



WORLD PANCREATIC CANCER DAY

SOCIAL MEDIA FIELD GUIDE

(For internal use among Coalition members only)

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Timeline with Key Themes

The following outlines the content that will be posted to World Pancreatic Cancer Day (WPCD) social media pages:

- **Oct. 15 – 31: Re-engage Audiences**
 - Re-introduce the WPCD theme – “It’s About Time” – and share the call-to-action (know the symptoms and risks of pancreatic cancer)
 - Share important statistics about pancreatic cancer
 - Educate people about the symptoms and risks of pancreatic cancer, leveraging campaign social graphics
 - Invite people to follow all WPCD social media and upload a profile picture with the [Facebook Frame](#)
 - Invite people to reach out to local officials to light a building purple
- **Nov. 1 – 12: Educate Audiences**
 - Share the “It’s About Time” video (please wait for WPCD to post the video first on Friday, October 30th before sharing on your own organization’s channels)
 - Educate people about the symptoms and risks of pancreatic cancer, leveraging campaign social graphics
 - Emphasize how people can get involved on WPCD ([Take Action page](#))
 - Share personal testimonials (from members of WPCC and your organization) and ask your followers to share their stories
- **Nov. 12 – 19: Empower Audiences**
 - Countdown to WPCD (one week)
 - Remind people to follow WPCD pages
 - Ask your followers to change their profile and cover images
 - Describe how people can get involved on Thursday, Nov. 19 and encourage them to use the [Facebook Frame](#)
 - Continue sharing personal testimonials and ask your followers to do the same



- **Nov. 19 (WPCD): Activate Audiences**
 - Announce that it is WPCD and engage with WPCD pages and content on social media (e.g. like, share and comment on posts)
 - Encourage followers to show their support by sharing testimonials, switching their social cover image, using the WPCD [Facebook Frame](#) and posting on their personal pages
 - Ask followers to share campaign assets to spread the word (e.g. social graphics, “It’s About Time” video)
- **Nov. 20 – 27: Applaud Audiences**
 - Thank the community for their involvement and support
 - Share any compelling statistics from the day itself
 - Ask for help to keep the momentum going

Profile Photos

To create widespread awareness of WPCD, we encourage you to temporarily change your cover photos (Facebook and Twitter) and profile photos (Facebook, Twitter and Instagram) and use the [Facebook Frame](#). WPCD cover and profile photos are available at worldpancreaticcancercoalition.org/wpcd/assets2020.

Editorial Calendar

WPCC has provided an editorial calendar with draft posts for Facebook, Twitter, and Instagram that you are welcome to use on your personal and organization social media channels. You will find a link to the editorial calendar here: worldpancreaticcancercoalition.org/wpcd/assets2020.

This content is designed to educate audiences about pancreatic cancer, encourage participation in the Facebook event, ask people to share the signs and symptoms of pancreatic cancer, drive traffic to the WPCC website, and inspire people to take action on WPCD.

You can either upload the content directly to your organization’s pages or share the content posted by WPCD to your own pages.



To share posted content to your page, simply click “Share” on Facebook posts and “Retweet” on Twitter posts. You may also choose to use a smartphone app like “Repost” to share WPCD content to your Instagram page.

Visual Assets

You can also leverage campaign assets to create original content for your organization’s social pages. Available assets can be found here at

worldpancreaticcancercoalition.org/wpcd/assets2020 and include:

- WPCD logos (please use the logos in accordance with the brand guidelines which are also available on the website)
- WPCD cover and profile photos for Facebook, Twitter, and Instagram
- [Facebook Frame](#)
- WPCD 2020 social media graphics that highlight the symptoms of pancreatic cancer
- WPCD 2020 It’s About Time video
- Pancreatic Cancer symptom logos and poster
- Customizable “I Make Time For. . .” sign
- Printable coloring sheets
- WPCD 2020 Proclamation Guide
- Celebrity Influencer Engagement Guide
- Frequently Asked Questions Guide
- Light It Purple Guide and Letter Template
- WPCD 2020 Brand Guide
- WPCD 2020 Planning Guide
- WPCD 2020 Messaging Guide
- Instructions for securing user-generated content that can be shared on your social media channels

Note: Customizable materials to support media outreach, including a media advisory, global press release and a templated press release are also available at worldpancreaticcancercoalition.org/wpcd/assets2020 These are not intended to be shared on social media but can also be leveraged by your organization to bring visibility to your WPCD efforts.



