**MAKE SENSE CAMPAIGN**

**GUIDANCE DOCUMENT**

**SOCIAL MEDIA & VIRTUAL CHOIR**

This year we want to tie all Make Sense Campaign activities into the theme of **Uniting Voices.** Through this theme we aim to:

* Encourage head and neck cancer patients to have a voice, and speak up for improved care across Europe
* Give patients a sense of community, and show them they are not suffering alone
* Start using social media to raise awareness of SCCHN

**Objectives**

1. **Create a virtual choir** of former head and neck cancer patients to launch an online video wall, which can be used throughout the Awareness Week to raise awareness of the campaign.
2. Encourage the general public to support the campaign by using the virtual choir to **trigger a social media campaign**, where the public can show their support by donating their voice to the campaign and challenging others to do the same.

**How it works**

**H&N Cancer Patient Virtual Choir**

One universal song has been chosen: **John Farnham - You're the Voice**

* The Make Sense Campaign secretariat will work with the countries and PAG Network to identify head and neck cancer patients to take part in the virtual choir
* Each participant will film themselves singing the chosen song, and send the final film into the campaign secretariat
* The Make Sense Campaign secretariat will then use the films to post clips on social media in the run-up to the Awareness Week to drive awareness of the campaign, and collate all the films to create the virtual choir video wall for use in the Awareness Week
* An example of how the final choir will look can be found here: <http://ericwhitacre.com/the-virtual-choir/about>

**Public Support for the Campaign**

* One universal song has been chosen: **John Farnham - You're the Voice**

The music and lyrics are enclosed in the Appendix

* To kick start the social media campaign, the Make Sense Campaign secretariat will start to **upload the first few videos of the virtual choir to** Facebook and Youtube to promote and encourage the participation of others
* To **encourage the spread of videos**, the Make Sense Campaign secretariat, EHNS members, and campaign sponsors will start to upload videos of themselves donating their voices to the campaign

**This can be done in three ways:**

1. Film a clip of themselves singing or miming the song with the supporting text: ‘I am donating my voice to h&n cancer patients #UnitingVoices. I challenge x, y, z to join me’ and/or donate <http://www.gofundme.com/ufrp7q4>’

**Example:** [**https://vimeo.com/128480330**](https://vimeo.com/128480330)

**Password: MakeSenseCampaign2015**

1. Film a clip of themselves simply saying the supporting text: ‘Head and Neck Cancer affects the voice. I donate my voice to Head&Neck cancer patients. I challenge x, y, z to join me’. #UnitingVoices

and/or donate <http://www.gofundme.com/ufrp7q4>’

**Example:** [**https://vimeo.com/128490503**](https://vimeo.com/128490503)

**Password: MakeSenseCampaign2015**

1. Using sock puppets, the person would create a silent short video clip (max. 15 seconds) with the supporting text: ‘With a voice the story would have been different. I am giving my voice to h&n cancer patients, and I challenge x, y and z to do the same. #UnitingVoices. and/or donate <http://www.gofundme.com/ufrp7q4>’

**Example:** [**https://vimeo.com/128473390**](https://vimeo.com/128473390)

**Password: MakeSenseCampaign2015**

* By using the #UnitingVoices the intention is to drive the campaign viral, and the secretariat will ensure all the clips are included on the Make Sense Campaign Twitter, Facebook Pages, and YouTube
* The Make Sense Campaign secretariat will provide template posters and leaflets to advertise the virtual choir
* Using the materials provided, countries will drive awareness of the virtual choir in their local markets and spread the word on how people can get involved
* The campaign secretariat and campaign members will utilise **opportunities to film friends, colleagues and patients to take part in the campaign**. For example, filming will take place at ASCO, ESMO and other congresses

**Challenge and/or Donate**

To help further the spread and reach of the campaign we encourage those taking part to challenge others to join in. In addition people will be invited to donate to support the Make Sense Campaign via the following donation website: <http://www.gofundme.com/ufrp7q4>.

This link will be included on all the promotional materials. **This link should be included in participants’ posts.**

**What will be provided?**

The Make Sense Campaign secretariat will provide:

* Chosen song and lyrics
* Campaign branded Twitter, YouTube and Facebook pages. Links to be provided insert month
	+ Countries are able to create their own local pages, as long as these are built using the campaign branding and are linked to the main pages
* Template posters and leaflets to advertise the Virtual choir. When?

