

Le associazioni dei pazienti nell'era dei social network e dei social media

Eugenio Santoro

Laboratorio di Informatica Medica

Dipartimento di Epidemiologia

Istituto di Ricerche Farmacologiche "Mario Negri"

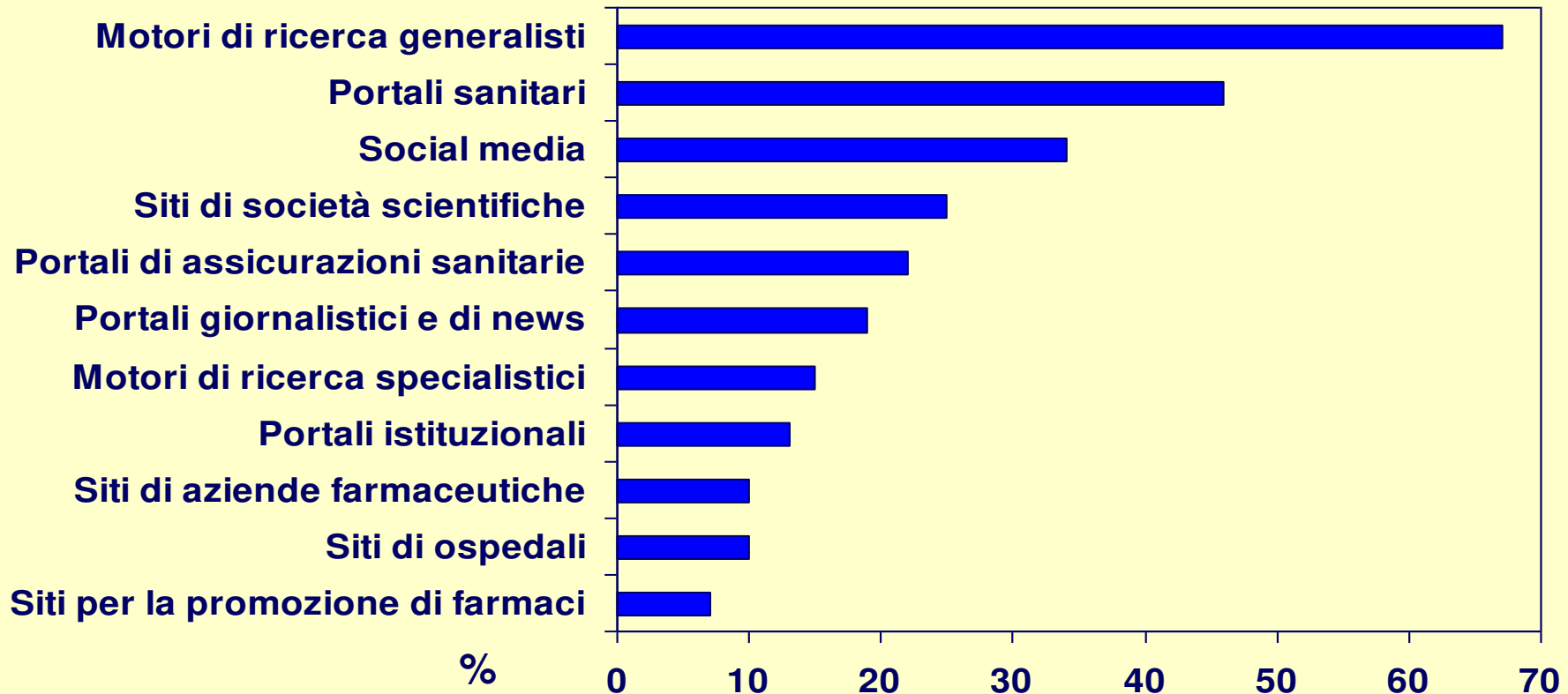
Il web 2.0 - Definizione

- E' quella parte di Internet alla quale chiunque può **liberamente** accedere attraverso l'impiego di **software gratuito** al fine di **condividere** informazioni e **collaborare** per creare **nuova conoscenza**, e nel quale gli utenti siano al tempo stesso **produttori** e **fruitori** dell'informazione.

Il web 2.0 - Caratteristiche

- **Esigenza che parte dal basso**
- Personal (**Social**) media vs mass media
- Parole chiave:
 - **Intelligenza collettiva**: generazione di contenuti da parte di utenti
 - Innovazione: adozione di nuovi strumenti
 - Creatività: scambio e circolazione di idee
 - Collaborazione: condivisione di problemi
 - Gratuità

Quali strumenti usa il cittadino per trovare informazioni mediche in Internet



Fonte: iCrossing. How America searches: health and wellness. Gennaio 2008



Pew Internet
Pew Internet & American Life Project

Social Networks a Lifeline for the Chronically Ill

By CLAIRE CAIN MILLER
Published: March 24, 2010

The New York Times

REPORT: HEALTH

Chronic Disease and the Internet

By Susannah Fox, Kristen Purcell
Mar 24, 2010



**CALIFORNIA
HEALTHCARE
FOUNDATION**

“Le persone che soffrono di patologie croniche hanno meno possibilità di collegarsi a Internet rispetto ad altre persone, ma quando sono online sono più propensi, rispetto agli altri, ad utilizzare i blog e altri strumenti partecipativi disponibili in rete attraverso i quali discutere dei propri problemi di salute”.

Social network

- Social network
 - gruppo di persone connesse tra loro da diversi legami sociali (conoscenza casuale, i rapporti di lavoro, i vincoli familiari, ecc)
 - aggregare persone che hanno interessi simili creando community anche tra persone lontane tra loro
 - offrono strumenti che favoriscono la connessione/relazione in Internet tra persone (blog, pubblicazione di video, audio, immagini) e condivisione di informazioni
- Strumenti
 - pubblicazione di propri file (immagini, video, testi)
 - sistemi per decidere il grado di condivisione dei propri file
 - sistemi di rating e commenti
 - sistemi di *tagging*

Esempi di SN

- Social network
 - LinkedIn <http://www.linkedin.com>
 - Facebook <http://it.facebook.com>
 - MySpace <http://www.myspace.com>
 - Twitter <http://www.twitter.com>
- User generated Content (content sharing)
 - YouTube (video) <http://www.youtube.com>
 - MySpace (musica) <http://www.myspace.com>
 - SlideShare (diapositive) <http://www.slideshare.net>
 - Flickr (fotografie) <http://www.flickr.com>

Social network – Gruppi italiani di salute su Facebook

facebook

Diabete: 367

Dieta: 500+

Cancro: 500+

Tumore: 500+

Online Health Communities

- Applicazione dei *social network* al mondo medico/sanitario
- Rivolte al pubblico e i pazienti
 - Collaborazione
 - Informazione
 - Scelta consapevole

Come i pazienti usano le Online Health Communities (i social network a loro dedicati)

- Raccontano la propria malattia
- Condividono le esperienze di malato con i propri “pari”
- Cercano supporto psicologico e consigli su come affrontare la malattia
- Si scambiano opinioni su strutture e medici che curano la malattia di cui soffrono
- Cercano informazioni che riguardano i propri diritti di malato
- Si scambiano informazioni sulle ultime novità scientifiche



CarePages on Facebook

- Home
- CarePages
- Resource Centers
- Departments
- Community
- Tools
- About us

Welcome to CarePages!

Support & Community for Everyone Coping with Illness



De La Cruz Family

Strom Family

Langhin Family

Create A Free CarePage

Get Started Using Free CarePages!

CarePages are free, personal, private Web pages that help family and friends communicate when someone is facing illness. Sign In or Sign Up!

Invited by a friend?
Checking on a loved one?

New visitors and returning members:

Visit a CarePage

Create a new CarePage in just a few steps!

Create a CarePage

Interact & Meet Others

The Faces of CarePages

Read and Follow the Stories of Inspiration

Jodie



Jodie knows what it takes to live life fully, maybe because her own life has been so threatened by Cancer in the last year. Watch Jodie's story as it aired on NBC-5.

Read the Story



James



This 31-year-old keeps busy caring for his wife and 2 children while managing his *Menotheloma*.

Read the Story



We are excited to announce that CarePages is now part of Revolution Health.

Read the Press Release.

Celebrate our CarePages Moms



Meet the CarePages Mom!

