



Local Network Webinar

04/06/2019

Newsletters

Jenny Cooper

(South Manchester, Lead Volunteer)

Be Prepared

Keep a calendar

Make notes

Take lots of photos!



Be Prepared

Get personal

CROHN'S AND COLITIS AWARENESS WEEK DECEMBER 2018

Then the finale MACCLESFIELD!!! CAKE CAKE CAKE!!! MACCLESFIELD KNOWS HOW TO BAKE AND CHAT!! Amazing team! They ran the cake sales of all cake sales and sold out! Our awareness stand was well fueled by a sugar high. We even did a radio interview for a local student radio station while we were there!

While we were there the team handed over a cheque for an amazing £1,640 - the result of two bake sales, and a sponsored sky dive by IBD nurse Sammy!!



The Macclesfield IBD team at their cake sale, and handing over the cheque for £1,640!!

Thank you so much to all the hospitals for their hardwork, time, enthusiasm and friendliness during awareness week. Some of the staff were so dedicated they had even taken annual leave to run their awareness cake sales, which is amazing support. We raised hundreds of pounds by working together across the Manchester area hospitals, and raised a priceless amount of awareness.

A massive THANK YOU to everyone that helped me with the awareness stands, in particular Dave who has helped lug all the leaflets, tables and stands to all the events, his niece Sarah who crocheted some beautiful Christmas decorations for us to sell, and Andrea who sourced us the Christmas cards to sell.

New Recruits

In recent months we have welcomed new volunteers to the group, and would like to introduce Emma Greenwood.

"I'm a mother of three young boys, and I have worked as a nurse for the last 18 years. I have had severe indeterminate IBD for 4 years. I never have had the joy of experiencing remission but one day it is a goal! I've been on many treatments including steroids, mercaptopurine, infliximab, vedolizumab and golimumab. I've had several hospital admissions and collected post op complications! Last year I had potentially curative surgery. I had a total colectomy, got my life back with an ileostomy and then had a formation of a J pouch and reversal in May.



"I started volunteering for the South Manchester Network in 2017. I decided to join the CCUK group to help raise awareness and funds for people with IBD. I am the volunteer that works with local hospitals to improve services - of which I have had plenty of experience now from both sides! The hardest part of living with IBD for me has been the effect it has on family and those close to you. I think it's important we all work together to raise awareness, and support each other in any way we can. We can work with hospitals to improve care, and raise awareness of the needs of people living with IBD. Our fundraising efforts also contribute towards researching for a cure and better treatment options, so ultimately there could be a future where people, families and friends no longer experience life with IBD!"

Creating The Newsletter

Audience

Order

Photos

SOCIAL MEET UP

Our social meet ups at Cafelito in Stockport have gone from strength to strength, with around 20 people attending the sessions in January, March and April.

We have had really positive feedback from these events, where people living with Crohn's or Colitis have had the chance to speak to others in the same position.

We will be back at Cafelito on Saturday 8th June, 10am-1pm.



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Creating The Newsletter

Headlines

Be Clear

Inspiration

CROHN'S AND COLITIS AWARENESS WEEK

1-7 December is Crohn's and Colitis Awareness Week.

Last year we held various activities to raise awareness and funds, and with the support of Stockport Town Council, the town hall was lit up purple for three days!

This year, why not get your school or work place to have a bake sale, or get everyone to dress in purple!

There will be more information about Crohn's and Colitis Awareness Week on charity's website in the next couple of months: <https://www.crohnsandcolitis.org.uk/>

Volunteer With Us

We are looking for more volunteers to help us to organise and attend awareness and fundraising events.

It is a great opportunity to make a significant difference to the lives of people living with Crohn's and Colitis.

It is simple and rewarding to get involved. Whatever interests, experience or skills you have, there are many ways to volunteer your time!

There is more information on volunteering here:
<https://www.crohnsandcolitis.org.uk/get-involved>

Creating the Newsletter

Email vs Post

Frequency

Covering Letter

WELL DONE EMMA!

Emma Raynes joined the Network in 2018.

She is passionate about several charities, but has taken part in many Network events, including the Sainsbury's bag pack and Family Day at Chill Factor.