**Top Tips on Making Films**

1. **Choose your equipment**
* Smartphone, tablet, webcam or camcorder will all work well and will allow for easy transfer of files or upload to social media
1. **Preparing to film**
* Choose a location with lots of light, and somewhere you will not be interrupted
* If using a phone make sure you film in wide shot or horizontal mode as films will always appear in this mode and saves converting later
* Make sure the camera lens is clear
* Make sure the microphone is working – we want to hear the singing!
* Set up the filming shot to make sure you can be seen clearly
1. **Filming**
* Have a few practice takes to make sure the shot works and you can be heard clearly
* Be sure to save a few versions to pick your favourite at the end
* We would suggest filming a 10-15 sec clip for social media
1. **Finalising and sharing your film**
* Once you’ve chosen your film you need to share your chosen clip on social media, if you’re using your smartphone or tablet you can upload these straight from your phone using the social media phone apps for Facebook or Twitter
* If not, you may need to copy the files to a computer either by connecting your device (smartphone, camera or camcorder) or by sending the file wirelessly
* Once the files is saved on your computer can you upload this to social media by logging in to your chosen site – Facebook or Twitter
* **When sharing the file be sure to use the hashtag #UnitingVoices and post the film to the Make Sense Campaign Facebook or Twitter pages (@MakeSenseCmpn)**
	+ Facebook page: <https://www.facebook.com/pages/Make-Sense-Campaign/372091092995793>
	+ Twitter page: <https://twitter.com/makesensecmpn>
		- @Makesensecmpn
	+ YouTube: <https://www.youtube.com/channel/UCzJf2jK_cEqqdzJikvUxtjQ>
	+ Donation page: <http://www.gofundme.com/ufrp7q4>

**Spreading the Word – Encouraging Others to Take Part**

In order to make the campaign a success we need as many people to take part as possible, we therefore encourage you to spread the word by:

* Reaching out to PAGs, patients, carers, colleagues and other healthcare professionals
* Reaching out to family, friends and colleagues
* Building outreach around the campaign into your other activities – including it in materials, getting media involved, encouraging children to take part at school visits, and engaging with local celebrities to take part
* Utilising partnerships to get their support and involvement. i.e. a clip could be used on The Voice TV show or they could tweet about the campaign

The final virtual choir would also be a great media hook for the Awareness Week, and journalists could be challenged to take part.

**Timing**

* **May:** materials distributed to launch virtual choir campaign
* **May**: August: clips posted on social media
* **September:** creation of virtual choir
* **September 21 – 25:** launch of virtual choir

**Next Steps**

* Identify any head and neck cancer patients to take part in the virtual choir and inform the campaign secretariat
* Update the template materials and make them ready for use in your market
* Determine a strategy for incorporating the choir into your activities and planning how you will promote the campaign
* Start making short video clips and encouraging others to take part
* **Continue to reach out to networks to spread the word and direct donations to the donation website**

**Questions?**

**Get in touch with us:** makesensecampaign@axon-com.com

**APPENDIX**

**Songs & lyrics / Videos / links to pages**

"You're The Voice"

John Farnham

<https://www.youtube.com/watch?v=tbkOZTSvrHs>

We have the chance to turn the pages over

We can write what we want to write

We gotta make ends meet, before we get much older

We're all someone's daughter

We're all someone's son

How long can we look at each other

Down the barrel of a gun?

You're the voice, try and understand it

Make a noise and make it clear

Oh-wo-wo-wo, oh-wo-wo-wo

We're not gonna sit in silence

We're not gonna live with fear

Oh-wo-wo-wo, oh-wo-wo-wo

This time, we know we all can stand together

With the power to be powerful

Believing we can make it better

Ooooh

We're all someone's daughter

We're all someone's son

How long can we look at each other

Down the barrel of a gun?

You're the voice, try and understand it

Make a noise and make it clear

Oh-wo-wo-wo, oh-wo-wo-wo

We're not gonna sit in silence

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Ooooh

We're all someone's daughter

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How long can we look at each other

Down the barrel of a gun?

You're the voice, try and understand it

Make a noise and make it clear

Oh-wo-wo-wo, oh-wo-wo-wo

We're not gonna sit in silence

We're not gonna live with fear

Oh-wo-wo-wo, oh-wo-wo-wo [4x]