

**WORLD
CANCER
DAY 4 FEB**

**SOCIAL MEDIA
GUIDE**



**WE CAN.
I CAN.**

JOIN US IN 2018

**#WorldCancerDay
#WeCanICan**

worldcancerday.org



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SOCIAL MEDIA GUIDE

SPREAD THE WORD ON SOCIAL MEDIA THIS WORLD CANCER DAY

For increased impact, your social media campaign should be integrated in your overall communications plan and aligned with your offline activities. We also recommend the development and use of an editorial calendar to help you plan all key activities before, during and after your event.



TOP TIP

Use a scheduling tool such as hootsuite.com to proactively program your posts on social media ahead of time, especially for the Day itself when there is so much happening.

CONNECT AND ENGAGE:



@UICC



@WorldCancerDay



@WorldCancerDay



WORLD CANCER DAY OFFICIAL HASHTAGS

#WorldCancerDay

#WeCanICan

READY-MADE MESSAGES WE CAN



Inspire action, take action

- #WeCanICan take action to improve #cancer survival & give #CancerPatients a better #QualityofLife: bit.ly/WCD2018 #WorldCancerDay
- #WeCanICan drive national action from global commitments made by Member States through the #CancerResolution. #WorldCancerDay
- #WeCanICan call on governments to push for actions that will reduce premature deaths & improve #cancer survival rates. #WorldCancerDay

Prevent cancer

- #WeCanICan prevent #cancer by empowering people to make #HealthyLifestyle choices: bit.ly/WCD2018 #WorldCancerDay
- #WeCanICan prevent #cancer by educating individuals & communities about the links between lifestyle and #RiskFactors. #WorldCancerDay
- More than 1/3 of #cancers are preventable through adopting #healthy behaviours. More info bit.ly/WCD2018 #WorldCancerDay #WeCanICan

Create healthy schools

- Schools can implement measures to motivate & sustain healthy habits throughout a child's everyday life. #WorldCancerDay #WeCanICan
- #WeCanICan create healthy schools to encourage children & adolescents adopting #HealthyLifestyles: bit.ly/WCD2018 #WorldCancerDay

Create healthy workplaces

- The conditions in which people live & work influence their capacity to lead #HealthyLives. #WorldCancerDay #WeCanICan
- Workplaces can implement measures to motivate & sustain healthy habits throughout a person's everyday life #WorldCancerDay #WeCanICan

Create healthy cities

- The conditions in which people live & work influence their capacity to lead #HealthyLives. #WorldCancerDay #WeCanICan
- #WeCanICan advocate for govts to create healthy cities & prioritise #CancerControl at a local level: bit.ly/WCD2018 #WorldCancerDay

Support others to return to work

- Workplaces can provide a welcoming environment to cancer survivors returning to work: bit.ly/WCD2018 #WorldCancerDay #WeCanICan
- #WeCanICan play a significant role in supporting #CancerSurvivors through their return to work: bit.ly/WCD2018 #WorldCancerDay

Challenge perceptions

- Govts, communities, schools, employers & media can challenge perceptions about #cancer and debunk #CancerMyths. #WorldCancerDay #WeCanICan
- #WeCanICan challenge perceptions and dispel damaging #CancerMyths and misconceptions: bit.ly/WCD2018 #WorldCancerDay

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“Supporting World Cancer Day each year gives the Samoa Cancer Society the opportunity to not only engage with local community members and their activities, but most importantly, it gives us the platform to highlight and share cancer issues within our country, with government and other health sector providers. Through our advocacy, World Cancer Day is now recognised by the Government of Samoa and the Ministry of Health, as an important day to support and collaborate with the Samoa Cancer Society and the Samoan community in promoting WCD key messages.”

