

The Power of One Campaign

#powerofone

1st - 7th of November, 2020

whitecoatsfoundation.org/powerofone



#powerofone

This social media kit has been prepared by



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This guide has been prepared by Opyl Ltd in collaboration with the White Coats Foundation. This work was undertaken by Opyl Ltd, as a token of our support for clinical trial awareness.



CAMPAIGN SUMMARY

About the Campaign

The Power of One campaign aims to raise general awareness about the role of clinical trials in advancing medical science and healthcare.

Why is this important?

With awareness comes access to information, knowledge and choices that have the potential to benefit people's health.

The Power of One will ask the public to donate one dollar as a symbol of their recognition that everything starts with one: one researcher, one person participating in a trial, one new discovery can lead to new treatments that have the potential to benefit anyone of us.

The Power of One is a metaphor for demonstrating that one can make a difference. One disease can change lives but so can one new discovery. It's difficult to immediately measure the outcome of one person's participation in a trial or one new discovery, however, we can measure dollars and use this as a metaphor to drive the value of the one message.

Where do the funds go?

People donating have a say about where their contribution could go. Research areas for this year are outlined on the donation portal. Part of the funds will also go towards supporting the ongoing work and awareness initiatives of the foundation.

whitecoatsfoundation.org/powerofone

SOCIAL MEDIA RESOURCE KIT

The following provides a guide on how organisations and individuals can contribute to the #powerofone campaign.

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WHAT IS A SOCIAL MEDIA PACK?

The #powerofone social media pack is designed to help raise awareness of the campaign. It includes visual assets that your organisation can share to its social media accounts to show your support of the campaign.

WHAT IS IN THE PACK?

The social media pack includes a range of collateral that is designed for you to use and share on social media.

It includes the #powerofone sign that you can take a selfie with - either print it out or have it in the background on your computer screen.

Perhaps the easiest way you, your organisation or team can get involved is through the Postcards - the postcards within the pack include lines and phrases of the #powerofone campaign and campaign branding. These can be shared directly to social media or printed out to take a selfie with.

Selfie frames are ideal for organisations wanting to promote a brand, event or campaign on social media. The #powerofone selfie frames are no exception! The frames in the pack can be printed out and easily used. Just cut along the dotted line and you can take a photo or video with them that can be shared online. There also digital selfie frames that you can take a photo with (via another device) and post to social media.



HOW CAN THIS PACK BE USED? HERE ARE SOME IDEAS...

There are two main ways your organisation and its team can participate in the this social media campaign.

- Use the content from this Pack; and
- Share the content we post from the White Coats Foundation channels

Here are a few ways to get involved:

- Use the postcards with a post from your organisations' page to show that you are a supporter of the campaign
- Use the postcards on your personal social media accounts to show that you support the campaign
- Film yourself encouraging others to be apart of the campaign and/or donate with one of the selfie frames
- Take a photo with the selfie frames and post onto your social media accounts showing your support
- Print out a postcard and take a virtual group photo with everyone in your organisation - you could share it on Zoom and share the screenshot.
- Have the postcards, selfie frames and postcards on another device and hold it up in an image that can be posted onto social media (this is the best option if you do not have a printer)
- Send us a direct message with an image of you or your organisation with the postcards, selfie frames or/and postcards and we can share it to our social media platforms if you are on private.



This pack is also important as it helps to activate your internal social media ‘champions’. This involves sending around aspects of the pack that your organisation wishes to share and asking those in your organisation to share it on their social media platform/s.

Here is an email that you could send to individuals in your organisation that you wish to participate in the #powerofone campaign online:

Dear [X],

I am reaching out to you in regard to sharing a post(s) to your social media accounts (Twitter, LinkedIn, Facebook and/or Instagram) as part of our broader communications and engagement strategy in order to raise awareness about the The Power of One (#powerofone) campaign.

#powerofone is a campaign created by the White Coats Foundation and aims to raise awareness about the role of clinical trials in advancing medical science and healthcare.

With awareness comes access to information, knowledge and choices that have the potential to benefit people's health.

We would love for you to participate in this campaign by sharing some posts on your personal social media accounts. Below are the copy and images, templates, selfie frames and more- that have been approved for usage by both the White Coats Foundation and our organisation.

Looking forward to discussing this further,

[xxx]



WHEN SHOULD I SHARE MY #POWEROFONE CONTENT?

If you have #powerofone content to share on your social media channels then you should participate and share it during our campaign week , launching on the 1st of November and continuing to the 7th of November, 2020.

During the campaign, content will be shared to White Coats Foundation's [LinkedIn](#), [Facebook](#), [Twitter](#) and [Instagram](#) accounts/pages. We would love for you to engage with us and show your support by sharing, liking and commenting on these posts.

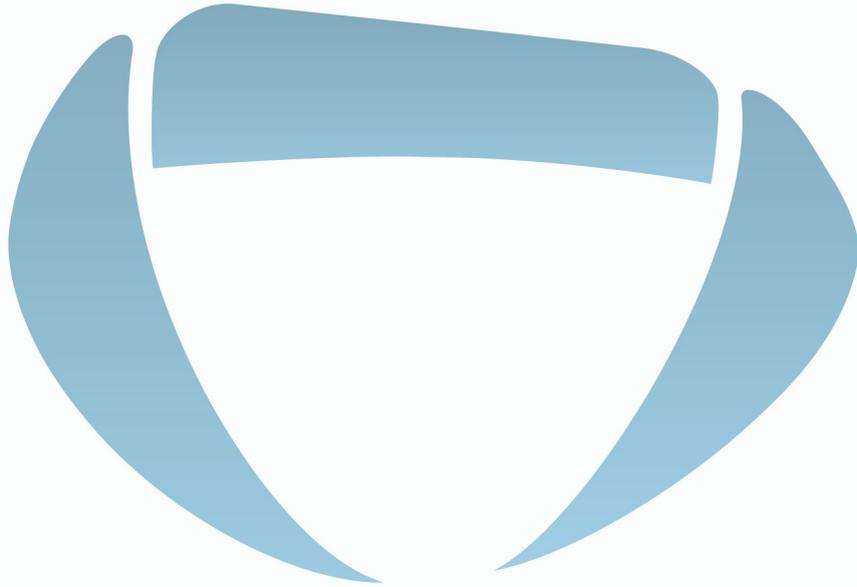
This can be done as an organisation by interacting directly with the campaign content or by activating your internal social media 'champions'. Don't forget that you can also do this by engaging with us through your personal profiles.

Before the launch of #powerofone on the 1st of November, be sure to keep an eye on the White Coats Foundation's social media profiles as we will be sharing some content that we would love for you and your organisation to engage with.

Don't forget to use #powerofone when you post!

What you should share:

- Share the video that we post from the White Coats Foundation social's at Launch
- Post a postcard from the Social Media Kit
- Post something you've created - e.g. a photo or video with the Selfie Frames or Postcards



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