Ahead of undergoing stoma surgery, Emma set herself several physical challenges and targets to achieve - with the mindset that having Crohn's Disease was not going to hold her back.

She has already achieved two half marathons and a 10k, and is signed up to complete two marathons and two ultras!

To raise awareness of the disease, and her plans, she was interviewed for an article that was both printed in her local newspaper, and published online.

Read the article [here](#).



Creating The Newsletter

Thank You

THANK YOU AVA

During the Family Day at Chill Factor we were delighted to receive a cheque on behalf of Crohn's & Colitis UK from a local family.

Ava presented the £500 cheque to the South Manchester, and Family Networks - after raising lots of money by having her long hair cut to donate to the Princess Trust.



MOTOWN

A Macclesfield Hospital patient, and Congleton resident, James Williams has organised two Motown and Northern Soul nights in Congleton this year, raising a fantastic £470 for the South Manchester Network!

People have travelled from as far as Blackburn to attend these events!

We would like to give a massive thank you to James, DJ Melvin Lloyd and his wife Margaret, as well as Alan and Linda for all their help.

We would also like to thank the Cygnet Club for allowing the use of their room for free.



Sending The Newsletter

Check It

Share It

Crohn's and Colitis UK South Manchester Network ***
 Published by Jenny Cooper [?] · 1 May · 🌐

Our latest [newsletter](#) is out now!
 Have a look at what we've been up to, and a few of the things we have planned: http://s3-eu-west-1.amazonaws.com/.../South_Manchester_SPRING...

**CROHN'S &
COLITIS UK**

FIGHTING
INFLAMMATORY
BOWEL DISEASE
TOGETHER

NEWSLETTER

Spring 2019

South Manchester Network

WELCOME TO OUR SPRING 2019 NEWSLETTER

Thank you for taking time to read our latest newsletter.

You will find more information here on what we have been up to for the last six months.

2018 was a fantastic year for the Network, which saw us raise funds and awareness across the area, hold more social meet ups, and help improve services for patients with Crohn's and Colitis through local grants to hospitals. We have already had a great start to 2019, with new faces joining us, and more plans in place for the months ahead.



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Thank you.

Follow us

 /crohnsandcolitisuk

 @CrohnsColitisUK

 @crohnsandcolitisuk

LINCOLNSHIRE NETWORK'S

SOCIAL MEDIA TIPS!



SHARON TOOK OVER FACEBOOK & TWITTER IN NOV 2015 & CREATED AN INSTAGRAM ACCOUNT

MELLISSA BECAME ADMIN IN NOV 2018 TO HELP WITH THE WORKLOAD & INCREASE NUMBER OF POSTS

FOLLOWERS/PAGE LIKES

DATE	FACEBOOK	TWITTER	INSTAGRAM
NOV 2015	140	100	0
MAY 2019	622	273	387

WE'RE ON A MISSION TO RAISE THESE FIGURES TO RAISE AWARENESS

SOCIAL MEDIA CHANNELS

INTERACT WITH ALL OUR OTHER NETWORKS!

We are **AMBITIOUS**, we are **COMPASSIONATE**, we are **STRONGER TOGETHER**



@crohnsandcolitisuklincolnshire



@crohnsandcolitis_lincs



@crohnscolitisLI



KEY TO SUCCESS? ENGAGEMENT

Increase engagement = growth = raised awareness! BUT HOW?

- ✓ - follow topical accounts, influencers, forums
- ✓ - eye catching/easy to read posts
- ✓ - personable, empowering and positive
- ✓ - respond to every comment - be social!
- ✓ - be helpful - post links, give contact details
- ✓ - invite 'lurkers'
- ✓ - boost posts

WHY FOLLOW OTHER ACCOUNTS?

