

KNOW AML

AML World Awareness Day 2020

What we achieved as a
community

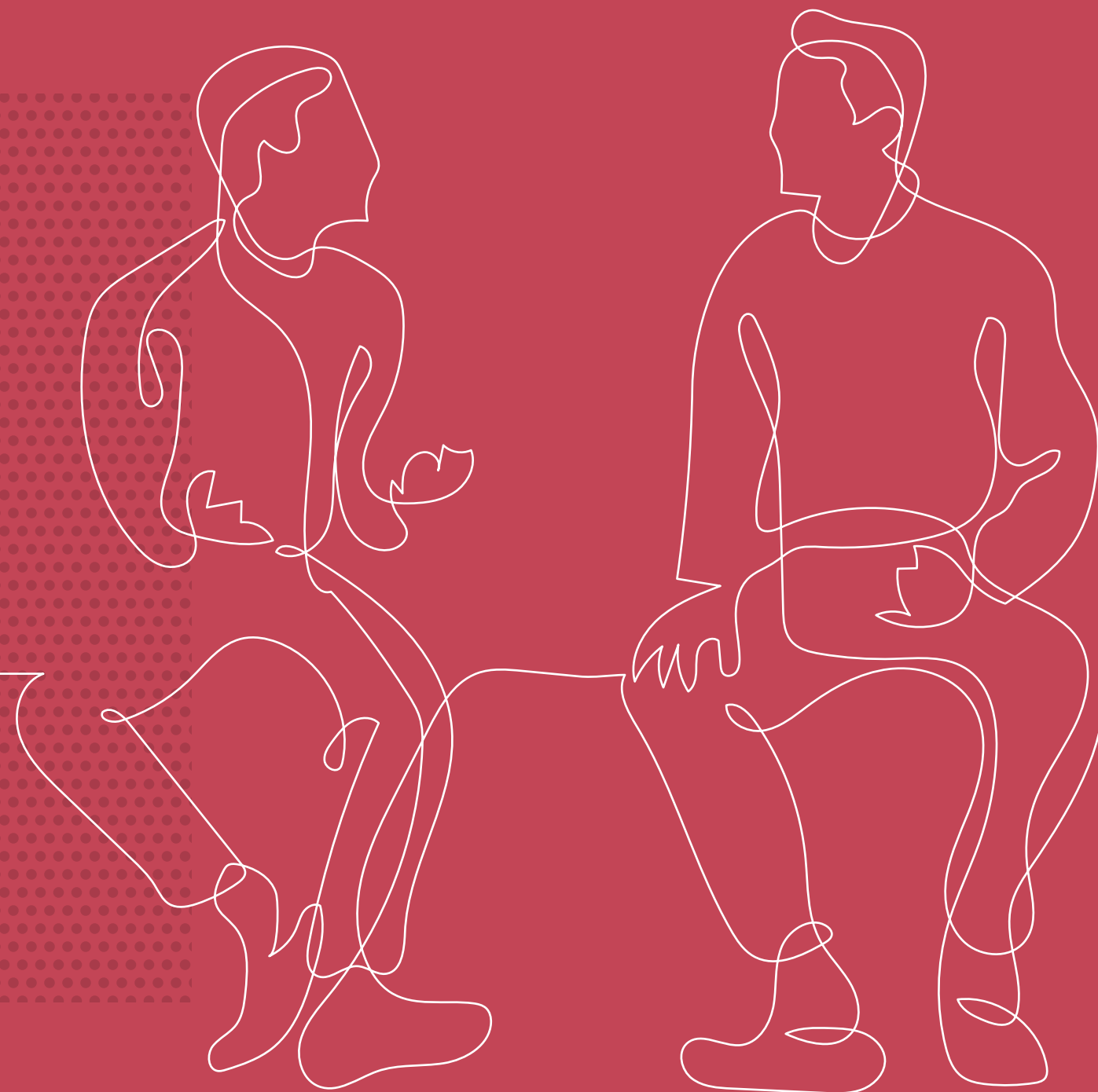


www.know-aml.com

♥ ♠ #KnowAML

KNOW AML

Introduction



Purpose

Review

the global activities
seen on AML World
Awareness Day

Present

the results
from AML World
Awareness Day

Thank

everyone for
their role and
contributions
to AML World
Awareness Day

Agenda

- 1 Our mission
- 2 Getting involved
- 3 Outcomes
- 4 Thank you



Our mission

The mission of Know AML is to drive awareness of AML globally through community collaborations while continuing to raise awareness of the resources and support that are currently available.

