

Social media as a leadership tool

KATE COLLINS
CHIEF EXECUTIVE, TEENAGE CANCER TRUST

CHARITY TIMES CONFERENCE MAY 2019

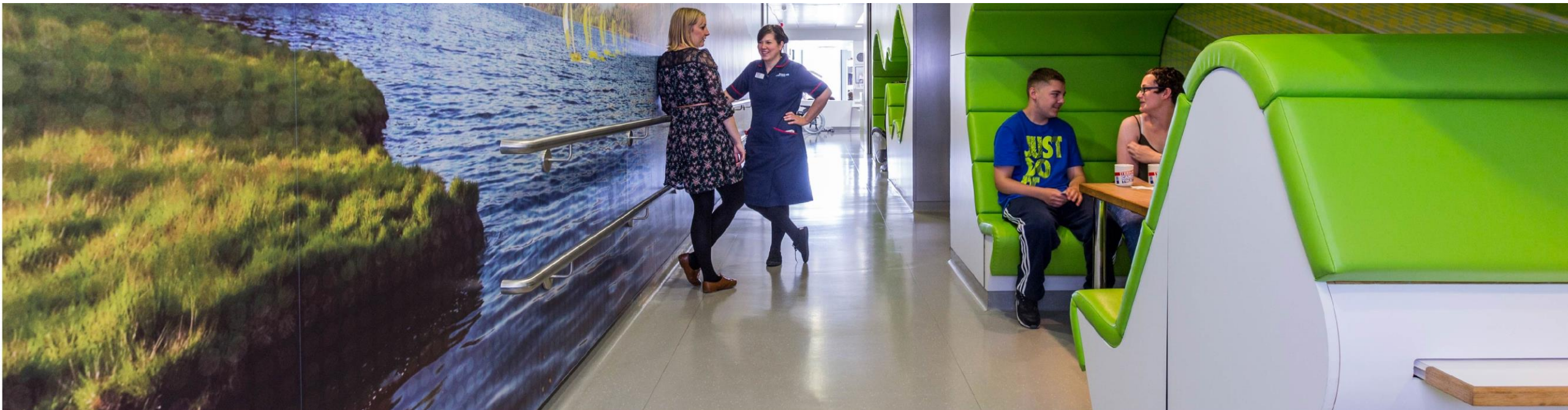


@KateCollinsUK

TEENAGE CANCER TRUST



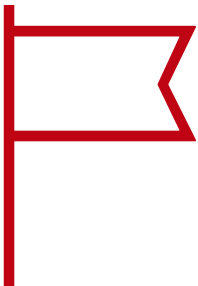
Teenage Cancer Trust is the leading cancer charity for teenagers and young adults (aged 13-25) in the UK. We make sure young people have everything and everyone they need to face cancer – and we make sure they have the best treatment, care and support at every step of the way.



SOCIAL MEDIA IN THIS SESSION...



