



GLOBALSKIN.ORG

International Alliance of  
Dermatology Patient  
Organizations

# Leveraging Our Resources

Skin: Our Barrier to the World

# Table of Contents

- GlobalSkin: #SharetheBurden Campaign Strategy
- Supporting Paid Campaigns with an Organic Social Strategy
- How To Repurpose Paid Content for an Organic Strategy
- Creating Supplemental Organic Content
- Boosting on Meta
- Social Issues Advertising
- Community Management
- How To Host a Viewing Party
- How To Leverage the Film for Meetings
- Measuring Success (KPIs)
- “Amplifier” Contents






# **#ShareTheBurden**

2023 GlobalSkin Campaign Rollout Plan

# The Strategy Behind the #ShareTheBurden Campaign

In 2021/2022, GlobalSkin helped create an online documentary about the burdens that come with an Atopic Eczema diagnosis. Since its initial release, the documentary has been shared with focused groups of people around the world. The feedback has been overwhelmingly positive. We know we can keep this momentum going, and share this documentary even more widely to maximize its impact. To do this, we are launching the “#ShareTheBurden” campaign.

## CAMPAIGN STRATEGY:

- **Objective:** Get 25,000 documentary video views in the six weeks between launch day (September 1, 2023) and October 15, 2023.
  - **Website:** The documentary will be hosted on a simple campaign website landing page. This landing page will display our goal of “25,000 views” and view-count progress will be updated on a regular basis. Viewers will be encouraged to share the video, and will also have the option to join our “network of amplifiers.”
  - **Network of “Amplifiers”:** When somebody signs up to become an amplifier on the campaign website landing page, they will receive an email with tips and tools to help them tell their own story and share the film within their own community.
  - **Ad Campaign:** GlobalSkin will deploy a worldwide advertising campaign that will get the documentary in front of as many people as possible, while also sending people to watch on the campaign website landing page.
  - **Rollout Partners:** A network of rollout partners from around the world will be supported to help get this campaign into local communities.
  - **Reporting:** Once the campaign is over, all of the final metrics and results will be tabulated and shared with world leaders through GlobalSkin and Patient Organizations. Let’s show them how big, organized, and passionate this community is. It’s time to #ShareTheBurden!
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# Supporting Paid Campaigns with an Organic Social Strategy

In September, the GlobalSkin team will be launching a paid social media advertising campaign to help us achieve our goal of 25,000 documentary views before October 15, 2023.

Alongside an advertising campaign like this one, it is often considered best practice to supplement paid efforts with unpaid (often called organic) social media efforts.

While the paid campaign can focus on reaching new people across multiple channels, an organic social media strategy is a good way to engage your existing audience on your existing social media pages because this is where your audience is accustomed to finding you and engaging with your organization.

An organic strategy can often repurpose the same content as the paid ad strategy, while also leaving room for additional audience-specific organic content. On the following two pages, you will find an overview of a sample organic calendar that repurposes the same content as the paid ad strategy, plus some options for developing your own supplemental content in a campaign like this one.



# How To Repurpose Paid Content for an Organic Strategy

Several social media ads have been created for the #ShareTheBurden campaign, but they were created knowing that they will also work well as in an organic calendar. An example of this can be found below, where you will see a concentration of initial content around the start date and then a continued staggering of content until the end of the campaign period.

## September 1: Launch Email

1. On your first day in market, it makes sense to send [an email](#) to your existing community. Your email list is often comprised of your most closely connected and engaged community members, so it can be good stewardship to ensure they hear about the campaign from you first. Email tends to be more personal and will often have a much better response rate and ROI, so if you need your community to play a specific role in your campaign (examples: share a video, sign a petition, make a donation...) ask them to do so via email.
2. Share one of your main posts on launch day. For the #ShareTheBurden campaign, this might mean repurposing our [carousel ad](#). This post will help us share the campaign with our broader community for the first time, while highlighting the burdens that come with an Atopic Eczema diagnosis.

## September 5: Amplifier Social Asset

3. Sometimes it makes sense to give your closest supporters something they can do to help you achieve your goal. For the #ShareTheBurden campaign, we are giving our audience the opportunity to join a Campaign Amplifier Network. Because we want amplifiers to be active throughout our campaign, it's important that we feature the amplifier recruitment post early in the campaign period. [This asset](#) is designed to help us find people who want to join our Amplifier Network. When somebody signs up to be an amplifier, they will receive a separate email filled with tips and resources for helping us share the campaign with their personal networks and local communities.

