

Using social networking sites to
promote Cancer Research UK
events:

Race for Life and Myspace

In August 2006, we set up Cancer Research UK's first profile on a social networking site.

Why did we do it?

To find out if social networking brought any benefits to marketing Race for Life.

What did we do?

We set up a Myspace page at www.myspace.com/raceforlifemyspace.

How did we promote the page?

- Race for Life website
- E-comms

Race for Life

"Cancer Research UK's Race for Life, supported by Tesco"



Female
30 years old

United Kingdom

Last Login:
04/12/2007

View My: [Pics](#) | [Videos](#)

Contacting Race for Life

- Send Message
- Forward to Friend
- Add to Friends
- Add to Favorites
- Instant Message
- Block User
- Add to Group
- Rank User

MySpace URL:

<http://www.myspace.com/raceforlifemyspace>



Race for Life's Interests

Race for Life's Details

Status: Single
 Here for: Networking, Friends
 Zodiac Sign: **Taurus**

Race for Life's Companies

Cancer Research UK
London, UK

Race for Life is in your extended network

Race for Life's Latest Blog Entry [\[Subscribe to this Blog\]](#)

Don't miss out! Take part in a sponsored walk today and help us beat breast cancer. [\(view more\)](#)

Help us beat breast cancer: All Join Together sponsored walks, [\(view more\)](#)

Cancelled / Postponed Race for Life events [\(view more\)](#)

Race for Life t-shirts - a great way to show your support [\(view more\)](#)

Got any fundraising tips? [\(view more\)](#)

[\[View All Blog Entries\]](#)

Race for Life's Blurbs

About me:

Who will you race for this summer?



Here's what our Myspace page looked like.



Benefits to user

The user could access a range of ‘personal’, interactive content, such as...

A blog

Race for Life's Latest Blog Entry [[Subscribe to this Blog](#)]

Don't miss out! Take part in a sponsored walk today and help us beat breast cancer. ([view more](#))

Help us beat breast cancer: All Join Together sponsored walks, ([view more](#))

Cancelled / Postponed Race for Life events ([view more](#))

Race for Life t-shirts - a great way to show your support ([view more](#))

Got any fundraising tips? ([view more](#))

[\[View All Blog Entries\]](#)

Videos



Message board

Race for Life's Friends Comments
 Displaying 50 of 637 comments ([View All](#) | [Add Comment](#))

Helen 16 Sep 2007 06:10



Just to let you know Mum died from Kidney Cancer at the beginning of the Month. Am gutted but am determined to promote awareness & fundraise as much as possible. If anything positive can come out of Mum's death id like it to have not been in vain. Life is precious. Take care everybody. xxx

+Class A Bitch+ 12 Sep 2007 02:57



i cant wait to do the race for life again next yr i have done two this yr and found it very emotional how such an awful disease can bring sooo many ppl together. I will continue to help raise money for cacer research in memory of the loved ones i have lost.

[-Lucy-lou-] 10 Sep 2007 09:24



did my race for life yesterday after it being cancelled a couple of times....it was worth waiting for tho.

very emotional reading all the signs on people's abck....such a big eye opener of how big cancer is and how many people it affects.

my legs are aching a lot today...can hardly walk...but i spose thats my fault for not warming up before i started....ooooops...my little bit of pain is nothing compared to what people with cancer have to go through so i aint going to complain....

Photo galleries

All Race for Life's Photos



» Post A Comment

1 Comment(s)



» Post A Comment



» Post A Comment

2 Comment(s)



» Post A Comment

0 Comment(s)

Network of links

- other events of potential interest
- people with shared interest in Race for Life

Race for Life has 3750 friends.

Cancer Research UK



Sound & Vision



Run 10K



Run 10k

Faye



Bridget



Emma



Kerry



hannah
patterson dot
com



Sara



JET plane



Melissa



Benefits to charity...what we thought we'd get...

I. Functionality. Allowed us to offer interactive features to users (blogs, videos, galleries) which we had not yet developed on official event site.

Data. We could build up additional supporter data lists, which could be used for marketing or analysis

Brand awareness – an extra Race for Life ‘portal’ on the web.

Ambassadors – because of medium’s ‘viral’ nature, we had the potential to ask supporters to distribute content.

And what we actually got!

- I. **Interaction.** Our Myspace friends enjoyed the opportunity to interact with Race for Life and support it online.

Data. 3,750 friends - with minimal effort - that we could now communicate with.

Brand awareness – 50% of our friends put Race for Life content on their pages. With each having an average of 60 friends of their own, that's a potential 112,500 people being exposed to Race for Life – at no cost. 30,000 views of Myspace page too!

Ambassadors – we saw that our encouragements to distribute content really worked...these are the things that we saw our supporters put on their pages:

Our banner

who would **you** race to?

Our TV ad...



Justgiving badges



The bottom line

Entirely for free, we got the following things out of Myspace

- 3,750 supporters we can contact
- Approx 30,000 views of our Myspace page
- 1,875 supporter Myspace pages promoting Race for Life
- 8,692 views of our TV ad online
- insights into what our supporters think of Race for Life
- a whole lot of features that we didn't have on the Race for Life website.