

**MY BEST 10 SECONDS CAMPAIGN  
SOCIAL MEDIA AND SEEDING TOOLKIT**

**FEBRUARY 2019**



## INTRODUCTION

This guide has been put together to help you manage and plan the campaign in your local market in order to secure coverage and raise awareness of European Colorectal Cancer Awareness Month in March 2019. (ECCAM 2019)

This year ECCAM will be focusing especially on making people aware of the benefits of detecting colorectal cancer early by taking the screening test. To convey that message, we have developed a campaign idea My Best Ten Seconds which we have brought to life with a film and an accompanying website.

We need your help in encouraging as many people as possible to watch and share the film and to click through to the website.

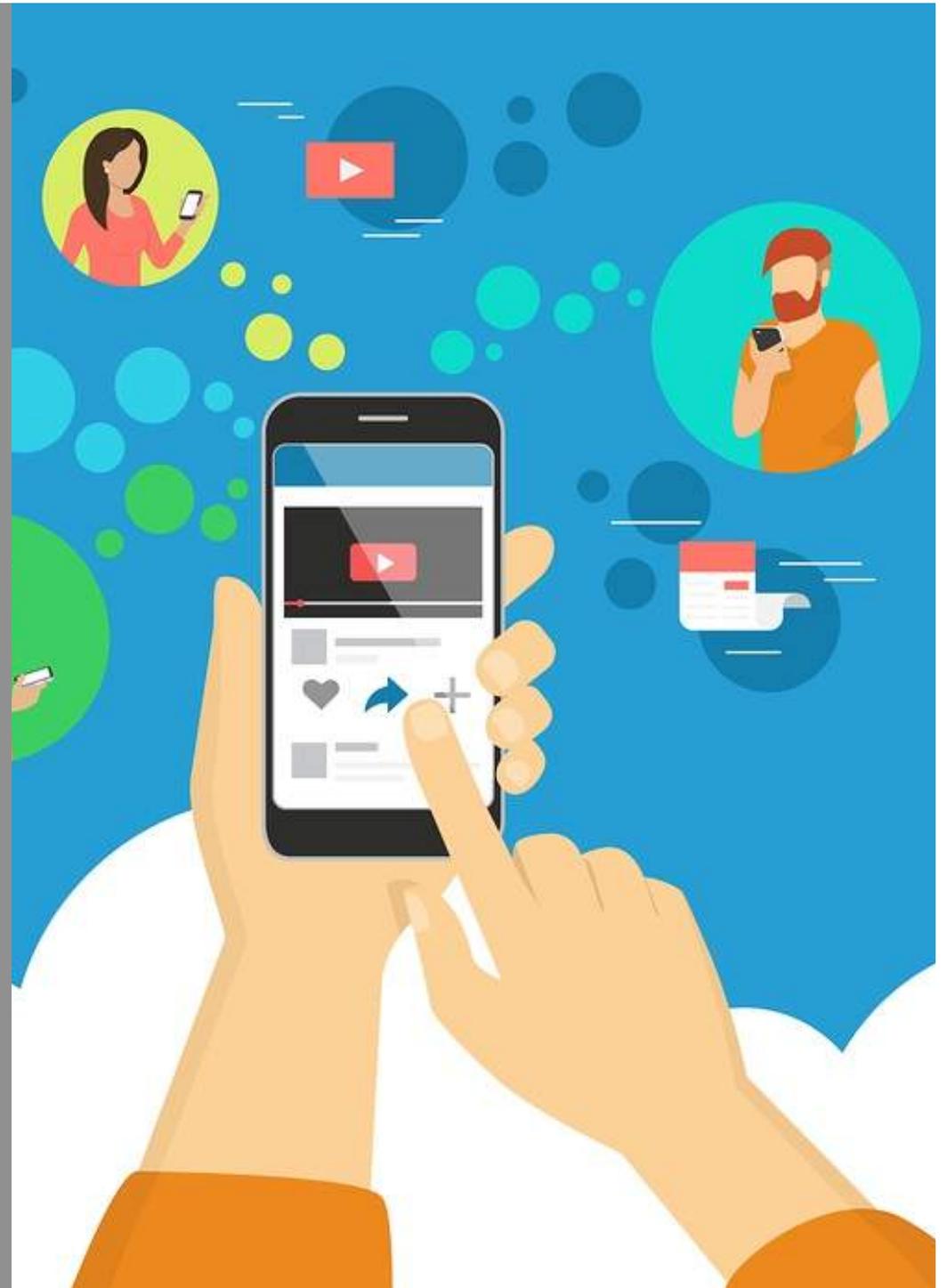


## HOW YOU CAN SUPPORT THE CAMPAIGN

We are going to be publicising the campaign in your country from the UK, but we'd like your support by performing two key tasks for us:

