

Omico Social Toolkit

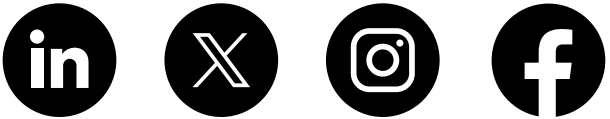
This document provides guidance on engaging with and sharing Omico social media content.



We’d love your help in disseminating information about Omico and especially PrOSPeCT, our landmark initiative, to more patients, families, and industry professionals. Feel free to like, comment on and share Omico posts, or use the below as a guide for creating your own content.

Tag

@omicoaustralia



Suggested hashtags to include

#CancerMeetsItsMatch #PrecisionOncology
#GenomicScreening #PrOSPeCT

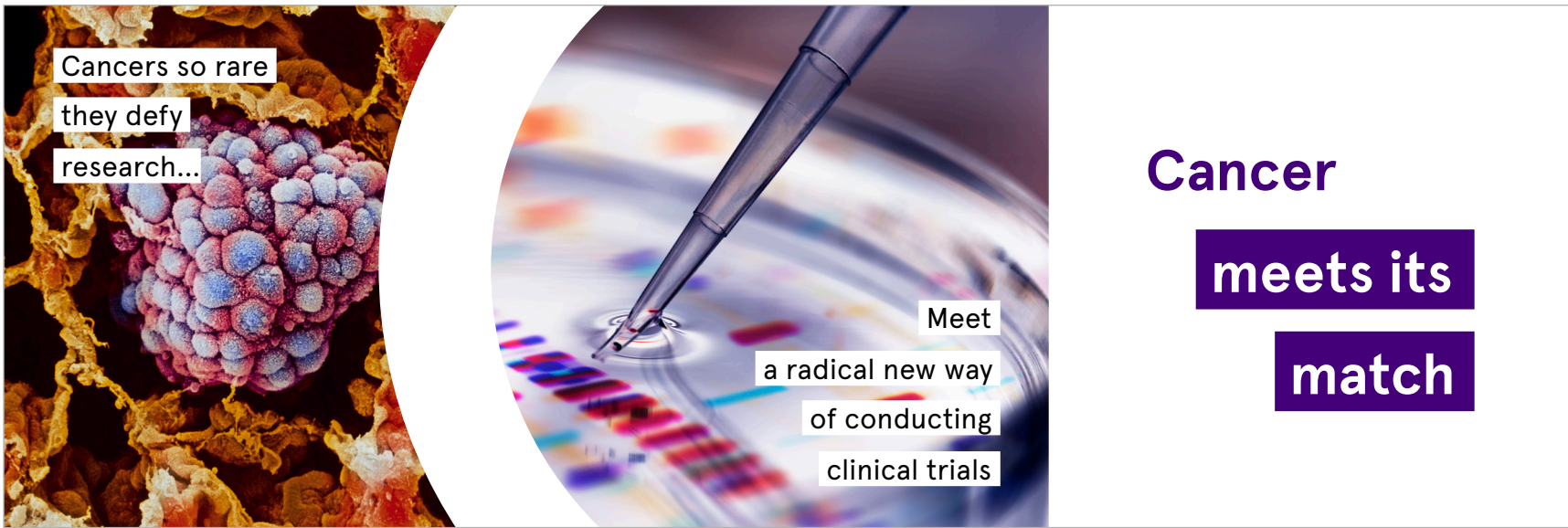
Key information to include in social content

These pointers are intended as a guide for drafting social posts. For stakeholder-specific messaging, please refer to the Omico Message Matrix.

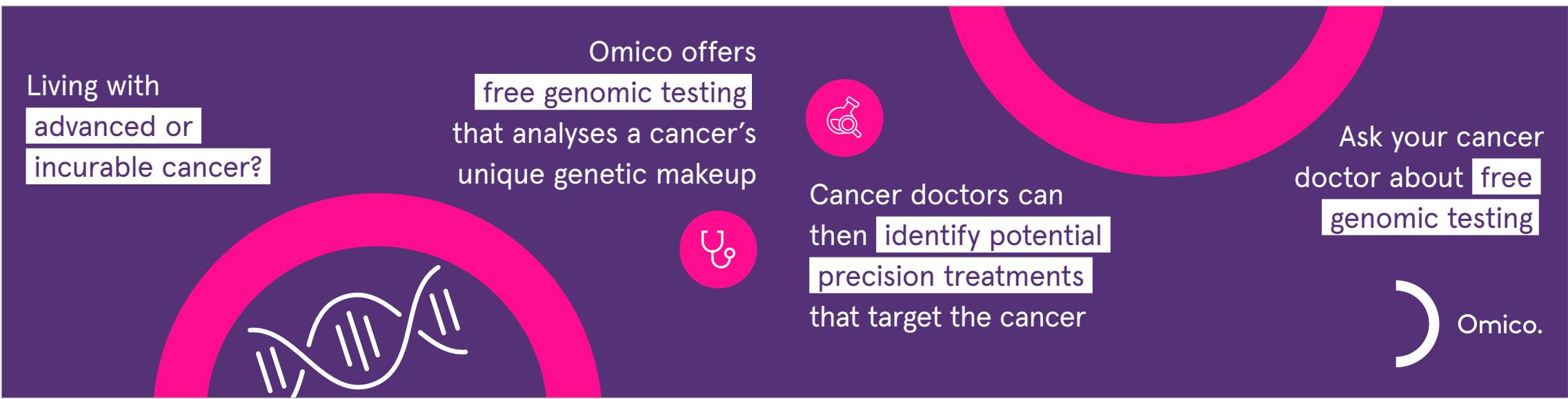
- Omico is providing 23,000 Australians with advanced or incurable cancers access to free genomic testing, via PrOSPeCT.
- We’re all unique and so is a person’s cancer. Genomic testing provides in-depth information about your tumour to help identify potential matches to new targeted treatments.
- Genomic testing through Omico is available to any eligible Australian with advanced or incurable cancer, regardless of who they are or where they live.
- Patients with advanced or incurable cancer should ask their oncologist about free genomic testing through Omico.

Example assets

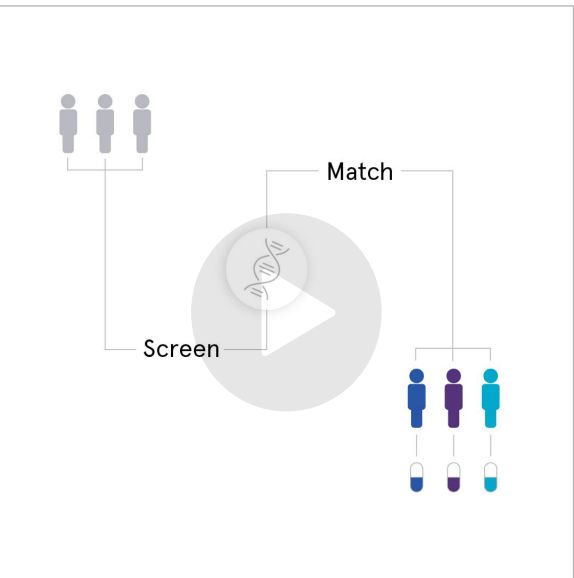
Below are example social tiles available as part of this toolkit for use on your networks. Any materials developed that leverage Omico branding and information should be reviewed by Omico Head of Marketing and Comms before usage. Please reach out to k.bramich@omico.com.au to discuss co-creating tailored partner assets.



Cancer meets its match carousels



Patient referral posts



Screening animation