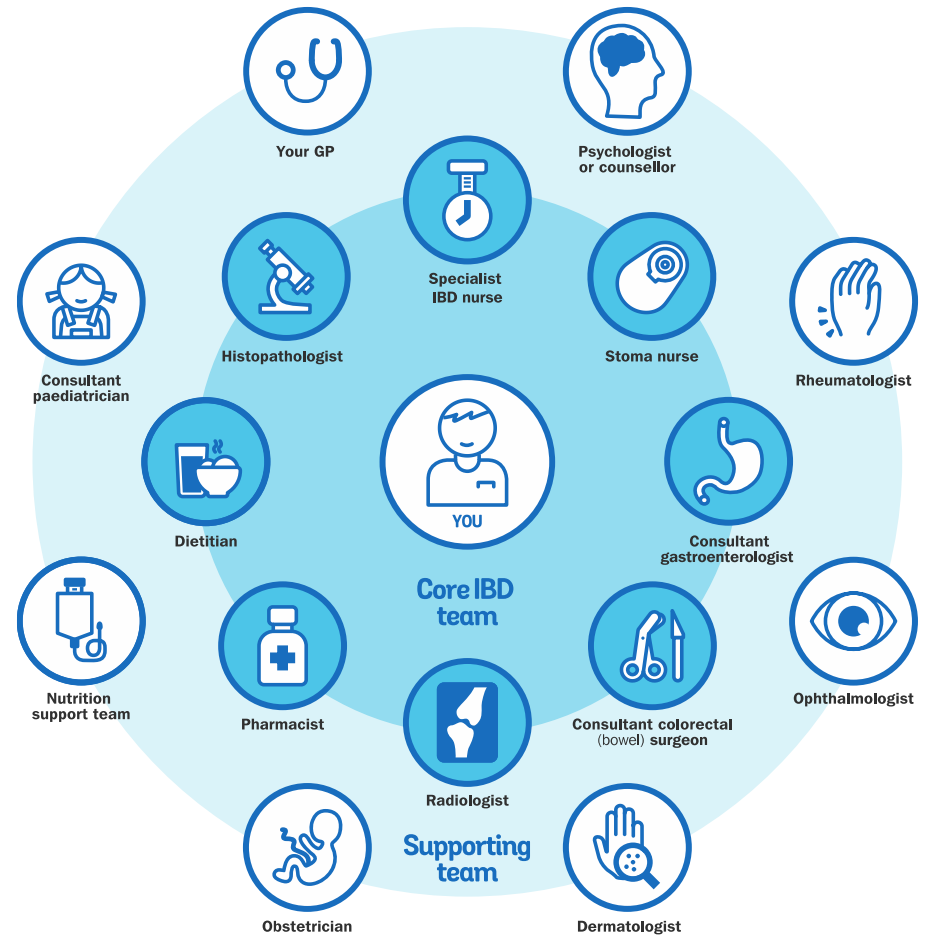
INVOLVING YOURSELF WITH OTHER ACCOUNTS RELEVANT TO THOSE AFFECTED BY CROHN'S AND COLITIS IMMERSSES YOU IN YOUR TARGET AUDIENCE. YOU WILL LEARN WHAT MATTERS TO THE PEOPLE AT ANY GIVEN TIME AND CAN TAILOR YOUR POSTS ACCORDINGLY.

BEGIN WITH FOLLOWING ALL OUR OTHER NETWORKS. LOOK AT WHAT WORKS AND WHAT DOESN'T. ENGAGE IN OTHER NETWORK'S POSTS. A QUICK LIKE OR A COMMENT RAISES ENGAGEMENT, SHOWS WE'RE A TEAM AND TOGETHER, WE CAN GET A STRONGER PRESENCE ONLINE.

MAKE YOUR POST ATTRACTIVE. HOW MANY TIMES DO YOU START READING A POST AND JUST SCROLL ON BECAUSE IT'S WAY TOO LONG? IT'S A SCIENTIFIC FACT THAT DIGITAL TEXT IS HARDER TO READ THAN PRINTED PAGES. MAKE IT EASY ON THE EYE...

EASY ON THE EYE

Core IBD Team and supporting team. Your GP, Psychologist, Consultant Paediatrician, Histopathologist, Specialist IBD Nurse, Stoma Nurse, Rheumatologist, Dietitian, YOU, Consultant Gastroenterologist, Nutrition support team, pharmacist, radiologist, Consultant Colorectal surgeon, Ophthalmologist, Obstetrician, Dermatologist.



WHICH ONE WERE YOU DRAWN TO?



- ✓ Line Spacing
- ✓ Brand language
- ✓ Personable
- ✓ Empowering
- ✓ Positive
- ✓ Emojis
- ✓ Relevant
- ✓ Interactive

Which one is more appealing?

