



BLADDER CANCER
awareness month

YOUR SOCIAL MEDIA Campaign Content Calendar

You can use to create your personal Facebook or Twitter messages.

Create your own mini campaign, by using this schedule of posts. You can download the visual images from the Toolkit. Personalise your messages then load the graphics and photos. There are different visuals for Facebook and Twitter who need different sizes! So be careful to use the right ones! Happy Campaigning!

FACEBOOK	TWITTER
Monday 15 April	
<p>May is #BladderCancer Awareness Month. This 5th most common cancer is a neglected disease. Can you help me to raise awareness? There are lots of great ideas for getting involved in this easy to download Toolkit.</p> <p>[link to Toolkit]</p> <p>http://www.ecpc.org/edu/bladder</p>	<p>#BladderCancer – the 5th most common cancer, is a neglected disease. Can you help me to raise awareness? Find out what you can do to help by downloading this Toolkit.</p> <p>[link to guide]</p> <p>http://www.ecpc.org/edu/bladder</p>
Friday 20 April	
<p>It's not long until #Bladdercancer awareness month. Please join this Thunderclap and help me to spread the message on 20 May!</p> <p>[insert link to Thunderclap]</p> <p>https://www.thunderclap.it/projects/69442-bladder-cancer</p>	<p>May is #Balddercancer awareness month. Please join this Thunderclap and help me to spread the message on 20 May!</p> <p>[insert link to Thunderclap]</p> <p>https://www.thunderclap.it/projects/69442-bladder-cancer</p>
Friday 28 April	
<p>Not long until #bladdercancer awareness month starts! I'll be having a look at this 'How to' guide at the weekend and planning my activities!</p> <p>[link to Toolkit]</p> <p>http://www.ecpc.org/edu/bladder</p>	<p>Not long until #bladdercancer awareness month starts! I'll be looking at this 'How to' guide over the weekend and making a plan!</p> <p>[http://www.ecpc.org/edu/bladderlink to Toolkit]</p> <p>http://www.ecpc.org/edu/bladder</p>

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<p>Monday 30 April</p>	
<p><i>Tomorrow is the start of #BladderCancer Awareness Month. Please help me to spread the word by joining the Thunderclap.</i></p> <p><i>[link to Thunderclap]</i></p> <p>https://www.thunderclap.it/projects/69442-bladder-cancer</p>	<p><i>Tomorrow is the start of #BladderCancer Awareness Month. Please help me to spread the word by joining the Thunderclap.</i></p> <p><i>[link to Thunderclap]</i></p> <p>https://www.thunderclap.it/projects/69442-bladder-cancer</p>
<p>Tuesday 1 May</p>	
<p><i>#bladdercancer awareness month starts today! Can you help me to raise awareness of this neglected disease, the 5th most common cancer in Europe?</i></p> <p><i>I'll be changing my profile picture to show my support. It would be great if you could join me.</i></p> <p><i>[link to Twibbon site]</i></p> <p>https://twibbon.com/Support/bladder-cancer-awareness-11</p>	<p><i>#bladdercancer awareness month starts today! Can you help me to raise awareness of this neglected disease, the 5th most common cancer in Europe?</i></p> <p><i>Visit the Twibbon site and change your profile picture. Thank you.</i></p> <p><i>[link to Twibbon site]</i></p> <p>https://twibbon.com/Support/bladder-cancer-awareness-11</p>
<p>Wednesday 2 May (MORNING)</p>	
<p><i>I am very excited about the launch of #BladderCancer Awareness Month later today at the @TheKelpiesatTheHeilx in Scotland. Can't wait to see these iconic sculptures turn orange this evening!</i></p> 	<p><i>Very excited about the launch of #BladderCancer Month later today at the @TheKelpiesAtTheHeilx in Scotland. Can't wait to see these iconic sculptures turn orange this evening!</i></p> 
<p><i>Watch out for a post from the lighting up tonight. Follow #BladderCancer</i></p>	<p><i>Watch out for a post from the lighting up tonight Follow #BladderCancer</i></p>