Shelley Burich, Executive Officer
Samoa Cancer Society

Improve access to cancer care

- #WeCanICan advocate for improved access to #CancerTreatment & services across the care continuum: bit.ly/WCD2018 #WorldCancerDay
- #WorldCancerDay: We can improve access to #CancerCare to maximise outcomes & quality of life for all people living with #cancer. #WeCanICan

Shape policy change

- #WorldCancerDay: We can shape policy change to reduce exposure to #cancer #RiskFactors & improve access to quality #CancerCare. #WeCanICan
- #WorldCancerDay: We can shape policy change to improve access to cancer #EssentialMedicines including #PainRelief treatments. #WeCanICan
- On #WorldCancerDay, #WeCanICan call on govts to take action & implement the national provisions adopted through the #CancerResolution.
- We can shape policy change to help prevent and fight #cancer: bit.ly/WCD2018 #WorldCancerDay #WeCanICan #CancerAdvocacy

Build a quality cancer workforce

- We can build a quality #cancer workforce to deliver quality #CancerCare across the world: bit.ly/WCD2018 #WorldCancerDay #WeCanICan
- We can invest in #CapacityBuilding initiatives to equip the #cancer workforce w/ the suitable tools & knowledge. #WorldCancerDay #WeCanICan

Make the case for investing in cancer control

- #WeCanICan invest in #CancerPrevention and #CancerControl. It's cheaper than dealing with the consequences. #WorldCancerDay
- #WorldCancerDay: #WeCanICan make the case for investing in #CancerControl and prevention. More info here: bit.ly/WCD2018
- #WorldCancerDay: We can make the case to change mindsets around the value of investing in #CancerControl. bit.ly/WCD2018 #WeCanICan

Join forces to make a difference

- We can mobilise our networks to support efforts to reduce the global #CancerBurden: bit.ly/WCD2018 #WorldCancerDay #WeCanICan
- We can join forces for increased impact & reduce the global #CancerBurden: bit.ly/WCD2018 #WorldCancerDay #WeCanICan #Partnerships

READY-MADE MESSAGES I CAN



Make healthy lifestyle choices

- #WeCanICan reduce our #CancerRisk through #HealthyLifestyle choices: bit.ly/WCD2018. Help spread the message on #WorldCancerDay!
- As of #WorldCancerDay, I can make #HealthyLifestyle choices & quit smoking to reduce my #CancerRisk: bit.ly/WCD2018 #WeCanICan
- #WeCanICan reduce our #CancerRisk by keeping a #healthy weight & having a healthy balanced diet: bit.ly/WCD2018 #WorldCancerDay
- #WeCanICan reduce our #CancerRisk through physical activity. #WorldCancerDay

Understand that early detection saves lives

- #WeCanICan understand that recognising #CancerSigns & symptoms and #EarlyDetection save lives: bit.ly/WCD2018 #WorldCancerDay
- #Healthcare professionals & individuals can be informed of #EarlyDetection's value to improve #cancer survival. #WorldCancerDay #WeCanICan
- #WeCanICan understand that #EarlyDetection and timely #CancerTreatment are crucial to increase #cancer survival rates. #WorldCancerDay

Take control of my cancer journey

- #CancerPatients must be empowered to have a greater control on their #cancer journey: bit.ly/WCD2018 #WorldCancerDay #WeCanICan
- #WeCanICan be myself. With the right support, #CancerPatients can feel like themselves again: bit.ly/WCD2018 #WorldCancerDay

Love, and be loved

- #WeCanICan love & be loved. #CancerPatients can seek assistance to cope with #cancer impact on #SexualHealth & wellbeing. #WorldCancerDay
- #CancerPatients can seek assistance to adjust to sexual changes & improve sexual intimacy: bit.ly/WCD2018 #WorldCancerDay #WeCanICan

Ask for support

- #WeCanICan ask for support & talk about #cancer to cope with its social & emotional impacts: bit.ly/WCD2018 #WorldCancerDay #WeCanICan
- People living with #cancer & their carers can ask for support to help them cope with the disease. #WorldCancerDay #WeCanICan

Make my voice heard

- By sharing stories, #CancerSurvivors can give hope & support to others affected by cancer: bit.ly/WCD2018 #WorldCancerDay #WeCanICan
- #WeCanICan make our voices heard & take part in the #cancer conversation to push for changes: bit.ly/WCD2018 #WorldCancerDay

Return to work

- With the right support, people living with #cancer can return to work successfully: bit.ly/WCD2018 #WorldCancerDay #WeCanICan

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"Social media is transforming the way we raise awareness about cancer, and is an essential tool in how we educate and engage the public about cancer-related issues, such as new treatments, prevention, survivorship, clinical trials, advocacy, and funding."

