



WORLD **PANCREATIC**
CANCER COALITION.

The Power of Social Media

**World Pancreatic Cancer Coalition
Annual Meeting 2018**

Who Are We?



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What is Social Media?



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Social media is not scary and it's also not just what the kids are using...in fact, can be used to:

- Establish relationships
- Foster community
- Raise funds and awareness
- Reach new people





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What is a #Hashtag?

- **What:** Keywords preceded by a hash symbol (#) makes them both searchable and linkable on social media platforms.
- **Why:** Invented as a way to organize Twitter conversations.
- **When:**
 - Identify what's going on at events, emergencies, breaking news
 - Help identify and track campaigns
 - Clicking a hashtag in a tweet gives you a real time feed of all tweets using that hashtag.
 - Overall branding/awareness
- Join conversations
 - Hashtags have also been adopted to tag and share everyday things for example #photography or #design if you are sharing something of interest, hashtag it so others searching that topic can find it!
- **Where:** Twitter, Instagram and Facebook





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Hashtag Guidelines

- **DON'T OVERUSE** - use around two hashtags in your tweets or Facebook posts.
- **KEEP THEM SHORT** - Tweets are restricted to 280 characters you don't want a hashtag taking up 50% of the letters in your tweet.
- **DEFINE YOUR TAG** - in a tag directory such as tagdef.com
- **NO SPACES OR PUNCTUATION** - make sure there are no spaces in the words preceding the hashtag or punctuation, as it will break the link. #don't do that.



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What Does It All Mean?

Algorithm: Set of formulas developed by social media platforms, which help determine what is a priority in the newsfeed and/or timeline

Engagement: Social media engagement measures the public shares, likes and comments for an online business' social media efforts

CTA: Call to Action

Conversion: Getting someone to respond to your CTA or “The point at which a recipient of a marketing message performs a desired action”

UGC: User-generated content

DM: Direct message

Handle: The name someone is using on social media

Community Management



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Community Management is what happens after and beyond your social media publishing. It's part customer service, part listening to the internet, and part being active in discussions that relate to your brand.





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How Do We Keep Up?

A good social media rule of thumb is to spend at least seven hours per week, or around one hour per day (for a small organization), engaging with your followers, according to [Social Media Today](#).

Consider investing in a [social media management](#) system.

- Schedule content ahead of time.
- Create posts that publish anywhere from minutes later to months down the line.



Content Development



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It's all about quality content: a post can be both fleeting and have a lasting impact!

- **Set Calendar to Stay Organized**

		Subject	Copy	Asset	Link
Sun	2/4/2018	World Cancer Day	Everyone can help reduce the global burden of cancer. The World Pancreatic Cancer Coalition is dedicated to fighting the world's toughest cancer -- pancreatic cancer. Learn how to get involved and #DemandBetter at worldpancreaticcancercoalition.org . #WorldCancerDay #WeCanCan		https://www.dropbox.com/s/jawworldpancreaticcancercoalition.org
Mon	2/5/2018	WPCC Meeting	Our 2018 WPCC Annual Meeting will be May 8-9 in Coral Gables Florida. We're bringing together members from around the globe to network and share their experience in advocating for pancreatic cancer patients! If you are a member, don't forget to register by February 23 at http://www.worldpancreaticcancercoalition.org/annual-meeting/ .	N/A	http://www.worldpancreaticcancercoalition.org/annual-meeting/
Thurs	2/8/2018	Member Highlight	WPCC Member Highlight: Today, we're featuring @purpleourworld, an organisation based in Australia. #PurpleOurWorld was founded in October 2014, just three weeks before the inaugural @World Pancreatic Cancer Day. If you're based in Australia and interested in learning more about #PurpleOurWorld, visit https://purpleourworld.com/ .	N/A	https://purpleourworld.com/
Sun	2/11/2018	International Day of Women and Girls in Science	We are proud of our many women in science who have helped drive the fight against pancreatic cancer forward. We recognize and salute them as leaders in their community and the field on this International Day of Women and Girls in Science!		http://www.un.org/en/events/women-and-girls-in-science-day/index.shtml
Thurs	2/15/2018	Member Highlight	WPCC Member Highlight: This week, learn more about Selbsthilfegruppe Pankreaskarzinom (Support Group Pancreatic Cancer) based in Austria. In Austria, around 1,600 people suffer from pancreatic cancer each year and the relative 5-year survival rate has barely improved in recent decades. If you're based in Austria, contact Selbsthilfegruppe Pankreaskarzinom by visiting http://www.selbsthilfe-pankreaskarzinom.at/		http://www.selbsthilfe-pankreaskarzinom.at/
Mon	2/20/2018	International Day of Happiness	While pancreatic cancer can often bring much sorrow, we are grateful to everyone who fights this disease! On this International Day of Happiness, we thank everyone for helps bring hope into situations that can often seem hopeless!		https://www.dropbox.com/s/7aw2vxpoevk4gry/2-20-18_International%
Thurs	2/22/2018	WPCC Meeting Reminder	Reminder! Our 2018 WPCC Annual Meeting will be May 8-9 in Coral Gables Florida. Members, make sure to register by February 23 at http://www.worldpancreaticcancercoalition.org/annual-meeting/ .		