Know AML aspires to facilitate and improve the global acute myeloid leukemia (AML) knowledge and develop community-based initiatives to overcome current and future challenges.

KNOW AML

Getting Involved

Official Know AML activities



Official Know AML activities

We briefed the whole AML community on how to participate on
AML World Awareness Day 2020

AML World Awareness Day April 21, 2020

Get involved

Wear it! **Badge it!** **Share it!**

♥ ♠ #KnowAML

KNOW AML

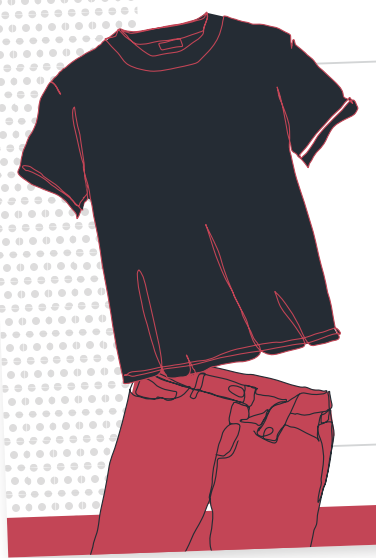
Wear it! *using social media*

*using
social media*

sharing
is **caring**



You can show your support for AML World Awareness Day by wearing **RED & BLACK** on April 21, 2020, and getting your friends, family, and colleagues to do the same!



STEP 1

Wear **RED & BLACK** and take a selfie.



STEP 2

Share your photos on social media using **❤️🖤 #KnowAML**



Badge it! *using social media*

*using
social media*

sharing
is **caring**



There are several ways you can 'Badge It' and show your support for AML World Awareness Day on April 21, 2020!

OPTION 1

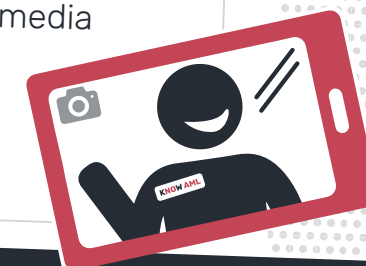
Badge your social media page by changing your profile image and banner. You can download them here:

[Download here](#)

OPTION 2

Contact Know AML for your awareness pack and wear your Know AML pin badge proudly on April 21, 2020. Take a selfie and share your photos on social media using   **#KnowAML**

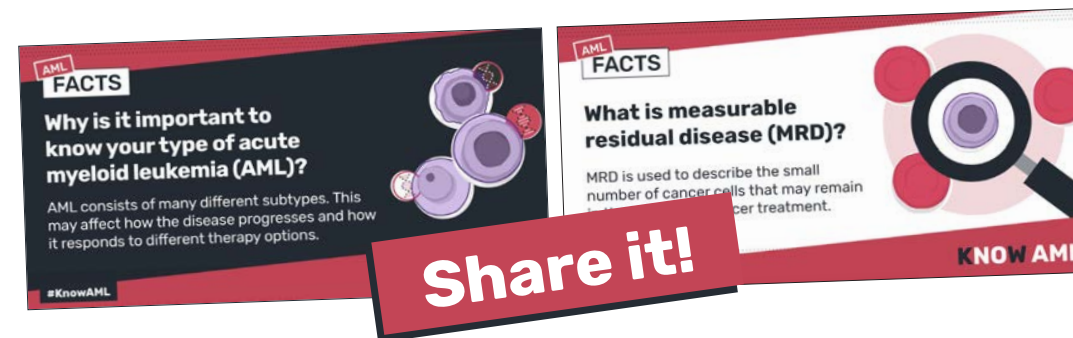
[Email Know AML](#)



Share it! *using social media*

*using
social media*

sharing
is **caring**



Materials
available in
12
languages!