1. **SOCIAL MEDIA SHARING:** Sharing the key content across your social media channels

2. **SEEDING:** You may have heard of this before. It's the process of identifying and approaching key websites, bloggers and influencers in your market, sending them the campaign content and asking them to share it with their followers. This activity could dramatically extend the reach of the campaign, so we've put together this guide to explain how you can do it. If you could persuade five websites, bloggers or influencers (in total) to carry the campaign content that would be a great result. We hope we can count on your support!



CAMPAIGN CONTENT YOU CAN SHARE

## CONTENT YOU CAN SHARE (I)

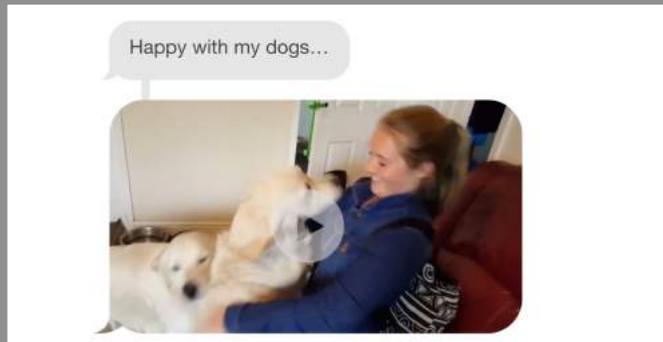
We're going to provide you with a range of content assets you can share:

### Campaign Microsite



The microsite will be the main campaign hub of information for people to visit and find out more information. This will be available in your country's language as well as English and will host all the interactive campaign tools as well as useful resources and links. ECCAM 2019 Microsite - <https://kate465.wixsite.com/eccam2019>  
DICE - <https://digestivecancers.eu>

### My Best 10 Seconds Campaign video:



This is the key element of the campaign that we hope will be viewed by men and women over 50 years and their families and friends. We've designed it to be highly sharable, so it's important to get it seen by the widest possible audience and across multiple social media channels.

In your communications with websites, bloggers and influencers you can include the YouTube URL or the video file itself which we will send you.

## CONTENT YOU CAN SHARE (II)

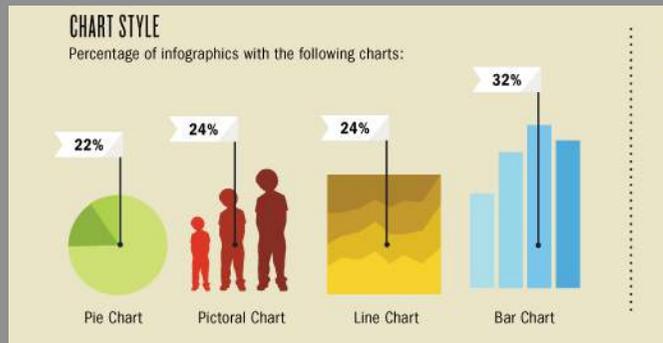
Additional assets you can share:

Press release



We're going to be preparing a press release centrally that you can customise and use within your market. It will be circulated to you on XXXX

Images and infographics



Images of people who have taken the test, along with infographics that visualise key statistics related to testing. There's a new datamap available too which shows relevant statistics for your country. Datamap - <https://digestivecancer.wpengine.com>

# PLANNING YOUR CAMPAIGN ACTIVITY

## PLANNING YOUR PRIORITIES

Here's what we suggest you do to prepare for the campaign:

1. Introduce your own contacts to the film, website and other campaign assets via Facebook, Twitter, Instagram and email
2. Research and build a list of additional websites, bloggers and influencers you feel it's worth contacting in your country, with contact details
3. Approach them all and share the main content assets
4. If you don't hear from them, follow them all a week later
5. Monitor the channel and websites you've approached if possible, to see if you've been successful and obtained some coverage!

We are hoping you can help us by locating and securing the support of at least five appropriate websites, bloggers or influencers during the course of the month.

Occasionally websites, bloggers and influencers ask for payment for content to appear on their site or channel. If you receive these kinds of requests, please refer them to the central seeding team at Flotilla Media – [charles.mills@flotillamedia.co.uk](mailto:charles.mills@flotillamedia.co.uk)

Start Here



Click on the  
Datamap to  
explore  
information about  
colorectal cancer.



