

MAKESENSECAMPAIGN

Stakeholder Social Media Guide

A guide for stakeholders to build awareness of head and neck cancer online

As one of our valued stakeholders, we would be grateful if you would consider supporting our social media efforts during our upcoming Awareness Week, taking place 16-20 September 2019.

For reference, we will be posting content on the following social media channels:

- <https://twitter.com/makesensecmpn?lang=en>
- https://www.facebook.com/makesensecmpn/?ref=py_c


How will your involvement help?






With your participation, we hope to achieve our goal of communicating our campaign messages to a broad range of audiences, including the general public, healthcare professionals, patients, patient advocacy groups and policy makers.

What can you do?

Outlined below are some social media activity options for you to consider that will enable amplification of our campaign messages:

1. Engage with the content listed in the table below via your social media channels. For example, you could consider re-tweeting, commenting or liking the posts.
2. Encourage friends and colleagues to like or share this content on other relevant social media channels.
3. You can also help us raise awareness by tagging @MakeSenseCmpn in your own posts relating to the Awareness Week; if that is not possible, please include #headandneckcancer or #makesensecampaign

Posting date	Post copy	Social channel	Image
Sep 2	The annual @MakeSenseCmpn head and neck cancer awareness week is in two weeks! Want to find out more about the events near you and how to get involved? Check out the global events map: https://bit.ly/2M5PqrY	FB	

	<p>The annual @MakeSenseCmpn #headandneckcancer awareness week is in two weeks! Want to find out more about the events near you and how to get involved? Check out the global events map: https://bit.ly/2M5PqrY</p>	<p>Twitter</p>	
<p>Sep 12</p>	<p>Head and neck cancer can leave anyone feeling unrecognisable. Learn about prevention, treatment, and life after cancer during the @MakeSenseCmpn Awareness Week, September 16-20: https://bit.ly/2M5PqrY #OneWeekToGo!</p>	<p>FB</p>	<p>Unrecognisable Family selfie</p> 
	<p>Head and neck cancer can leave anyone feeling unrecognisable. Learn about prevention, treatment, and life after cancer during the @MakeSenseCmpn Awareness Week, September 16-20: https://bit.ly/2M5PqrY #MakeSenseCampaign #OneWeekToGo!</p>	<p>Twitter</p>	 <p>Unrecognisable Family selfie</p>
<p>Sep 16</p>	<p>It's the start of the 7th annual @MakeSenseCmpn head and neck cancer awareness week! Raising awareness can make a huge impact as early diagnosis can save lives. Do your part by helping us share the signs and symptoms, and stay tuned to keep up to date on all the fantastic activities taking place across Europe this week!</p>	<p>FB</p>	 <p>Diagnosis and referral GIF</p>
	<p>It's the start of the #headandneckcancer awareness week! Raising #awareness can make a huge impact as early diagnosis can save lives. Help us share the signs and symptoms and make a difference! #MakeSenseCampaign</p>	<p>Twitter</p>	 <p>Diagnosis and referral GIF</p>