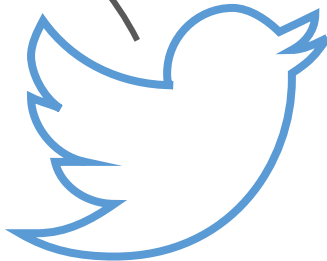
FOUR KEY AREAS TO THIS SESSION



**THOUGHTS ABOUT
LEADERSHIP**



**SOCIAL MEDIA THOUGHTS
& TIPS**



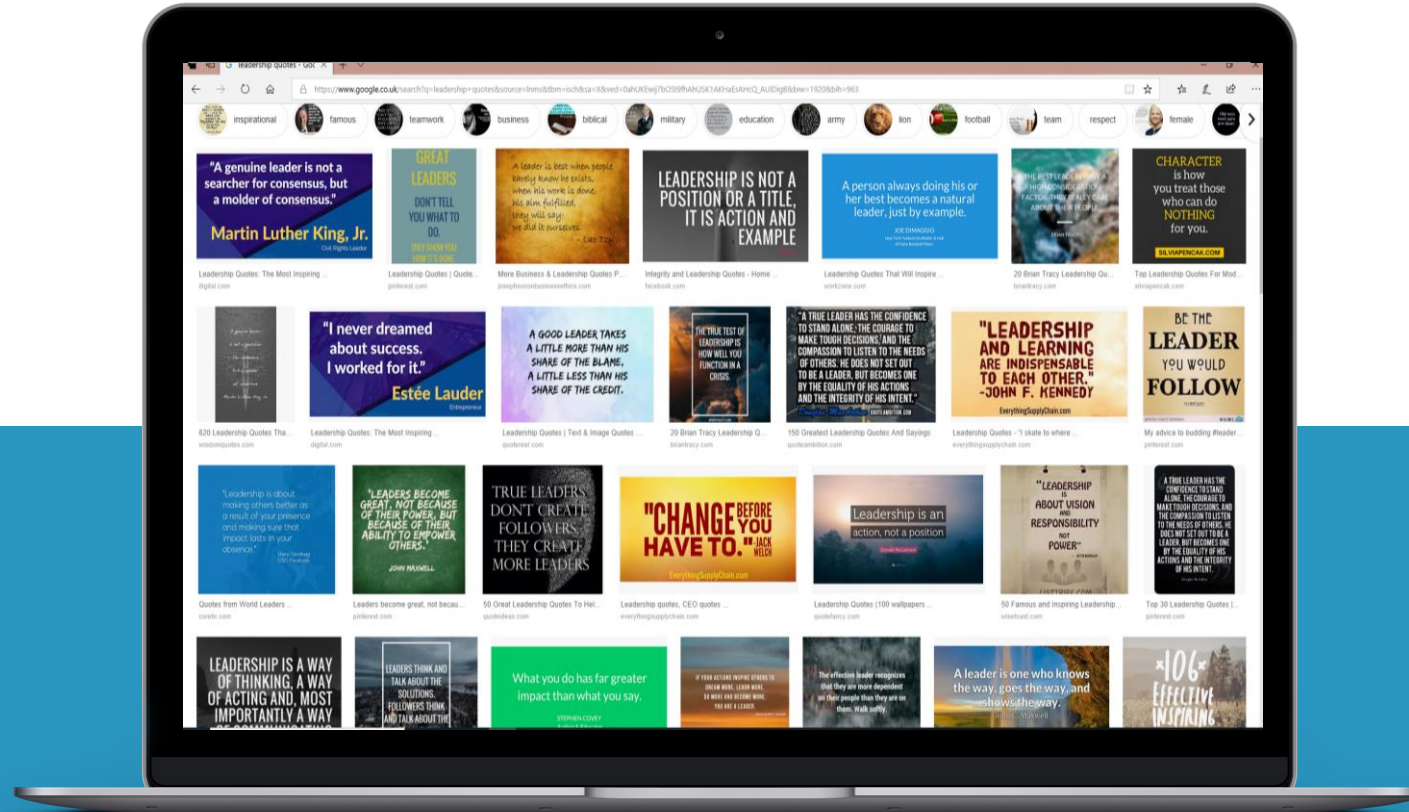
**SOME TWITTER
EXAMPLES**



**TIME FOR
QUESTIONS**



WHAT IS LEADERSHIP?





Sarah-Jane Marsh

@BWCHBoss

Follow



"Trust is gained in drops and lost in buckets".
What a powerful thought.

11:43 PM - 3 Apr 2019

199 Retweets 669 Likes



19



199



669

Quote Attribution: Kevin A Plank



@KateCollinsUK

“For leaders, social media means being fully ‘tuned in’ and accountable – reconnecting the disconnect and building trust.”

**Michelle Carvill
(@michellecarvill)**



**@TheSocialCSuite
@DamianCorbet**

**Social CEO –
Book out in
September 2019**



@KateCollinsUK



Bob Pickard ✓

@BobPickard



Bob Pickard ✓

@BobPickard

Follow



Social is a profound force for reputation, plus the premier place to earn public confidence. People used to think it was risky for CEOs to communicate on social but now the risk is higher if they are absent. When something major goes wrong, all eyes look for the leader online.



Aaron Sherinian ✓ @ASherinian

"Digital mistakes can be so costly, they are an existential threat to a company" - Prof Jeff Cunningham challenges communicators to think in new terms in the digital era. So much depends on new skills & a new approach. #MasterClass #GlobalComms #OpenMic ...