## SUGGESTED CAMPAIGN TIMELINE

### w/c 18<sup>th</sup> February

Prepare your timetable for releasing the film and other content to your own existing contacts. Make a start on the list of new websites, bloggers and influencers you're going to contact.

### w/c 25<sup>th</sup> February

Start reaching out to existing and new contacts, informing them of ECCAM 2019, and sharing key assets in the hope of achieving some editorial coverage

### w/c 4<sup>th</sup> March

ECCAM 2019 begins

Follow up those contacts who haven't responded to you. Resend key campaign assets, and reiterate the importance of sharing the campaign with their followers.

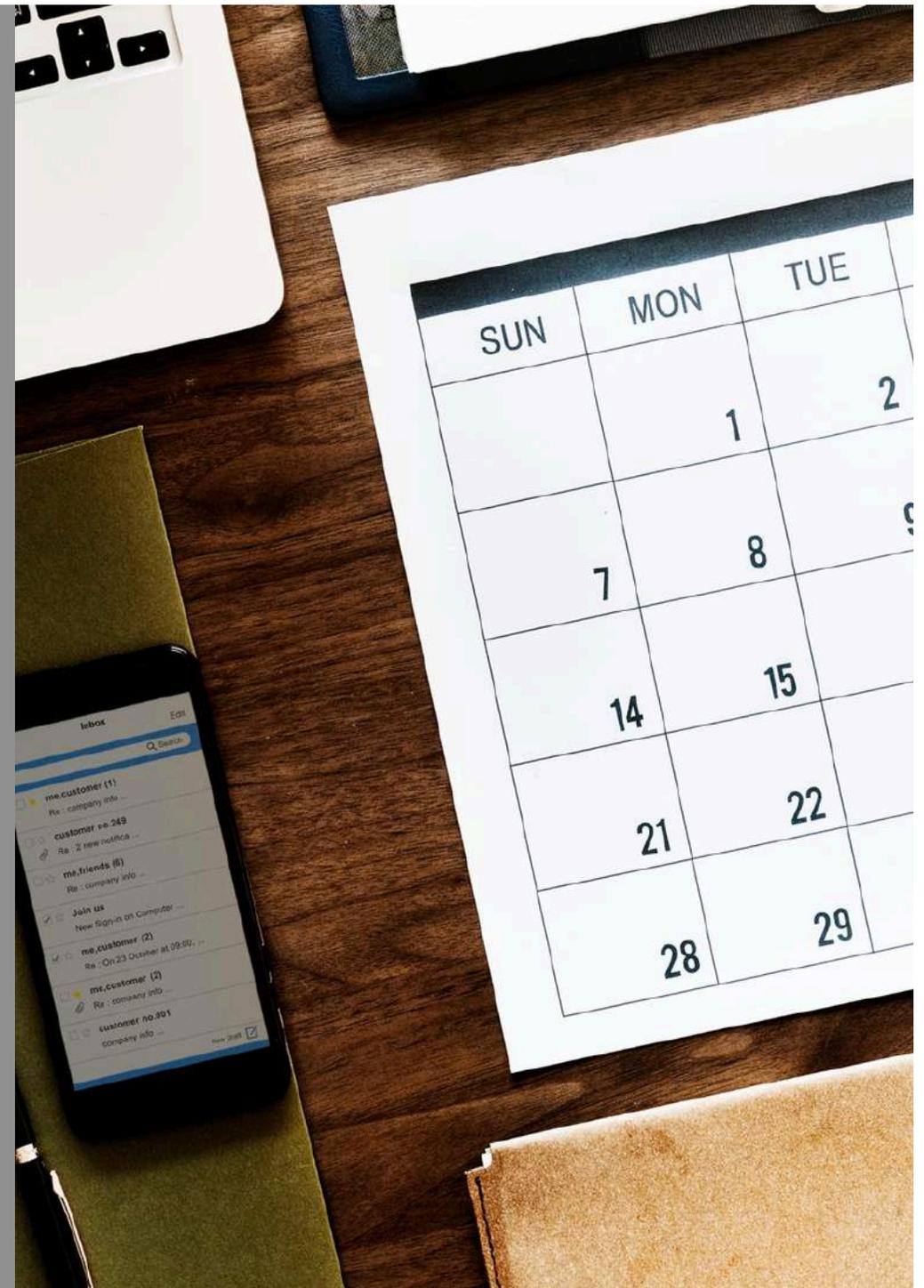
### w/c 11<sup>th</sup> March

Follow up with key contacts informing them that ECCAM 2019 is underway. Start monitoring of coverage.