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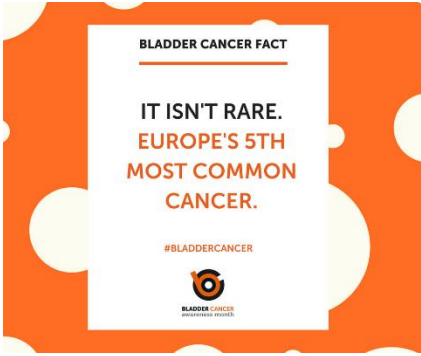
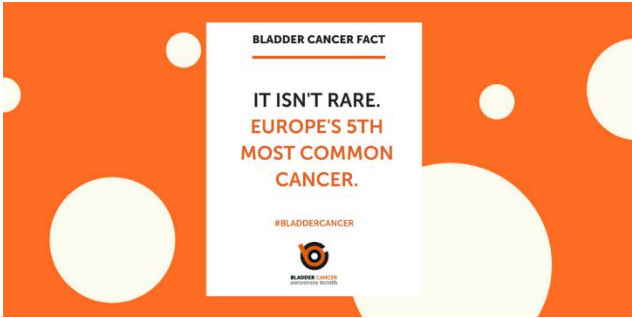


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<p>Friday 4 May</p> <p><i>I'm going to share some facts about #BladderCancer this month. We should all know more about this neglected disease.</i></p> 	<p><i>I'm going to share some facts about #BladderCancer this month. We should all know more about this neglected disease.</i></p> 
<p>Monday 7 May</p> <p>If you're wondering why my profile picture has changed, it's because I'm supporting #BladderCancer Awareness Month. The cancer that no-one talks about, but is the 5th most common!</p> <p>You can help to spread the word by changing your profile image too. You just need to visit this Twibbon site.</p> <p>[insert link to Twibbon]</p> <p>https://twibbon.com/Support/bladder-cancer-awareness-11</p>	<p><i>Noticed that my profile picture has changed? I'm supporting #BladderCancer. Can you help me to spread the word by changing your profile image too?</i></p> <p>[insert link to Twibbon]</p> <p>https://twibbon.com/Support/bladder-cancer-awareness-11</p>
<p>Wednesday 9 May</p> <p><i>I've signed up for the #BladderCancer Thunderclap. Can I ask you to join me? The more people that sign up and support, then the further our message will reach on 20 May.</i></p> <p>[insert Thunderclap link]</p> <p>https://www.thunderclap.it/projects/69442-bladder-cancer</p>	<p><i>I've signed up for the #BladderCancer Thunderclap. Can I ask you to join me? The more people that sign up and support, then the further our message will reach on 20 May.</i></p> <p>[insert Thunderclap link]</p> <p>https://www.thunderclap.it/projects/69442-bladder-cancer</p>

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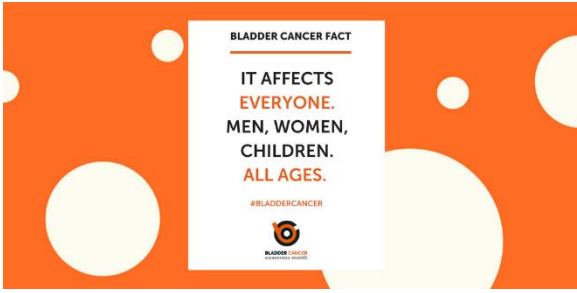
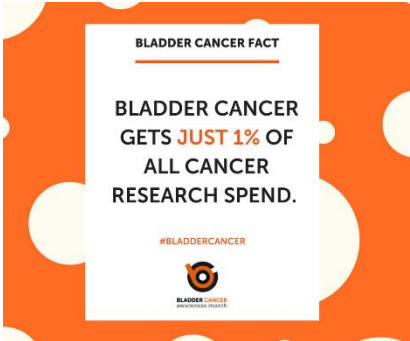
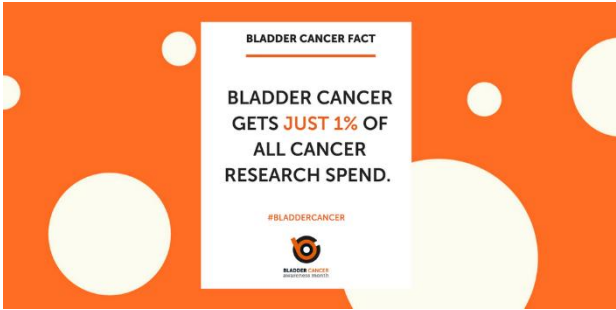