Content Development



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Consider hopping on popular days, like TBT (Throwback Thursday), national holidays, etc

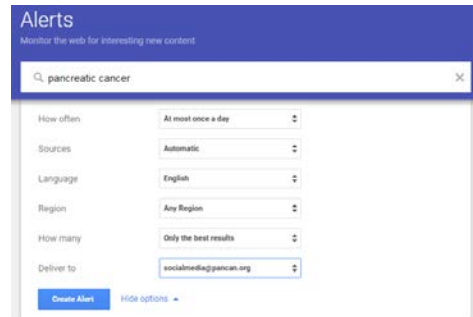


Content Development



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- **Repurpose Evergreen Content:** Content that can be used at any time, to drive in a key call-to-action
- **Be Informed:** Use your Google Alerts!
- **Use What You Have:** Your phone is all you need!
- **UGC:** Have a branded hashtag to easily source





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Free and Paid Tools

Free:

- Tweetdeck <https://tweetdeck.twitter.com/>
- Hootsuite <https://hootsuite.com>
- Twitter library <https://studio.twitter.com/library>
- Canva <https://www.canva.com>
- Google Alerts <https://alerts.google.com>

Paid

- Hootsuite <https://hootsuite.com>
- Sprout Social <https://sproutsocial.com>
- Buffer <https://buffer.com>

Facebook



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Despite all the controversy, **Facebook** is still the most powerful social media tool to reach people across all demographics with 218 million users (Q4 2017).

It's also still the most robust social advertising tool.

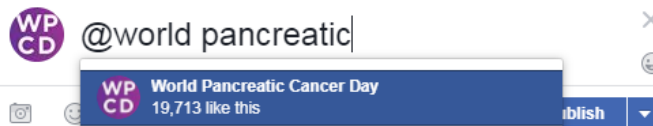


Facebook – Tips & Tricks



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- Posting Schedule: Less is More
- Engagement: Be Human!
- Tagging: Broaden Reach

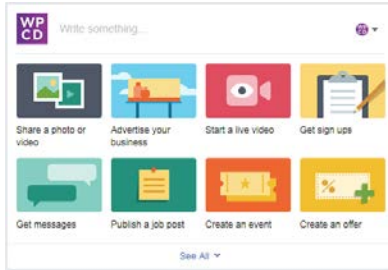


Facebook - Types of Posts



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- **Link Post:** This is the most effective type of post to drive traffic to your website.



Facebook - Types of Posts




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Photo Post: Simplest way to share a great photo or photo album from an event - make sure to include relevant captions


Share a Photo or Video



- Upload Photos/Video**
Add photos or video to your status.
- Create Photo Album**
Build an album out of multiple photos.
- Create a Photo Carousel**
Build a scrolling photo carousel with a link.
- Create Slideshow**
Add 3 to 10 photos to create a video.
- Create a Canvas**
Now you can tell a more immersive story by combining images and videos.

