current work aims to use CDPs for targeted protein degradation, post-radiation brain inflammation, and brain tumor immunotherapy.
- The bispecific antibody programs target pediatric AML, neuroblastoma, and underserved adult cancers like ovarian cancer, aiming to develop novel therapies for these challenging diseases.

Ben Towne Investigators – Dr. Jim Olson

 **Jim Olson** (He/Him) • 1st
Pediatric Oncologist, Founder of Presage Biosciences, Blaze Biosciences
[Visit my website](#)
3d • 📍

The \$45 million Invent@SC Postdoctoral Scholars Program seeks to train the next generation of early career scientists from backgrounds historically underrepresented in or excluded from biotech. ...more

Invent@SC
Postdoctoral Scholars Program
Seattle Children's Research Institute

Limited spots. Applications open until filled.

For more information
visit seattlechildrens.org/invent
contact invent@seattlechildrens.org



 **Jim Olson** (He/Him) • 1st
Pediatric Oncologist, Founder of Presage Biosciences, Blaze Biosciences
[Visit my website](#)
1mo • 📍

Please sign up for the Run of Hope if you'd like to enjoy a few hours in a beautiful setting with an amazing community. All are welcome. See you there!!!

 **Seattle Children's**
75,154 followers
1mo • 📍

Did you know only 4-8.8% of federal cancer research funding goes to pediatric cancer research? That is why Run of Hope Seattle is fundraising to support Seattle Children's cancer research. Join us on Sept. 22 ...more

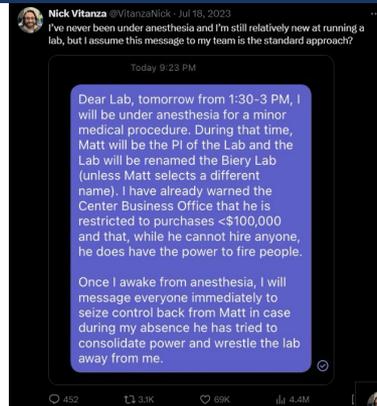
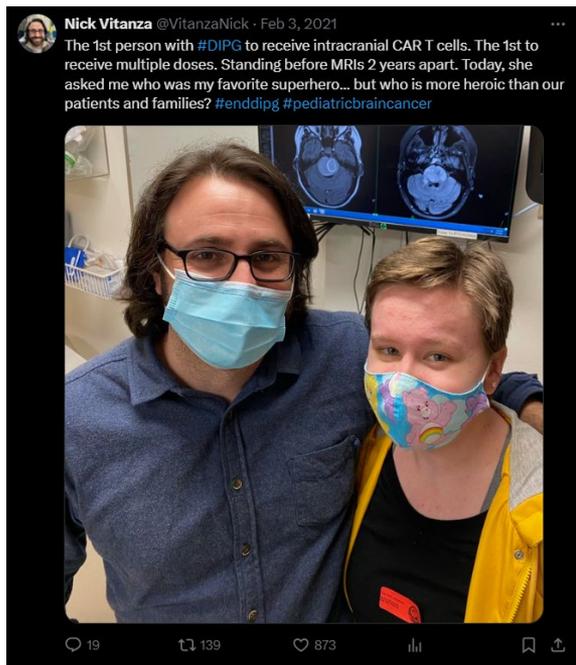


Ben Towne Investigators – Dr. Nick Vitanza



- Dr. Nicholas Vitanza is a pediatric neuro-oncologist and translational scientist focused on high-grade CNS tumors in children, specifically DIPG, DMG, and ATRT, aiming to improve treatment outcomes and find cures for these aggressive cancers.
- His fellowship work at NYU and Stanford included drug screening in DIPG patient-derived models and uncovering epigenetic vulnerabilities, leading to publications in prominent journals and the development of clinical trials.
- Joining Seattle Children's in 2016, Dr. Vitanza created patient-derived DIPG/DMG models to identify molecular and immunologic targets, and he now serves as Scientific Director of the Brain Tumor Research program and CNS CAR T Cell Lead, overseeing multiple innovative CAR T cell trials.
- Dr. Vitanza's contributions are recognized internationally, with presentations at key conferences, publications in high-impact journals, and participation in the 2023 Cancer Moonshot Brain Tumor Forum at the White House.