**WE ARE
MACMILLAN
CANCER SUPPORT**

**LIVING WITH CANCER?
WE'RE HERE
TO HELP**

Home About Us Cancer Information How we can help Online community Get involved Fundraising **Donate**

Sign in to our online community

Forgot your password? **Sign in** **Join us**

CANCER INFORMATION FOR YOU

We provide high quality cancer information for patients, families and carers.

Find out more



Information and support Cancer medicines Walk with us Pay to change lives

ONLINE COMMUNITY

People are talking about

- Yak Yak Green Tumours
Posted by Cheryl J
- Somebody is removed already (2) (The breast was originally set up by
Posted by wendy
- Are moths and bees over enough?
Posted by Charlotte

Show Me More >

 **How can we help you today?**

- I'm worried about cancer
- I've just been diagnosed
- I'm living with cancer
- Someone I know has cancer
- I want to raise money
- I want to get my time
- I want to talk to someone
- I'm caring for someone
- I'm looking for something else

Cancer information

How we can help

Get involved

WE ARE
MACMILLAN
CANCER SUPPORTWE MAKE THINGS
CLEARER[Home](#) [About Us](#) [Cancer information](#) [How we can help](#) [Online community](#) [Get involved](#) [Fundraising](#)

Sign in to our online community

Forgotten your password?

[Donate](#) 

[Home](#) > [Cancer information](#)

- [About cancer](#) >
- [Causes & risk factors](#) >
- [Tests & screening](#) >
- [Cancer types](#) >
- [Cancer treatment](#) >
- [Living with and after cancer](#) >
- [Families and how cancer](#) >
- [End of life](#) >
- [Q&As](#) >

cancerbackup

Macmillan and Cancerbackup merged in 2009. Together we provide free, high quality information for people affected by cancer through our publications, website and phone service. [Find out more](#)

We are accredited by



How we produce our information

Cancer information



We provide high quality, up-to-date cancer information for cancer patients, their families and carers. All of our information is written and reviewed by specialists.

Search by cancer type

About cancer >

An explanation of what cancer is, signs, symptoms, and other general information about cancer

Tests and screening >

Read about the various tests which may

Causes and risk factors >

Information about pre-cancerous conditions, cancer genetics, and other known causes and risk factors

Cancer types >

Detailed information about specific

[Contact us](#) [Business](#) [Press](#)

ONLINE COMMUNITY

People are talking about



We Talk Open Tumours
Posted by [Diana J](#)



Scam to be or redwood already (2)
This forum was originally set up by
Posted by [reilly](#)



Are friends and family ever enough?
Posted by [Christine](#)

[Show My Blog >](#)

Ask Macmillan

If you have any questions about cancer, need support or just want someone to talk to, ask Macmillan.

[Full our website support specialists](#)

**WE ARE
MACMILLAN.
CANCER SUPPORT**

**WE ALL
SUPPORT
EACH OTHER**

- Home
- About Us
- Cancer information
- How we can help
- Online community
- Get involved
- Fundraising

Search this site

Sign in to our online community

Username

Password

Remember your password?

Sign in Join us

Donate

- What's New
- Forums**
- Blog
- People
- Chat
- Groups
- Photos & Videos
- My Homepage

All our forums

- Cancer Experiences**
- General cancer discussions
 - New to the site
 - Chat
 - Practical issues
 - Emotional issues
 - Cancer treatments
 - Friends and family
 - Living beyond cancer
 - Coping with loss
 - Chemotherapy
 - Radiotherapy
 - Surgery

- Cancer Types**
- These are now within cancer type groups.
- Anal Cancer
 - Bladder Cancer
 - Brain Cancer
 - Colorectal Cancer
 - Esophagus Cancer
 - Head and Neck Cancer
 - Leukemia
 - Liver Cancer
 - Lung Cancer
 - Myeloma
 - Nerve Cancer
 - Non-Hodgkin's Lymphoma
 - Ovarian Cancer
 - Pancreatic Cancer
 - Prostate Cancer
 - Rectal Cancer
 - Stomach Cancer
 - Testicular Cancer
 - Uterine Cancer
 - Vaginal Cancer
 - Vulval Cancer
 - Widening of the Arteries

Breast cancer

Breast cancer

This post has 1,777 Replies | 10 Followers



Posts 28

Reply

Heather Grant Posted 1 Mar 2006 9:46 AM

Hiels my name is Heather I have just been diagnosed with breast cancer last week for the first time (and last I hope) both my sisters have had cancer one died seven months ago Im a bit scared of what to expect with the chemo. Can anyone tell me how soon after the treatment do you start to feel it? How soon do you lose your hair?



Posts 599

Reply

chelle1 replied on 7 Mar 2006 8:07 AM

Dear Heather,

Im so very sorry to hear that your going through this awful situation. Especially as you have had so much sadness before your diagnosis.

Like you I have breast cancer and was diagnosed in December. I have just began chemo this week and so far apart from feeling queasy at times and very tired I havnt been too bad (early days I know) So far I havent lost any hair, although it's been told it usually happens after a couple of weeks.

The way Im trying to tackle it is by being fun with wigs, headscarfs and hats. I also realise that I cannot have any

**ONLINE
COMMUNITY**

Forums Help

Using our forums can be confusing. Ask questions and get answers in the Help & Guides group

- Community guidelines
- Contact us

Forum Links

- Posts you have not read
- All active forum topics

**WE ARE
MACMILLAN.
CANCER SUPPORT**

**WE ALL
SUPPORT
EACH OTHER**



[Home](#) [About Us](#) [Cancer Information](#) [How we can help](#) [Online community](#) [Get involved](#) [Fundraising](#)

Search this site

Sign in to our online community

Forgot your password?

Donate

- What's New
- Forums
- Blogs**
- People
- Chat
- Groups
- Photos & Videos
- My Homepage

- Show Me:**
- Everything
 - Cancer Experiences
 - Campaigning
 - Fundraising

Who's Online

honeydew (0)	portland-fair (0)
blizz (0)	Cape (0)

Blogs

All blog posts

Sort by: [Most recent](#) | [Most viewed](#) | [Most commented](#)

Where has the time gone?
Is it really 6 and a half months since dad died? Who would've believed that in the last few months...
Posted to 5 and a half months by [shelleyjane](#) on 22 Feb 2010

Breathless
Clive had to go into hospital on Sunday due to shortness of breath getting worse and becoming a bit confused...
Posted to [breathless](#) blog by [Stephalee](#) on 21 Feb 2010
Filed under: [gland cancer](#), [pulmonary embolism](#)

stuck in hospital
Well they want me to stay in here for another day. Disappointed as I just want to go home. Hopefully...
Posted to [stuck in hospital](#) by [rebecca](#) on 22 Feb 2010

(16) A woman's prerogative
... to change her mind! Hmmm... well, the first blog about first impressions was dated 2nd February...
Posted to [Rankings of a Red Fairy](#) by [the_queen_bee](#) on 21 Feb 2010
Filed under: [secondary breast cancer](#), [BCA](#)

Not a good place
I haven't blogged for some time, although I do come onto the site and try to respond to other people...
Posted to [Hate2009's blog](#) by [Hate2009](#) on 21 Feb 2010
Filed under: [Ovarian cancer](#), [diagnosis](#), [pulmonary embolism](#)

That was the week that was
Surprises are funny things aren't they? Unexpected events which

**ONLINE
COMMUNITY**

Blogs Help

Blogs can be confusing at first. Ask questions and get all the answers in the [Help & Guides](#) group.

[Technical Help](#) [Contact us](#)

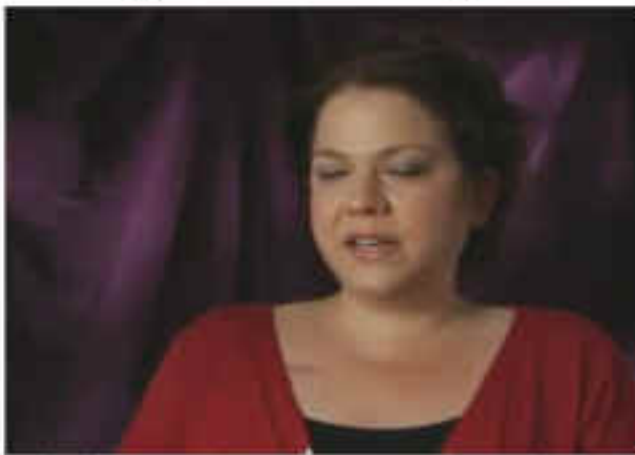
Campaigns blog

A FORCE FOR CHANGE Want to help us improve cancer care in the UK? Macmillan's campaigns team bring you the latest in their campaigns blog.



