



## 'EXPERIENCE MY ROSACEA' BLOG CARNIVAL

### INFORMATION AND GUIDANCE

#### **Overview**

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To coincide with the launch of their disease awareness campaign, skincare specialist Galderma is looking to organise a 'blog carnival' and build a platform for beauty, health and mummy bloggers to come together and talk about their experiences with rosacea.

The aim of this platform is to enable you to share your experiences and insights, collaborate, and tap into each other's audiences, with a mutual interest in rosacea.

The following pages have been designed to provide you with an overview of the rosacea awareness campaign Galderma is running, and how you can take part and help us raise the profile of this condition.

This document consists of eight articles:

- 1. About the 'Experience My Rosacea' Campaign**
- 2. About the blog carnival**
- 3. How to get involved**
- 4. Promotion**
- 5. Guidance**
- 6. Blogger Badge**
- 7. Key dates**
- 8. Contacts**

#### **1. About the 'Experience My Rosacea' Campaign**

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'Experience My Rosacea' is a disease awareness campaign sponsored by Galderma, aimed at raising the profile of rosacea and the related perceptions and psychological impacts of the condition.

Its goal is to encourage more discussion around rosacea and to inspire sufferers to feel more comfortable in seeking help and support when necessary.

In order to showcase the difficulties experienced by people with rosacea, Sarah Jagger, celebrity makeup artist and beauty blogger, is using makeup to create the physical symptoms of rosacea, so that she can experience and share the

public reactions that she observes. We plan to film Sarah going about normal everyday activities; shopping, going for coffee, going for dinner and drinks, to explore how she feels and how other people's perceptions of her change.

Sarah will be accompanied by Dr Dawn Harper, media medic, and dermatologist Dr Anton Alexandroff, to further discuss the perceptions of rosacea and psychological impacts of the condition, whilst providing expert commentary regarding its causes and triggers.

The experiences will be captured on film and in photographs on the 20<sup>th</sup> April and then edited for media use after the event. Once these materials are edited, we will share them with you, in advance of media distribution, for your ongoing involvement with the campaign.

As a blogger who has previously written about rosacea, you have the opportunity to get involved in this inspiring campaign and help make other rosacea sufferers and bloggers more confident in discussing the condition and sharing their personal experiences.

## 2. About the blog carnival

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Galderma is planning to organise a blog carnival to launch the 'Experience My Rosacea' campaign, with the purpose of amplifying disease awareness that we wish to generate together during Rosacea Awareness Month and beyond.

A blog carnival consists of a group of blog posts, posted during a select period of time, connected and hosted via a campaign hub, focusing on a specific topic or theme - in this case, rosacea.

Galderma will be developing a carnival hub (in the form of a simple microsite) where the bloggers supporting this campaign will be able to share links to their blog posts and read each other's.

## 3. Why get involved

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There are a number of advantages to your involvement with the blog carnival:

- **Traffic Boost/Exposure** – The carnival hub will link posts from beauty, health and mummy bloggers. If all bloggers involved bring a large proportion of their followers to the carnival hub, every blogger should benefit from the collation of each others readers, increasing the traffic to everyone's individual blogs
- **Networking** – You also have the opportunity to network with other bloggers in the same realm

## 4. How to get involved

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There are a few steps you would need to follow in order to get involved:

- The blogger carnival is due to launch on Wednesday, 20<sup>th</sup> April 2016. Each blogger involved in the 'Experience My Rosacea' campaign would write a blog post for their personal blog and post it
- They would then notify Galderma's communication agency (Ruder Finn) and share the URL to the post, which will be embedded in the carnival hub. Please contact Ruder Finn at [myrosacea@ruderfinn.co.uk](mailto:myrosacea@ruderfinn.co.uk)
- To help increase awareness of the carnival, and thus the readership of your posts, you are asked to include the carnival hub URL on your blog posts as well as on your social media posts related to the campaign. Below is some example copy you can add to the end of your blog posts:

*"Want to know more about Rosacea and read similar blog posts? Take a look at the ['Experience My Rosacea'](#) blog carnival."*

- Further campaign materials, following the filming of Sarah Jagger on the 20<sup>th</sup> April, will then be shared with you at a later stage to enable subsequent blogs – to be posted as per the process above, ensuring the campaign reaches a wide audience over an extended period of time

## 5. Promotion

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Once your blog post has gone up, you'll likely want to promote it on your social channels. To help spread the word about your 'Experience My Rosacea' posts, you can use the unique **#experiencemyrosacea** hashtag created for this campaign.

By using the hashtag when sharing your blog post, you help to congregate all of the content in a single place, that's easily searchable for those looking for campaign related content on Twitter and other social media.

This would also increase the accessibility of campaign related materials for those who are interested; which in turn, would help to increase the number of readers on your blogs.

## 6. Guidance

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Galderma will not have editorial rights over the content produced, but will invite you to edit posts if they contain inaccurate information about the campaign.

When choosing topics to blog about, think about the experience day, experiences of having the condition, experiences with symptom management, and perhaps experiences of misconceptions about symptoms.

If taking part in the carnival, please would you ensure that the post you contribute is a brand new piece, so everyone is able to leverage the best results possible – which requires fresh content.

It is extremely important that you include a link to the carnival hub on your own blogs and on all social media posts referencing the content of the carnival, as this will maximise awareness of the campaign as well as your own content.

## 7. Blogger Badge

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To support the ‘Experience My Rosacea’ campaign, Galderma have developed a supporters badge linking back to ‘Experience My Rosacea’ blog carnival hub, which will help you to further develop solidarity amongst the beauty, health and mummy bloggers involved, and to entrench a connection between you and your readers.

You can embed the badge on your blog to signify your support and affiliation with the campaign, which will represent an attractive pull factor for readers.

This badge (image) will be sent to you in a separate email together with a piece of code that you can easily embed on your site.

## 7. Key dates

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As April is Rosacea Awareness month, Galderma plans to hold the blog carnival on the 20<sup>th</sup>.

See below a timeline indicating the key milestones. This should guide you in the development of your content.

Timeline:

- ‘Experience My Rosacea’ blog carnival launched – Wednesday 20<sup>th</sup> April
- Bloggers to start developing content for carnival – as soon as possible
- Bloggers post their ‘Experience My Rosacea’ blogs and notify Galderma’s communications agency (Ruder Finn) – starting from Wednesday 20<sup>th</sup> April.

**We would like to see as many initial blogs posted within the awareness month from the 20<sup>th</sup> to the 30<sup>th</sup> April, with subsequent blogs posted thereafter to continue to drive awareness.**

## 8. Contacts

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Thanks for taking the time to read this guide. If you have any further queries or require any further guidance, please contact Galderma’s communications agency (Ruder Finn) at [myrosacea@ruderfinn.co.uk](mailto:myrosacea@ruderfinn.co.uk).