### 11<sup>th</sup> March – 31<sup>st</sup> March

Continue to monitor coverage regularly. Keep the conversation going with contacts who have supported the campaign, informing them of campaign progress/impact and sharing any additional assets.

Recontact non-responders and ask if there's anything else we can do to secure coverage.



## TOPIC AREAS TO FOCUS ON

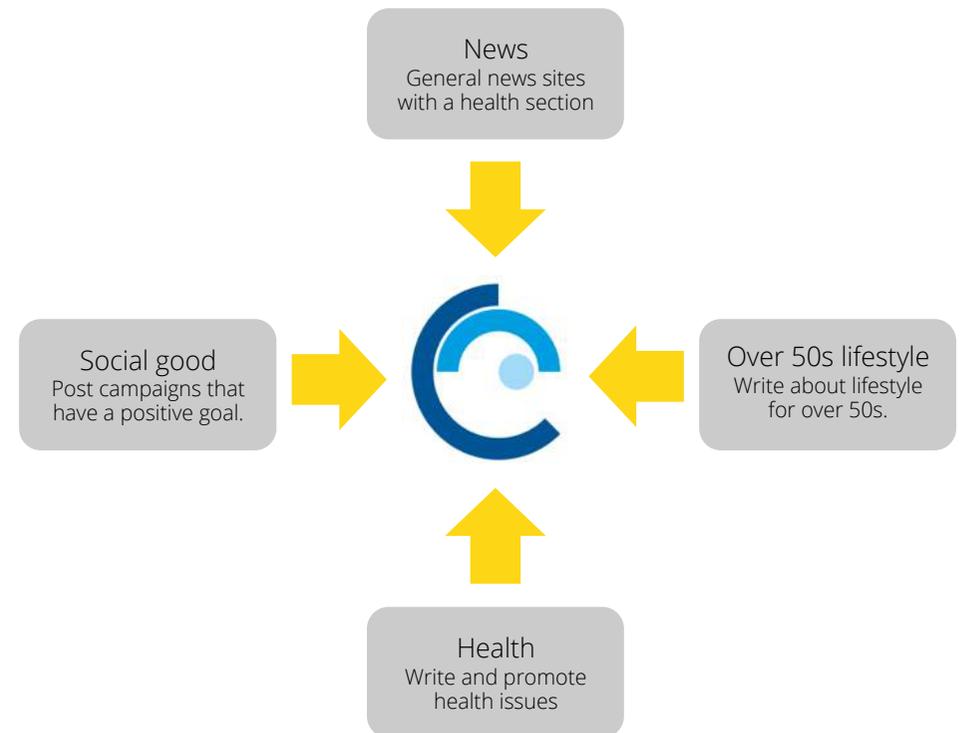
Before building a target list it is important to establish the audience you are looking to reach. To do this, research the type of sites your target audience are likely to be visiting.

The primary audience is over 50 years old and the content is primarily related to health, social good and over 50s lifestyle. The website team, bloggers and influencers themselves may well be under the age of 50 ie in their 30s or 40s. The key factor is whether they're likely to be connecting with some people in the 50+ age bracket.

It would also be effective to identify individuals who have been touched personally by colorectal cancer. And be sure to remember online contacts and supporters that you already know.

Ideally we are hoping you may be able to persuade five websites, bloggers or influencers to promote the campaign. Normally this will mean you making contact with 10 to 25 possible sites.

To the right are four example target site categories which you would be looking to contact to secure coverage.



## HOW TO FIND RELEVANT WEBSITES, BLOGGERS AND INFLUENCERS

The key questions to ask yourself when adding sites to your list is “Can I imagine this site or individual posting about the campaign?” and “Does the target audience visit this site?”

### National News Websites

Visit National news websites and search for health stories to find health correspondents or relevant journalists

### Google

Use Google with a range of key words. Start broad and then narrow your search. E.g

- Health news websites
- Over 50s lifestyle websites
- Health blog
- Colorectal cancer
- Colon cancer
- Rectal cancer

Use ‘top 10, top 20, top 50’ to search for sites in the area. “Top 10 health blogs in Portugal” and other longform keywords.

Combine with other terms e.g over 50 health blogger, Portugal.

### Search Twitter

Again, using key words to find accounts. Some may be linked to a blog or website. As you find relevant sites visit their Twitter page to view related accounts.

### Search Facebook

This can be more a challenge but search Facebook for pages that discuss the issue.