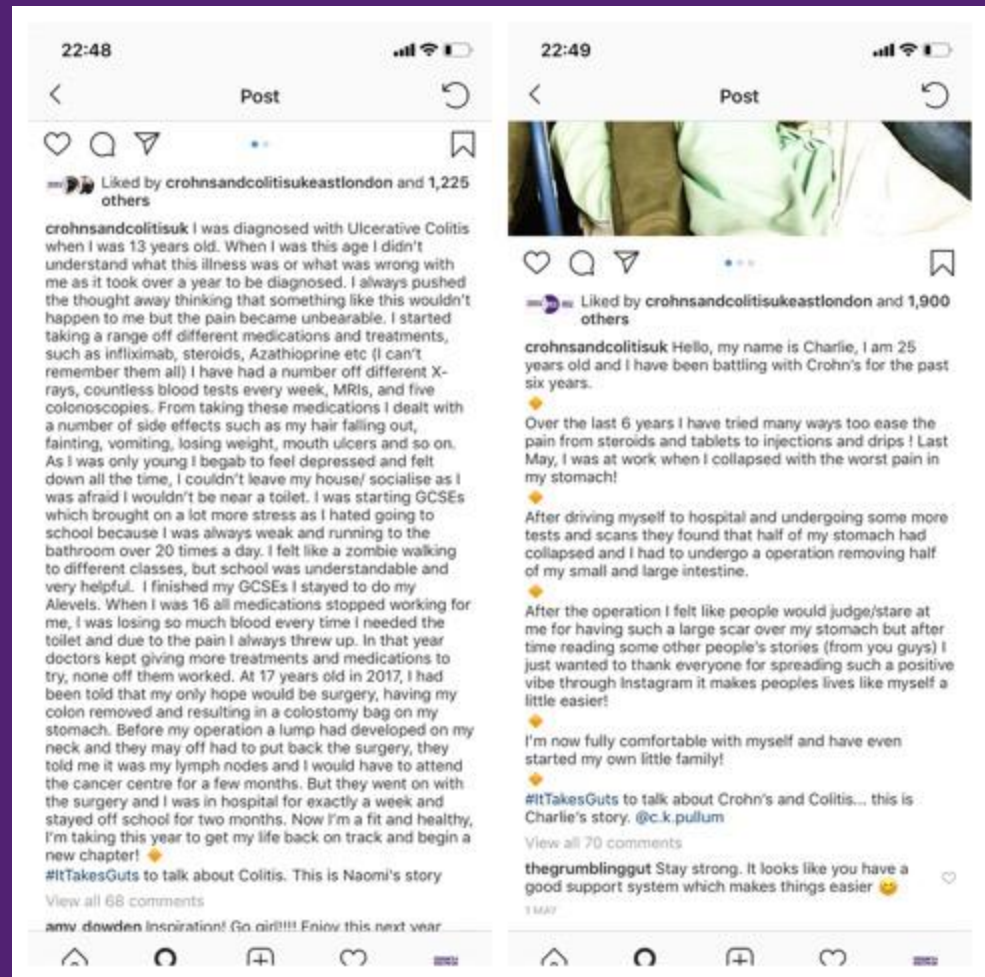
Formatting is make or break with lots of text.

Edit the post to correct the formatting.

Use the Notes app to draft post and paste already formatted.

Don't forget the hashtags!

Post current links in bio.