A series of social media graphics in various languages have been developed for AML World Awareness Day, and beyond, on the following themes:

- AML subtypes • Novel therapies • Clinical trials •
- Stem cell transplantation • Measurable residual disease •

Visit the Know AML website resources page and share the social media graphics across your social media channels using

❤️🖤 **#KnowAML**

Know AML resources



Wear it! *without social media*

*without
social media*

sharing
is **caring**



Act by wearing **RED & BLACK**. Show your support for AML World Awareness Day by wearing **RED & BLACK** and encouraging others to do the same!



STEP 1

Wear
RED & BLACK
and take a selfie.



STEP 2

Email your photo to the Know AML team so they
can post it on your behalf!



Email Know AML

Badge it! *without social media*

**without
social media**

sharing
is **caring**

KNOW AML

Badge it!

Another way to show support for AML World Awareness Day is by sharing a photo of yourself wearing the official Know AML pin badge and getting your friends, family, and colleagues to do the same!

STEP 1

Contact the Know AML team for your awareness pack and wear your Know AML pin badge proudly on April 21, 2020.

secretariat@scientificeducationsupport.com

STEP 2

Take a selfie and email your photo to the Know AML team so they can post it on your behalf!

Share it! *without social media*

*without
social media*

sharing
is **caring**



Materials
available in
12
languages!

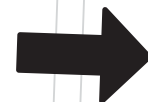
Factsheets have been developed for AML World Awareness Day on the following themes:

- AML subtypes
- Novel therapies
- Clinical trials
- Stem cell transplantation
- Measurable residual disease

STEP 1

Download one of our factsheets, print it and take a selfie with your factsheet!

[Download here](#)



STEP 2

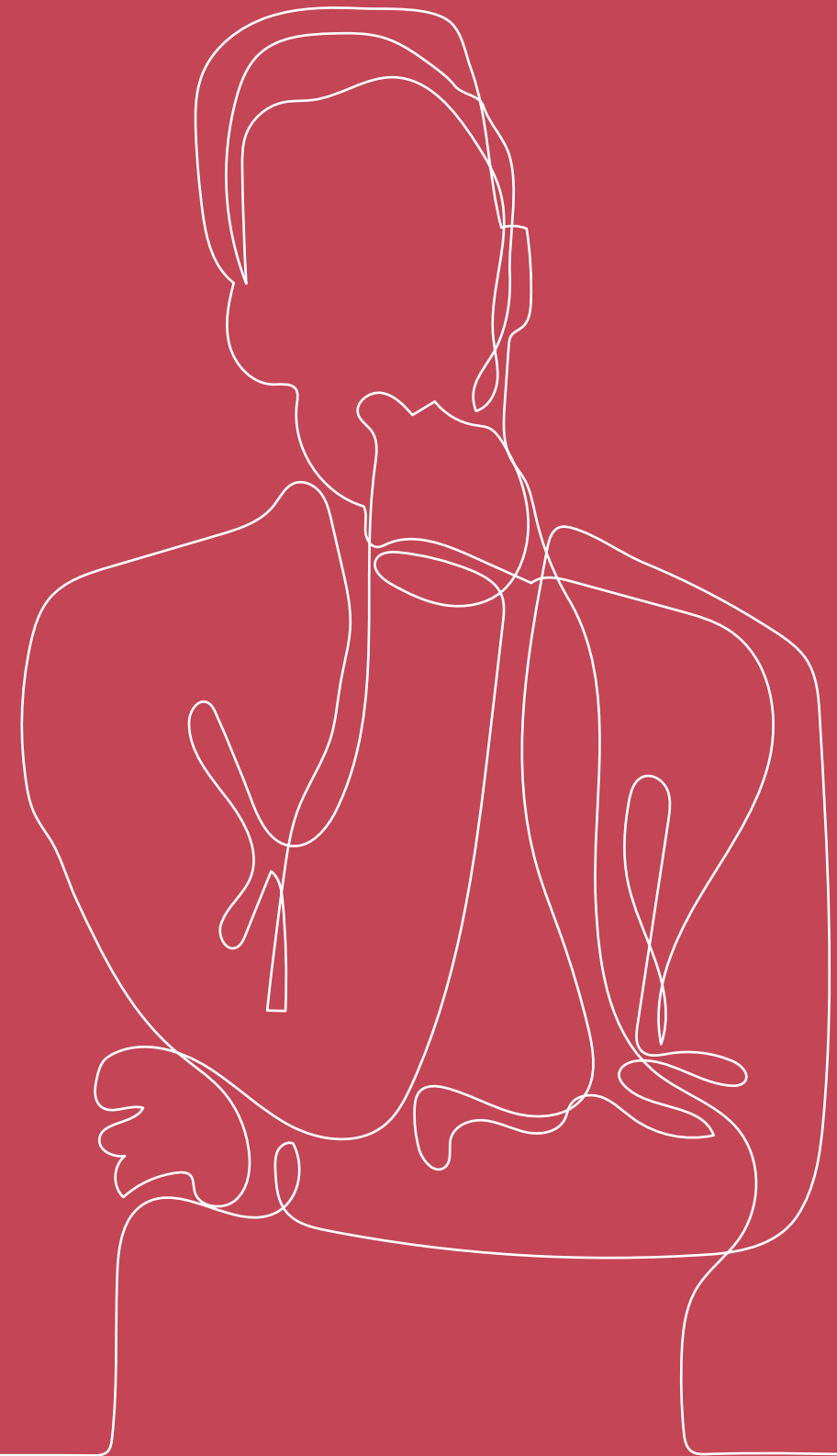
Share your photo with the Know AML team so they can post it on your behalf!