- PROGRAMS
- ABOUT YSC
- BREAST CANCER IN YOUNG WOMEN
- EVENTS & NEWS
- YSC COMMUNITY
- RESEARCH & TRIALS
- BULLETIN BOARD
- YSC LOCATIONS

Young women facing breast cancer together.



0:11 / 5:21

NEWS & ANNOUNCEMENTS

Purchase In Living Pink Tickets Online and Join Us at Concert May 30th

2014 YSC Tour de Pink East Coast & West Coast—Register Today!

Experience the Bliss of Diamonds: Win a 10 Carat Diamond Necklace

YSC Responds to New Mammography Guidelines

YSC Co-Author EMMES Announces Statement

YSC Employment Opportunities

New RSS Feeds for Breast Cancer Clinical Trials and Headlines

YSC LOCATIONS



Follow Us On Facebook

Follow Us On Twitter

SUPPORT YSC



Shop in YSC's In-Store Apparel Online Store To Support YSC

SURVIVOR STORIES





PROGRAMS

ABOUT YSC

BREAST CANCER IN YOUNG WOMEN

EVENTS & NEWS

YSC COMMUNITY

What You Can Do For The YSC Now!

[YSC Affiliates](#)

[Bulletin Board](#)

[Directly](#)

[Summer Stories](#)

RESEARCH & TRIALS

BULLETIN BOARD

YSC LOCATIONS



SUPPORT TBC



[Photo credit: iStock.com](#)

[Young Survival Coalition](#) - [Community](#)

COMMUNITY

[Affiliate Program](#)

Our affiliates are grassroots efforts lead by dedicated YSC Volunteers throughout the country. To learn about current affiliates, please visit our [YSC Affiliates](#) page.

[Bulletin Board](#)

The Young Survival Coalition's Bulletin Boards are a wonderful place to meet other young women living with breast cancer, to share information, stories, ideas, support, advice and friendship, and are not meant to replace the advice of a doctor or a therapist. [Register](#) to begin using the YSC Bulletin Board.

[Summer Stories](#)

Written by members of the YSC community, these stories are personal and inspiring reflections from courageous young women who are surviving breast cancer as well as remembrances of women written by their friends and loved ones.





Forum sul tumore

Username

Password

Login

Registrati o fai il login -
Password persa?

Questo forum è uno spazio libero dove attraverso la scrittura è possibile condividere la propria storia, scambiando emozioni, sensazioni, informazioni e pensieri. Il forum rappresenta una risorsa che permette di rispondere alla necessità di dirsi e raccontarsi, di essere ascoltati ed ascoltare. Una "lavagna virtuale" che appartiene a tutti i componenti del forum, alla quale si può liberamente accedere in qualsiasi momento della giornata per lasciare un pensiero, un messaggio, una testimonianza o semplicemente leggere quello che gli altri hanno scritto in un clima di intimità condivisa e di rispetto reciproco.

Per qualunque informazione vi invitiamo a contattarci all'indirizzo moderature@aimac.it

Cerca tra i Forum

Inserisci una o più parole che meglio descrivono quello che cerchi

Tag Cloud

nicola

Lancio 7 maggio 2010

Forum

[Esplora i forum di AIMaC](#)



FORUM SUL TUMORE » SCOPRI IL FORUM DI AIMAC » DETTO TRA NOI

tumore al polmone (6 articoli) (5 voci)

- Avviato 4 giorni fa da tessa
- [Ultima replica](#) da parte di morea

Tags:

Ancora nessun tag.

**“Finalmente trovo un forum su questo argomento in italiano.
Mi sono dovuta iscrivere in uno in America per poter comunicare con altri il
mio / nostro dilemma.**

**..... per trovare supporto psico-oncologico per lui sono diventata matta ed
alla fine l'ho trovato vicino a casa . Per me...niente.
Vi ho letto e spero in queste pagine di trovare il sostegno di cui ho veramente
bisogno. “**

See also: [Vitamin Supplements](#)

What is Vitamin E? Antioxidants such as vitamin E act to protect your cells against the effects of free radicals, which are potentially damaging by-products of energy metabolism. It is the collective name for a set of 8 related tocopherols and tocotrienols, fat-soluble vitamins with antioxidant properties. [Read more](#) ...
[See more information](#), including instructions, precautions, side effects, and interactions.

See More Treatments
 See all treatments in the PatientsLikeMe system shared by patients just like you.

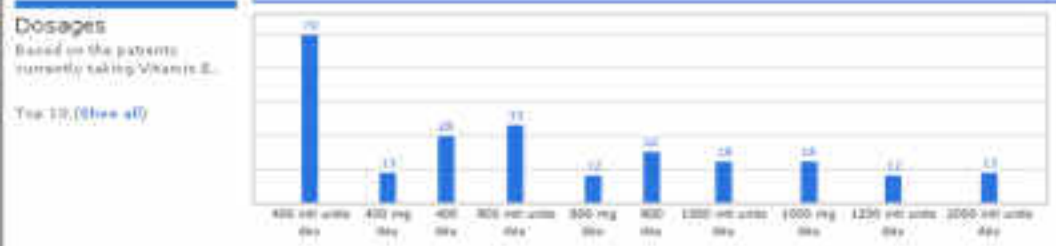
Patients

[Jump to:](#) Reasons Taken | Dosages | Duration | Patient Evaluations

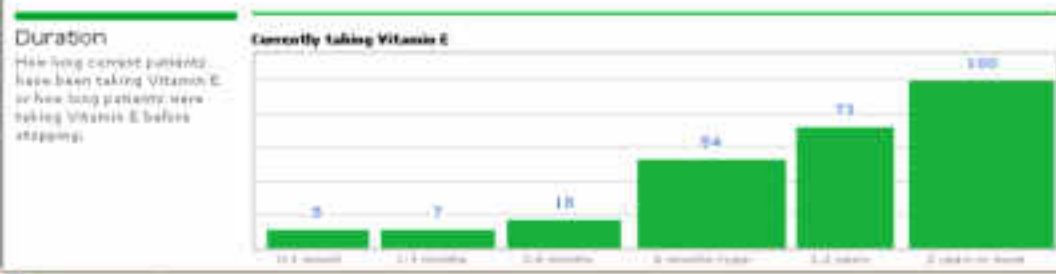


Taking Vitamin E

- nkunrta**
400nd units daily since Feb 01, 2006
- h3**
4000 daily since Jun 01, 2005
- schmerna24**
400mg daily since Aug 26, 2006



413 Patients currently take Vitamin E
 26 Patients stopped taking Vitamin E



Forum

What are people saying about Vitamin E?

There are 48 posts in our forum about Vitamin E. [Join now](#) and see what people are saying.







Altri vantaggi delle Online Health Communities (i social network a loro dedicati)

- Aggregano pazienti (anche geograficamente lontani tra loro) attorno alla malattia di cui soffrono
- Possono facilitare il reclutamento di pazienti in ricerche e sperimentazioni cliniche

"Health care has to change."

-Entrepreneur Steve Case, CEO of Revolution Health, on "Good Morning America"

Start your Revolution

- 1 KnowYourRisk™**
 Learn your risks for specific diseases and how to lower them.
 [KnowYourRisk](#)
- 2 Build your own health page** 
 Create a page of your favorite tools and information, tailored to your health needs and interests.
 [Build your own page](#)
- 3 Check your symptoms** Request 2 more users
 Wondering what a symptom might mean?
 [Symptom checker](#)
- 4 Find and rate your health care**
 Discover powerful new ways to find the right care for you and your family.
 [Doctors & other providers](#)
 [Drugs & treatments](#)
- 5 Assess and track your health**

Conditions & diseases

Top 12 learning centers:

- Acid reflux
 - Alzheimer's
 - Asthma & allergies
 - Autism
 - Back pain
 - Bones, joints & muscles
 - Cancer
 - Depression
 - Diabetes
 - Heart
 - Skin, hair & nails
 - Women's health
- [View all 150 condition learning centers](#)

Healthy living

Top 10 healthy living centers:

- Family & parenting
- Fitness
- Food & nutrition
- Men's health
- Mom central
- Natural health
- Pregnancy
- Relationships & life balance
- Weight management
- Women's health

Today on Revolution Health

Trouble falling asleep? You might need help



Trouble falling asleep? You might need help. Take our sleep quiz.

