

# Hashtag Guidelines

WPCC/WPCD

March 13, 2018



WORLD PANCREATIC  
CANCER COALITION

**Purpose:** Outline hashtag usage guidelines for the World Pancreatic Cancer Coalition/Day

Hashtag	Usage
#WPCD	<ul style="list-style-type: none"> <li>Used with any post in relation to the World Pancreatic Cancer Day – either within the text, or at the end</li> <li>Examples:               <ul style="list-style-type: none"> <li>#WorldPancreaticCancerDay is coming up on 11/15 – join us! #WPCD</li> </ul> </li> <li><i>Note: Use in conjunction with #WorldPancreaticCancerDay</i></li> </ul>
#WorldPancreaticCancerDay	<ul style="list-style-type: none"> <li>Used with any post in relation to the World Pancreatic Cancer Day – usually within the text</li> <li>Examples:               <ul style="list-style-type: none"> <li>Join us for #WorldPancreaticCancerDay this year on 11/15/2018! #WPCD</li> </ul> </li> <li><i>Note: Use in conjunction with #WPCD</i></li> </ul>
#DemandBetter	<ul style="list-style-type: none"> <li>Theme for WPCD 2017 and 2018 (and potentially beyond) – used when it naturally fits in with the messaging for the Day</li> <li>Examples:               <ul style="list-style-type: none"> <li>#DemandBetter for #pancreaticcancer patients this #WPCD.</li> </ul> </li> <li><i>Note: Is <b>not</b> a required hashtag for World Pancreatic Cancer Posts and usage is subject to change pending campaign theme updates</i></li> </ul>
#pancreaticcancer	<ul style="list-style-type: none"> <li>Not a branded hashtag but used in almost every post – hashtag pancreatic cancer <b>anytime</b> it is used in social media, so we can join the larger conversation</li> <li>Examples:               <ul style="list-style-type: none"> <li>Do you know the risks &amp; symptoms of #pancreaticcancer?</li> </ul> </li> </ul>
Other common hashtags: #cancer, #cancerresearch	<ul style="list-style-type: none"> <li>Commonly used terms that should also be used as hashtags whenever used on social.</li> </ul>