[Email Know AML](#)

KNOW AML

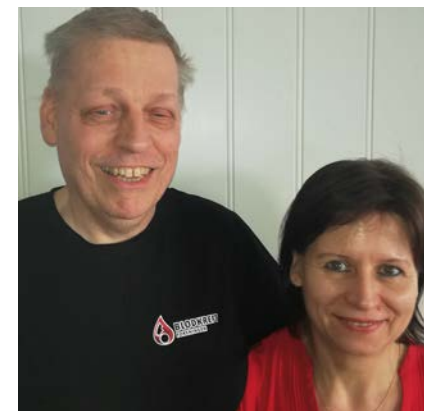
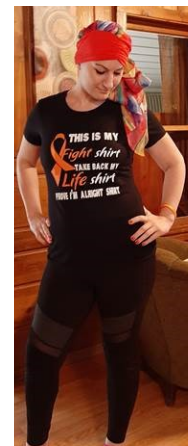
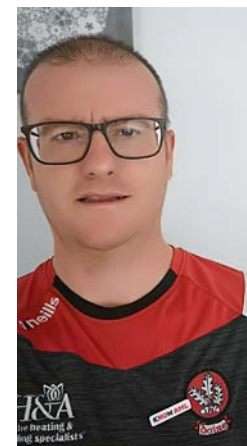
Outcomes

How much noise did we make?



Wear it

A selection of 'Wear it' examples



Badge it

A selection of 'Badge it' examples using the official Know AML profile image and banner