## September 8: Campaign Post 1

4. [This asset](#) will be shared and cross-posted across all organic social media channels to supplement the paid campaign.

## September 11: Campaign Post 2

5. [This asset](#) will be shared and cross-posted across all organic social media channels to supplement the paid campaign.

## September 19: Campaign Post 3

6. [This asset](#) will be shared and cross-posted across all organic social media channels to supplement the paid campaign.

## September 26: Campaign Post 4

7. [This asset](#) will be shared and cross-posted across all organic social media channels to supplement the paid campaign.

## October 2: Campaign Post 5

8. [This asset](#) will be shared and cross-posted across all organic social media channels to supplement the paid campaign.

# “Amplifier” Contents

As mentioned in the #ShareTheBurden campaign strategy overview, individuals will have several opportunities to help us achieve our “25,000 views” goal before October 15, 2023. One of the most important – and certainly the most deeply engaged – ways that people can get involved is by visiting our campaign website landing page and signing up to become a Campaign Amplifier. Once they take this action, they will receive a detailed email that includes several tips and resources to help them share our documentary and campaign more broadly. These tips and resources include:

1. A set of social media posts that the amplifier can share on their social media channels
2. A pre-written letter that they can customize and share with their local newspapers
3. A template to help them share their personal story as part of this campaign

We don't expect there to be a significant number of people to sign up as amplifiers, but we know that those who do will be our closest supporters!

If you would like to review the email that people will receive when they sign up, [click here](#).





# Beyond GlobalSkin


How to Leverage the Documentary  
for Your Community



# Creating Supplemental Organic Content

We know that you and your community care about your campaign issue year-round, and that you likely have many local stories to tell. During your campaign period, the general public will be more engaged on your campaign topic, and so you have an opportunity to leverage this momentum and supplement the campaign assets with some local content of your own. Below you will find two ideas for creating your own supplemental organic social media content, but you know your community best and we encourage you to explore other ways to engage them in the campaign as well.

- **Local Story Posts**

- The reason that the documentary featured in our #ShareTheBurden campaign works is because it tells real human stories. If you want to leverage the momentum of the global campaign with more local content, we suggest reaching out to patients in your network and asking them to write 1-3 sentences about their experience and why it's important to them that people understand the burden of an Atopic Eczema diagnosis. Then, design a simple image that features the quote by using a free tool like [Canva](#). Share your newly designed post alongside copy that connects back to the campaign. An example may be:
  - *"Our organization has teamed up with a global network of partners to launch the #ShareTheBurden campaign. The campaign is built around a free 10-minute documentary about Atopic Eczema that you can watch online, and our goal is to get 25,000 views before October 15. Click the link below to watch the documentary and contribute a view towards our goal. In the film, you'll hear stories from Atopic Eczema patients around the world. But the burden of this disease is felt by real people right here in [insert your country]. The quote above is from a 9-year old patient named [insert patient's name] who lives in [insert city].  
 Watch the film [→ \[insert link\]](#)"*

- **Local Call-To-Action Posts**

- Towards the end of the documentary, there is a prominent call-to-action addressed to "Health Policy and Decision Makers of the World..." which asks them to "help people living with Atopic Eczema in your country today." This call-to-action is written very broadly because it needs to work for a global audience, but your audience is more local. If you would like to leverage this global campaign but feature a more local call to action, ask yourself the following questions: "If you were to rewrite the call-to-action specifically for health policy and decision makers **in your country**, what would it say? Are there certain decisions you want them to make? Certain policies you want them to change? Anything you want them to know or acknowledge publicly about Atopic Eczema in your country?"
- Write your answer to the above questions and post your answer on social media alongside a link to the campaign website landing page.
- If there are multiple answers to the above questions, consider splitting your response into several posts, but our recommendation would be to stick with only one primary call-to-action per campaign.


# Boosting on Meta

Have you noticed that your posts on Facebook or Instagram are not getting the reach and engagement they used to? This is due to the platform's algorithmic nature and the high volume of content that users encounter on their News Feeds each day. Even if you share the most valuable content imaginable, you will only reach a portion of your audience unless you add a small amount of media budget to your post. If you have never boosted a post, we suggest you follow the instructions below to test it out. Start small – even a \$5 or \$10 boost will provide you with a significant lift in performance.