There are also a couple of online platforms you can use to help you with this exercise:

### Tweetdeck

Use Tweetdeck <https://tweetdeck.twitter.com> to monitor for key words in real time. This is useful to find those discussing search terms around the campaign during ECCAM.

### GroupHigh

Use a platform such as <https://www.grouphigh.com> to find websites and influencers. The site offers a 7 day free trial.

## BUILDING YOUR LIST OF TARGETS

Preparing for a campaign involves building a database of contacts that you will approach. The site list is where you will keep track of who has been contacted with the campaign. It should be prepared in advance of the campaign beginning but can be added to once we go live.

Include in the site list people you already know/have a connection with.

We have prepared a central Google Sheet at <https://docs.google.com/spreadsheets/d/1DGIneTDUkFwqrWHOGdqa7y7hH6uLyCEnWBr1asQeA5A/edit#gid=0> which will be used for the campaign.

With each website, blogger and influencer you identify record the information below, within the tab that's dedicated to your country:

- Site Name
- Website/Facebook link(s)
- Short description
- Number of followers/visitors
- Key contact person
- Email address
- Status:
  - Initial contact made
  - Follow up contact made
  - Success in posting/sharing our content

# FINDING CONTACT DETAILS

Look for the 'contact page'. Most bloggers or websites will include an email address.

Where there is related content, you ideally want to contact the person that wrote the article that you will be referencing. Click their name to find their page and contact details. If not available, find their profile on Twitter and see if there are contact details.

In the event that you can't find the individual's contact details you can email the general editorial email but still include the individual's name in the outreach email.

Websites such as <https://hunter.io> are also helpful for finding contact details.

You can also use your free trial of [www.grouphigh.com](http://www.grouphigh.com) to find contact details for a site.

The screenshot displays the Hunter.io website interface. At the top, there is a navigation bar with the Hunter logo, 'Products', 'Pricing', 'Sign in', and a 'Sign up' button. The main search area shows a search box with 'bbc.com' entered and a 'Find email addresses' button. Below the search box, it indicates 'Most common pattern: (first).(last)@bbc.com' and '437 email addresses'. A list of email addresses is shown, including 'ra.paez@bbc.com', 'ila.atta@bbc.com', 'stoph.chafin@bbc.com', 'ren.harding@bbc.com', and 'destefanis@bbc.com', each with a 'sources' count. A promotional message at the bottom of the search results encourages signing up for a free account. Below the search results, a testimonial states 'Hunter is used by 1,000,000+ professionals and chosen by the smartest companies.' and lists logos for Google, IBM, Microsoft, HubSpot, Adobe, and InVision. The bottom part of the screenshot shows a sample blog post layout for 'NINA AIKÄS'. The blog header includes 'HOME ABOUT CATEGORIES' and social media icons. The main content area features three video thumbnails: 'SNOWED IN' (January 20, 2017), 'SISTER SNAPSHOT VOL. 4' (January 12, 2018), and '20-MINUTE GRANOLA' (January 20, 2018). Below the videos is an 'ABOUT' section with a bio: 'I'm a Swedish-speaking Finn who left Finland for the lovely and thrilling London town in 2011. ... after meeting an equally lovely and thrilling Scotsman I somehow now find myself in the beautiful city of Edinburgh. Moving to Edinburgh gave me the spark to finally set up my own blog and I have enjoyed blogging about my family life, maternity, fashion, food, travel and interior design ever since. In February 2015 our gorgeous little girl arrived and made us a happy family of three. In 2017 we were blessed with another beautiful little girl who has made life even more interesting.' Below the bio is a small photo of a woman and a child.

## DRAFTING AN OUTREACH EMAIL

The outreach email is your contact with the website, blogger or influencer. Your aim is to encourage them to write about the campaign