- Get the 411 on sleeping pills
- How much caffeine is too much?
- Find out more about sleep. Visit our expert blog.

Health news headlines:

- Tension evangelist Falwell dies at 73
 - Insulin levels may dictate success with a diet
 - High anxiety risky for heart patients
- [More health news](#)

Best of Revolution Health

Our expert medical bloggers



Dr. Brad Jacobs
Integrative Medicine



Dr. Val Jones
Medical Mixings



Dr. Jackie Griffin
Eye Site

Huachen Wei, MD

Professional detail

Summary

Patient Reviews
Map & Directions

[Return to search results](#)

Have updated information?

[Send corrections for this provider](#)

Asky Google

UK Clean Staff Training
Grow patient loyalty with clinic staff sales training
PO: 101
[www.ukcleanstaff.com](#)

The Queens Hotel
Practice Online in
Rosedale Ave at 50th
Stops in Office and
SBM
[www.thequeenshotel.com](#)

Your Opinion Matters!
PLEASE TAKE OUR SURVEY.



Huachen Wei, MD

Specialty: Dermatology
Location: 105 Canal St, Ste 203
New York, NY 10013
Telephone: (212) 219-7788
(Other locations)
Board Certifications: Certified
Education: Shanghai Medical University
Years in Practice: 25
Languages Spoken: English, Chinese, Spanish, Mandarin, Cantonese, Korean

Hospital affiliations
 Elmhurst Hospital Center
 Mount Sinai Medical Center
 Queens Hospital Center
 Western Queens Community Hospital

Practice affiliations
 H and W Millennium Dermatology PC

Patient Reviews on Huachen Wei, MD



Rate this provider
 Share your experience so you can help others find the best care.
[Begin now](#)

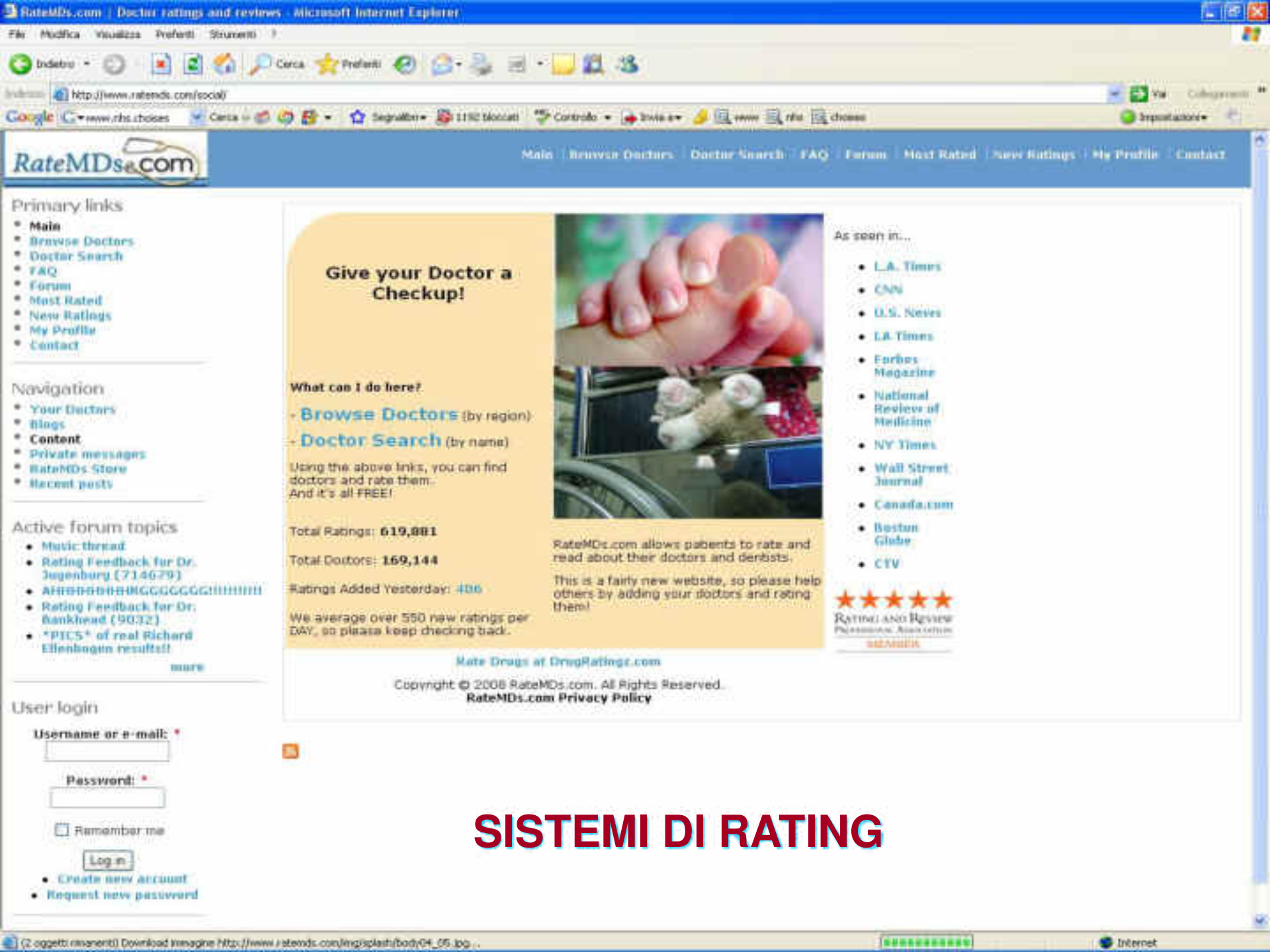
How patients rate this provider
[View all reviews](#)



You rate hotels & restaurants.
Why not doctors & hospitals?



Search for your doctors and rate them



Primary links

- Main
- Browse Doctors
- Doctor Search
- FAQ
- Forum
- Most Rated
- New Ratings
- My Profile
- Contact

Navigation

- Your Doctors
- Blogs
- Content
- Private messages
- RateMDs Store
- Recent posts

Active forum topics

- Music thread
- Rating Feedback for Dr. Jegenburg (714679)
- AHFBFBFBFBFBGGGGGGGHHHHHHH
- Rating Feedback for Dr. Bankhead (9032)
- *PICS* of real Richard Ellenbogen results!

more

User login

Username or e-mail: *

Password: *

Remember me

Log in

- Create new account
- Request new password

Give your Doctor a Checkup!



What can I do here?

- [Browse Doctors](#) (by region)
- [Doctor Search](#) (by name)

Using the above links, you can find doctors and rate them. And it's all FREE!

Total Ratings: **619,881**

Total Doctors: **169,144**

Ratings Added Yesterday: **406**

We average over 550 new ratings per DAY, so please keep checking back.

RateMDs.com allows patients to rate and read about their doctors and dentists.

This is a fairly new website, so please help others by adding your doctors and rating them!

As seen in...