Rick Buck, Senior Director of Communications and Public Relations
American Association for Cancer Research

GENERAL MESSAGES:

- Today is #WorldCancerDay! Help spread the message that #WeCanICan take action to help prevent & fight #cancer: bit.ly/WCD2018
- 4 February is #WorldCancerDay! Help spread the message that #WeCanICan do something to fight #cancer: bit.ly/WCD2018
- Join the global effort on #WorldCancerDay to raise #cancer awareness and press everyone across the world to take action! #WeCanICan
- On #WorldCancerDay help raise awareness that there's much that can be done to fight #cancer at an individual & collective level #WeCanICan



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"We must all work together if we are to free the world from the pain and suffering of cancer. The American Cancer Society has made significant contributions to the remarkable progress we've seen in the U.S. In addition, as a global leader, we continue to share our expertise in cancer prevention and treatment to help save more lives. On this World Cancer Day, we can make a difference for millions of people everywhere by committing to actions that will reduce the global threat of the disease."

Gary Reedy, CEO
American Cancer Society

SOCIAL MEDIA ACTIVITIES

Support World Cancer Day's social media activities for increased impact and visibility.

SIGNS FOR CHANGE

This World Cancer Day, we're asking you to hold up your sign to make change happen.

Using social media, the 'Signs for Change' activity is a way to take a stand against cancer; show what actions you're taking, what you want policy makers to start doing, ask what more can be done, and raise awareness and aid against cancer.

How it works:

1. Choose a sign with one of the 19 'We can. I can.' key messages, available from worldcancerday.org/materials
2. Take a photo of yourself holding the sign
3. Post your photo in honour of someone you know affected by cancer or give a shout out to an organisation that is helping the cancer cause
4. Add the official hashtags to your post: [#WorldCancerDay](https://twitter.com/WorldCancerDay) and [#WeCanICan](https://twitter.com/WeCanICan)
5. Visit worldcancerday.org to see your photo featured on the Wall of Support.

Be as creative as you like. Choose one of the 19 key messages - which one works for you? Or, create your own key message, decorate your sign, add your own personal touch and get your friends, family and co-workers, community and workplace involved.

Unable to print out the sign? Upload the sign to your phone or tablet or simply write the message on a piece of paper.

We're inviting everyone to be at the centre of World Cancer Day. Join this growing, global movement and show the world that 'We can. I can' take action and make change happen, now.



THUNDERCLAP

Thunderclap is a tool that simultaneously posts a message on the feeds of supporters via Facebook, Twitter and Tumblr, generating a wave of attention for a campaign. This is a great way to give World Cancer Day visibility and increase the chances of 'trending' on social media platforms.

The World Cancer Day 2017 Thunderclap campaign was the most successful campaign to date. With over 1,000 individuals and organisations showing their support, we reached 7.8 million people. Help us reach even more people in 2018 by signing up to our Thunderclap from 4 December at worldcancerday.org/thunderclap.

Want to know more about how Thunderclap works? Visit worldcancerday.org/faq.



Facebook @worldcancerday

To receive the latest news and updates, 'like' the official World Cancer Day Facebook page



FACEBOOK BANNER

Use the branded World Cancer Day banner as your profile cover to show your support.

Download your banner from the World Cancer Day website.
worldcancerday.org/materials



TIPS FOR WORLD CANCER DAY FACEBOOK POSTS



1. Offer added value

Users 'like' your page to get news and updates on your organisation in an informal way. Be original and offer added value to your audience (e.g. exclusive information, behind-the-scene photos, infographics, etc.).



2. Straight to the point

Avoid lengthy posts, keep them short and sweet (generally between 100-200 characters) in order to catch your audience's attention and encourage them to share the news.



3. Create a two-way conversation

Facebook is about interacting and networking so encourage your audience to share their thoughts and feedback (e.g. on your event). Asking questions is also a good way to get your audience involved in WCD, your event or your organisation.