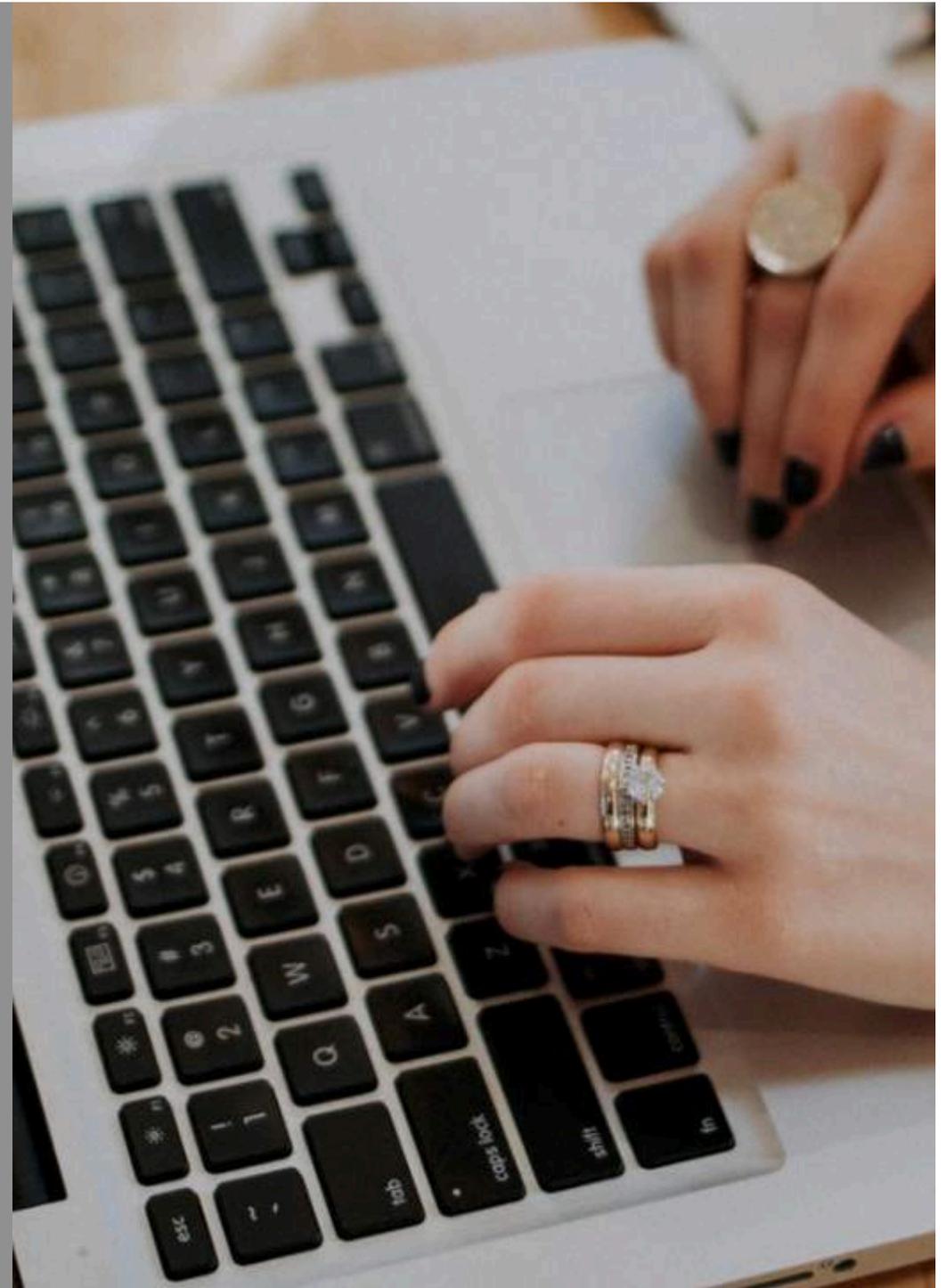
The outreach email needs to:

- Introduce yourself
- Introduce the campaign
- Include why you are contacting them (rationale, e.g you read their blog and saw that they posted something similar, you saw they were talking about it on social media, you think they'll be interested in the campaign)
- Kindly request that they share the campaign
- Include a line to say that if they need anything else or have any questions, that they can get in touch.
- Include a link to the video
- Include a link to press release
- Attach images

Keep the tone friendly but professional, and concise.

The outreach email needs to be personal to each individual. It should ideally:

- Address them by name
- Include the blog or website name to demonstrate that you have taken the time to read their work
- If possible, include a link to related content that they've written



## OUTREACH EMAIL TEMPLATE

Hi xx,

Hope you're well. My name is xx from EuropaColon. I wanted to draw your attention to European Colorectal Cancer Awareness Month 2019 which is taking place throughout March.

As you may know, colorectal cancer is Europe's third biggest cancer killer. But it is also very treatable if it is detected early. So our campaign is designed to encourage as many over 50s to take the simple home screening test that's now available.