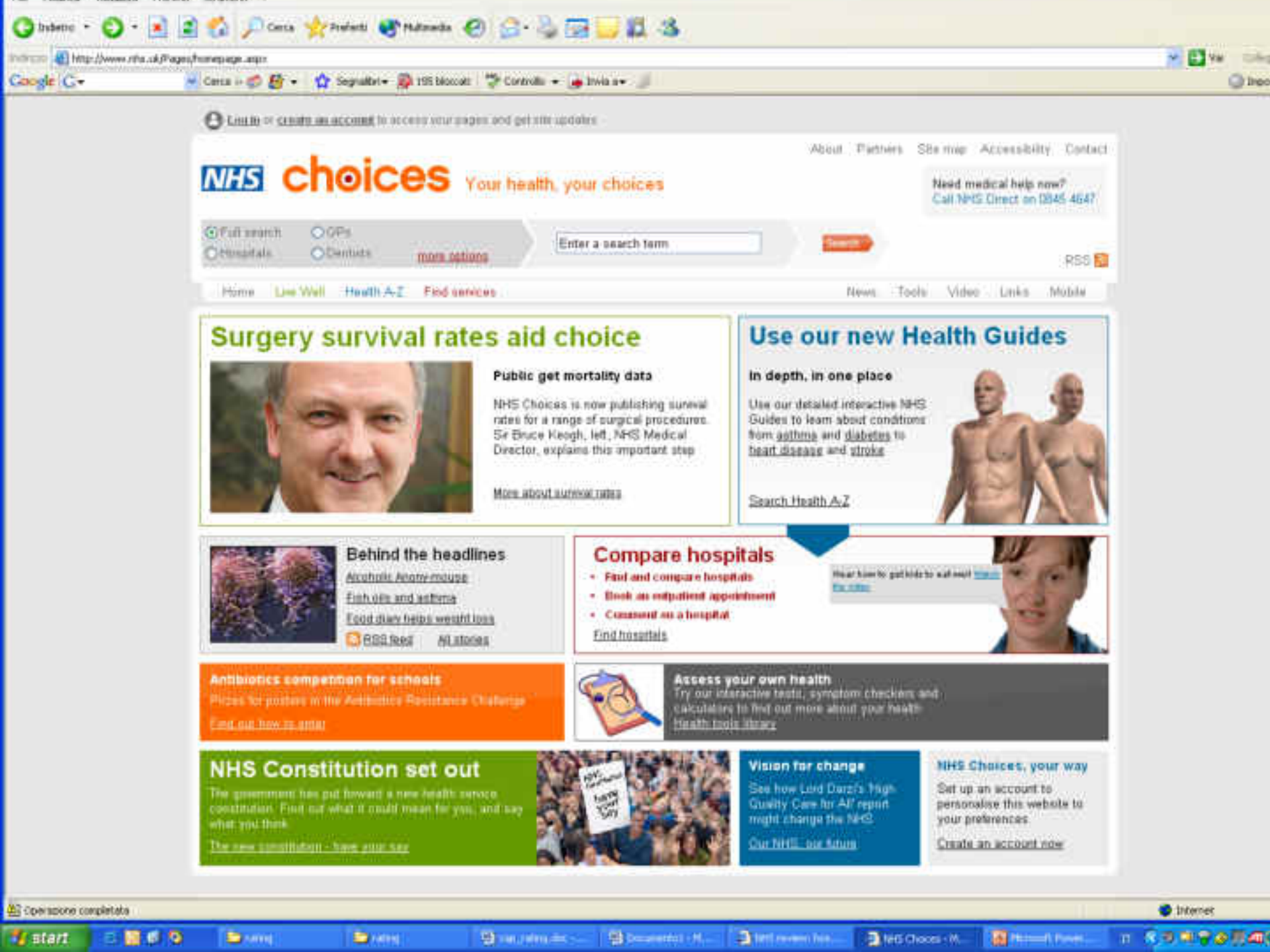
- L.A. Times
- CNN
- U.S. News
- LA Times
- Forbes Magazine
- National Review of Medicine
- NY Times
- Wall Street Journal
- Canada.com
- Boston Globe
- CTV



Rate Drugs at DrugRatings.com

Copyright © 2008 RateMDs.com. All Rights Reserved. RateMDs.com Privacy Policy

SISTEMI DI RATING



Log in or create an account to access your pages and get site updates

About Partners Site map Accessibility Contact

NHS choices Your health, your choices

Need medical help now?
Call NHS Direct on 0845 4647

Full search GPs
Hospitals Dentists [more options](#)

Enter a search term

Search

RSS

Home [Live Well](#) [Health A-Z](#) [Find services](#)

News Tools Video Links Mobile

Surgery survival rates aid choice



Public get mortality data

NHS Choices is now publishing survival rates for a range of surgical procedures. Sir Bruce Keogh, left, NHS Medical Director, explains this important step

[More about survival rates](#)

Use our new Health Guides

In depth, in one place

Use our detailed interactive NHS Guides to learn about conditions from [asthma](#) and [diabetes](#) to [heart disease](#) and [stroke](#)



[Search Health A-Z](#)



Behind the headlines

- [Alcoholic liver disease](#)
- [Fish oils and asthma](#)
- [Food plan helps weight loss](#)
- [RSS feed](#) [Alerts](#)

Compare hospitals

- [Find and compare hospitals](#)
- [Book an outpatient appointment](#)
- [Closed as a hospital](#)

[Find hospitals](#)

Hear how to get kids to walk with [Dorcas](#)



Antibiotics competition for schools
Prizes for pupils in the Antibiotic Resistance Challenge
[Find out how to enter](#)



Access your own health
Try our interactive tests, symptom checkers and calculators to find out more about your health
[Health tools library](#)

NHS Constitution set out

The government has put forward a new health service constitution. Find out what it could mean for you, and say what you think

[The new constitution - have your say](#)



Vision for change

See how Lord Darzi's High Quality Care for All report might change the NHS

[Our NHS, our future](#)

NHS Choices, your way

Set up an account to personalise this website to your preferences

[Create an account now](#)

Dai social network ai social media

Il web 2.0 e i social media: i nuovi strumenti di comunicazione



I social media

- **Facebook**
- **YouTube**
- **Twitter**

I social media – Una piccola indagine tra da voi

- Quanti di voi usano Facebook?
 - Come utente
 - Come canale di comunicazione istituzionale
- Quanti di voi usano YouTube?
 - Come utente
 - Come canale di comunicazione istituzionale
- Quanti di voi usano Twitter?
 - Come utente
 - Come canale di comunicazione istituzionale

Media tradizionali e social media

The image shows a screenshot of a Facebook page for 'Corriere Salute' (Corriere Health) on a Microsoft Internet Explorer browser. The page features a cover photo with the word 'Salute' and a profile picture of a hand holding a heart. The main content area displays several posts from 'Corriere Salute', each with a thumbnail image and a text snippet. The posts include:

- Per il mal di schiena scegli il messaggio giusto - Corriere della Sera**: Per tutti le tecniche raccomandate e solo alcune posizioni vanno evitate dopo l'attesa.
- Suoli al mercato, come evitarlo - Corriere della Sera**: Il formo prima della vendita è ricco di batteri. Più sicuro il pesce che superattivo che di altri.
- Malati di cancro: la sfida dell'accesso ai farmaci off label - Corriere della Sera**: Con 17 mila nuovi casi al giorno (dati ISTAT 2009) i tumori hanno un forte impatto socioeconomico.
- Gli straordinari fanno male al cuore - Corriere della Sera**: Cresce del 10 per cento il rischio di sottoporsi per via lavoro tra i più stressati.

On the right side, there are several advertisements, including 'OWN VOICE', 'Luxury Thailand Vacations', and 'Headhunters looking 4 you'. The bottom of the browser window shows the status bar with 'Operazione completata' and 'Internet'.

Società scientifiche e social media

The screenshot shows a Microsoft Internet Explorer browser window displaying the Twitter profile of ASCO. The browser's address bar shows the URL <http://twitter.com/ASCO>. The page features the Twitter logo and a navigation menu. A prominent white box contains the text: "Ricevi messaggi brevi e puntuali da ASCO. Twitter è una risorsa ricca di informazioni aggiornate istantaneamente. È molto facile restare aggiornati su una incredibile varietà di argomenti. Registrati ora e segui @ASCO." Below this is a yellow "Registrati ora" button. The main profile area includes the ASCO logo and a tweet: "JCO Early Release Articles available <http://ow.ly/1GgT6> #ASCO". The right sidebar shows the profile name "ASCO", location "La Jolla, California, CA", website "http://www.asco.org", and statistics: 1,855 followers and 422 tweets. The bottom of the browser window shows the status "Operazione completata" and the "Internet" icon.