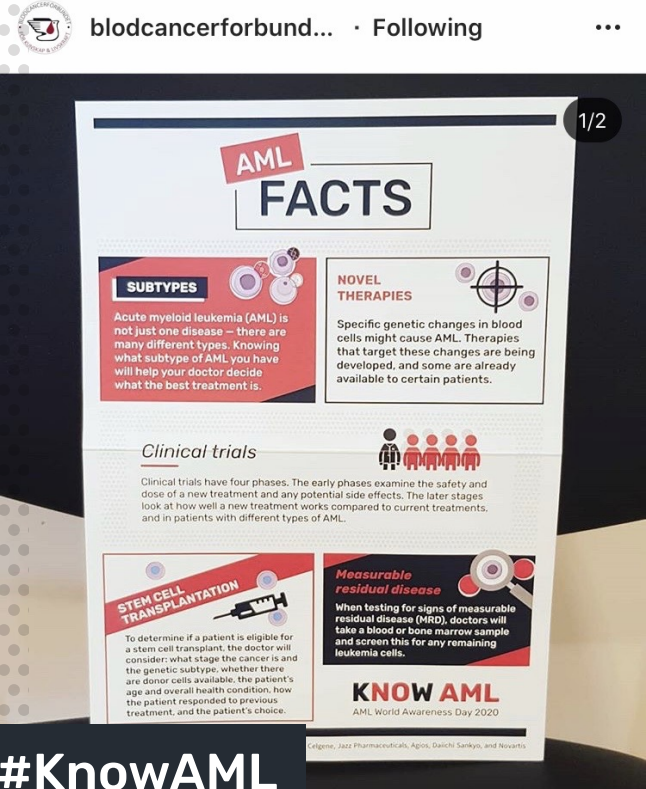
Badge it

A selection of 'Badge it' examples using the official Know AML pin badge



Share it

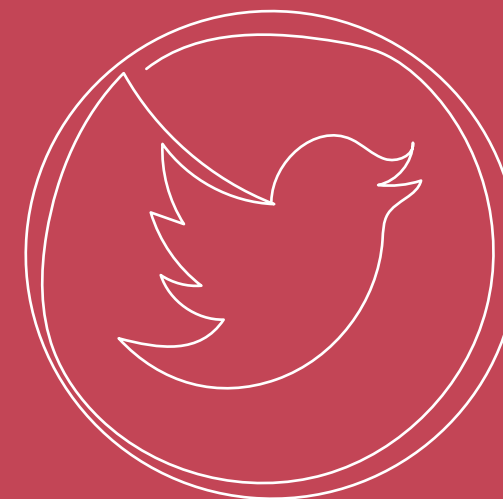
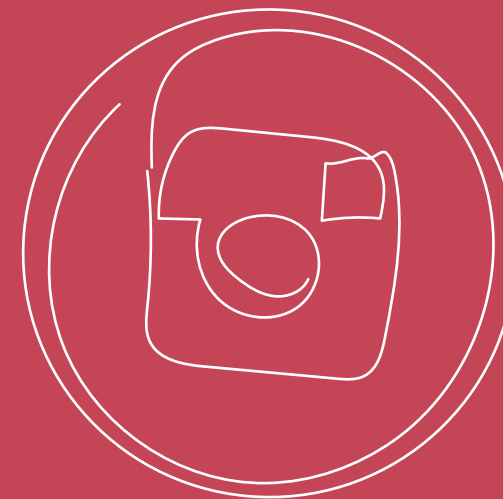
A selection of 'Share it' examples



#KnowAML

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Social media



GLOBAL CONVERSATION

Social media




Justin Taylor
@TaylorJ_MD

On [#AML](#) Awareness Day, the beard is growing as I [#WFH](#) and [#STFH](#) (like [@rosslevinemd](#)). Wearing Red and Black to support [#KnowAML](#) [#leusm](#) [#leukemia](#) [#COVID19](#)



Annie
@Annitamorang



Hoy es el día mundial de concienciación sobre la leucemia mieloide aguda [#AML](#) y solo me pasaba por aquí para comentároslo y que, si tenéis un ratito, busquéis info y ayudéis en las iniciativas que podáis.
[#WorldAwarenessDay](#)
Mucho  [@KNOW_AML](#)




The White Cell Foundation
@TheWhiteCellFo1

Today is AML World Awareness Day. Watch the series of educational and awareness videos about acute myeloid leukemia from [@KNOW_AML](#)

01-know-aml-acute-myeloid-leukemia-overview

  [#KnowAML](#)



LyLe Foreningen
@lyle_foreningen

Det er vigtigt at få din [#undertype](#) af [#akutmyeloidleukæmi](#) for at få den rigtige behandling for [#aml](#), husk at spørge din læge! [#KnowAML](#) [#alan](#) [@AcuteLeuk](#) [@KNOW_AML](#) læs mere her..
[#blodkræft](#) [#bloodcancer](#) [#lyle_dk](#) [#spotleukæmi](#) [#Cancer](#)

[Translate Tweet](#)



You Retweeted

Debs Harkins
@DeborahHarkins

4 years ago this [#WorldAMLawarenessDay](#) I had just got into remission and was preparing for a stem cell transplant as part of a clinical trial funded by [@CureLeukaemia](#) It wouldn't have been possible without worldwide collaboration on AML treatment and care [#KnowAML](#)



Helena Parikka
@HelenaParikka

Tänään on kansainvälinen AML-tietoisuuspäivä - AML World Awareness Day.
Akuutti leukemia todetaan Suomessa vuosittain noin 200 aikuisella. Aikuisilla n. 80 % akuuteista leukemioista on myelooisia.  