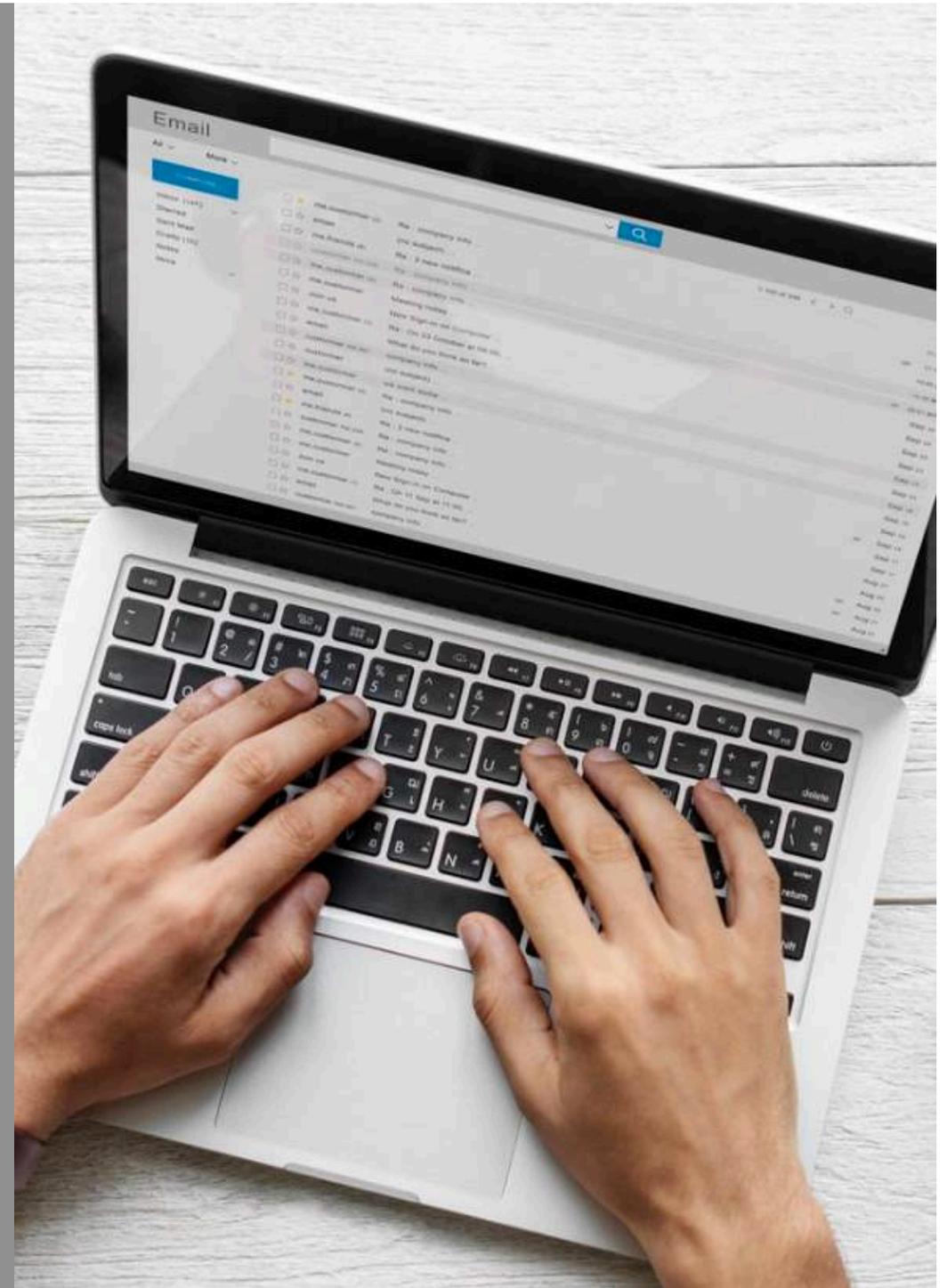
I thought I'd send over [campaign details]

It would be fantastic if you could share the campaign and raise awareness that the test is available. –further rationale to share]

I have included some images you're welcome to use below. Please let me know if you'd like anything else.

Many thanks,

Lee



## MAKING CONTACT

In the first instance, start posting the campaign on your own social media channels.