Istituzioni e social media

YouTube - Il canale di MinisteroSalute - Microsoft Internet Explorer

File | Modifica | Visualizza | Preferiti | Strumenti


http://www.youtube.com/MinisteroSalute

Effettua la ricerca | Segnala | Trova | Controllo | Traduci | Compilazione automatica

YouTube Cerca | Stile | Carica video | Crea account | Aiuto

Ministero della Salute
Il canale di MinisteroSalute

iscritti Playlist



La fertilità è un bene comune. Prenditene cura

From: MinisteroSalute | 22 dicembre 2009 | 1618 visualizzazioni

In Italia, come per gli altri paesi industrializzati, si stima che circa il 20% delle coppie abbia problemi di fertilità: non sia in grado cioè di avere una gravidanza entro un anno di rapporti sessuali regolari non protetti. Pertanto, rapportati ai nuovi matrimoni/anni si possono stimare circa 105... (ulteriori informazioni)

Visualizza commenti, video correlati e altre ancora

Informazioni | Commenti | Preferiti | Condividi | Playlist | Segnala

Ultime informazioni

- La fertilità è un bene comune. Prenditene cura
Ministero... - 1618 visualizzazioni
- Campagna informativa educativa 2009 per la fertilità
Ministero... - 629 visualizzazioni
- Nuova Influenza: Topo Gigio testimonial della prevenzione
Ministero... - 399 visualizzazioni
- Contro l'abbandono degli animali - estate
Ministero... - 274 visualizzazioni
- Checklist per la sicurezza in sala
Ministero... - 2107 visualizzazioni
- Checklist per la sicurezza in sala
Ministero... - 3029 visualizzazioni
- Checklist per la sicurezza in sala
Ministero... - 1758 visualizzazioni
- Quello che non si dice

MinisteroSalute
iscritti
Aggiungi come amico

Operazione completata

Internet

Organizzazioni sanitarie e social media

The screenshot shows the CDC website page titled "Social Media Tools for Consumers and Partners - 2009 H1N1 Flu (Swine Flu)". The page includes a search bar, a navigation menu, and a main content area with sections for "2009 H1N1 Flu (Swine Flu)", "2009 H1N1 Flu Social Media Tools", and "Widgets". A sidebar menu titled "On this page" is highlighted with a red box, listing various tools such as Widgets, Mobile Information, Buttons, Online Videos, Podcasts, eCards, RSS Feeds, Twitter/Microblogs Updates, Image Sharing, Social Networking, More Information, iPhone/Email, and Social Media Tools for Other Topics. The page also features a "What's this?" section with a "Submit" button and a "Contact Us" section with the CDC's address and contact information.

Perchè la vostra associazione può avere bisogno dei social media

- Per aggregare nuovi malati nel SN associazione
- Perché gli utenti possano conoscere meglio di cosa si occupa l'associazione
- Per **coinvolgere** gli utenti nelle cose di cui vi occupate fino a “convincerli” a sposare la vostra causa
- Perché gli utenti possono facilmente **condividere** con altri le informazioni che riguardano la vostra associazione
- Per attivare **campagne di raccolta fondi**
- Per alimentare in modo automatico il sito web/blog/social network/social media istituzionale dell'associazione partendo da fonti info affidabili

Esempi di uso di Facebook da parte di associazioni di malati oncologici

facebook

Home Profile Find Friends Account



Suggest to Friends

Help us win the fight against kidney cancer! Visit kidneycancer.org for all the latest news and other important information. Click LOGIN on the home page and then choose "Forum" from the drop-down list - meet more than 3,000 others like you!

Fans

6 of 2,670 fans

See All



Stephen Bryan



Jennifer Collins Walker



Jonathan Blackman



Eric Raab



Anissa Grossert



Jay Frost

Social RSS

[KCA](#) | [NCI](#) | [NCB](#) | [URO](#)
[Kidney Cancer News](#)
[Subscribe](#) | [Report](#)
[Health Reform Editorial: A Pointless Gambit](#)
[RSS](#) | [Email](#) | [Print](#)

Kidney Cancer Association

Become a Fan

[Wall](#) | [Info](#) | [RSS/Blog](#) | [Video](#) | [Photos](#) | [Boxes](#)


Kidney Cancer Association

Update on systemic therapies of metastatic renal cell carcinoma

New story from Urology News

World Journal of Urology

View: [Read more stories](#)Subscribe: [Subscribe to stories from this Page](#)
 24 minutes ago via Social RSS - [Share](#)


Kidney Cancer Association

High within-patient variability in the clearance of tacrolimus is a risk factor for poor long-term outcome after kidney transplantation

New story from Urology News

Nephrology Dialysis Transplantation

View: [Read more stories](#)Subscribe: [Subscribe to stories from this Page](#)
 24 minutes ago via Social RSS - [Share](#)


Chrissy Newman There is a new website that has been created to honour all those that have lost the battle with RCC. If you or someone you know has lost a loved one to kidney cancer, please feel free to add a memorial to them at <http://A.kidneycancermemorial.blogspot.com/>

about an hour ago - [Report](#)

Susan Lowrey likes this.



Anita Elliott Currie does anyone have any good suggestions for boosting the immune system, so as to be better prepared for surgery and minimize recovery time. I've read on here where acupuncture and reflexology were used. I have been told high doses, 2-4 grams 4 to 5 times a day of vitamin C works, anyone else use this? We are open to anything within reason.

Thanks and prayers to all
4 hours ago - [Report](#)



Chrissy Newman Come and join us right now at the chat that has been going for over 12 years: <http://Aristsaer.shardoon.blogspot.com/>
No registration needed, just sign in under your name and start chatting

11 hours ago - [Report](#)



Candi Breach My Mom survived KC 12 years ago; she recovered fully. She had many wonderful healthy years; sadly though, she passed away Jan 18, from

Filters

Create an Ad

Tecniche di Vendita

Oggi, le tecniche di vendita non possono essere le stesse di pochi anni fa. Leggi tutto l'articolo.
TecnicheDivendita.com

Like

Pubblicizza su Facebook

Raggiungi oltre 350 milioni di utenti attivi su Facebook. Scopri come trovare i veri clienti grazie alle inserzioni su Facebook.

Like

Stanislaw Lem


a polymath and a vibrant storyteller and stylist. Put them together and they add up to a genius. "The New York Times"

Become a Fan

More Ads



www.airc.it

Suggerisci ai tuoi amici questa pagina

Suggest to Friends

Benvenuti nella pagina UFFICIALE di AIRC. Visita il nostro sito <http://www.airc.it>

163,254 People Like This



Alta la ricerca sul cancro:

Codice Verde 80051890152

AIRC - Associazione Italiana per la Ricerca sul Cancro Like

Wall Info 5 per mille Azioni dell... Eventi Video

AIRC - Associazione Italiana per la Ricerca sul Ca... + Others

Just Others

STORIA PIA
AIRC - Associazione Italiana per la Ricerca sul Cancro Grazie ai fondi raccolti da AIRC con il 5 per mille Robin Foà e il suo staff si occuperanno di studiare nuove terapie mirate a curare i pazienti affetti da neoplasie infodit. Per maggiori informazioni: <http://www.airc.it/ricerca-oncologica/bandi-5x1000.asp>

5 per mille ad AIRC: come impieghiamo i fondi - dott. Foà
www.youtube.com

Grazie al 5 per mille di oltre un 1 milione e 200mila contribuenti italiani, AIRC ha finanziato il Programma di ricerca, Robin Foà e il suo staff si occuperanno di studiare nuove terapie mirate per curare i pazienti affetti da neoplasie infodit...

4 hours ago · Share

175 people like this

View all 12 comments

Raffaella Crudele lo ha già fatto deposizione al mio commercialista!!!!!!
2 hours ago · Flag

Fly To Salerno ... per sentire ancora vicino le persone che si sono amate e che si continuano a amare... malgrado... ..e dando speranza a chi è ancora con noi
about an hour ago · Flag

STORIA PIA
AIRC - Associazione Italiana per la Ricerca sul Cancro Paolo Comoglio e il suo team di ricerca si occuperanno di studiare i carcinomi del colon-retto resistenti alle terapie convenzionali, un nuovo progetto finanziato con i fondi del 5 per mille di AIRC. Per maggiori informazioni: <http://www.airc.it/ricerca-oncologica/bando-5x1000.asp>

5 per mille ad AIRC: come impieghiamo i fondi - dott. Comoglio
www.youtube.com

Grazie al 5 per mille di oltre un 1 milione e 200mila contribuenti italiani, AIRC ha finanziato il Programma di ricerca, Paolo Comoglio e il suo staff si occuperanno di studiare i carcinomi del colon-retto resistenti alle terapie convenzionali...