Share a Photo or Video

 Excited for the annual meeting!



 Boost this post to show it to more people.



World Pancreatic Cancer Day

Published by Pancan Staff [?!] · Just now · *

Excited for the annual meeting!

<http://www.worldpancreaticcancercoalition.org/>



Facebook - Types of Posts

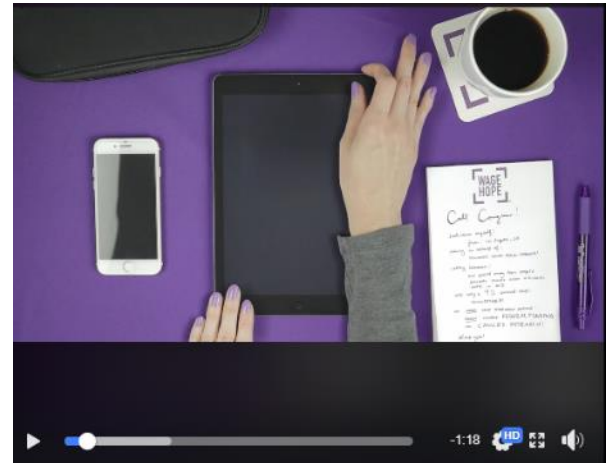


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- **Video Post**
- Native Facebook videos are shared 10x more than YouTube videos
- 85% of Facebook videos were watched without sound



5.3M Views



Facebook - Types of Posts



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Facebook Live

- 3.5 billion broadcasts since 2016
- Daily average continues to double year over year.

We're back with #PanCANLive with Julie Fleschman, our President and CEO! Follow her on Twitter @juliefleschman and get involved with us at <http://pcan.at/inv>



#PanCANLive with Julie Fleschman
www.pancan.org

Learn More

Twitter



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Twitter is a real-time social network that allows users to share 280-character updates with their following.



Twitter



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Why use Twitter?

- Establish thought leadership
- Build academic reputation
- Develop relationships
- Promote events
- Generate leads
- Interact with your followers
- Share your message



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Twitter – Tips & Tricks

Posting Tips:

- Keep it short
- Show off visually with branded content
- Ask questions
- Tweet updates that are “newsflashes” about your organization
- Promote content on Twitter
- Post consistently
- Shorten your links using Bit.ly



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Twitter - Tips & Tricks

Engagement:

- Incorporate relevant hashtags
- Curate and connect with retweets and replies
- Like Tweets
- Participate in live Tweet chats (#PancChat!)

Timeline

- Segment followers into Twitter lists
- Mute followers if you want to declutter your Twitter feed

Twitter Jargon



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Remember these popular acronyms to save space:

- **RT** - Retweet, use when you re-post someone's exact Tweet
- **MT** - Modified tweet; use when you paraphrase a Tweet written by someone else
- **QT** - Quote tweet; use when you quote a Tweet and respond above so users see original message as well as yours
- **DM** - Direct message; use in reference to a direct, private message thread
- **DYK** - Did you know
- **ICYMI** - in case you missed it
- **H/T** - Hat Tip

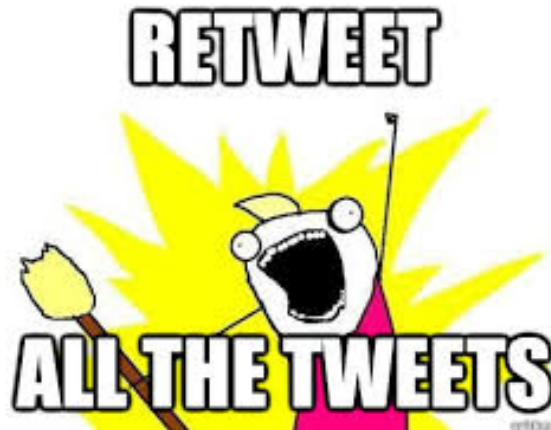


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Twitter Etiquette

While it's important to speak the lingo well, you should also be conscious of the proper etiquette surrounding your interactions in the Twitterverse.