12:20 PM - 9 Apr 2019

16 Retweets 22 Likes



@KateCollinsUK

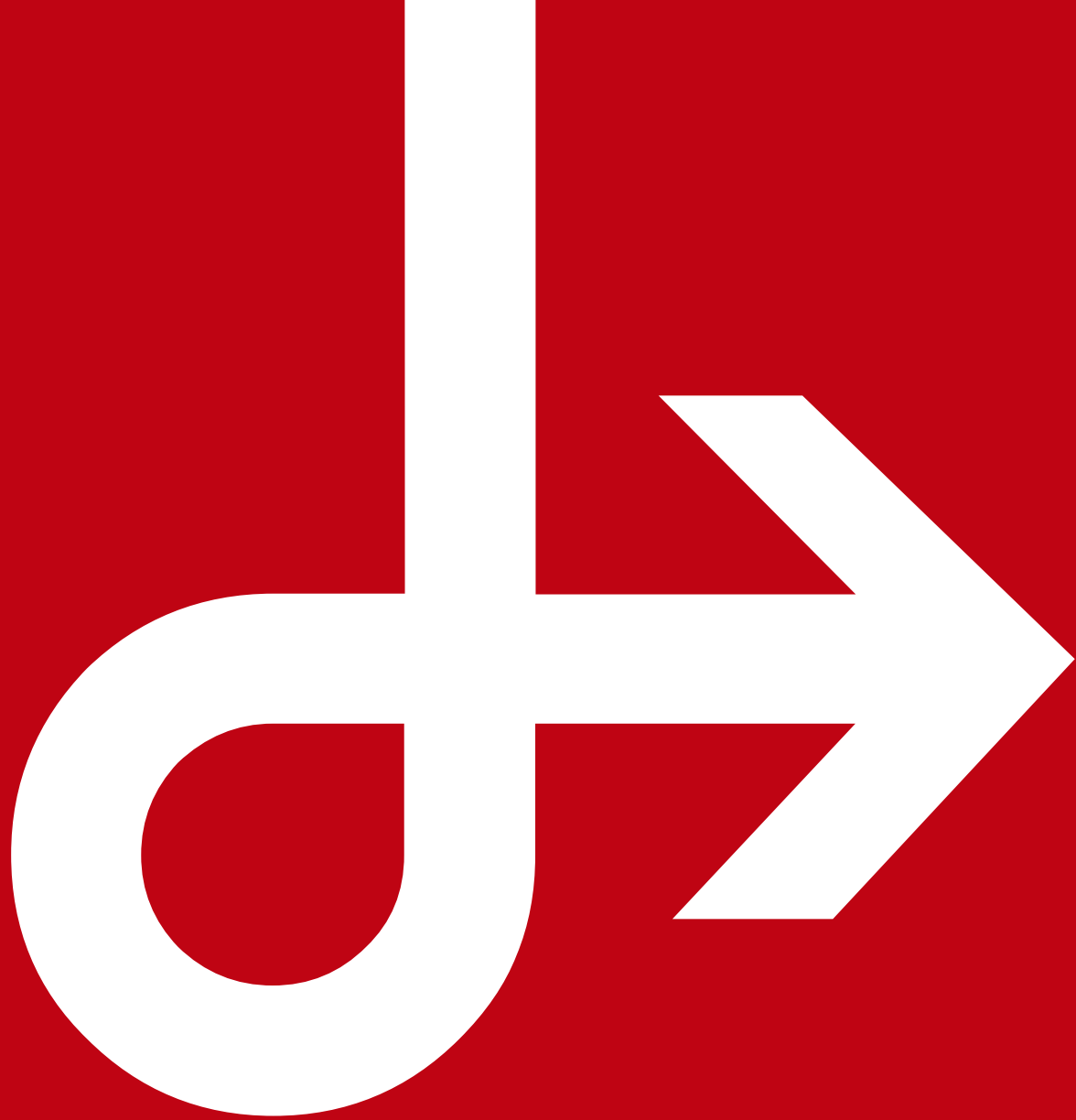
“

“Leadership is the art of disappointing people at a rate they can stand.”

— JOHN ORTBERG



@KateCollinsUK



**Tips, thoughts &
examples**

TIPS AND THOUGHTS



GIVE IT A GO

- Jump in
- See what it can offer you
- It might not be for you but you won't know if you don't try



“I don't see the point in measuring life in terms of time anymore. I'd rather measure life in terms of making a difference”

- **Stephen Sutton**



"Final Thumbs Up From Me"



Prime Minister visits. Stephen goes home.