Hashtags

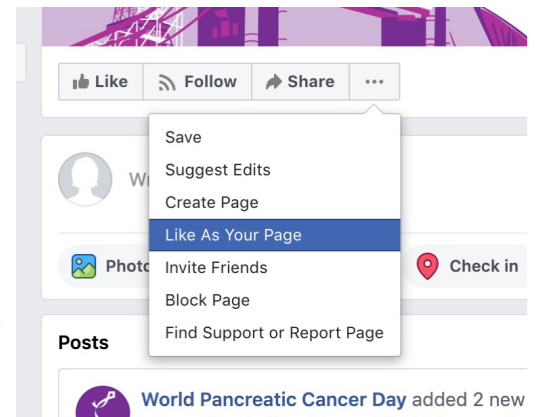
The official hashtags of World Pancreatic Cancer Day are [#WPCD](#) and [#ItsAboutTime](#). Please use these hashtags in as many of your social media posts as possible, from Facebook to Twitter and Instagram. This is especially important as we post in various languages around the world.

We understand that you may want to use a variety of other hashtags – most notably [#PancreaticCancer](#), [#EarlyDetection](#) and [#WorldPancreaticCancerDay](#). This is acceptable; however, please note that the official hashtags help unite all participating countries and languages.

Guidelines for Liking and Tagging WPCD pages


How to like WPCD social pages

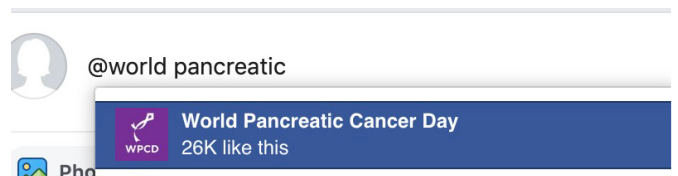
Please "like" the WPCD Facebook page (www.facebook.com/worldpancreaticcancerday) and follow on Twitter [@worldpcc](https://twitter.com/worldpcc) (twitter.com/worldpcc) and Instagram [@worldpancreatic](https://www.instagram.com/worldpancreatic) (www.instagram.com/worldpancreatic). On Facebook, you are also encouraged to "like" the page as your own organization's page. You can do this by clicking the button with three dots next to "Share" in the lower right corner of the page's cover photo, then clicking "Like As Your Page" and selecting the appropriate page.



How to tag WPCD social pages

We encourage all partner organizations to tag WPCD's social media pages in your posts as often as possible. Not only does this help drive more views to social content and www.worldpancreaticcancerday.org but tagging another brand in your page's posts will increase your own organic reach and engagement.

 **Facebook** — When posting about and using the words "World Pancreatic Cancer Day," please tag the Facebook page. You can do this by typing the "@" symbol





and then typing out “World Pancreatic Cancer Day” until the page appears in the drop-down menu; select the page, and the tag will appear in the copy of your post. If you have already liked the page as your page, it is more likely to appear quickly in the drop-down menu as you type.



Twitter — When posting about WPCD, please tag @WorldPCC in your tweets as often as possible. Tagging the WPCD account can simply take the form of adding @WorldPCC at the end of your tweet. You can also tag @WorldPCC in your photos if you choose to include photos in your tweet. This makes it easier for the WPCD team to find and share your organization’s content!



