



Unicorn Foundation
Seeking the cure for Neuroendocrine Cancers

WORLD NET CANCER DAY, NOVEMBER 10

NET CANCER DAY



2018 SOCIAL MEDIA CAMPAIGN RESULTS

THE VOICE OF NETS
AND
#LETSTALKABOUTNETS



CAMPAIGN OVERVIEW

World NET Cancer Day November 10, 2018

Social Media Overview - The Voice of NETs

As a way to raise awareness in the lead up to World NET Cancer Day on November 10, 2018 the Unicorn Foundation reached out to patients and carers to submit videos of themselves highlighting the symptoms and affects of Neuroendocrine (NETs) tumours.

These videos were taken and edited into small 1 minute videos that were posted across Facebook, Twitter and Instagram. There were 9 videos that were created in total; 7 individual patient videos and 2 compilation videos.

The series of videos was titled 'The Voice of NETs' and the aim was to reach a wider audience, drawing attention to the common symptoms and impact of NETs and to encourage conversation amongst the online community.

In addition to the videos, the Unicorn Foundation also provided support across social media on World NET Cancer Day by sharing any content provided by participating cafes and posting any relevant content at the APNETs symposium that took place in Melbourne.

The results referenced within this report cover analytics from the 1st of November - 11th of November, 2018, with pleasing results.



The combined value of impressions across all three social media platforms throughout The Voice of NETs campaign - approx. 620,000.



TWITTER



Twitter Overview

The Unicorn Foundation twitter account @unicornfound created 24.8k impressions throughout The Voice of NETs campaign.

There were a total of 52 tweets, 566 minutes of videos were viewed and 13 new followers were gained, a 101% increase!.

Twitter activity for the account @unicornfound



Approx. 25k impressions were gained throughout the campaign



Campaign videos were viewed a total of 566 minutes



Total of 52 tweets were sent through the campaign



Total of 13 new followers were gained



TWITTER



Twitter top post

The top tweet posted by @UnicornFound gained 2898 impressions and engaged with 111 was 'Kim's Voice' from 'The Voice of NETs campaign



"KIM'S VOICE: "They don't really know what treatment to give me. They don't really know how long I'll keep living for."

Let's raise our voice and be heard on World NET Cancer Day, Nov 10:
#LetsTalkAboutNets

#UnicornFoundation #TheVoiceOfNets #NetCancerDay"

Twitter top mention

The top mention was posted by the Unicorn Foundation ambassador, Michelle Monaghan @realmonaghan. Engaging with 1044 and receiving 31 retweets on World NET Cancer Day.



"This campaign is near and dear to my heart as this rare form of Neuroendocrine Cancer took the life of someone very special to me.

Please help me raise awareness by checking out @unicornfound & their mission to help patients with NET Cancers below

unicornfoundation.org.au"



FACEBOOK



Facebook overview

The @UnicornFoundation Facebook page receives the most engagement and interactions of all 3 platforms. Throughout the campaign the Facebook page gained a total of 614,540 impressions and a reach of 249,163.

The Unicorn Foundation Facebook community really embrace and assist World Net Cancer Day by interacting strongly with all posts, helping us to spread the word further.

Throughout the campaign our online community shared our posts 600 times, engaged 4,600 times and liked 3,160 times. During the campaign the Unicorn Foundation page gained 91 new page likes, an 102% increase in likes!

Facebook activity for the account @UnicornFoundation



Approx.
615,000
impressions
gained



A reach of
approx.
250,000 was
achieved



4.6k post
engagements
(clicks,likes,shares
,comments)



total of 91 new
page likes



FACEBOOK



Facebook top promoted post

The top promoted video by @UnicornFoundation throughout the campaign was the Compilation B video which gained 26.5k impressions, engaged with 2.6k and received 793 post clicks and 1,200 reactions, comments or shares.



"THE VOICE OF NETS: "It killed Steve Jobs and it killed Aretha Franklin. Nobody seems to know what it is and it has a really high mortality rate."

Let's raise our voice and be heard on World NET Cancer Day, Nov 10: #LetsTalkAboutNets"

Facebook top organic post

The top organic post for @UnicornFoundation throughout the campaign was the Compilation A video which gained 11.3k impressions, engaged with 1.2k and received 481 post clicks, reactions, comments and shares.



"THE VOICE OF NETS: "Stand tall, stand together and lets raise awareness for NETS"

These are real stories.

Let's raise our voice and be heard on World NET Cancer Day, Nov 10: #LetsTalkAboutNets"



INSTAGRAM



Instagram Overview

The Unicorn Foundation Instagram account @unicornfoundation created 3662 impressions throughout The Voice of NETs campaign.

There were a total of 14 posts, 428 likes and 51 new followers - a 134% increase!

As the Unicorn Foundation following grows on Instagram so too will their reach on this platform.

Instagram activity for the account @unicornfoundation

3662

3,662 impressions were gained throughout the campaign

2645

A reach of 2,645 was achieved on Instagram

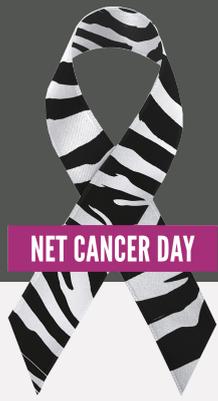
51



Total of 51 new followers on Instagram through the campaign

14

Total of 14 posts across 10 days



INSTAGRAM



Instagram top post

The top video posted by @UnicornFoundation gained 254 impressions and engaged with 25 was 'Kim's Voice' from 'The Voice of NETs' campaign



"KIM'S VOICE: "They don't really know what treatment to give me. They don't really know how long I'll keep living for."

Let's raise our voice and be heard on World NET Cancer Day, Nov 10:
#LetsTalkAboutNets

#UnicornFoundation #TheVoiceOfNets #NetCancerDay"

Instagram top mention

The top mention was posted by the Unicorn Foundation ambassador, Michelle Monaghan @michellemonaghan. Reaching over 630k people with her post on World NET Cancer Day.



"This campaign is near and dear to my heart as this rare form of Neuroendocrine Cancer took the life of someone very special to me.

Please help me raise awareness by checking out @unicornfound & their mission to help patients with NET Cancers below☐

unicornfoundation.org.au"