- Favorite mentions of your handle
- Retweet compelling messages
- @ tag and give credit to sources for articles you post that are not your own using H/T
- Thank users when they begin following you
- Respond in a timely manner to users who tweet directly at your organization



Instagram



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Instagram is not necessarily for conversions or website clicks - it's all about Brand Awareness!

There are over 800 million monthly active users - over double the monthly active users of Twitter!



Instagram - Tips & Tricks




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Make your Instagram a [Business Profile](#)

- Scheduling available via some 3rd party tools
- Advertising (ability to promote posts)
- Provides Insights/Analytics

✕ Insights



Posted 11/05/2017 11:00am

♥ 155 🗨 7 📌 3

Actions

35
Actions

Profile Visits 9

Follows 2

Website Clicks 4

Get Directions 2

This is where you'll see how many actions were taken on your profile from this post.

Discovery

4%

of accounts that saw this post weren't following you

Reach	298
Impressions	376
From Home	300
From Profile	32
From Explore	10
From Other	6

This is where your post was seen the most. It got the most impressions from Home, Profile and Explore.



World Pancreatic Cancer
Non-Governmental Organization (NGO)
World Pancreatic Cancer Coalition – a global patient advocacy movement working to transform the lives of those affected by #pancreaticcancer.
www.worldpancreaticcancercoalition.org/

Email

THANK YOU FOR joining us **WPCD!**
SAVE THE DATE
NOVEMBER 4, 2017

TODAY IS WORLD PANCREATIC CANCER DAY

TOMORROW IS WORLD PANCREATIC CANCER DAY

Are YOU ready?

Instagram - Tips & Tricks



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Take Advantage of your Bio

- Add **Category** (Nonprofit organization)
- **Contact Options** so people can call or email you, right from Instagram
- **Link in Bio:** Easiest way to get people to your site
- **Hashtags in description:** The description actually works in the algorithm as well for the Explore feed, so make it good!



A screenshot of the Instagram profile for the World Pancreatic Cancer Coalition. The profile name is 'worldpcc' with a red '9+' notification badge. The bio reads: 'World Pancreatic Cancer Non-Governmental Organization (NGO) World Pancreatic Cancer Coalition – a global patient advocacy movement working to transform the lives of those affected by #pancreaticcancer. www.worldpancreaticcancercoalition.org/'. The profile shows 53 posts, 393 followers, and 214 following. There are buttons for 'Promote', 'Edit Profile', and a gear icon for settings. An 'Email' button is visible at the bottom of the bio section.

Verizon LTE 6:17 PM 54%

+ 3 worldpcc 9+

53 posts 393 followers 214 following

Promote Edit Profile

World Pancreatic Cancer
Non-Governmental Organization (NGO)
World Pancreatic Cancer Coalition – a global patient advocacy movement working to transform the lives of those affected by #pancreaticcancer.
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Email

Instagram - Tips & Tricks



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- **Engagement**
- Check Activity OR the last 3-5 posts regularly
- Check your messages AND your message requests
- Check branded hashtags and popular hashtags



38 likes

hirshbergfoundation Thanks to donors like you, we are able to offer a hands-on cooking class for patients and caregivers, lead by Dr. Zhaoping Li of @ucla 🧑🏻‍🍳🍷

hirshbergfoundation #patientservices #pancreaticcancer #cancerawareness #pancreaticcancerawareness #whipple #healthyfood #cookinghealthy #nutrition #thankyou #endoftheyear #surlatablecookingclass #surlatable #ucla #uclahealth

Instagram - Tips & Tricks



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Instagram is the most visual social media platform out there now

- Stay away from stock or canned graphics
- Post videos when you can!
 - Use Boomerang, an Instagram app that creates short looped videos
- Use UGC!
- Mimic the style of already popular content

