

HULL promotion on social networks (Facebook)

Presented by

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

Croatia

- **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
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- 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



facebook Traži

Naslovnica Profil Korisnički račun

Hrvatska udruga leukemija i limfomi

Zid Info Fotografije Rasprave

Napiši nešto...

Priloži: Podijeli

Ivana Tomašević <http://www.facebook.com/profile.php?id=1095802696#/group.php?gid=6638174471&ref=ts>

ZAKLADA "ANA RUKAVINA"

...potpora...

Jučer u 17:03 · Komentiraj · Svida mi se · Podijeli · Prijavi

Zaklada Ana Rukavina se ovo sviđa.

Komentiraj...

Ivana Tomašević <http://www.youtube.com/watch?v=W-ylnriaO9o>

Band Aid - Zeljm Zivot (Pjesma za Anu Rukavinu)

www.youtube.com

<http://vinovo.magnify.net/watch/www.tvrtg.hr>

ZELJM ZIVOT RIJEKOM ŽIVOTA ŠTO KA NEBU HLAPI TEČE BEZBROJ KRHKIH A PREKRASNIH KAPI KAD GLEDAŠ IZ DALJINE SVE JEDNAKE SE ČINE AL SVAKA IMA LICE I SVAKA ...

srijeda u 23:50 · Komentiraj · Ne sviđa mi se · Podijeli · Prijavi

Ti, Đurđa Maljković, Pica Lemilica, Gina Zelić i 4 ostalih drugih ste rekli da vam se ovo sviđa.

Komentiraj...

Hrvatska udruga leukemija i limfomi Udruga djeluje s ciljem pomaganja bolesnika oboljelih od hematoloških bolesti, razvoja novih istraživačkih programa i metoda liječenja, te u tu svrhu poduzima različite aktivnosti. Više informacija o nama pogledajte na našoj web stranici www.hull.hr

HULL

www.hull.hr

Informacije o Zakladi Ana Rukavina pročitajte na blogu ŽELJM ŽIVOT <http://zeljmzivot.blog.hr/> Posjetite službene stranice Zaklade na adresi www.zaklada-ana-rukavina.hr NOVO!

srijeda u 19:08 · Komentiraj · Svida mi se · Podijeli

Hrvatska udruga leukemija i limfomi Facebook stranica Hrvatske udruge leukemija i limfomi napravljena je u svrhu promidžbe aktivnosti Udruge. Pridružite nam se i na Facebook-u i postanite dio ove humanitarne organizacije.

srijeda u 19:07 · Komentiraj · Svida mi se

NEDAVNE AKTIVNOSTI

Hrvatska udruga leukemija i limfomi je uredio/la Web stranica, Pregled poduzeća i Cilj.

Hrvatska udruga leukemija i limfomi se pridružio/la Facebooku.

Hrvatska udruga leukemija i limfomi nema više postova.

Predloži prijateljima

HULL Zagreb
Trg hrvatskih velikana 2.
10 000 Zagreb
Tel/Fax: 01 4873 561
Mob: 091 4873 561
ZK:2340009- 1110047114
Privredna banka Zagreb

Radno vrijeme: 9:00-16:00
Predavanja i savjetovanja:
drugi četvrtak u mjesecu

120 ljudi se ovo sviđa

Dolito Prk
Slaven Tatić
Danijela Vadas
Mirko Peroković
Monika Dukmenić
Robert Pohizek

Poveznice

3 poveznice/a Vidi sve

ZAKLADA "ANA RUKAVINA"
3. lipanj 17:03

Band Aid - Zeljm Zivot (Pjesma za Anu Rukavinu)
2. lipanj 23:50

HULL
2. lipanj 19:08

Ne sviđa mi se
Napravi Stranica za moju djelatnost
Prijavi Stranica

Podijeli

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