4. Be timely

Your audience will be more likely to engage with posts when they are related to real-time information so be prepared to be active on Facebook on WCD. Also try to respond quickly to comments on your posts to let your 'likers' know you are listening to them.



5. Use engaging photos and videos

Entertaining media, such as photos, videos and infographics, get more attention and are more likely to be shared by your audience.



6. Drive website traffic

Include links in your posts to direct people to your website. Customise the thumbnail by choosing compelling imagery that will blend into the newsfeed experience.



7. Schedule your posts

To better manage your time, you can schedule your posts in advance by simply selecting a time and date on the lower right-hand corner of your page's sharing tool.

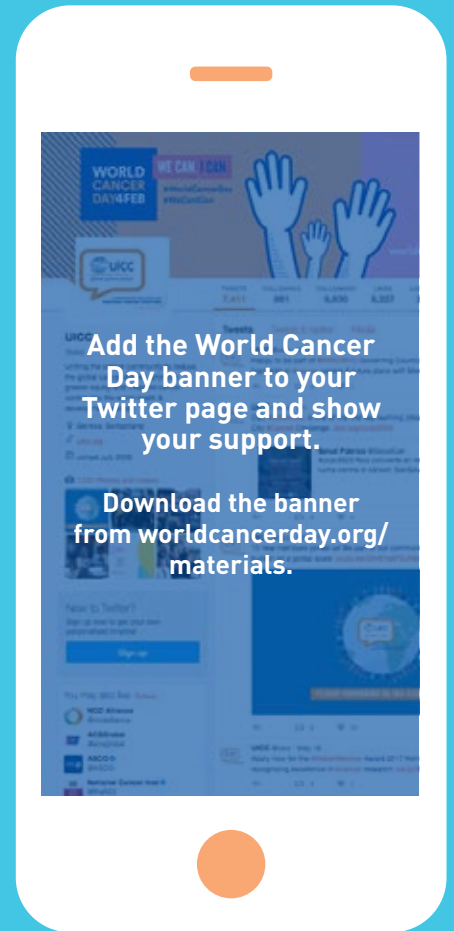


Twitter @UICC

Use Twitter to be part of the conversation leading up to and on World Cancer Day

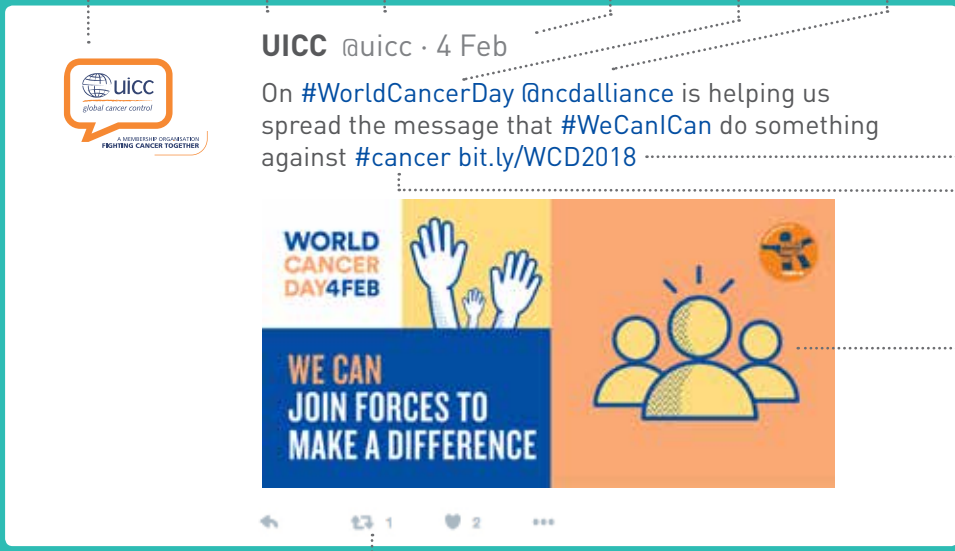
Topic hashtags:

- #Access2Meds #BeatNCDs #BeHealthy #Cancer
- #CancerAdvocacy #CancerAwareness #CancerBurden
- #CancerCare #CancerControl #CancerDisparities
- #CancerInformation #CancerMyths #CancerPatients
- #CancerPrevention #CancerRisk #CancerSurvivors
- #CancerResolution #CancerTreatment #EarlyDetection
- #EssentialMedicines #FightingCancerTogether #Health
- #HealthForAll #HealthyLifestyle #HealthyLives #NCDs
- #PainRelief #Prevention #QualityofLife #RiskFactors #SDGs
- #SupportOthers #SupportThroughSport #TreatmentForAll
- #UHC #WeCanICan #WorldCancerDay #WorkplaceWellness



ANATOMY OF A TWEET

- User's profile photo
- User's real name
- Twitter handle (username)
- Date posted
- Event hashtag
- Mentioning other users



- Link
- Topic-related hashtag
- Ready-made social media graphics available from worldcancerday.org/materials
- User options



HELP SPREAD THE MESSAGE ON TWITTER



UICC @uicc · 4 Feb

Today is **#WorldCancerDay!** Help us spread the message that **#WeCanICan** take action to help & fight **#cancer**: bit.ly/WCD2018



TWITTER GLOSSARY

Tweet	A 140-character message posted via Twitter – your message can include text, images, videos, gifs, user handles and links
@username	A Twitter handle is how you are identified on Twitter (eg @UICC)
@	The @ sign is used to mention / identify other users in a tweet
#	A hashtag is used to highlight keywords or topics (eg #WorldCancerDay)
Follow(er)	To follow someone on Twitter is to subscribe to his or her tweets
Reply	A tweet beginning with the @ sign and posted in reply to another user's tweet
Retweet (or RT)	A tweet sent by another user, forwarded by you. Often used to spread news or share valuable information
Like	A tweet marked with the heart icon to indicate that you liked this specific tweet



TIPS FOR USING TWITTER FOR YOUR WORLD CANCER DAY EVENTS



1. Use a Twitter-friendly tone

Strive for an approachable, authentic and friendly communication style that isn't overly formal. Remember that your followers track you because of what you say and who you are. Try to relate what you hear during an event to your own knowledge and experience by sharing your reactions and opinions. Remember that short is sweet: 120-130 characters is optimal for engagement.



2. Be their eyes and ears

For every person physically present during an event, there are probably hundreds (if not thousands) of 'virtual participants' watching from afar, many wishing they could have the same opportunity to be there. Your Twitter insights can give them a virtual front row seat to everything you're experiencing live. Be conscious of what your followers and other virtual participants might be most interested in reading, seeing, or finding out about – rather than just what you want to tell them.



3. Use the event #hashtag(s)

The more people using the same hashtag(s), the more likely they are able to connect with one another and share thoughts and ideas. Hashtags also help users follow the discussion: when you click on a hashtag, you will see other tweets containing the same keyword. Use the official hashtags **#WorldCancerDay** and **#WeCanICan**. When taking part in events or campaigns, find out the official hashtag the organisers have chosen and use it consistently.



4. Be original

Your tweets will be valued most by your followers if they include something which cannot be easily found elsewhere (eg an opinion, a link to a relevant and interesting site or resource, a picture or video, etc.). Consider adding value to a retweet by including your own view, and avoid posting overused rhetoric about an issue. Stay fresh.



5. No time like the present

Twitter is about real-time information: tweet about what's happening in the present. It is hard to find time when you are taking part in an event but commenting and responding in real time to others' posts adds real depth and value to discussion. Use a scheduling tool (e.g. Hootsuite, TweetDeck) to save time by proactively scheduling tweets before the event.



6. Quote of the day

If you tweet direct quotes, listen out for particularly insightful or original comments and quote them for what they say, not who said them. Don't forget to insert the speaker's handle in your tweet to give credit and for higher reach and visibility.



7. A picture is worth a thousand words

Visuals are the most liked and most likely to be shared type of content on social media. Use the same rules for photos and videos as you do for text content: add value for your followers and give them something they cannot get elsewhere, such as pictures of the event, of high-profile speakers or of the cover of a newly released publication. You can 'tag' the people and/or organisations in the photo if they have a Twitter handle. This can boost visibility, as people and organisations may retweet your post if they are tagged.