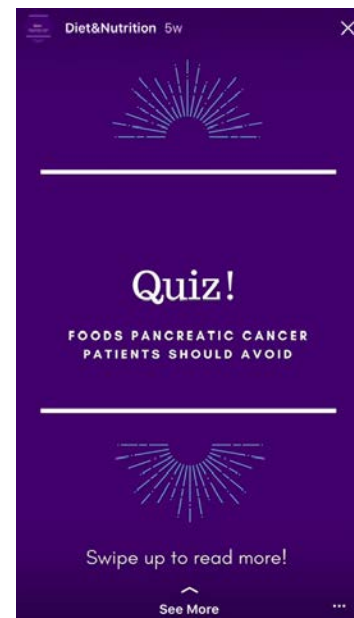




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Instagram Stories/Live

- **Quick, fun & easy:** Stories stay on your feed for 24 hours
- **Highly Visible:** Stories show up at the top of people's feeds – and can be saved!
- **Swipe Up!** It's the only way to direct someone to link straight from a post
- **Promote Your Content**
 - Over 1/3 of users are using Stories
 - Over 70% of users are watching with sound.



WPCD Socials



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Social media is where you can really see the impact of World Pancreatic Cancer Day – we need every single one of you to join us!

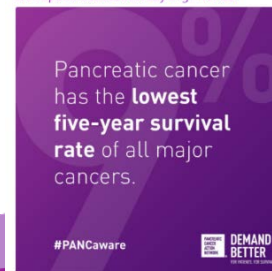


Katie Coaker @katiecoaker · 16 Nov 2017
17 | #WorldPancreaticCancerDay Today I'm remembering my sister Emily who died of this disease in 2011 and the wife of a friend of mine who lost her battle with it. Join me in supporting @USCC collaborator @Lustgarten for breaking through today #WPCD

EPCC @epccncsu · 16 Nov 2017
Today is #WorldPancreaticCancerDay. Join EPCC, @worldpanc and thousands of people across the globe in raising awareness about one of the toughest cancers. Know the symptoms, spread the word and Demand Better for #WorldPancreaticCancer patients. #WPCD #WPCD2017



Mindy Kaling @mindykaling · Following
Today is World Pancreatic Cancer Day! Join me and @PanCAN @worldpancreatic in raising awareness for one of the world's toughest cancers at worldpancreaticcancerday.org #WPCD



Engage Audiences



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- **Tease the day**
- **Tag WPCC/WPCD in posts**
 - Use @worldpcc and @worldpancreatic
 - Or use hashtags!
 - #WPCD/
 - #worldpancreaticcancerday
 - #DemandBetter
 - #pancreaticcancer
- **Solicit User-Generated-Content**



World Pancreatic Cancer Coalition

Published by Pancan Staff [?] · October 16, 2017 · 🌐

ONE MONTH until the world turns purple for World Pancreatic Cancer Day. #WPCD! Join us as we raise awareness and funds for #pancreaticcancer patients and their families throughout November, Pancreatic Cancer Awareness Month.

It's time to Demand Better. For Patients. For Survival. Learn more at worldpancreaticcancerday.org.



Educate Audiences



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At its core, WPCD is a day all about raising awareness

Focus on sharing:

- Signs/symptoms, risk factors, stats on pancreatic cancer
- Why it's important to raise awareness



World Pancreatic Cancer Coalition

Published by Pancan Staff [?] · November 3, 2017 ·

Race. Family History. Pancreatitis. Familial History of Various Cancers.

Know the risk factors of #pancreaticcancer. Share the risk factors to help inform and educate your loved ones. Learn more at worldpancreaticcancerday.org. #WPCD

An infographic with a purple background and white text. At the top, it states: "PANCREATIC CANCER HAS THE **LOWEST SURVIVAL RATE** AMONG ALL MAJOR CANCERS." Below this, it says: "Don't let someone you love get diagnosed too late. Know the risk factors, share the risk factors." The infographic is divided into four quadrants by a white cross. Top-left: An icon of three people, labeled "RACE". Top-right: A family tree icon, labeled "A FAMILY HISTORY OF PANCREATIC CANCER". Bottom-left: An icon of a pancreas with a red exclamation mark, labeled "PANCREATITIS". Bottom-right: A purple ribbon icon, labeled "OTHER CANCERS".