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<p>Friday 11 May</p>	
<p>Another fact about #BladderCancer.</p> 	<p>Another fact about #BladderCancer.</p> 
<p>Monday 14 May</p>	
<p>The #bladdercancer Thunderclap supporter numbers are growing! Have you signed up yet? I'd really appreciate your support in getting the word out there about this neglected cancer.</p> <p>[insert Thunderclap link]</p> <p>https://www.thunderclap.it/projects/69442-bladder-cancer</p>	<p>The #bladdercancer Thunderclap supporter numbers are growing! Have you signed up yet? I'd really appreciate your support in getting the word out there about this neglected cancer.</p> <p>[insert Thunderclap link]</p> <p>https://www.thunderclap.it/projects/69442-bladder-cancer</p>
<p>Friday 18 May</p>	
<p>Currently, just 1% of research spend is on #bladdercancer! Please share and help me to raise awareness of this neglected disease!</p> 	<p>Currently, just 1% of research spend is on #bladdercancer! Please share and help me to raise awareness of this neglected disease!</p> 

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<p>Saturday 19 May</p>	
<p><i>Tomorrow is Bubbles for #BladderCancer day. Please help me to raise awareness of this neglected disease by blowing some bubbles. I'll be blowing bubbles too, and sharing my photos here on Sunday evening.</i></p> <p><i>[insert Bubbles image]</i></p> 	<p><i>Tomorrow is Bubbles for #BladderCancer day. Please help me to raise awareness of this neglected disease by blowing some bubbles. I'll be posting my photos here later.</i></p> <p><i>[insert Bubbles image]</i></p> 
<p>Sunday 20 May</p>	
<p><i>I'm going to be following #BladderCancer today because it's 'Bubbles for #BladderCancer Day'. It's great to be part of an international event that's raising awareness of this neglected disease.</i></p> <p><i>[insert own photo]</i></p>	<p><i>Follow #BladderCancer today. It's 'Bubbles for #BladderCancer Day'. It's great to be part of an international event that's raising awareness of this neglected disease.</i></p> <p><i>[insert own photo]</i></p>
<p>Friday 25 May</p>	
<p><i>We really need to change this!</i></p> <p><i>#bladdercancer</i></p> 	<p><i>We really need to change this!</i></p> <p><i>#bladdercancer</i></p> 

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Thursday 31 May	
<p><i>Thank you to all my family, friends, neighbours and colleagues for their support during #BladderCancer Awareness Month. By changing your profile pictures, blowing bubbles, signing up to the Thunderclap, and supporting my events you have really helped to raise awareness of this neglected disease.</i></p> <p><i>These are some of the reasons why I joined the campaign.</i></p> <p><i>[insert your favourite images from #BladderCancer Awareness month]</i></p>	<p><i>Thanks for supporting #BladderCancer Awareness Month. So many of my followers have really helped to raise awareness of this neglected disease.</i></p> <p><i>These are some of the reasons why I joined the campaign.</i></p> <p><i>[insert up to 4 of your favourite images from #BladderCancer Awareness Month]</i></p>

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