RECORD BREAKER!!!
£3 MILLION RAISED FOR

TEENAGE CANCER TRUST



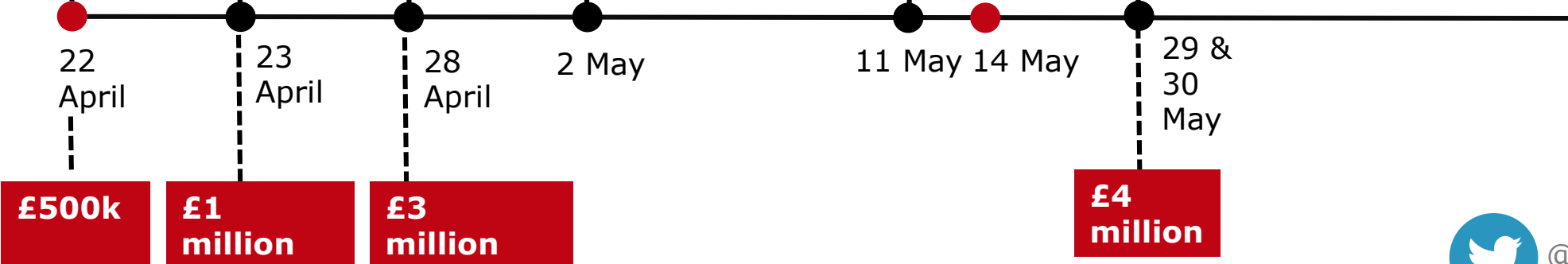
OUR HERO
Brave teen Stephen's mum & brother lead thousands in thumbs up trib

Stephen back in hospital

The worst news

Vigil & Funeral

Working with Stephen on spend and media pressure



2014



@KateCollinsUK

TIPS AND THOUGHTS



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BE CURIOUS

- Follow people whose opinions challenge your own
- Get a holistic view – even if you don't like it
- Avoid the echo chamber

TIPS AND THOUGHTS



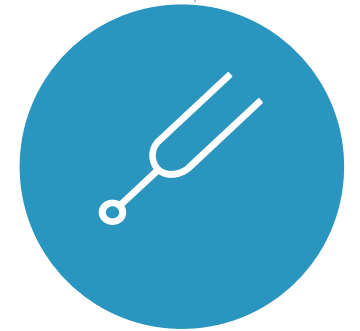
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TUNE IN TO WHAT WORKS

- What do your followers engage with?
- Find out what works for them and do that!



TIPS AND THOUGHTS



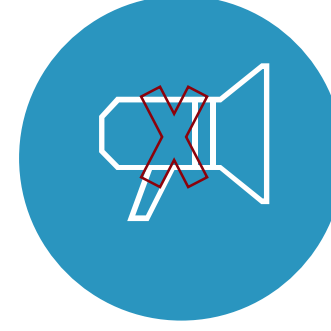
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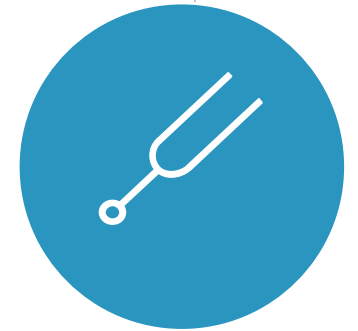
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LISTEN AND ENGAGE

- Social is the KEY word!
- Dialogue not broadcast



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TIPS AND THOUGHTS



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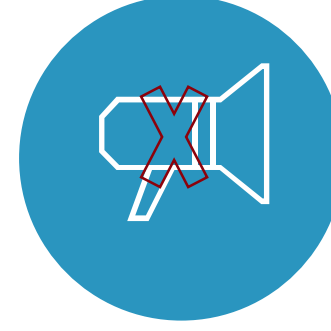
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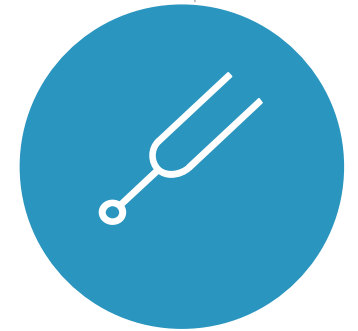
BE YOURSELF

- Do your own posts!
- Don't simply re-tweet organisational posts
- Share as much of the real you as is right for you
- Work out loud



LISTEN AND ENGAGE

- Social is the KEY word!
- Dialogue not broadcast



TUNE IN TO WHAT WORKS

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Andrew Fletcher

@itsandyfletch

Proud chief executive of @Tog4ShortLives. Chair of @MeningitisNow. Father. Thespian. Lover of food, sport, arts, travel & ale. All views my own.

📅 Joined June 2015



Andrew Fletcher

@itsandyfletch

Follow



Great work here from @TraceyBleakley. Anxieties and preconceptions of hospices can also be a barrier for families of children with life limiting illness. Thank you @hospiceuk for highlighting. #OpenUpHospiceCare @Tog4ShortLives



Tracey Bleakley @TraceyBleakley

Looking forward to speaking on @BBCBreakfast with the brilliant @bowelbabe Deborah James at 8.10am this am on why people can be frightened to come to a hospice, what they are really like and what's on offer #OpenUpHospiceCare @hospiceuk @trinityhospice

12:31 AM - 20 Mar 2019

10 Retweets 30 Likes




↻ 10



30



@KateCollinsUK



Mandy Johnson
@MsMandyJ



Mandy Johnson

@MsMandyJ

Follow



HONEST FEEDBACK NEEDED: I'm writing a job description for a charity that's predominantly made up of white, able-bodied people. 🙄

They want to increase the diversity of thoughts around their decision-making table. 😍

Please read the below and tell me what I need to change...