[#KnowAML](#) [#acuteleukemia](#) [#bloodcancer](#)

  [#KnowAML](#)

[Translate Tweet](#)



AML FAKTA

Hvorfor er det vigtigt at vide hvilken undertype af Akut Myeloid Leukæmi - AML - jeg har?

AML har mange undertyper. Det kan betyde hvordan din sygdom udvikler sig og reagerer på forskellige behandlinger.



AML World Awareness Day April 21, 2020

Let's unite

  [#KnowAML](#) **KNOW AML**



AML World Awareness Day April 21, 2020

Let's unite

#KnowAML

GLOBAL CONVERSATION

Social media



Twitter #KnowAML

The #KnowAML Influencers





Top 10 by Mentions

-  @KNOW_AML 392
-  @bloodwise_uk 82
-  @CureLeukaemia 66
-  @seh_es 47
-  @AcuteLeuk 44
-  @LeukaemiaCareUK 41
-  @msams_cov 39
-  @lixxiedean 30
-  @annamam09 29
-  @SimonThomasSky 24

Top 10 by Tweets

-  @KNOW_AML 144
-  @Leukaemia_and_K 115
-  @annamam09 20
-  @CureLeukaemia 19
-  @JaneYoungBham 13
-  @DawnFurey 12
-  @JM_TheAdvocate 12
-  @lyle_foreningen 12
-  @lixxiedean 10
-  @MDSFoundation 9

Top 10 by Impressions

-  @SimonThomasSky 455.3K
-  @pfizer 240.1K
-  @AstellasUS 228.7K
-  @Leukaemia_and_K 225.5K
-  @KNOW_AML 222.4K
-  @CureLeukaemia 128.5K
-  @bloodwise_uk 99.4K
-  @mayrasmendoza 95.2K
-  @yorkshireknits 90.4K
-  @KassieDePaiva 72.4K

The Numbers










2.835M Impressions

The #KnowAML Influencers

Top 10 Influential

-  @KNOW_AML 100
-  @CureLeukaemia 71
-  @charliecraddock 64
-  @lixxiedean 55
-  @Tap_Clin_Trials 54
-  @jloke1 41
-  @LeukaemiaCareUK 41
-  @DillonHaem 40
-  @SimonThomasTV 39
-  @DeLuca_C 38

Prolific Tweeters

-  @KNOW_AML 108
-  @Leukaemia_and_K 32
-  @AjSM10 19
-  @JaneYoungBham 17
-  @AcuteLeuk 16
-  @annamam09 15
-  @ZPWLC 14
-  @LeukaemiaCareUK 14
-  @CureLeukaemia 13
-  @lixxiedean 10

Highest Impressions

-  @SimonThomasTV 449.5K
-  @NoInvisibles 376.6K
-  @bloodcancer_uk 322.5K
-  @pfizer 260.8K
-  @KNOW_AML 220.9K
-  @OncologyTimes 177.7K
-  @bmsnews 140.4K
-  @LeukaemiaCareUK 111.2K
-  @GeoffThomasGTF 104.6K
-  @CureLeukaemia 95.8K

The Numbers

3.444M Impressions

Together #KnowAML reached **3.4M impressions** on April 21, 2020!
A huge achievement in generating a conversation of this size!

