



Promote your Purple Light

Thank you for taking part in this year's Purple Lights for pancreatic cancer campaign. There are lots of ways that you can make the most of your light-up to raise much needed awareness of pancreatic cancer, including:

Set up a Facebook Event

If you'd like to set up your own event page on Facebook for your Purple Lights light-up simply follow these instructions (for desktop):

1. From your News Feed, click Events in the left menu.
2. Click + Create Event on the left side.
3. Click to choose between a private or public event. If you're creating a public event, you can set the event's host as yourself or a page you manage. You're not able to change the privacy settings once you've created the event.
4. Fill in the event name, details, location and time. If you're creating a public event, you can:
 - o Add multiple dates and times
 - o Select a category for your event
 - o Add keywords about your event
 - o Add a link to a ticketing website for your event
5. Click Create.

You'll be taken to your event where you can [invite guests](#), [upload photos](#), [add a cover photo or video](#), share posts and edit event details.

When entering a description for your event, feel free to copy and paste the text below, otherwise you can be as creative as you wish when talking about the what, where, when and why of your light up this November.

I am supporting Pancreatic Cancer Awareness by lighting ****building name**** purple and I hope to raise awareness of pancreatic cancer during the month of November. If you'd like to get involved with Purple Lights for pancreatic cancer, visit their website <http://purplelightsuk.org>

Tell your Local Press

Letting your local press and media know what you are doing during awareness month is a great way of raising awareness of pancreatic cancer. Please see our template press release to help you.

Use Social Media

Using social media is a fantastic way to let your friends and family know what you are doing during awareness month and is a great way of encouraging others to get involved with Purple Lights for pancreatic cancer. See page 5 for some examples of Facebook posts and tweets that you can use to spread the word about what you are doing.

We'd like to say a huge thank you to everyone taking part in this year's Purple Lights for pancreatic cancer campaign and can't wait to see all your fantastic photos.

Suggested social media posts

I'm helping #PurpleLightsUK to turn the UK Purple this November for #pancreaticcancer awareness month. Landmarks, homes and businesses are lighting up purple to show support and raise awareness. See how you can get involved here -> purplelightsuk.org

I'm supporting #pancreaticcancer awareness month by lighting up a landmark/ my home purple! See how you can get involved -> purplelightsuk.org

Do you want to light up your home to support #pancreaticcancer awareness month like me? Find out how you can get involved -> purplelightsuk.org

Thank you to *@insertlandmark/name* for lighting up purple this November in support of #pancreaticcancer awareness month #purplelights

#purplelights is a lovely way to show your support this #pancreaticcancer awareness month! If you'd like to get involved, visit their website -> purplelightsuk.org

I decided to light up my home purple this November in memory of *name* and to show support of #pancreaticcancer awareness month. Would you like to get involved? Visit purplelightsuk.org