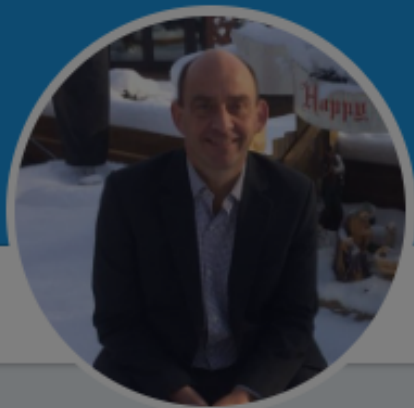
We would particularly encourage talented people from a BAME background and/or people with a disability to apply.

2:18 AM - 13 Mar 2019 from [Watford, East](#)

1 Retweet 8 Likes



@KateCollinsUK



Toby Porter

@tobyhporter

CEO @acornshospice Chair of UK Board
@humentum_org College Advisor
@greentempleton. Disheartened optimist,
centrist, internationalist & #lufc fan. Views my
own

Birmingham, United Kingdom

acorns.org.uk

Joined November 2010



Toby Porter

@tobyhporter

Follow



It is tempting as a charity CEO to only use social media to talk about good things happening. @acornshospice, every day I can tweet or share a story about the inspiring children and young people we work with. Or their families. Or our amazing colleagues, volunteers & supporters.

8:39 AM - 13 Feb 2019

49 Retweets 198 Likes



13



49



198



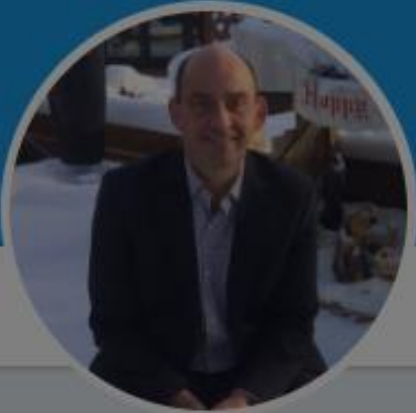
Toby Porter @tobyhporter · Feb 13



But disappointing stuff happens too. I read at intervals how charities and their leaders should tackle what is called a "culture of success". So here goes. This year, we have sold huge amounts of donated goods in our 55 charity shops, and raised funds all across the West Midlands



@KateCollinsUK



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centrist, internationalist & #lufc fan. Views my
own

📍 Birmingham, United Kingdom

🌐 acorns.org.uk

📅 Joined November 2010



Toby Porter @tobyhporter · Feb 13

But despite all the love and good will out there towards Acorns, the total we will raise this year is below the level we aimed for when setting our budgets at the start of this year. So we are having to reduce our expenditure, as correctly reported here today

💬 1 🔄 2 ❤️ 19



Toby Porter @tobyhporter · Feb 13



Acorns Children's Hospice to axe staff - blaming Brexit

The children's hospice blames a fall in income from its 57 charity shops and the uncertainty of Brexit for job cuts

birminghammail.co.uk

💬 1 🔄 3 ❤️ 5



@KateCollinsUK



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📍 Birmingham, United Kingdom

🌐 acorns.org.uk

📅 Joined November 2010



Toby Porter @tobyhporter · Feb 13

As a result, 12 out of our more than 200 care staff have sadly been notified their jobs are at risk. These are fine colleagues doing a fine job, and all of us charged with the responsibility of meeting our ambitious income targets feel very personally accountable for this.

💬 1 🔄 1 ❤️ 17



Toby Porter @tobyhporter · Feb 13

We will double down our efforts next year across our shops and with our fundraising across our local community. In the meantime, be assured the end-of-life care and residential stays we offer to children at our three children's hospices, are not affected.

💬 1 🔄 1 ❤️ 13



Toby Porter @tobyhporter · Feb 13

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💬 1 🔄 1 ❤️ 10



Toby Porter @tobyhporter · Feb 13

Whether its Acorns, or any of the other fantastic local charities out there, hold them close. Have a clear out of stock. Or go shopping in a charity shop. Take out a modest standing order (charities love regular, predictable income),

💬 1 🔄 6 ❤️ 37



@KateCollinsUK



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Toby Porter @tobyhporter · Feb 13

Hector your boss to start a charity of the year scheme. Sign up for some whacky sponsored challenge. Have friends round to dinner and pass round a hat. Whichever charities you support, chances are it's not straightforward out there at the moment. Hold them close....