PANCREATIC CANCER HAS THE **LOWEST SURVIVAL RATE** AMONG ALL MAJOR CANCERS.

Don't let someone you love get diagnosed too late.
Know the risk factors, share the risk factors.

RACE

A FAMILY HISTORY OF PANCREATIC CANCER

PANCREATITIS

OTHER CANCERS

Empower and Engage Audiences



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We can't do it alone!

In addition to WPCC-asks, determine your org goals, such as:

- Wear purple + take a photo
- Get a proclamation
- Turn a building purple



World Pancreatic Cancer Coalition

Published by Pancan Staff [?] · November 6, 2017 · 🌐

We are ten days away from World #PancreaticCancer Day and we need YOU to step up and Demand Better. For Patients. For Survival.

Will you join us? Visit worldpancreaticcancerday.org to see how you can change the future of this disease! #WPCD



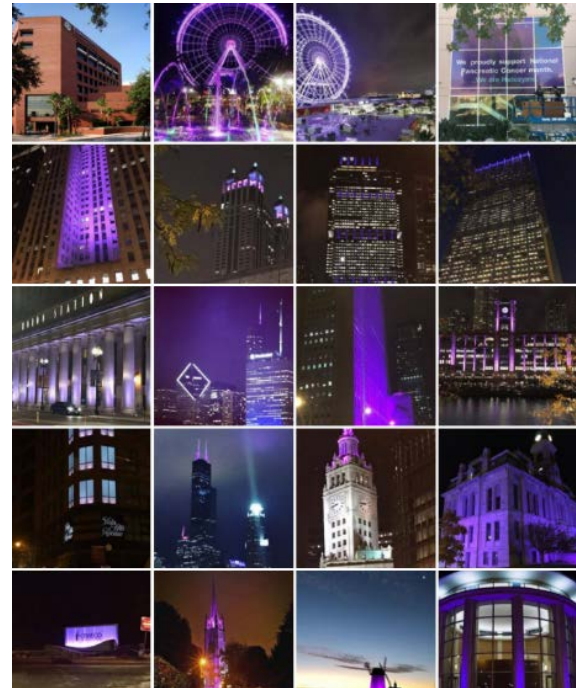
Activate Audiences



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This is a day that you can flood your feeds and not be worried about oversaturating - go wild!

- Share what others are sharing
- Share personal testimonies
- Utilize the people around you!
- Drive in your calls-to-actions

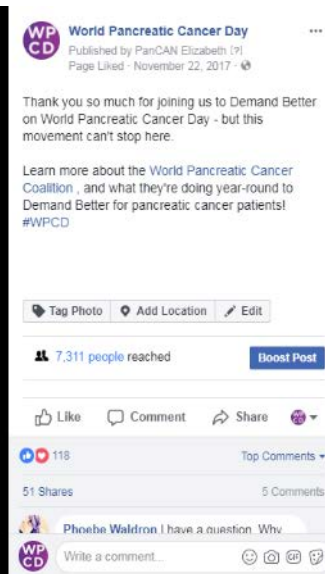


Applaud Audiences



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Don't forget... it's not over after WPCD is over - your community had a huge impact, so make sure to thank them!



Save the Date: 11/15/2018



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- Start talking about World Pancreatic Cancer Day early and often
- Use the hashtags and tag WPCD
- **Ask for UGC!!**

Words of Wisdom



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“It’s important to set reasonable expectations and know that social media and content marketing is a long game. You’re not going to put one post out there and instantly get hundreds of dollars in donations. Like any good relationship, it’s all about communication over time.”