974 Tweets

458 Participants

37 Average Tweets/Hour

Twitter @KNOW_AML

| | April 21, 2017 | April 21, 2018 | April 21, 2019 | April 21, 2020 | % Increase (2019 - 2020) |
|-------------------------------|----------------|----------------|----------------|----------------|--------------------------|
| Engagement (likes & retweets) | 324 | 192 | 418 | 441 | 5.5% |
| Know AML impressions | 28,000 | 10,700 | 21,700 | 48,500 | 123.5% |
| Total followers | 351 | 1,046 | 1,590 | 2,109 | 32.6% |
| Link clicks | 40 | 11 | 25 | 40 | 60% |

Top Tweet earned 16.9K impressions

TODAY is **#AML** World Awareness Day! Join us as we unite around the world 🌍 to raise awareness of AML! Let's use this day to start a new era of hope for people diagnosed with AML! ❤️🖤 **#KnowAML** **#leusm** **#BloodCancer**
pic.twitter.com/jlLNvdp1v



Engagements, a combination of likes and retweets; **impressions**, the number of times your content is displayed; **total followers**, the total number of people who subscribed to receives your updates; **link clicks**, the number of clicks on links to selected destinations or experiences.



Facebook @KNOWAML

| | April 21, 2019 | April 21, 2020 | % Increase (2019 – 2020) |
|---------------|----------------|----------------|--------------------------|
| Page likes | 394 | 716 | 81.7% |
| New followers | 75 | 56 | -25.3% |
| Post reach | 6,831 | 5,801 | -15% |
| Page views | 360 | 454 | 26.1% |

The Facebook algorithm is continuously evolving, and research suggests that the current algorithm favors video content above all other types of content. In 2019, Know AML posted seven AML animations throughout AML World Awareness Day. In 2021, we will use this information to deliver a social media campaign that supports the current algorithm.

Performance for your post

3,499 People Reached

170 Reactions, comments & shares

| | | |
|-----------------|---------------|------------------|
| 89 Like | 26 On post | 63 On shares |
| 33 Love | 6 On post | 27 On shares |
| 9 Comments | 1 On Post | 8 On Shares |
| 40 Shares | 40 On Post | 0 On Shares |
| 123 Post Clicks | | |
| 13 Photo views | 0 Link clicks | 110 Other Clicks |