💬 1 🔄 3 ❤️ 39



Toby Porter @tobyhporter · Feb 13

acorns.org.uk/donate/

💬 1 🔄 7 ❤️ 7



Toby Porter @tobyhporter · Feb 13

thank you.

💬 9 🔄 31 ❤️ 31



Katie Duckworth @KatieDuckworth · Feb 13

Replying to @tobyhporter @AcornsHospice

This thread is leadership at its best

💬 1 🔄 1 ❤️ 9



Louise McCathie @Louise_McCathie · Feb 13

Replying to @tobyhporter @AcornsHospice

You have been there for so many, through the most difficult times.
[@AcornsHospice](https://acorns.org.uk) is such a valuable part of our community and Toby I agree that each year gets tougher but the part that charities play in the lives of so many is becoming ever more needed.



@KateCollinsUK



Tweets **2,423** Following **3,049** Followers **4,385** Likes **24.5K**

Saeed Atcha MBE ✓

@saeedatcha

22 | CEO @XplodeMag | Social Mobility Commissioner @GOVUK | Trustee @Young_MCR | Advisor @iwill_campaign & @CareTechFdn | MSc PR student | 🍷 & 🌍!

📍 Boltonian & Gtr Mancunian

🌐 saeedatcha.co.uk

📅 Joined December 2010

🖼️ 665 Photos and videos



Tweets Tweets & replies Media

↳ Saeed Atcha MBE Retweeted



Saeed Atcha MBE ✓ @saeedatcha · Mar 19

If you'd have told 15 year old me that Prince William would be giving me an MBE on behalf of the Queen, I'd have told you where to go! I feel so proud and my journey has not been without its challenges — some of them huge where I question my entire existence...



@KateCollinsUK



Tweets **22.2K** Following **4,428** Followers **6,164** Likes **19.5K**

Ruth Ibegbuna

@Msibegbuna

Bradford-bred. Nigerian-name. Manc-mentality. Stockport-scarred. Loves LFC. Brazil-bound. Founder of [@RECLAIMproject](#) & [@ProgrammeRoots](#)

Todmorden

[northernsoul.xyz](#)