Instagram — When posting about WPCD, please tag @WorldPancreatic in the captions of your photos and the photos themselves. There is no character limit with Instagram, so brevity is not as much of a concern. Hashtags are also more plentiful on Instagram, and stakeholder organizations are encouraged to use a variety of relevant hashtags in addition to #WPCD and #ItsAboutTime.

- Helpful hint: If you will be “pushing” your Instagram post to Twitter, you may want to include only the one or two most important @mentions (@WorldPCC) and hashtags (#WPCD) in the caption. Post your image or video on Instagram, and then go back and add a comment to your post with more pancreatic cancer-related hashtags. This allows you to add more hashtags without those hashtags cluttering your tweet.

Sample Responses to Common Questions

Below is a collection of sample responses you may wish to use if followers comment or ask questions about WPCD on your own organization’s social pages. Feel free to customize and use your unique brand voice to make each response true to your organization. For a more extensive FAQ, visit worldpancreaticcancercoalition.org/wpdc/assets2020

- What is World Pancreatic Cancer Day?
 - World Pancreatic Cancer Day brings people from around the world together to highlight the need for greater awareness,



funding and research for pancreatic cancer. Learn more at www.worldpancreaticcancercoalition.org/wpcd.

- How bad is pancreatic cancer compared with other types of cancer?
 - Pancreatic cancer has the lowest survival rate among all major cancers. Every day, more than 1,257 people worldwide will be diagnosed with pancreatic cancer, and an estimated 1,184 will die from the disease. Learn more at www.worldpancreaticcancercoalition.org/wpcd.
- Why is the day November 19?
 - November is Pancreatic Cancer Awareness Month and the third Thursday of November is the day we have selected to maximize participation around the world.
- What can I do to support World Pancreatic Cancer Day?
 - The best way to get involved is to share information on social media to help inform family, friends and coworkers about the symptoms and risks of pancreatic cancer. We also encourage you to wear purple on Thursday, Nov. 19. Learn more at www.worldpancreaticcancercoalition.org/wpcd/take-action
- Why is it important to share the symptoms and risks?
 - Currently, there is no standard screening test or early detection method for pancreatic cancer, although some are in development. That's why knowing the symptoms and risks remains key to an early diagnosis.
- How do I get involved?
 - Visit www.worldpancreaticcancercoalition.org/wpcd to get involved and find a local organization to connect with.
- Is this a recurring event?
 - Yes! World Pancreatic Cancer Day occurs every year on the third Thursday of November. For more info, visit www.worldpancreaticcancercoalition.org/wpcd



Social Media Best Practices

Be human and conversational.

- When the tone of your social media posts feels authentic and informal, followers are more likely to engage. Followers also appreciate when a brand “likes,” “favorites” and responds to their posts or comments. If you are managing an organization’s page, don’t be shy about engaging and interacting!

Tell a story.

- We highly encourage you to share personal testimonials of why you and your organization “Demand Better” to personalize the need for more pancreatic cancer awareness, research and early detection. People are looking for content that they can easily consume during their daily routines, so keep videos brief and add color to the story you are telling!

Add your own commentary when sharing another page’s content.

- When you share another page’s post, the original post copy will be shared as well, so there is no need to duplicate the description. Instead, briefly share your organization’s thoughts about the post topic. Example: “We are excited to join this global movement and #DemandBetter for patients! Join us on #WPCD!”

Be social with other pages.

- Keep the social in social media. Tagging other pages increases your own organic reach and engagement.

Add authenticity with real-time engagement.

- With Facebook Live, Instagram Stories and Twitter, you have the benefit of engaging with people in real-time. Don’t forget to thank your viewers for engaging with you and sharing their stories.

Links to WPCD Pages

- Facebook <https://www.facebook.com/worldpancreaticcancerday>
- Twitter <https://twitter.com/worldpcc>
- Instagram <http://instagram.com/worldpancreatic>
- Website www.worldpancreaticcancercoalition.org/wpcd
- YouTube <https://www.youtube.com/user/worldpancreatic>