Yesterday at 11:15am · Share

250 people like this

View all 26 comments

STORIA PIA
AIRC - Associazione Italiana per la Ricerca sul Cancro Grazie di cuore a tutti i sostenitori che hanno scelto di aiutare la ricerca con l'azione della Ricerca di AIRC

Crete an Ad
Give a Gift

The "Dreidel" gift is available now in the Gift Shop.
More Ads

YouTube e i filmati di un'associazione

- Un'associazione può creare il proprio canale su YouTube aprendo un account e caricando i filmati
- Testimonianze di malati
- Testimonianze di professionisti della salute
- Campagne di prevenzione
- Filmati che vedono coinvolta l'associazione
 - Filmati con contenuti formativi
 - Eventi organizzati dalla associazione

Come monitorare l'accesso ai video di YouTube

- E' possibile conoscere la popolarità di un video pubblicato
 - Punteggio (numero di stelle)
 - Numero di visualizzazioni
 - Numero e natura dei commenti

 Cerca

Crea account oppure Accedi

Home page Video Canali

Iscrizioni Canologia [Carica video](#)



Macmillan Cancer Support [Iscriviti](#)

Tutto

Video caricati

Preferiti

Playlist

1:11

1:11



0:05 / 3:09 +8 300p

Informazioni Commenti Preferiti Condividi Playlist Segnala

Macmillan Cancer Support - Concertalk Week - When shouldn't you open your mouth? 37 voti ★★★★★

From: MacmillanCancer.Ltd (joined 2010-11-18) views

Termina playlist

Concertalk Week 2010

There are times when you really shouldn't open your mouth, but this week isn't one of them. Watch as some of the nation's favourite men talk about their most cringe-worthy moments and show that if they can talk about those, you can talk about cancer.

Ulteriori informazioni



Macmillan Cancer Support - Concertalk Macmillan... - 7104 views



Macmillan Cancer Support - Concertalk Macmillan... - 2702 views



Macmillan Cancer Support - Concertalk Macmillan... - 531 views



Macmillan Cancer Support - Concertalk Macmillan... - 327 views



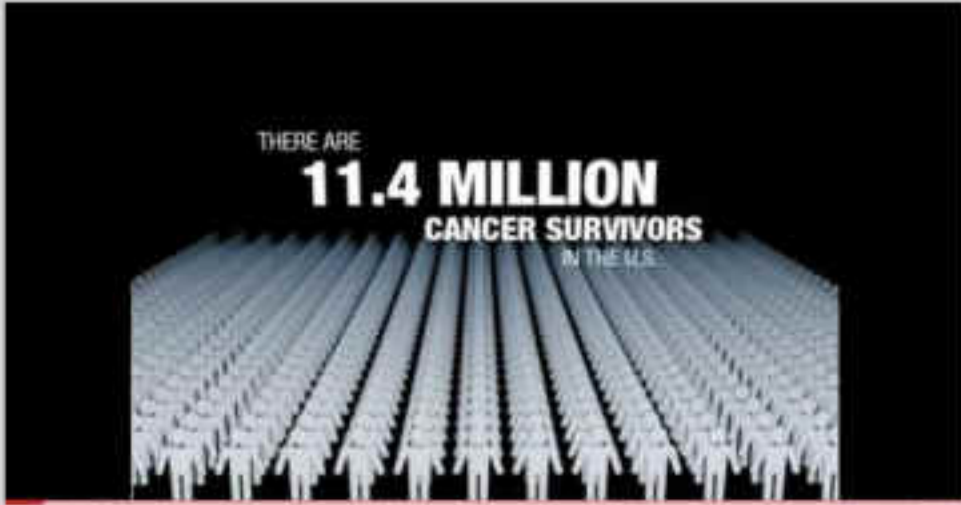
Macmillan Cancer Support - Concertalk Macmillan... - 109 views

CANCER RESEARCH SAVES LIVES.

May is National Cancer Research Month.



American Association for Cancer Research **Inchiodati** Tutto Video caricati Preferiti



08:14:02

Informazioni Commenti Preferiti Condizioni Playlist Segnala

It's Our Time - American Association for Cancer Research (AACR)

From: AACRNews | 14 aprile 2010 | 8897 visualizzazioni
An intriguing and fact-filled video about the accomplishments and possibilities of cancer research conceptualized by AACR President Tyler Jacks, Ph.D., and AACR Annual Meeting Program Chair Frank McCormick, Ph.D.

Visualizza commenti, video correlati e altro ancora

Video caricati (47)

-  **It's Our Time - American Association for Cancer Research**
8897 visualizzazioni - 1 mese fa
-  **Message from Tyler Jacks, Ph.D., AACR**
3804 visualizzazioni - 1 mese fa
-  **Interview with Frank McCormick, Ph.D.**
1025 visualizzazioni - 3 sett. fa

Preferiti (0)
nessun video

<http://www.youtube.com/user/AACRNews#p/a/u/0/3pobQRfz0No>



Cerca

Sfoglia

Cerca video

eugeniosantoro

Esci



THE OFFICIAL SPONSOR OF BIRTHDAYS™



A world with **less cancer** is a world with more **birthdays.**

[mombirthdays.com](http://www.mombirthdays.com)



AmerCancerSociety

iscritti

Tutte

Video caricati

Preferiti

Playlist




Powerful Choices

THE OFFICIAL SPONSOR OF BIRTHDAYS™



0:00 / 2:40

- Informazioni
- Commenti
- Preferiti
- Condividi
- Playlist
- Segnala

Reduce Your Breast Cancer Risk- Powerful Choices # 11

From: AmerCancerSociety | 15 ottobre 2009 | 773 visualizzazioni

In this podcast— Reduce Your Breast Cancer Risk™— American Cancer Society Director of Nutrition and Physical Activity Colleen Doyle and Deputy Chief Medical Officer Len Lichtenfeld, MD, tell you how a healthy diet and regular exercise can lower your risk of breast cancer. They also tell you what you need to know about mammograms and breast self exams. [\(ulteriori informazioni\)](#)

Visualizza commenti, video correlati e altro ancora

Video correlati (0)

-  **Introducing Choose You**
848 visualizzazioni · 1 sett. fa
-  **Band Chicago and the ACS Create**
3288 visualizzazioni · 2 sett. fa
-  **Powerful Choices Podcast: Staying Well**
189 visualizzazioni · 3 sett. fa

Preferiti (1)

-  **Reduce Your Breast Cancer Risk- Powerful**
AmerCancer... 773 visualizzazioni
-  **Dan Brodick's Story**
ACSCAN - 6513 visualizzazioni
-  **Action Now Not Later**
ACSCAN - 1257 visualizzazioni

ACS Playlist (1)

-  **Great American Smokeout - Jimmy**



Cerca

Sfoglia

Carica video

eugeniosantoro

Esci



ATMaConlus

Il canale di ATMaConlus

iscritti

Tutto

Video caricati

Preferiti

Playlist



00:10:37

300%

Informazioni Commenti Preferiti Condividi Playlist Segnala

V Giornata del Malato Oncologico - www.governo.it

From: ATMaConlus | 10 maggio 2010 | 365 visualizzazioni

Si terrà a Roma dal 13 al 16 maggio 2010 la quinta edizione della Giornata nazionale del malato oncologico. L'evento è promosso dalla F.A.V.O. (Federazione Italiana delle Associazioni di Volontariato in Oncologia), con il sostegno del Ministero della Salute e il patrocinio di: Presidenza del Consiglio dei Ministri, Ministero del Lavoro e delle Politiche Sociali, INPS, Mediaservis e ... [\(ulteriori informazioni\)](#)

[Visualizza commenti, video correlati e altro ancora](#)

Video caricati (0)



La chemioterapia - Parte 01
1344 visualizzazioni · 3 mesi fa



La chemioterapia - Parte 02
803 visualizzazioni · 3 mesi fa



La radioterapia - Parte 01
576 visualizzazioni · 3 mesi fa

[mostra tutto](#)

Preferiti (0)

[mostra tutto](#)

La chemioterapia (2)



La chemioterapia - Parte 01
ATMaConlus - 1344 visualizzazioni



La chemioterapia - Parte 02
ATMaConlus - 803 visualizzazioni

[mostra tutto](#)

La radioterapia (2)



La radioterapia - Parte 01
ATMaConlus - 576 visualizzazioni

[mostra tutto](#)

La radioterapia -



ATMaConlus

iscritti

[Aggiungi come amico](#)

Iscritti (4)





Cerca

Sfoglia

Carica video

eugeniosantoro

Esci



AIMaC

Il canale di AIMaConlus

Iscriviti

Tutto

Video caricati

Preferiti

Playlist

1

2



00:00 / 08:45

30%

Informazioni Commenti Preferiti Condividi Playlist Segnala

La chemioterapia - Parte 01

From: AIMaConlus | 05 febbraio 2010 | 1344 visualizzazioni

Il filmato spiega in dettaglio che cos'è una delle principali forme di terapia per il cancro, la chemioterapia, descrivendo quali sono gli effetti collaterali che si manifestano comunemente e fornendo indicazioni su come ridurre le conseguenze.