Joined January 2010

Tweets **Tweets & replies** Media

Pinned Tweet



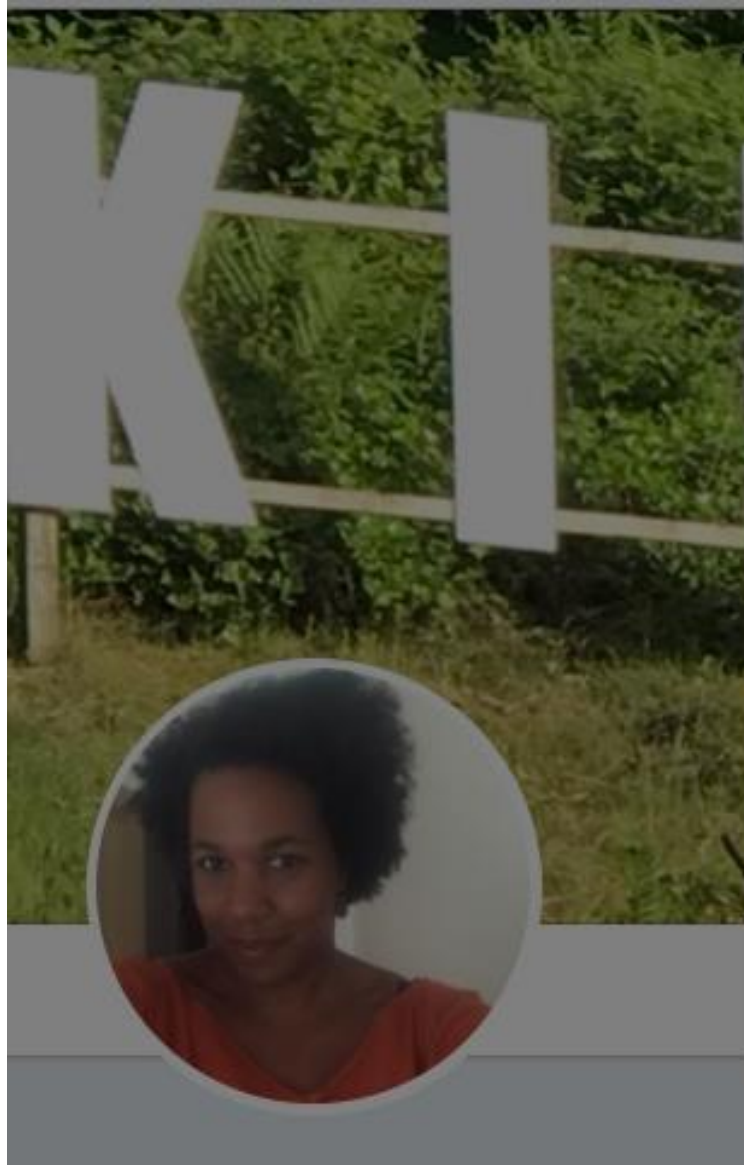
Ruth Ibegbuna @Msibegbuna · 22 Aug 2018

Hi all,
if you follow me here and have previously supported my efforts at RECLAIM, I'd love you to also follow my latest venture, The Roots Programme [@ProgrammeRoots](#)
Please follow me there and help Roots grow! 🙌
[#ConnectingCommunities](#)

6 30 71



@KateCollinsUK



Ruth Ibegbuna

@Mslbegbuna

Follow



Today has been AWFUL
Full of FOOLS and bad news and stupidity
and thieves of joy.

BUT

I just got a hopeful message from a Muslim
girl reflecting on an awful week & she has
reminded me that young people have wit,
energy, warmth, creativity and a collective
courage we often lack.

12:10 PM - 18 Mar 2019

3 Retweets 63 Likes



1



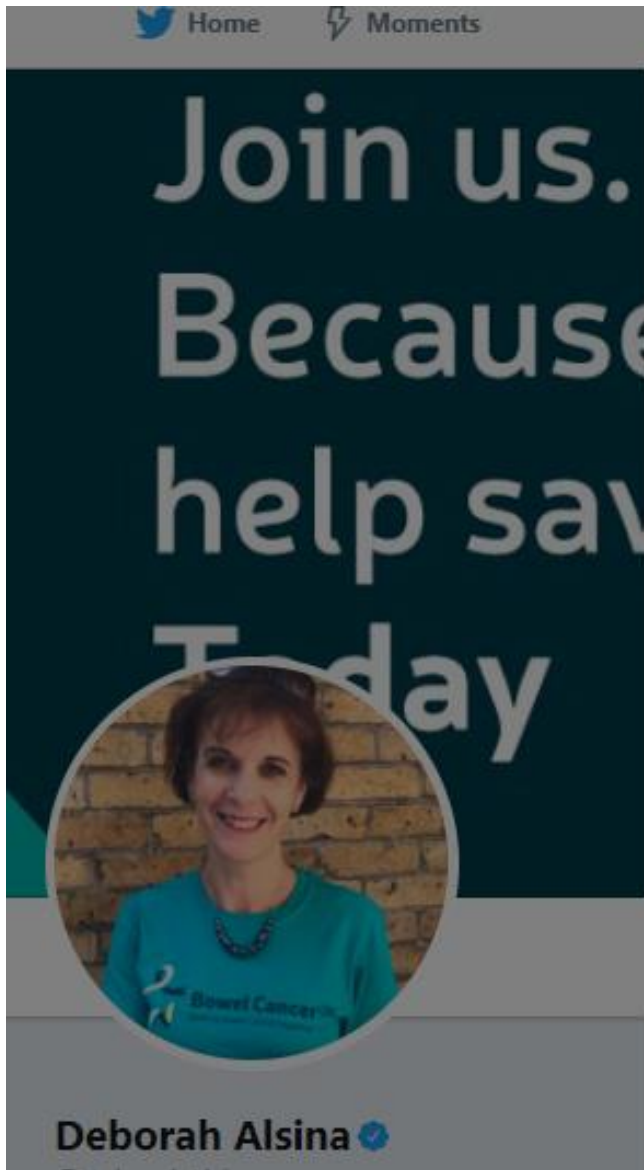
3



63



@KateCollinsUK



Deborah Alsina

@DeborahAlsina

Follow


Next up: Looking forward to hearing more from [@BrineMinister](#) and the National Cancer Director on next steps for the NHS long term plan.