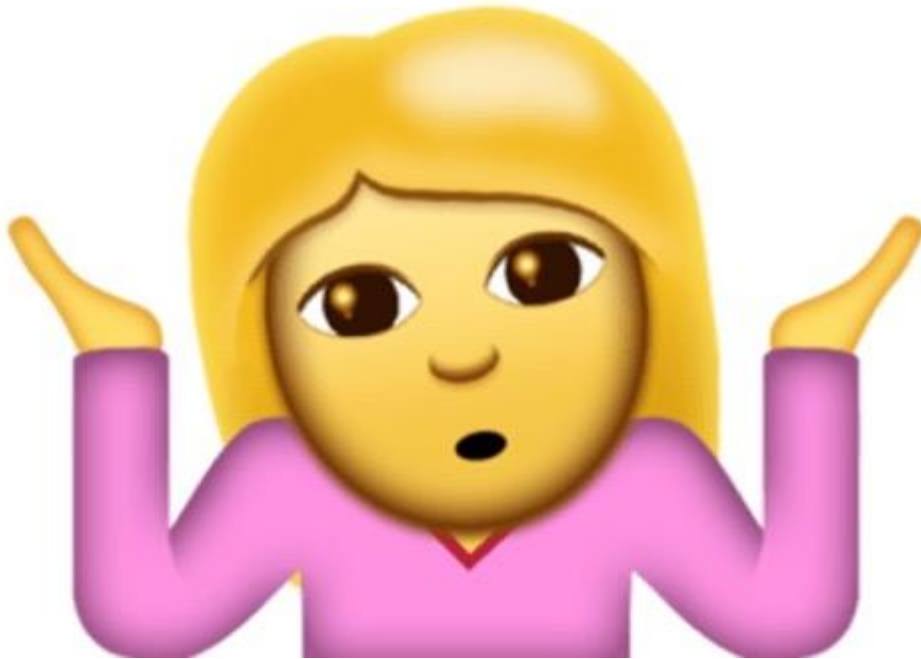


SHARE & INTERACT TO INCREASE REACH

- React to every single comment
- Engage where possible
- Advertise your next event
- Share to local events pages, selling/wanted pages, town/city pages
- Create excitement
- Review the reach results
- Learn and use what works well



BE SOCIABLE! OTHERWISE, WHAT'S THE POINT?



RESPOND TO COMMENTS

People love to feel valued. Replying to them with an individual comment or reaction helps with this. Steer them to your events or membership.

RESPOND TO MESSAGES

Pro-actively take every opportunity to invite people getting in touch, to the SMUs. Offer to arrange to meet them or look out for them so they don't feel alone. Sign message off with your name.

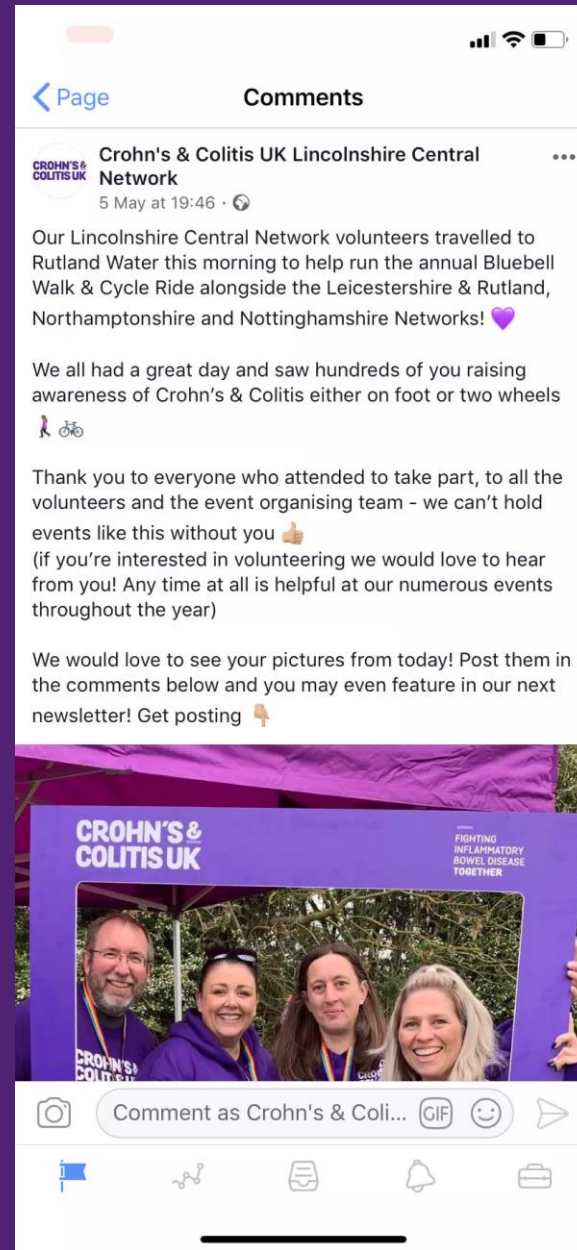
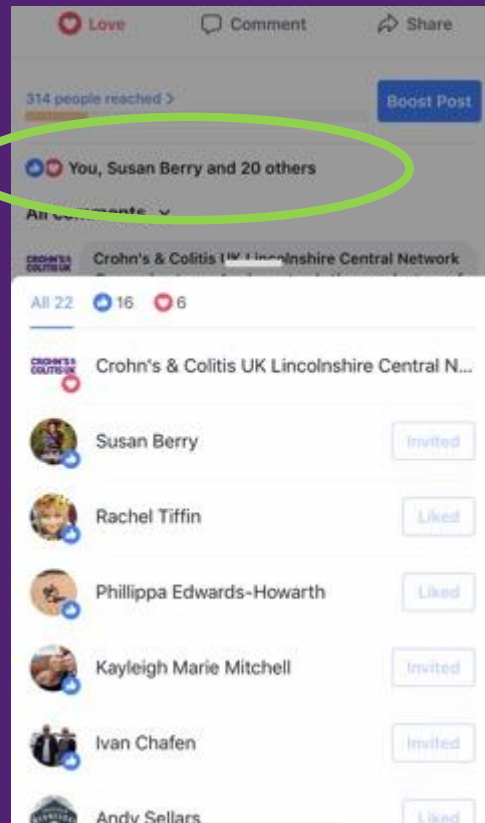
BE PRO-ACTIVE



