

SAVING LIVES WITH SOCIAL MEDIA

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saving the lives
of people with
blood cancer

YOUR MISSION

So you've decided to volunteer your time and use social media to spread the word about Anthony Nolan's lifesaving work? Major kudos to you!

We've created a guide which we hope will help you create and maintain an awesome social media presence.

Follow this guide and you'll be saving lives through social media in no time!

GETTING STARTED

What you'll need to think about

1. Who are you trying to reach? Who exactly is your target audience?
2. How does your audience communicate with each other? Which social channels do they use?
3. What time are they usually active on social media? Try to share your content around that time!
4. What does your audience look at on social media? What type of content are they after?
5. What type of content can you use to engage them? E.g. video, gifs, pictures, images, polls, stories, facts, infographics.
6. Learn what are the best image, copy and video sizes for every social media channel you use. There are many good guides online, like this one created by Sprout Social:
www.sproutsocial.com/insights/social-media-image-sizes-guide

PLANNING YOUR SOCIAL MEDIA

Planning is key when it comes to social media. While some things can be spontaneous (e.g. viral memes), it's always a good idea to have a content plan up your sleeve!

- Think about key dates, national days and popular events that are relevant to your audience as this is the ultimate tool for planning your content.
- Remember to hashtag the holiday for better engagement e.g. #NationalPetDay
- Try to use the right social media channel for the right content. For example, a post that needs lots of detail might work well on Instagram and Facebook but not so well on Twitter with its 280 character limit.

SOME TOP TIPS FOR YOU

- We can give you a special web link to use in your social media and other promotion – don't forget to include this! When people click through to join the register, we'll be able to see that it was because of *your* efforts.
- Consider setting up an online event - such as a Facebook event - and encourage your audience to come together at that time to take action and share their activity.
- Ask your friends, family members, local businesses, celebrities to share your post. It's a great way to widen your reach!
- Ask your school and other groups you're a member of if they can share content on their social media feeds
- Remember to use relevant hashtags you like (e.g. #bloodcancer, #stemcells) so people following these hashtags will see your posts
- Remember to tag Anthony Nolan in your posts so we can share them too!
- Post regularly if you can, but don't worry if one day you don't have anything to share. It's better not to share anything than to share something not related to your cause.
- Interact with your followers on social media. Not only will your post be seen by more people, but it's a great way to get your message out there!



SOME HANDY FACTS AND STATS YOU CAN INCLUDE IN POSTS

- In the UK, around 40,000 people are diagnosed with blood cancer every year. This equates to one person every 14 minutes and makes blood cancer the 5th most common cancer.
- About 2,000 people in the UK need a stem cell transplant from a stranger every year.
- Young men make up only 18% of our register, but they provide over an astonishing 55% of all donations. That's why we urgently need more young men on the stem cell register.
- Only 37% of patients from minority ethnic backgrounds are able to find their lifesaving match. That's why, if you're 16-30 and from an ethnic minority background, Anthony Nolan urgently need people like you on the stem cell register.

More facts and stats can be found at
anthonyolan.org/facts-and-stats

All sounds good?

Great, let's take a look at each social media channel.

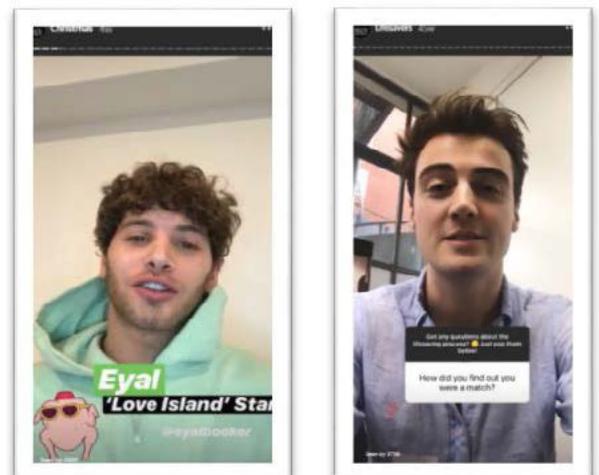
INSTAGRAM

- As you probably already know, Instagram is popular for people aged between 18 – 34 and is one of our best platforms for engaging with our younger audience!
- We have also found that users on Instagram are extremely active and loyal.
- Instagram is extremely visual – it's all about the photos! So clear, engaging imagery is a must.
- Feel free to use common catch phrases (e.g. 'big up to...' or words like 'awesome, cool' etc).
- Reshare anyone who tags a good image or video on your story – it's also a quick and easy way to share engaging content.
- Later in the afternoon/ early evening proves to be the best time to post on Instagram.



INSTAGRAM STORIES

- Use stories to interact and engage with users – in particular, stories with GIFS such as 'polls', 'questions' and 'quizzes' do well.
- You can see how many people viewed and interacted with your story if you swipe up.
- You can add a website link in your story – just remember to tell people to swipe up!
- If you have a lot of text to share and want to ensure it doesn't get missed, consider creating a series of consecutive posts to build additional text.