8. Amplify advocacy messages

Follow organisations you are aligned with and amplify messages to generate more traction and visibility. This also helps to show potential followers who you are, what you advocate for, and that you are supporting and contributing to a common agenda.



9. Engage your online community

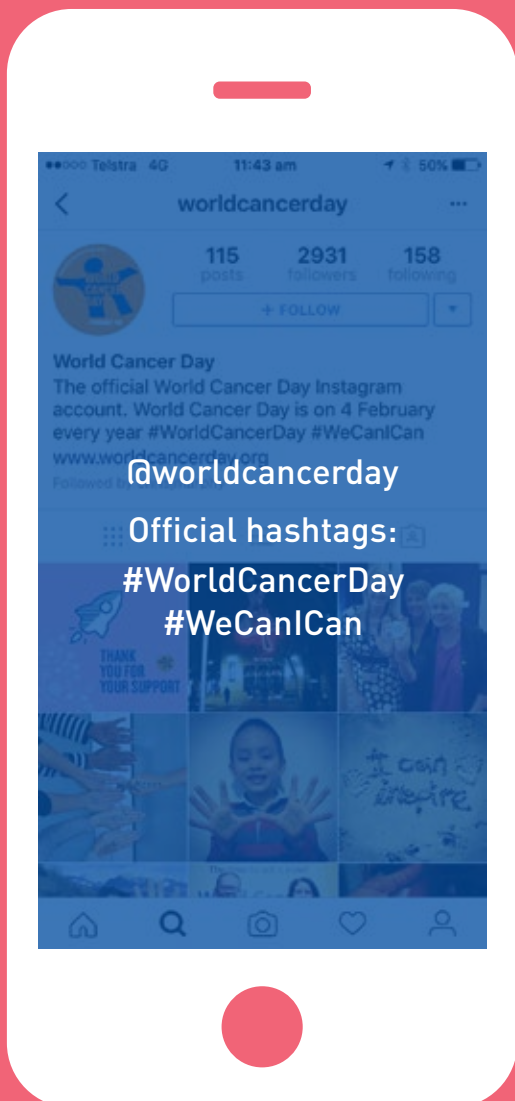
Twitter is a great tool for engaging and interacting with the online community: mention other users in your tweets (e.g. @UICC) or tag them in images, interact by replying to tweets and ask questions. Twitter is a social network, so be social.



Instagram

@WorldCancerDay

Follow us on Instagram and tag us in your own World Cancer Day photos



BE 'HUMAN' WITH INSTAGRAM

Instagram is the perfect tool to show the human side and personality of your organisation, engage your audience as well as feature the individuals involved in your event.



1. Go behind the scenes

Instagram users look for authenticity, transparency and exclusivity. Offer a glimpse and a better insight into your organisation's daily life and behind-the-scenes experiences that is not revealed on your other social accounts (eg the event's preparation, backstage, etc.).



2. Feature people

Instagram is a great place to engage in storytelling by featuring people involved in your event (eg organisers, volunteers, public, etc.). They will enjoy the recognition and it will reinforce their involvement.



3. Create engagement with a contest

It's easy to create a photo contest on Instagram: Ask users to post a photo using a particular hashtag (eg #WeCanICan), then invite other users to vote for their favourite pictures (eg by 'regramming' it) and feature the winner's photo on your website for example. A contest will raise your event's visibility on social platforms, even more so if you promote it through other online communications channels.



4. Cross-promote Instagram

Don't forget to cross-promote your Instagram activities on your other social platforms such as Twitter and Facebook. Put an Instagram icon on your website and invite visitors to follow you.



DON'T FORGET TO ADD THE OFFICIAL HASHTAGS

#WorldCancerDay
#WeCanICan

WORLD CANCER DAY 4 FEB



WE CAN. I CAN.

WITH THANKS TO THE FOLLOWING PARTNERS FOR THEIR SUPPORT OF THE 2018 CAMPAIGN:

Visionary Partners



Leader - Partner



Supporters



Please email your questions and updates to info@worldcancerday.org

World Cancer Day is an initiative of the Union for International Cancer Control

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