



THE ROBIN CANCER TRUST

- SOCIAL MEDIA CASE STUDY -

TOBY FREEMAN, CEO, #THERCT



THE ROBIN CANCER TRUST

- RAISING AWARENESS OF GERM CELL -
CANCERS IN 16-35 YEAR OLDS
- 3.5 YEARS -
- 1 PART-TIME EMPLOYEE -
- 6 TRUSTEES -



WHY DID **#THERCT** CHOOSE
SOCIAL MEDIA?



#THERCT SOCIAL MEDIA CASE STUDY

- TO MEET OUR OBJECTIVES -

RAISE AWARENESS

REDUCE EMBARRASSMENT

SAVE LIVES

- TO ENGAGE WITH OUR AUDIENCE -

16-35 YEAR OLDS

INSTANT CONTACT

WORLDWIDE AUDIENCE

- TO ENABLE US TO GROW -

SMALL CHARITY

WITHIN BUDGET

WITHIN TIME AVAILABLE



HOW DID **#THERCT** GROW
OUR SOCIAL MEDIA?



#THERCT SOCIAL MEDIA CASE STUDY

- RESEARCH -

- DEFINED AIMS & OBJECTIVES -

RAISE AWARENESS OF GERM CELL CANCERS

- DEFINED AUDIENCE -

16-35 YEAR OLDS

+ FAMILY MEMBERS / FRIENDS OUTSIDE THIS AGE-RANGE

- BEST PRACTISE OF OTHER CHARITIES -

TC / OC / AWARENESS CHARITIES

- BEST PLATFORMS -

FACEBOOK & TWITTER

YOUTUBE & INSTAGRAM



#THERCT SOCIAL MEDIA CASE STUDY

- CREATE -

- SOCIAL MEDIA ACCOUNTS -

SIMILAR NAMES & URL - EASY TO FIND

- INVITE FRIENDS & FAMILY -

BRAND AMBASSADORS & CREATE ENGAGEMENT

- CONTENT -

AWARENESS CAMPAIGNS

#TALKINGBOLLOCKS #YOUARENOTOVARYACTING

WRITTEN - VISUAL - VIDEO

LINKS ACROSS SOCIAL MEDIA / WEBSITE

CONSISTENT CREATION



#THERCT SOCIAL MEDIA CASE STUDY

- CREATE -

- OWNERSHIP -

CEO & TRUSTEE

- DEVELOP VOICE -

FROM OWNERSHIP & CONTENT

- BRAND IDENTITY -

FACE OF THE CHARITY - THE HUMAN ELEMENT

REINFORCE AIMS & OBJECTIVES



#THERCT SOCIAL MEDIA CASE STUDY

- ENGAGE -

- WITH SUPPORTERS -

HASHTAGS & GROUPS

ADDRESS #TEAMRCT / SIGN-OFF #THERCT

CALLS TO ACTION

OPENING & CONTINUING DIALOGUE

- WITH OTHER CHARITIES -

MUTUAL BENEFIT - REACHING MORE PEOPLE

- IN ALL ASPECTS OF THE CHARITY -

IN PRINT

AT EVENTS

ONLINE



#THERCT SOCIAL MEDIA CASE STUDY

- REVIEW -

- AIMS & OBJECTIVES -

DELIVERING RELEVANT CONTENT

- CONTENT & ENGAGEMENT -

ANALYTICS



#THERCT SOCIAL MEDIA CASE STUDY

- RESEARCH -

- CREATE -

- ENGAGE -

- REVIEW -

- REPEAT -



**SOME HARD-LEARNED
LESSONS FROM #THERCT**



#THERCT SOCIAL MEDIA CASE STUDY

- IT'S A LEARNING CURVE -

- LESS IS MORE -

- BE SURE OF CONTENT -

- ALWAYS BE POSITIVE -

- GO HARD OR GO HOME -



#THERCT #TEAMRCT



LIKE 'THE ROBIN CANCER TRUST'



FOLLOW @RCTCHARITY



FOLLOW @RCTCHARITY



SUBSCRIBE TO 'THE ROBIN CANCER TRUST'

WWW.THEROBINCANCERTRUST.ORG