1. Find the post you want to boost. It can be an existing post on your Page's timeline or a new post you create specifically for boosting.
2. Below the post, you should see a blue "Boost Post" button. Click on it to start the boosting process.
3. Choose your objective: Facebook will prompt you to select your objective for boosting the post. You can choose from options like increasing engagement, driving traffic to your website, promoting an event, or generating more video views. Select the objective that aligns with your goals for the boosted post. **For the #ShareTheBurden campaign, we suggest choosing either "traffic" or "video views."**
4. Define your audience: Facebook allows you to target specific demographics, interests, behaviors, and locations to ensure your post reaches the right audience. Use the targeting options to define your desired audience for the boosted post.
5. Set your budget and duration: Determine the amount you want to spend on the boosted post and the duration of the boost. You can choose a daily budget or a total budget for the entire duration. Facebook will provide estimated reach and engagement based on your budget and duration selections.
6. Preview and make adjustments: Facebook will provide a preview of how your boosted post will appear to your audience. Take a moment to review the preview and make any necessary adjustments to the text, image, or targeting settings.
7. Select your payment method: Choose your preferred payment method to complete the boosting process. Facebook offers various payment options, including credit/debit cards or PayPal.
8. Click the "Boost" button: Once you have reviewed and confirmed all the settings, click the "Boost" button to initiate the boost. Facebook will start delivering your post to the selected audience, and you can track its performance through the Facebook Ads Manager.

# Social Issues Advertising

Meta (the parent company for several apps and technologies including Facebook, Instagram, WhatsApp, Oculus...) allows organizations, businesses, and individuals to create advertisements focused on raising awareness and generating engagement around various social issues. The categories that Meta considers a “social issue” are broadly defined, and include anything from content discussing policy and government decisions, public health and safety, or advocacy and social justice. Because the #ShareTheBurden campaign is centred around a documentary with a call-to-action for world leaders, we expect it may be flagged by Meta as being a Social Issues campaign. If you are not boosting your content, you have nothing to worry about. If you do plan on adding some media spend to any of your posts however, it would be worthwhile to get authorized to be a Social Issues Advertiser. This process is fairly straightforward, but it varies from country to country. Below you will find two links that will help you with this process:

- [Click here](#) to learn more about how to get authorised to run ads about social issues, elections or politics in your country
  - [Click here](#) to participate in a free Meta training from Meta: “Ads about social issues, elections or politics”
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# Community Management

“Community Management” is a term that is often used to describe the tasks required for monitoring and responding to the comments you receive on your social media posts. When your campaign is live, your social media channels will be receiving more attention than usual, and that usually means more comments from people who support you, and from people with more negative intentions. It's important to be prepared for both. Please see below for a list of recommendations

1. **Reply when you can:** It is best practice to reply to your community members' comments as much as possible. This shows them that you are a credible and responsive brand, which is an important step if you want to increase your audience size and social media engagement rates.
2. **Establish guidelines:** While totally optional, you may choose to establish a set of rules to which you expect your community to adhere. These may include rules for words you do not tolerate, or perhaps guidelines for people to follow when they are communicating with other community members on your page. If people don't know what your rules are, we can't expect them to be followed! Post these guidelines on your website and link them to your social media pages.
3. **Assess the comment:** Every time somebody comments, take a moment to evaluate the comment objectively. Determine if it violates the community guidelines or terms of service. Keep in mind that not all comments you dislike may necessarily warrant immediate action.
4. **Stay calm and professional:** It's important to maintain a professional demeanor. Avoid getting into personal arguments or engaging in negative exchanges with the commenter.
5. **Hide or delete the comment:** If the comment violates your community guidelines or terms of service, you can choose to hide or delete it. Hidden comments are visible only to the commenter and their friends, while deleted comments are completely removed.
6. **Respond tactfully:** If the comment doesn't violate any rules but you still find it unpleasant, you can choose to respond politely and constructively. Address any valid concerns raised in the comment while maintaining a respectful tone. This demonstrates your commitment to open dialogue.
7. **Encourage positive engagement:** Focus on fostering a positive and constructive community environment. Encourage other users to engage in meaningful discussions and contribute valuable content. By promoting positive interactions, you can help shift the overall tone of the page.
8. **Use private messaging:** If the comment requires further discussion or resolution, consider reaching out to the commenter privately through direct messaging. This can help address their concerns in a more personal and less public manner. Just be aware that these conversations may be made public at some point, so maintain a direct but professional tone.
9. **Update community guidelines:** If you notice a recurring issue or pattern of undesirable comments, you may need to review and update your community guidelines or terms of service. Clearly communicate your expectations to the community, ensuring everyone understands the acceptable behavior on the page.

