

HULL promotion on social networks (Facebook)

Presented by

**Croatian Leukemia and Lymphoma Society/
Hrvatska udruga leukemija i limfomi (HULL)**

Croatia

Facebook



- **Facebook** is a social networking website intended to connect friends, family, business associates and different kinds of organizations
- It is the largest networking site on the Internet
- More than 400 million active Facebook users with 50% of them logging on everyday
- Beside the active HULL's web site (www.hull.hr) and discussion forum, Facebook is a good place for interaction and promotion

Aims/Objectives



- Providing information about HULL activities and objectives
- Connecting people with the same interests
- Involving the public in HULL activities
- Spreading awareness about diseases and treatments
- Connecting with other public organizations
- Forwarding public media information

- Target group/Target audience: people with same interests and the general public

Basic steps of implementation



- HULL's Facebook account administrator will publish information about activities, upcoming events, pictures and videos from past events etc.
- Users will interact by commenting & 'liking' published posts
- Users can also publish their own information (text, pictures and links) on HULL's 'public wall' and become partial page authors
- People and organizations can communicate using the built-in forum script and express their views or share their experiences

Impressions



A screenshot of a Facebook page for "Hrvatska udruga leukemija i limfomi". The page header includes the Facebook logo, a search bar, and navigation links for "Naslovnica", "Profil", and "Korisnički račun". The main content area shows a post by Ivana Tomašević, a video titled "Band Aid - Zelim Zivot (Pjesma za Anu Rukavinu)", and a post from "HULL" with a link to their website. The left sidebar contains contact information for HULL Zagreb, a list of users who liked the post, and a list of recent posts. The right sidebar has options to "Napravi oglas", "Poveži se s više prijatelja", and "Više oglasa".

Basic HULL information

Involved users

User's published post and users who 'like' this

HULL published post

Results



- Within the first 24 hours HULL's Facebook registration we had over 142 people who 'liked' the site
- Every user can suggest the site to his friends and the number of users can rapidly grow
- We believe that users will recognize the positive intention of our organization

PROJECT CONTRIBUTION

- Names of all the people involved in the project
- Your organization's contact details