



WORLD PANCREATIC CANCER DAY

Making User-Generated Content Count

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 the color purple (either your clothing or your environment), point at your wrist and to indicate "It's About Time." Include a clock in your image, or print out and hold up one of the "It's About Time Mini-Posters" that lets you proclaim what you want MORE TIME for in your life — or what you will MAKE TIME for today!



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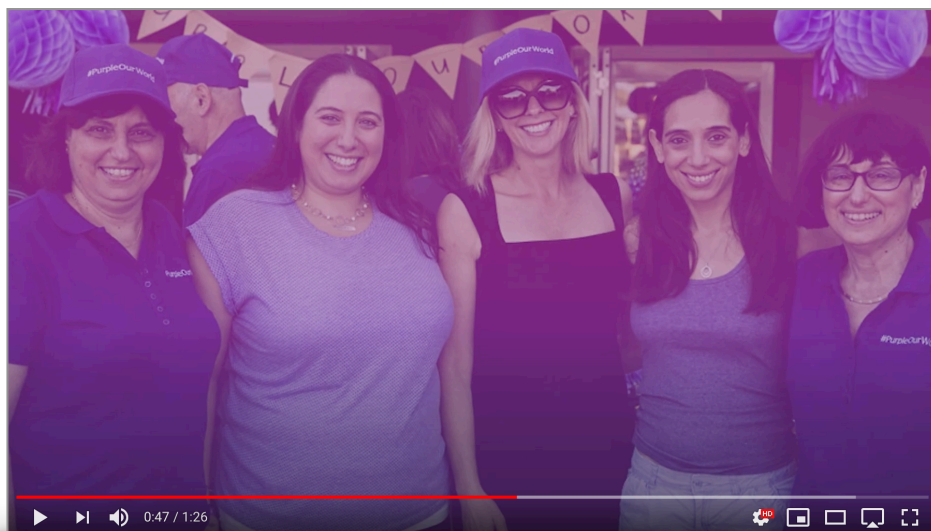


Tips & Guidelines

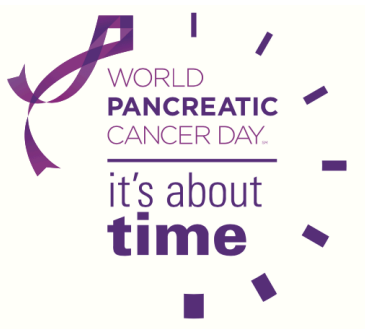
1. **Look for good lighting:** Outdoor, natural light lends itself to great photos, even when taken with your cell phone.
2. **Use Phone's Back Camera:** Ask someone to take your photo for you or utilize the self-timer tool. Taking photos with your back camera lends itself to higher-quality photos. Please make sure to comply with safe social distancing rules.
3. **Use Purple Props:** A simple purple ribbon, purple flowers, purple scarves, balloons, etc., can go a long way to making a photo pop.
4. **Upload & Share:** Tag your photos @worldpancreatic and use the hashtags #ItsAboutTime, #WPCD and #PancreaticCancerAwareness. Make sure to caption so people know what your photo is about!
5. **Share your photos with us:** Email your photos (no filters please) to Native Marketing (info@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.**



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Tips & Guidelines

1. **Recruit a camera person:** 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. Remember: Please make sure to comply with safe social distancing requirements for your area.
2. **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:
 - a. Set your phone atop a dresser, braced horizontally
 - b. Sit down at your kitchen table and stack cookbooks until the camera on your phone is at eye level; brace the phone horizontally
 - c. 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)
3. **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.
4. **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.
5. **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.
6. **Share your video with us:** Send the final video as an email attachment to Native Marketing (info@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.

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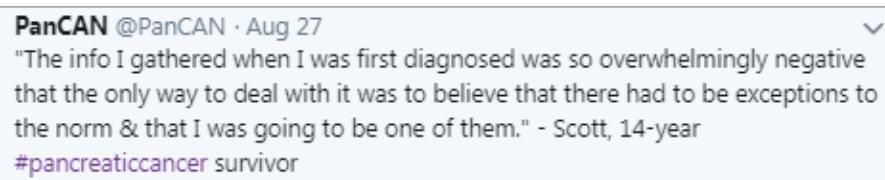


Don't know what to say? Here are a few thought-starters

- What is the most important thing people need to know about early detection?
- Talk about the gift of time - what would you do with one more day, month, year with your loved one(s). What will you MAKE TIME FOR in 2020?
- 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?

• Quotes & Personal Stories

While visuals are important, we know it can be hard to capture great images – but your stories can be just as impactful as a quote!



Tips & Guidelines

1. **Answer Questions:** It can sometimes be as simple as answering a question – below are some questions you can answer to create a powerful quote:
 - What would you do if you had more time with loved ones?
 - What is your connection to pancreatic cancer?
 - Why is World Pancreatic Cancer Day so important?
 - What are some things you wish you knew earlier?
 - Any advice you want to share for others facing pancreatic cancer?
 - Words of hope and inspiration for other people facing pancreatic cancer?

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2. **Keep it Short: Try to keep it to 1-3 sentences.** We want to make sure the quote is impactful enough to stand as one tweet! Remember to define who you are – e.g., Pancreatic Cancer Survivor, [Organization] Founder, etc. Please email your quote + your name, title to Native Marketing (info@native-marketing.com)
3. **Share Your Story:** Can't keep it short? Share your full story with us and we can publish it on Facebook or the website! Please email to Native Marketing (info@native-marketing.com)

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