INVITE 'LURKERS'

CLICK HERE

TO SHOW
THE LIST
OF
LURKERS



BOOST & SCHEDULE POSTS

The image shows a Facebook post from the Crohn's & Colitis UK account. The post features a circular logo for the 40th anniversary and a photograph of a parking lot. The text on the post reads: "DOWNTOWN GARDEN CENTRE CAFÉ", "SOCIAL MEET UP", "26TH MAY 2019, 10-12", and "A1 GONERBY JUNCTION, GRANTHAM". The post has 6 comments and 4 shares. Below the post, a blue "View results" button is visible, along with a progress bar showing 2,027 people reached. The analytics section shows 1,448 Organic Reach, 579 Paid Reach, and 38 Post Clicks.

BOOSTED

- Targeted promotion
- Small cost
- Big return
- Increased reach
- Runs on Instagram
- Time your posts
- Schedule posts
- Review results

The image shows a Facebook post from the Crohn's & Colitis UK account. The post features a photograph of a Starbucks storefront with outdoor seating. The text on the post reads: "SOCIAL MEET UP - SUN 7TH APRIL", "CROHN'S & COLITIS UK", and "10AM - 12 - EVERYONE WELCOME!". The post has 9 comments and 3 shares. Below the post, a blue "Boost Post" button is visible, along with a progress bar showing 479 people reached.

NOT BOOSTED

FINAL TIPS

- **DON'T CREATE AN EVENT - NEGATIVE IMPACT** - (requires early commitment)
- **USE FUN APPS SUCH AS 'BOOMERANG'**
- **SPICE UP YOUR PHOTOS - TRY TYPORAMA, FONT CANDY, PIC STITCH**
- **USE THE NEW BRANDED GIFS - COMING SOON**
- **BEWARE OF FILTERS - CAN CHANGE THE BRANDED SHADE OF PURPLE.**
- **BLOCK ANY USERS WHO POST ABUSE OR MIRACLE CURES**

FINAL TIPS

- PIN IMPORTANT POSTS TO THE TOP ON FACEBOOK
- DON'T JUST SHARE EVERYTHING POSTED BY HEAD OFFICE - BE CREATIVE!
- TAG @crohnscolitisuk, @crohnscolitisFR and @crohnscolitisV ON TWITTER
- RUN A POLL! GREAT FOR MARKET RESEARCH
- MAKE YOUR POSTS RELATABLE - WE'RE ALL HUMAN
- SMILE - AND LOOK LIKE YOU'RE HAVING FUN!



THANK YOU

GIVE US A LIKE/FOLLOW - LET'S SUPPORT OUR NETWORKS

RAISE THE REACH - RAISE AWARENESS

PLEASE ASK QUESTIONS!