



World Pancreatic Cancer Day Final Reminders

The countdown begins!

We are officially one week away from World Pancreatic Cancer Day (WPCD)– our moment to shine! Our day to join together to increase awareness of pancreatic cancer around the globe. We have outlined key content that we will be sharing on our social media channels day-by-day leading up to November 17, 2016.

As a reminder, here's what we want people to do on WPCD:

1. Wear purple!
2. Take a picture with friends, family and colleagues to show the world that we are In It Together.
3. Share pictures on social media, tagging @worldpancreatic and using #WPCD so we can track posts and share on www.worldpancreaticcancerday.org.

What you can do to prepare:

1. Secure your regional proclamations and purple buildings.
2. Use the press release template that has been provided to contact local and regional media outlets to cover the day, events you're organizing, or simply ask them to wear purple on camera and mention World Pancreatic Cancer Day.
3. Register for the [Thunderclap](#). Register for the [Facebook event](#). Ask your friends/fans/followers to register, too!
4. Share the posts outlined below on the designated days.
5. Create your own social content to engage your fans/followers and online influencers to join us on Thursday.

What you can expect on social:

Over the next week, you will see approximately 3-5 posts on each of the WPCD social channels (Facebook, Twitter, Instagram). We encourage you to share as many of the posts as you'd like! At a minimum, please be sure to look for the following primary posts and share so that we elevate the conversation together and tell all fans/followers how they can participate on Nov. 17. *Key tips and instructions can be found beneath the content calendar below.*

Date	Facebook	Twitter	Instagram
Thurs. 11/10	<p>JOIN US November 17, 2016</p> 	<p>JOIN US November 17, 2016</p> 	 <p>Coming Together 01:28 2016 WORLD PANCREATIC CANCER DAY</p>
	<p><i>Link post asking people to join the Thunderclap event</i></p>	<p><i>Link post asking people to join the Thunderclap event</i></p>	<p><i>Video highlighting impact of the Coalition (this will also be shared on Facebook)</i></p>
Friday 11/11			 <p>JOIN US ON NOVEMBER 17 #WPCD 2016 WORLD PANCREATIC CANCER DAY</p>
	<p><i>Carousel of photos to encourage people to share how they're getting ready for WPCD</i></p>	<p><i>Tweet asking you to share your proclamations!</i></p>	<p><i>Video telling people that on Nov. 17, we are In It Together (this will also be shared on Facebook)</i></p>
Sat. 11/12	 <p>Together, we are stronger in our fight against pancreatic cancer.</p>		
	<p><i>Link post asking people to register for Facebook event</i></p>	<p><i>Tweet asking people to share what buildings/monuments will turn purple on Nov. 17</i></p>	<p><i>We will show we are In It Together on Nov. 17 to support those facing pancreatic cancer.</i></p>
Sun. 11/13	 <p>Wear your purple. 2016 WORLD PANCREATIC CANCER DAY</p>		
	<p><i>Countdown to WPCD - Step 1: Plan your purple Animated image to show people dressing in purple</i></p>		

<p>Mon. 11/14</p>	
	<p><i>Countdown to WPCD - Step 2: Pick your people Animated image to show people coming together</i></p>
<p>Tues. 11/15</p>	
	<p><i>Countdown to WPCD - Step 3: Post your pose Animated image to encourage people to share their photos on Nov. 17</i></p>
<p>Wed. 11/16</p>	
	<p><i>Tomorrow is the day! Video invitation from Coalition to join us tomorrow and wear purple to show we're In It Together</i></p>
<p>Thurs. 11/17</p>	
	<p><i>Announcement: Today is the day! Posts will be made in each time zone announcing WPCD.</i></p>



Key Instructions and tips:

1. Be sure you are following the WPCD social pages.
Facebook: <https://www.facebook.com/worldpancreaticcancerday>
Twitter: <https://twitter.com/worldpancreatic>
Instagram: <http://instagram.com/worldpancreatic>
2. Set alerts on your social pages so that you know when WPCD has posted content, and when it is time to share! Instructions by channel can be found here:
Facebook: <https://www.facebook.com/help/299284303519326>
Twitter: <http://www.wikihow.com/Get-Push-Notifications-for-a-User's-Tweets-on-Twitter-for-iPhone>
Instagram: <https://www.cnet.com/how-to/get-notified-when-your-favorite-instagram-users-post-photos/>
3. Like, share, and comment on WPCD posts – especially those outlined above – to amplify our message.