Ben Towne Investigators – Dr. Nick Vitanza



Ben Towne Investigators – Dr. Myron Evans



- Dr. Evans is a basic and translational scientist, diversity advocate, and pediatric cancer champion whose research focuses on brain development and tumor initiation/progression in pediatric CNS tumors like medulloblastoma and diffuse midline glioma.
- He completed his graduate studies at Duke University, focusing on therapy resistance in adult breast cancer, and his postdoctoral fellowships at St. Jude Children's Research Hospital, studying epigenetic regulation in CNS development and pediatric solid tumors.
- Since joining Seattle Children's in 2021, Dr. Evans has served as a principal investigator at the Ben Towne Center for Childhood Cancer and Blood Disorders Research, an assistant professor in Pediatrics at the University of Washington, and an affiliate assistant member at Fred Hutch Cancer Center.
- Dr. Evans' lab at Seattle Children's focuses on developmental oncology, studying epigenetic regulation of CNS development and how these processes, when deregulated, lead to pediatric brain tumors, aiming to design therapies targeting cancer cells while sparing healthy brain cells.

Ben Towne Investigators – Dr. Myron Evans



Myron Evans, PhD
2,231 posts

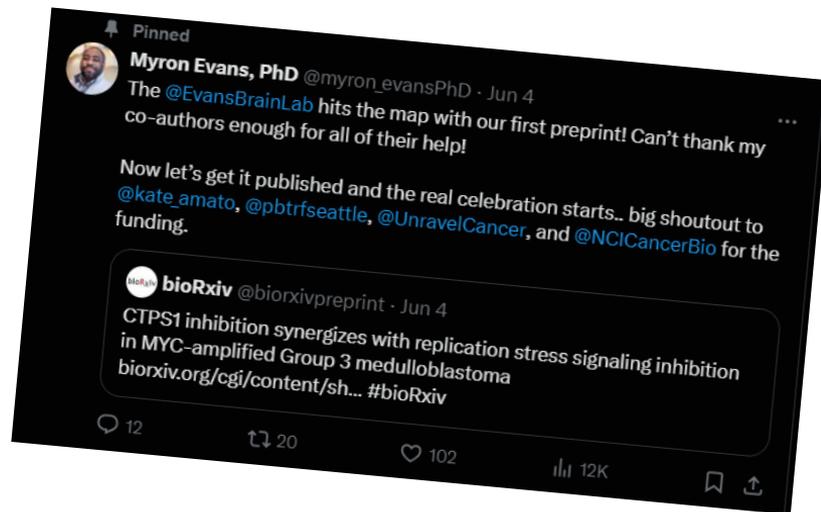


Myron Evans, PhD
@myron_evansPhD

Assistant Prof @uw pediatrics/PI @seattlechildren|epigenetics #chromatin #development|@stjuderresearch @hatleylab postdoc|@dukeds cb grad|@fiu ugrad alum

Seattle, WA Joined September 2018

1,753 Following 1,924 Followers



Pinned

Myron Evans, PhD @myron_evansPhD · Jun 4

The @EvansBrainLab hits the map with our first preprint! Can't thank my co-authors enough for all of their help!

Now let's get it published and the real celebration starts.. big shoutout to @kate_amato, @pbtrfseattle, @UnravelCancer, and @NCICancerBio for the funding.

bioRxiv @biorxivpreprint · Jun 4

CTPS1 inhibition synergizes with replication stress signaling inhibition in MYC-amplified Group 3 medulloblastoma
[biorxiv.org/cgi/content/sh...](https://www.biorxiv.org/cgi/content/sh...) #bioRxiv

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Ben Towne Investigators – Dr. Siobhan Pattwell



- Siobhan Pattwell, PhD, is an Assistant Professor in the Department of Pediatrics at the University of Washington School of Medicine and a principal investigator at the Ben Towne Center for Childhood Cancer and Blood Disorders Research, Seattle Children's Research Institute.
- Her research combines expertise in developmental and molecular neuroscience with cancer biology, focusing on how tumor cells hijack normal neurodevelopmental processes.
- Since starting her lab at Seattle Children's in October 2021, Dr. Pattwell's team has focused on identifying developmental pathways as potential targets for novel cancer therapies.

