



## WORLD PANCREATIC CANCER DAY How to Provide User Generated Content

### TELL US YOUR STORY

Telling your story is a critical part of making World Pancreatic Cancer Day the powerful day of action it deserves to be. We have provided the following guide to providing User Generated Content (UGC), making it easy to capture and share your story.

### PHOTOS

Photos are a great way to share how you're supporting World Pancreatic Cancer Day. We encourage you to take creative photos that feature purple, the It's About Time participant card, the purple ribbon and more.



#### ➔ TIPS & GUIDELINES

- **Look for good lighting:** Outdoor, natural light lends itself to great photos, even when taken with your cell phone.
- **Use Phone's Back Camera:** Ask someone to take your photo for you or utilize the self-timer tool. Taking photos with your back camera lends itself to higher-quality photos.

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- **Use Purple Props:** A simple purple ribbon, purple flowers, purple scarves, balloons, etc., can go a long way to making a photo pop.
- **Upload & Share:** Tag us in your photos and use the hashtags #ItsAboutTime and #WPCD. Make sure to caption so people know what your photo is about!
  - ➔ Facebook @worldpancreaticcancerday
  - ➔ Instagram @worldpancreatic
  - ➔ Twitter @worldpcc
- **Share your photos with us:** Email your photos (no filters please) to Mia Cole ([mcole@native-marketing.com](mailto:mcole@native-marketing.com)) or send us your photos via file-sharing site like Dropbox or WeTransfer.

## VIDEOS

Videos are some of the most engaging pieces of content on social media – and it’s easier now than ever! We have provided the following step-by-step instructions to make it easy for you to capture and share your story on video.

### ➔ TIPS & GUIDELINES

- **Phone position:** When filming, always hold your phone horizontally – this provides your audience with the best viewing experience.
- **Recruit a cameraperson:** If possible, have a friend or family member take the video for you. This makes it easier to start and stop the video when you are ready. If you don’t have someone around, don’t worry! It’s easy to set it up yourself.
- **Make your own tripod:** If you’ll be using your mobile device, find a steady place that you can secure the phone. Some options include:
  - ➔ Set your phone atop a dresser, braced horizontally
  - ➔ Sit down at your kitchen table and stack cookbooks until the camera on your phone is at eye level; brace the phone horizontally
  - ➔ Set a chair in front of a bookcase and set your phone on the closest shelf to eye level (a little higher is better than a little lower, so long as you are visible from your shoulders up)

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- **Set the stage:** Once you've picked your spot, take a picture with your phone from that exact place so you know precisely where you need to be seated. Remove anything from the background that may be distracting and ensure there isn't much background noise from a television or open window.
- **Perfect timing:** Videos should be approximately 45-90 seconds long. It may take a few tries to have one you're happy with, but that is perfectly normal. Focus your story on symptoms, risks and the importance of early detection.
- **Watch it back:** Upload the file from your phone to a computer and save it with your last name and the date included in the title. Do not send the file directly from a phone or it will be heavily compressed. Watch it yourself to make sure it's easy to hear.
- **Share your video with us:** Send the final video as an email attachment to Mia Cole ([mcole@native-marketing.com](mailto:mcole@native-marketing.com)) if the file is smaller than 2MB or upload it to a file-sharing site like Dropbox or WeTransfer. We are happy to download larger files from there.

#### DON'T KNOW WHAT TO SAY? HERE'S SOME STARTERS:

- What is the most important thing people need to know about early detection?
- Talk about the importance of TIME with pancreatic cancer. Time to know the symptoms. Early diagnosis gives more time with loved ones.
- As you know, pancreatic cancer is hard to detect. Based on your personal experience, what would you tell people about knowing the symptoms to look for?
- What is the most important thing you want people to know about surviving pancreatic cancer?

#### SHARE YOUR STORY

To create greater global impact with our World Pancreatic Cancer Day Campaign in 2022, we are searching for stories from those affected to help highlight the **IMPORTANCE OF TIME** in our lives as it relates to this devastating disease.

- [Submit your stories here.](#)

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