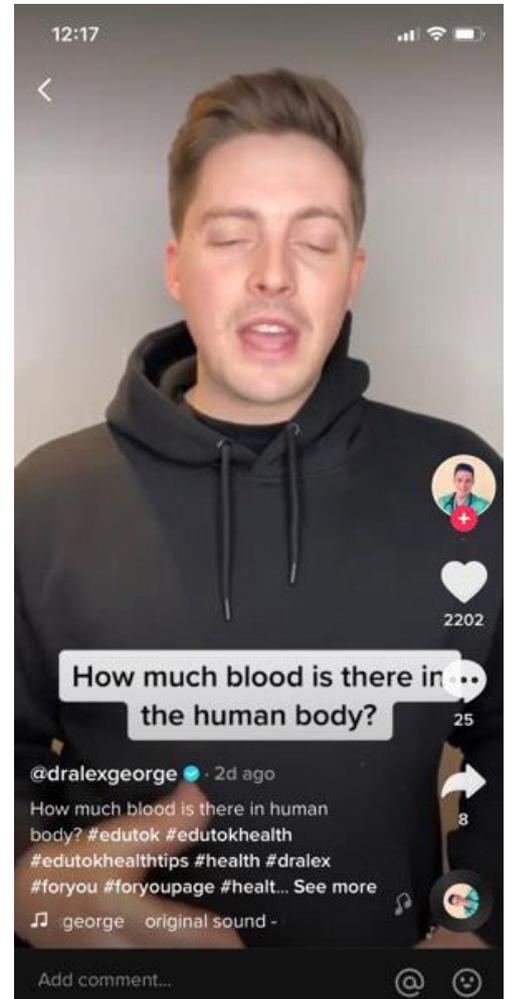


SNAPCHAT

- Snapchat can be a great way to show something in your sequence of shots e.g. the process of registering with Anthony Nolan (example from charity, Young Enterprise above).
- Similarly, you can create a 'behind the scenes' video of a promotional content or you can record an interview with the key people and make it available for the users.
- Teenagers are the majority audience for snapchat, so a fun but informative vibe is what we advise - don't take yourself too seriously!
- Go for interactive snaps and videos to humanise our brand.

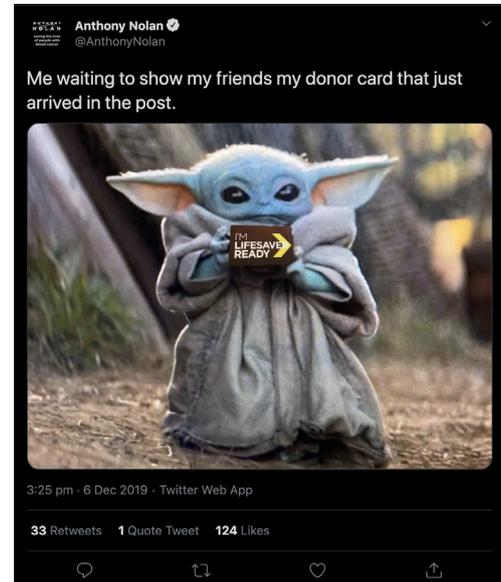
TIKTOK

- Anthony Nolan doesn't currently have a Tik Tok account, but we are open to exploring it, as we know that a whopping 41% of TikTok's users aged 16 to 24 worldwide.
- TikTok has 500 million active users globally, with 56% of its total users being male, so this platform has a lot of potential to connect with young men who could join the stem cell register.
- Ideas for Tik Tok content could include videos of doing a cheek swab, the donation process etc. It is really up to you to decide how you want to make your video fun, engaging yet informative for your viewers. Put your own personal twist on things!
- A good example is Dr Alex (from Love Island of course!) who uses the platform to answer common questions.



TWITTER

- The majority of Twitter users are male, so this is a good place for any posts urging men to sign up to the Anthony Nolan stem cell register!
- Your writing tone for Twitter should be relaxed and friendly while remaining professional (double check any grammar errors before posting, because you can't edit on Twitter posts once published!).
- Twitter is an awesome way to jump onto trends and calendar hooks, however, it is important to only use trends that are relevant and appropriate. It is also a good way to interact with other organisations! (e.g. baby yoda above).
- Twitter is the home of memes!! So again, get creative.
- Using hashtags and tagging organisations in posts means you'll reach more people.
- Tweetdeck is Twitter's scheduling platform, meaning you can schedule around the clock (and enjoy your sleep-in during those weekend morning posts).



FACEBOOK

- Longer copy featuring more detail works well on Facebook, meaning storytelling works particularly well there.
- Posts often perform better when they have been posted early in the morning – luckily you can schedule posts for free on Facebook, so we would recommend using it to your advantage!
- Another cool feature is Facebook analytics, which you can access via the ‘insights’ button. This enables you to check which posts had higher engagement than others.
- If you are in need for more content, check out check out Anthony Nolan’s or Marrow’s page, where you have permission to reshare posts.



FACEBOOK EVENTS

- Choose a clear, short name that represents your event and pick a good cover photo to make the page stand out.
- Selecting an accurate location, date and time, category, and tags allows Facebook to recommend your event to people who live nearby and have similar interests.
- You also want to be sure your event description is easy to understand with the important details upfront. Tell people why they should go, the plan of action, where the event will be held and any other FAQs!

SOME OTHER HANDY TOOLS FOR YOU

Over is a useful phone app to create easy graphics for posts or stories which are all designed for social media.

Canva is a free and easy-to-use graphic design online tool

Instagram Stories Download allows you to save stories in video format – particularly good for saving influencer stories in which we have been tagged.

Emojipedia – as you can probably guess, a site with every emoji!(and enjoy your sleep-in during those weekend morning posts).

Last but not least, don't forget to have fun. Nobody said lifesaving has to be dull or boring! You can add your own playful, personal touch into your social media for some authenticity. If you have any questions, please get in contact and our social media team will be happy to help!