



**BLADDER CANCER**  
awareness month

## SOCIAL MEDIA

### How you can help us to make a BIG noise

## How you can get involved online?

Every single member of the bladder cancer community can play a huge part in our campaign by telling people about bladder cancer using social media.

Every message posted on Facebook or Twitter will make a difference. In other words, you can be a social media campaigner.

After reading this guide you will know how to become active for bladder cancer on social media.

### Using social media to spread the word

The more we all post messages, search and share, the further our message will travel and the more people we will reach. There are 3 levels of involvement on social media in May. Check how you can take part:

#### Easy Things To Do:

- Share ECPC content from our Facebook page and Twitter feed.
- look out for the hashtag **#BladderCancer** and share the messages
- Join our ThunderClap campaign

#### With A Little More Time or Effort:

- Recruit your friends to join our ThunderClap
- Change your social media profile by adding our Twibbon message to your profile photo
- Rewrite and share the messages that we have prepared from your own social media accounts. (see the Social Media Calendar)

#### Be Fully active:

- Create your own posts - not forgetting our hashtag **#BladderCancer!**
- use our online photo frame around pictures of events or activities like blowing bubbles.
- Print out our Message Bubbles and take a selfie

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## Easy Things To Do

### Search and Share #BladderCancer

Look out for the #BladderCancer, share posts and use it yourself.

Sharing is much better than 'Liking' a post because it helps get a message to more people. If you are writing a post yourself, make sure you include the hashtag #BladderCancer.

#### Actions:

- search for the hashtag #BladderCancer. Select the post you want to like/share or retweet.
- Facebook - visit the ECPC page @ECPCfb
- Twitter - follow ECPC @cancereu

### Join our Thunderclap campaign

The Bladder Cancer **Thunderclap** is like a massive flash-mob or a rally on social networks. Get people to sign up and help us to create an explosion of awareness when a single bladder cancer message is automatically shared by our army of supporters on their Facebook and Twitter channels on May 20<sup>th</sup> to coincide with Bubbles for Bladder Cancer Day.

#### Here is how you can help:

- Sign up yourself
- Invite your friends to pledge. Share the link with them on social media or by email. Get neighbours, work colleagues or your community to join our Thunderclap.

You'll find the Bladder Cancer Thunderclap page is easy to use to pledge your support.

<https://www.thunderclap.it/projects/69442-bladder-cancer>

Please tell your friends they must click onto the page to pledge. Simply 'liking' it on Facebook does nothing for our campaign.



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### With A Little More Time or Effort

#### Change your social media profile

Changing your Twitter and Facebook profile is a great way to let your followers know that you are supporting Bladder Cancer Month. It is like wearing a campaign badge and will help us to create a social media buzz.

There is a special Twibbon download which you can add to your profile photo. It only takes a minute or two. Just follow this link:

<https://twibbon.com/Support/bladder-cancer-awareness-11>

- Share the link to our Twibbon page with your friends in your first campaign post
- Tell your friends by email

Support this campaign by adding to your profile picture 



 Add to Twitter  Add to Facebook

Don't worry, you'll get a chance to preview your Twibbon before it is added.

#### Add a #bladdercancer frame to your Facebook photos

We have created an orange Bladder Cancer Month digital photo frame to make your photos stand out on Facebook. Why not use the frame when posting photos of your activities – when you are blowing bubbles, walking for bladder cancer or use it when you post photos of people or places that are important to you.

Follow this link to get the photo frame:

[www.facebook.com/fbcameraeffects/tryit/939692062866492/](http://www.facebook.com/fbcameraeffects/tryit/939692062866492/)

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# SOCIAL MEDIA

## How you can help us to make a BIG noise

### Share/re-write posts & use the campaign calendar

Because everyone is busy, we have created a simple content calendar for social media posts. You can download it as part of the Toolit.

Please feel free to change them to suit what you want to say. Translate them to your own language or personalise them.

We have scheduled about two messages a week, leaving plenty of days for you to create your own posts and to share other #BladderCancer posts.

Keep checking the ECPC Facebook and Twitter accounts too. You will be able to comment and share new posts.

You can schedule posts in advance. It is a time-saving way to keep active on social media.



- On Twitter, you can schedule posts by using **Tweetdeck** (It is free to use. <https://tweetdeck.twitter.com/>)
- If you are managing a Facebook Pag, you can prepare your post and then click on the 'schedule' option.

**SOCIAL MEDIA Campaign Calendar**

Here is our CONTENT CALENDAR of posts you can use to create your personal Facebook or Twitter messages.  
You can copy these and personalise them or add your own messages – and create your own content!

FACEBOOK	TWITTER
<p>Sunday 15 April</p> <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 Toolit. <i>(link to how to...)</i></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 Toolit. <i>(link to guide)</i></p>
<p>Friday 20 April</p> <p>It's not long until #Bladdercancer awareness month. Please join this Thunderclap and help me to spread the message on 20 May! <i>(insert Thunderclap link)</i></p>	<p>May is #Bladdercancer awareness month. Please join this Thunderclap and help me to spread the message on 20 May! <i>(insert link to Thunderclap)</i></p>

**SOCIAL MEDIA Campaign Calendar**

<p>#bladdercancer awareness month starts today! Can you help me to raise awareness of this neglected disease, the 5th most common cancer in Europe? I'll be changing my profile picture to show my support. It would be great if you could join me. <i>(link to Twibbon site)</i></p>	<p>#Bladdercancer awareness month starts today! Can you help me to raise awareness of this neglected disease, the 5th most common cancer in Europe? Visit the Twibbon site and change your profile picture. Thank you. <i>(link to Twibbon site)</i></p>
<p>Wednesday 2 May (MORNING)</p> <p>I am very excited about the launch of #BladderCancer Awareness Month later today at the @TheKelpiesatTheFelix in Scotland. Can't wait to see these iconic sculptures turn orange this evening!</p>  <p><i>(link to Facebook post from The Kelpies on Twitter)</i></p>	<p>Very excited about the launch of #BladderCancer Month later today at the @TheKelpiesAtTheFelix in Scotland. Can't wait to see these iconic sculptures turn orange this evening!</p>  <p><i>(link to Facebook post from The Kelpies on Twitter)</i></p>

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## Be Fully active: "I'd like to do as much as I can"

If you can join in or organise a Shine a Light event, create a Zorb for Bladder Cancer activity, a Walk or blow Bubbles for Bladder Cancer, you can make them social media events too.

## Take photos and share them!

People share photos more than anything else on social media. Taking photos of events and activities then posting them with the hashtag **#BladderCancer** will help us reach more people.

### Help us by taking photos of you or your friends

- blowing bubbles;
- using one of our large photo frames
- holding a Message Bubble with a personal message on it;
- at a building floodlit orange in support of our campaign;
- on a Walk for Bladder Cancer
- at a Zorb event.

### You can make an impact in your photos by:

- Wearing orange or even an orange bladder cancer T-shirt
- Showing your orange bladder cancer wristband
- Wearing orange accessories
- Downloading a Message Bubble from our Toolkit and write your own message.
- If you are at one of our bigger events take a photo of you and friends with our large Photo Frames. They are available to partner organisations to use at events.

### Actions:

- Use our Digital Photo Frame (See the previous section).
- Take pictures of other people with the frame and encourage them to post the pictures on their page too.
- Send us a photo at [bladder@ecpc.org](mailto:bladder@ecpc.org) and we'll add as many as we can to our Bladder Cancer campaign library. If you want to find campaign images, look on Flickr at: <https://www.flickr.com/photos/bladdercancerawareness/>

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