# How To Host a Viewing Party

While the #ShareTheBurden campaign is a predominantly digital campaign, there are other ways you can engage your community in reaching your goal. One of these ways is to host a documentary viewing party. Below you will find a list of things to consider to help get you started.

- 1) Find a venue to host your event.** This might be a cinema in your community, but you could also show the documentary on a projector or TV at a local shop, office space, or library.
  - 2) Ask 2-3 community members who are affected by Atopic Eczema if they would be interested in sharing their story on a panel after the film.** This will help attendees understand that local people in your community are affected by the burdens of Atopic Eczema in the same ways as the people featured in the film. Make sure you plan to have somebody from your team on-site to moderate the panel discussion.
  - 3) Ask local businesses if they would be willing to sponsor your event** by either providing snacks or offering a free incentive that you can give to attendees
  - 4) Use your organization's email and social media channels, plus any local news outlets to invite the public to your screening.** Advertise this as a free documentary viewing party followed by a community panel for discussion and Q+A. If a sponsor is providing snacks or free incentives for attendees, make sure you include that in your advertising!
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# How To Leverage the Film for Meetings

The documentary has proven to be an effective tool that can be leveraged in meetings with stakeholders who need to better understand the burdens faced by the Atopic Eczema patient community.

Whether your next meeting is in a boardroom, at a conference or at a local event, here are some things to consider if you are going to show the film in your meeting:

- **Prepare a concise introduction:** Begin your meeting by providing a brief overview of your organization and its mission. Highlight the significance of the skin disease and the impact it has on patients' lives.
- **Set the context:** Give a brief background on the documentary (see page 1) and the #ShareTheBurden campaign (see page 2). Explain how the film was initially created by an international team that needed to send a message to global decision makers, and that it was shown at the WHA. This adds credibility to the content and demonstrates the collaborative effort behind it. Explain that while your meeting is not at the WHA, you feel that the message will still resonate with all meeting attendees.
- **Share the purpose of the screening:** It is fairly unconventional to include a documentary as part of a meeting, so make sure you set expectations in the room. It may be helpful to emphasize the documentary's relevance to your meeting's agenda or the attendees, and how it can provide valuable insights to help move your work forward.
- **Screen the documentary:** Dedicate a portion of your meeting to playing the documentary. Ensure that you have the necessary equipment and a suitable viewing environment.
- **Follow up with a discussion:** After screening the documentary, open the floor for a discussion. Encourage attendees to share their thoughts, reactions, and any questions they may have. This creates an opportunity for engagement and deeper understanding of the issues presented. If applicable, consider posing a question to the room: "Did you learn anything in this film that will change the way we work together moving forward?"
- **Provide supporting materials:** Offer additional resources related to the burden of Atopic Eczema in your country. This may include statistics, research papers, or personal stories from patients. These materials can help support the more global approach taken in the documentary and provide a comprehensive and localized understanding of the issue.
- **Address specific implications and next steps:** Connect the insights from the documentary to potential policy implications or initiatives that could benefit patients with the skin disease. Be prepared to discuss actionable steps that the people in the room can take to address the challenges faced by patients (by either acting themselves, or working in solidarity to support your initiatives).
- **Follow up and maintain engagement:** After the meeting, send a thank-you note to attendees, expressing gratitude for their time and attention. Provide them with a link to the campaign website alongside a reminder of the specific implications and next steps explored in your meeting.

# Measuring Success (KPIs)


Prior to any campaign launch, it's important to ask ourselves: "How are we going to measure success?"

As an example, with the #ShareTheBurden campaign, we have one primary (need-to-have) Key Performance Indicator (KPI): **number of video views.**

Secondary (nice-to-have) KPIs for this campaign also include the following:

- Engagements (likes, comments, reactions, shares, retweets...)
- Reach
- Impressions

Never launch a campaign until you have identified your primary and secondary KPIs. You should also set a quantifiable goal for your primary KPI before you launch your campaign. Make sure all of the stakeholders invested in your campaign's success are aware of this goal and aligned on it; you cannot be successful unless you agree about what success looks like.



# Thank you!

And good luck with your campaign launch.

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