The following are suggestions for content to share on the social pages that you manage:

- Share the campaign assets throughout the month – video, infographics, images.
- Encourage followers to share their **#MyBest10Seconds (This is really important!)**
- Share links to the websites with interesting stats and call to action to visit and share.
- Share running totals of how many people are visiting the campaign website (if possible)

Now start reaching out to our own contacts and network to support the campaign:

- Email your contacts directly
- Include the campaign in your email signature
- Include the campaign in your newsletter
- Include the campaign on your own social channels
- Utilize the hashtag where possible

Now begin reaching out to newly identified websites, bloggers and influencers that you've identified

### Coverage secured

As articles and posts go live these can be shared on your own social media channels to build a sense of involvement in ECCAM 2019



# WHAT DOES A GOOD POST LOOK LIKE?

A good piece of coverage should ideally include:

- The video prominently embedded within the top 50% of the post
- Shared on social media with the hashtag
- Includes link with call to action
- The post should appear on the homepage
- Original copy between 500-800 words
- Discussion/comments below the post

NEWSWIRE

## Greenpeace calls out Netflix for not embracing renewable energy sources

Sam Barsanti  
1/12/17 7:09pm • Filed to: TV ~

177 Save    



Unbreakable Jimmy Schmidt

Unless you're a TV network executive or a big fan of Crackle, it's easy to think of Netflix as a reasonably positive thing. It has a lot of good original shows, it has the complete runs of *Gilmore Girls* and *Friends*, and it has remained relatively affordable (give or take a few price hikes here and there). Unfortunately, video streaming has begun to account for a huge energy footprint, and apparently a lot of the data centers that house Netflix's precious content are powered by non-renewable energy sources like coal.

Because of that, Greenpeace has decided to call out Netflix for its reliance on so-called "dirty energy" with a video that pokes fun at the style of Netflix's trailers through the use of on-screen text and brilliantly selected clips from a bunch of Netflix originals. In fact, the video is so well-made that it almost seems like it actually is an ad for Netflix—it just happens to be one that's all about telling Netflix to stop being so harmful to the planet.



Greenpeace is also taking shots at Netflix on social media

## MONITORING THE CONTACTS YOU'VE MADE

- Manually check the websites and blogs you've emailed every few days.
- Set up keywords on Tweetdeck
- Set up the hashtag on Tweetdeck
- Set up Google alerts for key words
- Ensure you monitor for new coverage prior to sending out follow up emails – you don't want to follow up with somebody who has already shared the video.

Example search terms:

- ECCAM 2019
- My Best 10 Seconds
- #MyBest10Seconds
- European Colorectal Cancer Awareness Month
- Digestive Cancers Europe

At the end of the campaign we'll be in contact to what level of contact you've been able to achieve across websites, bloggers and influencers. This information will then be summarised by us into a comprehensive campaign report

Good luck and if you've got any major challenges or questions get in touch with us at [charles.mills@flotillamedia.co.uk](mailto:charles.mills@flotillamedia.co.uk)

10 second colon cancer test



All

Shopping

Videos

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**News**

More

Settings

Tools

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Past week ▾

Sorted by relevance ▾

Clear

### FDA approves consumer genetic test for colorectal cancer risk

BioNews - Jan 28, 2019

The test is the **second** consumer genetic test for cancer risk, with the first being a test ... a hereditary condition that leads to a heightened risk of **colorectal cancer**. ... However, the firm did not clarify if this meant that **10** percent of people did not ...



### Cancer screening is very important; it could save your life

Tyler Morning Telegraph - Jan 26, 2019

I lament for my first friend and rejoice for my **second** friend. ... overall health is good and they have a life expectancy of **10** years or longer. ... Both breast and **colon cancer** have good **screening tests** shown to help detect cancer at early stages.



### Colorectal cancer screening and the role of community pharmacy

The Pharmaceutical Journal - Jan 23, 2019

Colorectal cancer (CRC), also called **bowel cancer**, is a leading cause of ... accounted for nearly 1 in every **10** newly diagnosed cancer cases and more than 1 in ... cancer and the **second** leading cause of cancer-related deaths in that year.



### Bergen County Hospital Picked for National Program to Reduce ...

NJ Spotlight - Jan 28, 2019

... designed to increase **screening for colorectal cancer** among Asian-American ... The Bergen County facility is one of only **ten** hospitals nationwide, and one of only ... form of cancer overall, it is the **second** most common for Asian-Americans.



### Tissue Diagnostic Market 2018 Analysis by Growing Technology ...

Honest Businessman - 7 hours ago

Although **screening tests** helps to detect cancer condition at early stage, data from ... followed by lung and **colon cancer** respectively in both male and female. ... to distinguish healthy tissue and tumor tissue in just **10 seconds**, more than 150 ...



### Your AZ guide on everything health

Now To Love - Jan 26, 2019

According to the Ministry of Health, we have one of the highest **bowel cancer** rates in the world, and it's the **second** highest cause of cancer ... Women aged 20-70 should have regular smear **tests** every three years. .... They found people in the highest category of dietary magnesium consumption had a **10** per cent lower risk ...

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