—Bridgett Colling, See3 Communications

Build Your Community



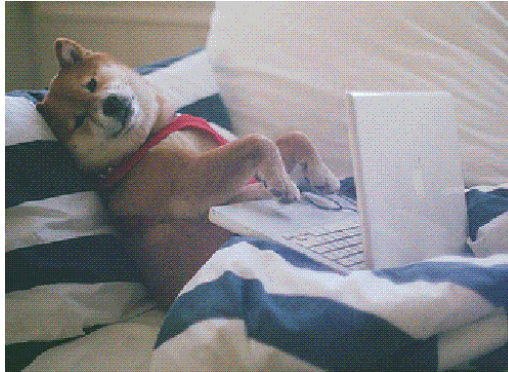
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- Identify your target audience
- Choose the right networks
- Create a content strategy
- Put engagement first. Social Media is SOCIAL.
- Empower advocates to cross-promote your content
- Go Forth and Make Great Social.

Questions?



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Appendix



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Paid Social Media Advertising

It's all about pay to play.

Though you can achieve results with organic posts, the impact you will see with a paid social media budget is significant and at this point, almost critical.

But! Even a smaller budget can get you far, as long as you have a strong strategy:

Determine where your dollars can and should be spent – some platforms work better than others for different campaigns

- Test with a small percentage of your budget. If you're seeing huge success on Instagram, promote a post there. If you're trying to get people to register for your event, put some dollars behind a Facebook event. If you're trying to reach a wide audience on Twitter, promote a Tweet!



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Facebook/Instagram Advertising

Business Manager: Utilize this [free native tool](#) to manage all of your Pages, ad accounts, and assets – particular helpful for those with multiple pages!

Boosted/Promoted Post: Paid promotion of a **post** that originally appears on your page as organic content

Facebook/Instagram Ad: Created through [Ads Manager](#)

- Much more robust – you can optimize for different things, like clicks, conversions, engagement, video views, etc.



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Facebook Advertising

- **Detailed Targeting:** Facebook-identified audiences based on interest, job, school, etc
- **Custom Audience:** This is YOUR audience! You can upload a list from your database and target your constituents directly
- **Lookalike Audience:** Facebook offers a tool that allows you to create a “look-a-like” audience - people who “look” similar to your existing audiences
- **Other:** Target by Location, Age, Gender, Language

Learn more [here](#)

Locations ⓘ Everyone in this location ▾

Australia

📍 Australia

📍 Include ▾ | Type to add more locations | Browse

Add Locations in Bulk

Age ⓘ 18 ▾ - 65+ ▾

Gender ⓘ All Men Women

Languages ⓘ English (US) ×

English (UK) ×

Enter a language...

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Cancer Causes

Cancer research

Cancer Research UK

Pancreas

Pancreatic disease

Support Pancreatic Cancer

Add demographics, interests or behaviors | Suggestions | Browse

Exclude People or Narrow Audience

Expand interests when it may increase post engagement at a lower cost per engagement. ⓘ

Facebook Advertising



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Facebook Pixel

- Set this piece of code on your website and you'll be able to measure, optimize and build audiences!

Conversions & Custom Conversions

- Set custom goals to track real results driven by your ads!

Create a Facebook Pixel

Add the Facebook pixel to your website to measure the impact of your ads. Unlock powerful solutions in Facebook advertising.



Track Website Activities

Understand the actions people take after seeing your ads. Track conversions and measure your return on advertising.



Improve Your Return on Advertising

Facebook will automatically deliver ads to people more likely to take action, based on conversion data from your website.



Reach New and Existing Customers

Show ads to people based on the actions they take on your website. Create lookalike audiences to reach people similar to your best customers.



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Twitter Promote Mode

- Best for small accounts - under 2k followers
- Promote Mode automates promotion of your Tweets and your account.
- Mobile-first
- You can continue to run concurrent Twitter Ads campaigns to leverage their richer targeting and their ability to promote specific Tweets. Twitter Ads campaigns do not affect a Promote Mode subscription.
- You can use the “Promotion status” slider in the “Subscription” menu to temporarily stop promoting your Tweets and profile.
- This doesn’t pause your subscription or billing and people who keep their promotion active will probably be the most successful. Twitter wants subscribers to be able to pause their active promotion if they go on vacation or if, say, a big event they were promoting has completed, and they want to be quieter for the rest of the month.

Learn more [here](#)



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