

# Using Social Media, the Web and Community Action to Communicate Your X-HALE Involvement



**COMMUNICATION**



# Document your X-HALE Journey on Social Media to win the Best Blogging Group Award...

1. We want your X-HALE group to tell us and your followers about your X-HALE journey to share what you learn and be in with a chance of winning the *Best Blogging Group Award!*
2. Share pictures, video clips or blog pieces from different stages of the process (planning, shooting, editing), about what you are learning about smoking, how your opinions are changing, advice for other young people...whatever! (top tip: plan out a content calendar)
3. As part of the process of planning your film, set up a media team/coordinator (top tip: members that are always on their phone will be well suited to this role!)
4. The media team/coordinator should decide which social media pages you are going to use to document your X-HALE involvement.
5. Use the guidelines document provided to help you set up pages or use a group page you already have
6. Like/follow [the X-HALE Facebook Page](#), [the Irish Cancer Society Twitter page](#), [the Irish Cancer Society Instagram page](#) or the [the X-HALE Tumblr Blog](#) depending on which social media platforms you choose to use
7. If you are using a platform or website not mentioned above, send the link to [schadwick@irishcancer.ie](mailto:schadwick@irishcancer.ie) so we can consider you for the *Best Blogging Group Award!*
8. Use the hashtag #xhale2019 – make sure to get it right or we won't see your posts!
9. Tag @XHaleYouthAwards on FB, @IrishCancerSoc on Twitter, @thexgenerationxhale and @irishcancersociety on Instagram
10. If your members/staff or volunteers are using personal accounts, mention what group you are from in the post.

# How to MAXIMIZE your Online Campaign from May 28<sup>th</sup> - June 30<sup>th</sup> ...

1. The Online and Community Campaign will run from May 28<sup>th</sup> to June 30<sup>th</sup> (day before X-HALE Youth Awards on July 2<sup>nd</sup> )
2. Once we send you the link to your film on the X-HALE 2020 YouTube playlist it's time to share it with young people far and wide online to maximise the impact
3. The film with the most YouTube views from May 28<sup>th</sup> to June 30<sup>th</sup> will win the Online Award, there will be a leader board each week on the X-HALE Facebook page!
4. Share the link on your social media profiles, ask followers to watch and share it
5. Use the hashtag #xhale2020, Tag @XHaleYouthAwards on FB, @IrishCancerSoc on Twitter, @thexgenerationxhale and @irishcancersociety on Instagram
6. If your members, staff or volunteers are using personal accounts, mention what group you are from in the post
7. Some top tips:
  - Share it multiple times to remind your followers to watch and share it, plan out a sharing calendar for May 31<sup>st</sup> -July 2<sup>nd</sup>
  - [Schedule posts on Facebook](#) to go out throughout the campaign
  - [Add a call to action button](#) on your group Facebook page
  - Use active language in your posts like “Watch our film, Help us win the Online Award and Be a Smoke Free Generation!”
  - Include timeline for viewing “There’s 1 week left to watch our film, The competition ends on July 2<sup>nd</sup> so watch and share now!”
  - Tell your followers why you are asking them to watch and share e.g. “We’ve made this smoking prevention film as part of the Irish Cancer Society X-HALE Short Film Competition, we want to win the Online Award and drive the movement towards a tobacco free generation!”
8. Print out the [Customisable Online Campaign poster](#), stick it up wherever you can in your centre/town
9. Use the guide and resources provided to help you

# How to MAXIMISE your Community Campaign from May 28<sup>th</sup> - June 30<sup>th</sup> ...

1. The group that makes runs the makes the most impressive effort to promote their film in their community from May 28<sup>th</sup> to June 30<sup>th</sup> will win the *Best Community Campaign Award*
2. Organise a screening of your film:
  - Print out the [customisable screening poster](#), stick it up wherever you can to advertise your event
  - Use the Checklist for Organising an X-HALE Screening
  - Contact [udelahunt@irishcancer.ie](mailto:udelahunt@irishcancer.ie) if you'd like a fundraising pack to run your screening as an fundraiser for the Irish Cancer Society
  - Tell people in your community about your screening, send a press release using the template to local media with some pictures of the event
3. Ask about showing it in local primary schools alongside a smoking prevention talk/quiz
4. Post videos clips and pictures of your campaign activities on your social media page
5. Make sure to use #xhale2020 and tag @XHaleYouthAwards on FB, @IrishCancerSoc on Twitter, @thexgenerationxhale and @irishcancersociety on Instagram so that we can see what you are doing as part of your community campaign and put you in the running for the Best Community Campaign Award.
6. Use the guide provided and resources provided to help you

# Keep an Eye out for more Opportunities...

- Throughout the competition we will announce **ALL NEW opportunities for participating young people** to:
  - Share messages about being smoke free through a creative photography competition
  - Build valuable skills by having a say on the planning and delivery of X-HALE events
  - Showcase their entertaining and presenting talents at the X-HALE Youth Awards
- Check your coordinator emails and follow X-HALE Facebook posts to make sure your group doesn't miss out!