MARKETING TOOLKIT

27-31 October 2025

Marketing Toolkit

Brief Overview

Interventional oncology (IO) is the fastest-growing pillar of modern oncology. It is driven by technological innovation and focused on three main areas of cancer intervention: diagnosis, therapy, and symptom management. For the fourth consecutive year, **the Society of Interventional Oncology (SIO)** is proud to spread the word about the benefits of these therapies during this initiative known as "**IO Awareness Week**."

This year's IO Awareness Week campaign will take place 27-31 October. During this time, we encourage you to show your support by:

- Participating in our virtual education offerings
- Learning more about how IO therapies are making an impact on patient care and treatment
- Spreading the word about IO to your community
- Sharing your story of how you joined the IO field or how IO has helped you or a loved one living with cancer
- Becoming an SIO member

Sample Social Posts

Leverage your social media accounts – copy/paste the posts below, or make a message of your own, to let your online network know you're participating in IO Awareness Week. Oh, and don't forget to use the following hashtags: **#IknowIO**, **#IOAwarenessWeek, #IO**, **#IOImpact** and **#IOCancerTreatment**.

Follow SIO

➔ **Facebook:** **@SIOcentral**

➔ **LinkedIn:** **Society of Interventional Oncology**

➔ **X:** **@SIO_Central**

X/Twitter Posts

- Take your #IO knowledge to the next level and register for a webinar during #IOAwarenessWeek: **https://www.ioawarenessweek.org/education/**

- Interested in learning more about the growing field of #IO? Join SIO from 27-31 October as we celebrate this ever-growing field and the benefits of IO therapies for cancer patients: **https://www.ioawarenessweek.org/**

- This #IOAwarenessWeek, share the story of how you joined the field of #IO. Let's spread the word about the benefits of these therapies! #IknowIO **https://www.ioawarenessweek.org/**

Facebook/LinkedIn

- Interventional oncology (#IO) is the fastest-growing pillar of modern oncology. During this #IOAwarenessWeek, let's get together to highlight this ever-growing field and the benefits #IO therapies have on cancer patients. Learn more and join this week-long celebration: **https://www.ioawarenessweek.org/**

  #IknowIO

- It's an honor to participate as a speaker alongside fellow #IO colleagues at the upcoming webinar **[insert webinar tile]**. Register today to secure your spot during #IOAwarenessWeek: **[insert webinar registration link]**

- I am participating in #IOAwarenessWeek because **[insert one/two reasons why you're excited to participate in this celebratory week]**. Looking to learn more? Check it out: **https://www.ioawarenessweek.org/**

Pass-Along Email

Help spread the word and encourage members of your professional network to participate in IO Awareness Week by using the template below to send them a quick email.

Subject Line: Join Me in Celebrating IO Awareness Week

Dear **[insert name of recipient]**,

I am excited to invite you to participate in **the Society of Interventional Oncology (SIO)'s** Annual Intervention Oncology (IO) Awareness Week Campaign, 27-31 October 2025.

Here are just a few ways you can get involved:

- Spread the word about the growing field of IO

- Educate patients and other practitioners

- Share your stories of how IO has helped patients and loved ones

- Participate in educational webinars

I encourage you to spread the word about IO and get involved by checking out the website: **iowarenessweek.org**. Thank you for your dedication to the IO field!

Sincerely,

[insert your name and signature]

Promotional Graphics

Click on the links below to download graphics you can use to promote IO Awareness Week in your social media posts, email signatures, and newsletters. Be sure to link your graphics back to the website: **https://www.ioawarenessweek.org/**.

FREE DOWNLOADABLES:

Catch the eyes of your connections by including a #IOAwarenessWeek visual in your next email, social media post, or newsletter. **Click here** to download the full suite of graphics and don't forget to link back to: **https://www.ioawarenessweek.org/**