Ben Towne Investigators – Dr. Siobhan Pattwell



Connection Tactics



SHARING

Sharing research progress, updates, and stories.



ENGAGING

Engaging with patient communities and advocates.



CREATING

Creating visually appealing content (infographics, videos).

Best Practices

- **Authorized Voices Only.** Make sure only designated team members are communicating on lab/center/organization social media. Each “unit” should have clear guidelines about what kind of comments and opinions can be shared.
- **Keep Things Confidential.** Avoid posting any confidential information, including personal identifiers or health information. Follow federal privacy rules like FERPA and HIPAA, along with organizational policies.
- **Posts Last a Long Time.** Social media posts can be searchable for years. Think about how your words might be viewed now and down the road, by both your unit and the public.
- **Consider Your Audience.** Social media reaches a wide and varied audience, so remember that your posts could be seen by anyone. Think about how your message might be interpreted by different people.
- **Aim for Accuracy.** Double-check your facts before posting, and review for grammar and spelling. Whenever possible, link to original sources when referencing outside information.
- **Check Privacy Settings.** When applicable, use more restrictive privacy settings to keep your posts within your intended audience.
- **Follow Guiding Principles.** Avoid posting anything that goes against your organizations guiding principles. Don’t share material that could be seen as obscene, defamatory, threatening, or otherwise harmful. Remember that individuals can be held responsible for what they post online.

Professionalism and Conduct

- Maintain professionalism in all online interactions.
- Uphold standards of respect, courtesy, and civility.
- Avoid sharing or endorsing inappropriate or unprofessional content.

Confidentiality and Privacy

- Protect confidential information related to patients, families, caregivers, and the organization.
- Follow HIPAA guidelines and respect patient privacy.
- Avoid sharing any identifiable patient or proprietary organizational information.

Use of Organization's Name and Brand

- Ensure proper representation of the organization's name and brand.
- Use logos, symbols, and organization-affiliated images only with permission.
- Refrain from sharing content that could misrepresent or harm the organization's reputation.

Personal vs. Professional Accounts

- Clearly distinguish between personal and professional accounts.
- Avoid using personal accounts to speak on behalf of the organization.
- Indicate that opinions expressed are personal and not representative of the organization.

Interactions with Patients, Families, and Caregivers

- Avoid engaging with patients, families, or caregivers through personal social media.
- Refrain from sharing patient stories or experiences without formal consent.
- Keep boundaries clear to maintain a professional relationship.

Guidelines for Content Posting

- Only share information that is accurate, verified, and aligns with the organization's values.
- Avoid commenting on sensitive or legal matters related to the organization.
- Adhere to guidelines on appropriate language and tone.

Monitoring and Enforcement

- Understand that the organization may monitor social media activity.
- Be aware of potential consequences for policy violations.
- Report any observed policy violations or breaches of confidentiality.

Engaging the Community through Stories

Focus on Humanizing Research:

- Personal stories from patients and families.
- Testimonials on the impact of research on children's lives.
- Spotlight on scientific breakthroughs and how they directly benefit the community.

Promoting Philanthropy

Call-to-Action Techniques:

- Integrate donation links directly into social media posts.
- Showcase impact metrics (e.g., how donations helped specific research projects).
- Use of hashtags for broader campaign visibility (e.g., #CureChildhoodCancer).
- Partner with foundations and influencers for donation drives.

Metrics for Success

Track Social Media ROI:

- Number of followers, retweets, and likes.
- Traffic driven to research and donation websites.
- Philanthropic dollars raised through social campaigns.
- Audience engagement levels (comments, shares, personal stories).

Recommendations for Moving Forward

Action Steps:

- Develop social media guidelines for each investigator.
- Incorporate multimedia content (videos, infographics).
- Collaborate with your communications team.
- Regularly monitor and optimize content based on engagement metrics.

Conclusion

Summary:

- Social media is a powerful tool for raising awareness and driving donations.
- Personalized strategies for investigators are crucial to expanding reach.
- Engaging stories and active community participation lead to increased support.



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Hope. Care. Cure.