@KateCollinsUK

Home Moments

Join us.
Because
help sav
Today



Deborah Alsina ✓
@DeborahAlsina



Deborah Alsina ✓

@DeborahAlsina

Follow

I'm being asked about @bowelcanceruk 's view on nitrates in processed meat a lot at the moment. This article explains quite well about emerging evidence. Keeping processed meat as an occasional treat not everyday norm seems sensible.

bbc.com/future/story/2 ... via @BBC_Future



The truth about the nitrates in your food



@KateCollinsUK

TEXT LEG
0500 TO
Teenage Cancer Trust will receive 10
Cancer Trust (registered charity numbers 1062559 & 50039757) Cost £5 plus one standard message



Kate Collins
@KateCollinsUK



Kate Collins
@KateCollinsUK

Follow



Happy #WorldSocialWorkDay to all the awesome @CLIC_Sargent social workers supporting children, young people and families affected by cancer. Big respect and thanks from all of us @TeenageCancer 👍



CLIC Sargent @CLIC_Sargent

Why are we proud of our social workers? Because they are experts. They help families handle the day-to-day challenges that come with a cancer diagnosis. They're there to help and make sure families get the support they need. bit.ly/2ueVZgy #WSWD19 ...

2:40 PM - 19 Mar 2019

3 Retweets 41 Likes



4

3

41



@KateCollinsUK



Kate Collins
@KateCollinsUK

My joy at my new purse knows no bounds ❤️



7:24 am · 13 Mar 2019 · [Twitter for iPhone](#)

2 Retweets 131 Likes



7:24 am · 13 Mar 2019 · [Twitter for iPhone](#)

2 Retweets 131 Likes



Kate Collins @KateCollinsUK · 13 Mar
Replying to @KateCollinsUK

Loving the love for my Wonder Woman purse! Has made me chuckle all day 😊

If you do happen to buy one it would be ace if you did so from Amazon Smile and chose to support

[@TeenageCancer](#)

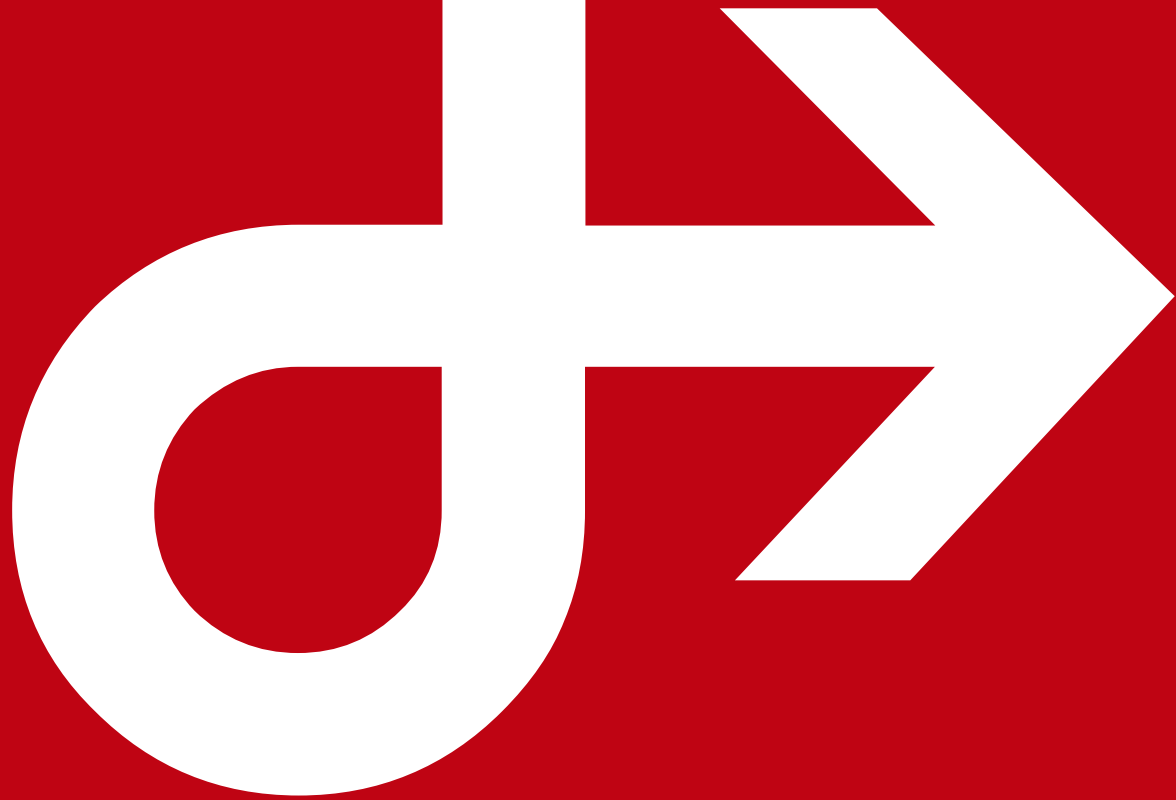
or another charity you might love!

(link: smile.amazon.co.uk)

smile.amazon.co.uk



@KateCollinsUK



Thank you!
Over to you for questions...



@KateCollinsUK