

SOCIAL MEDIA INSTRUCTIONS

Demand Better on Digital: Spread Awareness via Social Media

Spreading awareness about risk factors and symptoms associated with pancreatic cancer can be super easy online! Whether on Facebook, Twitter or Instagram, we encourage you to post about pancreatic cancer and raise awareness!

WHAT TO DO

We encourage you to do at least one of the below, but feel free to do them all – or more!

- Head to <http://pcan.at/DBchamps> to share any of the available social media graphics on your social media accounts – feel free to use any of the pre-populated copy or customize with your own. Just remember to use #PANCaware and #DemandBetter!
- Head to <http://pcan.at/DBchamps>, and print out any of the participant cards and take a selfie with the card! Share the photo on your social channels, with this suggested language:
 - Can you recognize the signs & symptoms of #pancreaticcancer? Join me and @PanCAN in raising awareness this November! <http://pcan.at/DBchamps> #PANCaware
- Print out the “Demand Better” sign (found on the <http://pcan.at/DBchamps>), fill it out with who or why you Demand Better (e.g. “my mom”, “patients”, “pancreatic cancer survival”) and take a selfie with it! Share with this suggested language:
 - I Demand Better for “_____.” Be #PANCaware for Pancreatic Cancer Awareness Month this November! <http://pcan.at/DBchamps>
 - We also suggest that you share more about your personal connection if you have one, especially on channels like Facebook and Instagram.
- On World Pancreatic Cancer Day (November 15th), or on any day in November, take a selfie wearing purple and share on social media with this suggested language:
 - I’m wearing purple to raise #pancreaticcancer awareness this #WorldPancreaticCancerDay! Join me as we #DemandBetter! <http://pcan.at/DBchamps> #PANCaware #WPCD
- Share the November Awareness website and encourage others to take action!
 - Will you join me as I #DemandBetter this November for #pancreaticcancer? Visit @PanCAN <http://pcan.at/DBchamps> to be #PANCaware!

THINGS TO CONSIDER

- Don’t forget to tag PanCAN’s social channels!
Facebook @JointheFight
Twitter @PanCAN
Instagram @PanCAN
- Utilize our hashtags when possible!
#PANCaware (main hashtag)
#DemandBetter (secondary hashtag)
#pancreaticcancer (recommended)
#WPCD (for World Pancreatic Cancer Day)



**DEMAND
BETTER**

FOR PATIENTS. FOR SURVIVAL.