Pazienti che hanno appena terminato la terapia descrivono la propria esper... [\(ulteriori informazioni\)](#)

Visualizza commenti, video correlati e altro ancora

Video caricati (0)



La chemioterapia - Parte 01

1344 visualizzazioni - 2 mesi fa



La chemioterapia - Parte 02

803 visualizzazioni - 3 mesi fa



La radioterapia - Parte 01

576 visualizzazioni - 3 mesi fa

[Mostra tutto](#)

Preferiti (0)

[Mostra tutto](#)

La chemioterapia (2)



La chemioterapia - Parte 01

AIMaConlus - 1344 visualizzazioni



La chemioterapia - Parte 02

AIMaConlus - 803 visualizzazioni

[Mostra tutto](#)

La radioterapia (2)



La radioterapia - Parte 01

AIMaConlus - 576 visualizzazioni

[Mostra tutto](#)

La radioterapia -



AIMaConlus

Iscriviti

Aggiungi come amico

Iscritti (4)



Cosa è Twitter - 1

- www.twitter.com
- Sistema di microblogging
- Servizio che consente a chiunque di comunicare attraverso lo scambio di veloci e frequenti risposte per rispondere alla semplice domanda “Cosa stai facendo”
- Messaggi di 140 caratteri max (twitt - cinguetii)
- Spesso i twitt includono link a siti web per approfondimento della notizia (testo, immagini, video, ecc.)

Cosa è Twitter - 2

- **Caratteristiche e vantaggi**
 - Formidabile mezzo di distribuzione delle notizie grazie alla rete di “followers”.
 - Le notizie si distribuiscono in maniera “virale” non appena queste sono pubblicate
 - L'**aggiornamento** di una pagina di Twitter può avvenire non solo attraverso Twitter, ma anche via SMS e web
 - La **distribuzione** dei contenuti di un canale Twitter può avvenire non solo attraverso Twitter, ma anche via SMS, Feed RSS e web

twitter

Accedi o scrivi a Twitter



Ciao! mayoclinic sta usando Twitter.

Twitter è un servizio gratuito che ti consente di restare in contatto con altre persone attraverso lo scambio di veloci e frequenti risposte alle domande: Che c'è di nuovo? **Registrati oggi** per ricevere gli aggiornamenti di mayoclinic.

Iscriviti oggi!

Stai già usando Twitter dal tuo desktop? [Clicca qui](#)

**mayoclinic**

Dr. Hensrud on the Mayo Clinic Diet book - Medical Edge Weekend Sat 9 a.m. CST - details @ <http://bit.ly/5zKVul> #mayoradio

12:00 - 12:00 PM CST - week

Dr. Johnson is doing media interviews about monitoring extreme athletes, Diane Van Deren on Mt Aconcagua #WMedicine

12:00 - 12:00 PM CST - week

Medical Edge Weekend - Dr. Hensrud on the Mayo Clinic Diet - Sat 9 a.m. CST - details @ <http://bit.ly/5zKVul> #mayoradio

12:00 - 12:00 PM CST - week

The Mayo Clinic Diet makes TIME magazine's "Top 10 Notable New Diet Books" list <http://bit.ly/5zKVul> <http://bit.ly/mayoClinicDiet>

7:00 AM Sat 1:20 from TweetDeck

Dr. Hensrud on the Mayo Clinic Diet - Medical Edge Weekend Sat 9 a.m. CST - details @ <http://bit.ly/5zKVul> #mayoradio

12:00 - 12:00 PM CST - week

Home Mayo Clinic
Luogo Minnesota, Florida,
Arizona

Web <http://www.mayoclinic.org>

Bio Excellent integrated group medical practice. Acid maintained by @tesseee. Following doesn't = endorsement. To request follow, tweet @mayoclinic please follow

1,170 9,833 441

Following Colloquio in lista

Tweet **1,148**

Preferiti

Following



**WE ARE
MACMILLAN.
CANCER SUPPORT**

www.macmillan.org.uk
www.macmillan.org.uk/community
www.facebook.com/macmillancancer
www.youtube.com/macmillancancer
www.flickr.com/macmillancancer



macmillancancer

Giving evidence to the Gov about fuel poverty next week - your signature can make a real difference
<http://www.macmillan.org.uk/fuelpoverty>

3:14 AM Feb 28th via web

RT @HowardEdison: @macmillancancer I've just been speaking to your Derby office about my event <http://tinyurl.com/yg0hqq> can you give u

3:14 AM Feb 28th via web

Join us at The Forge for the launch of Carol Jarvis's new album 'Smile' in aid of Macmillan <http://tinyurl.com/y95hou>

4:33 AM Feb 28th via web

A massive cheer for Iwan Thomas who starred on Let's Dance for Sport Relief last night-that was some sick break dancing, we salute you!

4:55 PM Feb 27th via web

RT @MacmillanJock: Alistair Darling viewed plans for a new Macmillan cancer unit in Wester Hailes, Edinburgh
<http://tinyurl.com/y9v7g8t>

8:25 AM Feb 18th via Direct

Thanks for all the #followfriday 's guys!

8:10 AM Feb 18th via web

@TweetStreet Thank you, what a super tweet :)

3:01 AM Feb 18th via web in response to TweetStreet

you too @sophie lovespink @GeorgeJulian @Annabel107 @kiermasz

8:12 AM Feb 17th via web

News Macmillan Cancer

Web <http://www.macmillan.org.uk>

Bio: Macmillan Cancer Support improves the lives of people affected by cancer.

3,288 4,288 208

Following Follower In lists

Tweet 603

Profile

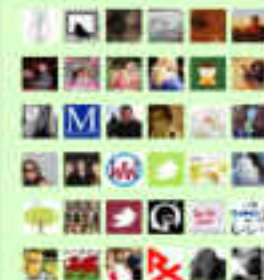
Liste

@macmillancancernews-channels

@macmillancancertrade-journalists

Media info

Following



Media info

Feed RSS - get tweet updates
<http://twitter.com/macmillancancer>

Conclusioni

- I social network delle associazioni di pazienti (oncologici) offrono una concreta possibilità di aiutare i malati
 - (attenzione a privacy e affidabilità info)
- Attraverso i social media le associazioni di pazienti (oncologici) possono comunicare in modo più efficace le proprie iniziative/attività
- Sono tuttavia assenti studi di efficacia sulla qualità della vita e/o su outcome clinici dei pazienti che usano i social network rispetto a coloro che non li usano.

Per saperne di più

<http://www.pensiero.it/ecommerce/pc/viewPrd.asp?idproduct=349>



**Santoro E. “web 2.0 e medicina”. Roma 2009,
Il Pensiero Scientifico editore**

[Home](#) > [About us](#) > [News](#) > [Macmillan and social media](#)

What we do >

Who we are >

News >

Resources and contacts
for journalists

Macmillan and social media

Social bookmarking links

Working for Macmillan >

How we raise and spend
our money >Health and social care
professionals >

Contact us >

Macmillan and social media

You can now follow Macmillan Cancer Support and the work that we do on our favourite social media sites. Become a fan on Facebook, follow our tweets on Twitter or upload your fundraising videos and photos on YouTube and Flickr.



Facebook

By becoming a fan of Macmillan Cancer Support you can help us spread the word to thousands of new supporters. You'll also be able to watch our Macmillan videos, add your own photos and find out the latest news first.



Twitter

Everyone's talking about Twitter and web 'tweeting' along with the rest of them! If you haven't signed up to Twitter yet, you might wonder what all the fuss is about, but this micro-blogging website lets you find out what Macmillan is up to instantly. Follow our 140-character news on fundraising, campaigns and new services and talk to us directly about your involvement with Macmillan.



Flickr

Have you taken part in a Macmillan fundraising event or challenge? Or perhaps you've volunteered your time to help make a difference. Whatever you've done to get involved with Macmillan, your help has made a real difference for people affected by cancer - so show off your photos and videos here on our Macmillan Flickr account.



YouTube

If you've ever wanted to see how Macmillan uses the money you raise, you can now watch us at work on our YouTube video channel. Find the latest videos about our amazing supporters and what we do to help people affected by cancer. We've also got a few clips of our brilliant fundraisers actually raising the money.

Social bookmarking websites

Social bookmarking and sharing websites, such as [Delicious](#), [Digg](#) and [StumbleUpon](#), allow you to store links to your favourite articles and web pages in the central place on the internet, and share them with friends or people with similar interests. [Find out more](#)