NEGATIVE FEEDBACK

0 Hide post 1 Hide all posts

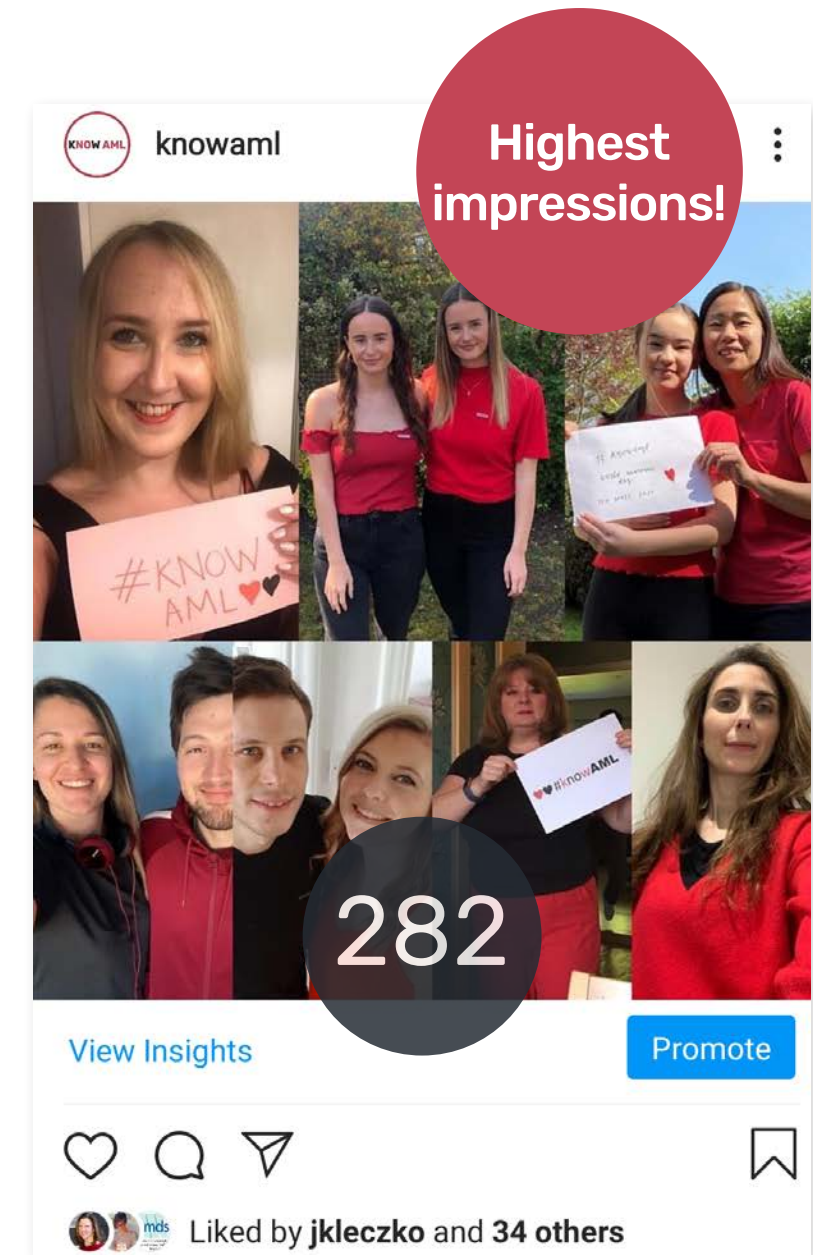
0 Report as spam 0 Unlike Page

Reported stats may be delayed from what appears on posts

Page likes, the number of times your page was liked; **new followers**, the number of new people who subscribed to receives your updates; **post reach**, the number of people who saw any of your posts at least once; **page views**, the number of times people viewed your page.

Instagram @knowaml

| | April 21, 2020 |
|----------------|----------------|
| Reach | 2,983 |
| Likes | 351 |
| Impressions | 3,279 |
| Profile visits | 92 |



Reach, the number of people who view your content; **likes**, an action that can be made by the user. It can be a quick way to show approval; **impressions**, the number of times the content is displayed; **profile visits**, the number of times people visited your profile.

LinkedIn Know AML

April 21,
2020

Page views 132

Impressions 2,275

Total followers 118

Clicks 88

Highest
number of
clicks!

Know AML
118 followers
2w •

SHARE IT! The official social media graphics for #AML World Awareness Day 2020 are available via <https://bit.ly/2UPghvv>. Share them on your social media pages and include ❤️❤️ #KnowAML

World Awareness Day April 21, 2020

Share it!

FACTS
How is measurable residual disease (MRD) tested?
Doctors will take a blood or bone marrow sample and screen this for any remaining leukemia cells.

FACTS
Why are stem cell transplants (SCT) used?
SCT provide a new healthy supply of blood cells which can fight against, and eliminate leukemia cells.

#KnowAML

KNOW AML

www.know-aml.com/en/get-know-aml.com

4

Page views, the number of times people have viewed your page; **impressions**, number of times the content is displayed; **total followers**, the total number of people who subscribed to receives your updates; **clicks**, the number of people who click on your post, either to view the content or to come to your page.

KNOW AML

The website

www.know-aml.com

www.know-aml.com **World Wide Web**

| | April 2017 | April 2018 | April 2019 | April 2020 | % Increase |
|--------------------------|------------|------------|------------|------------|------------|
| Sessions | 1,863 | 3,798 | 3,211 | 4,252 | 32.4% |
| Users | 1,525 | 3,002 | 2,511 | 3,031 | 20.7% |
| Page views | 4,768 | 9,141 | 8,356 | 9,647 | 15.4% |
| Average session duration | 00:01:07 | 00:01:53 | 00:02:04 | 00:02:19 | 12.0% |

| | April 21, 2018 | April 21, 2019 | April 21, 2020 | % Increase |
|--------------------------|----------------|----------------|----------------|------------|
| Sessions | 303 | 421 | 1,505 | 257.4% |
| Users | 261 | 369 | 1,306 | 253% |
| Page views | 698 | 982 | 3,149 | 220% |
| Average session duration | 00:01:19 | 00:01:44 | 00:02:02 | 17% |

April 2020

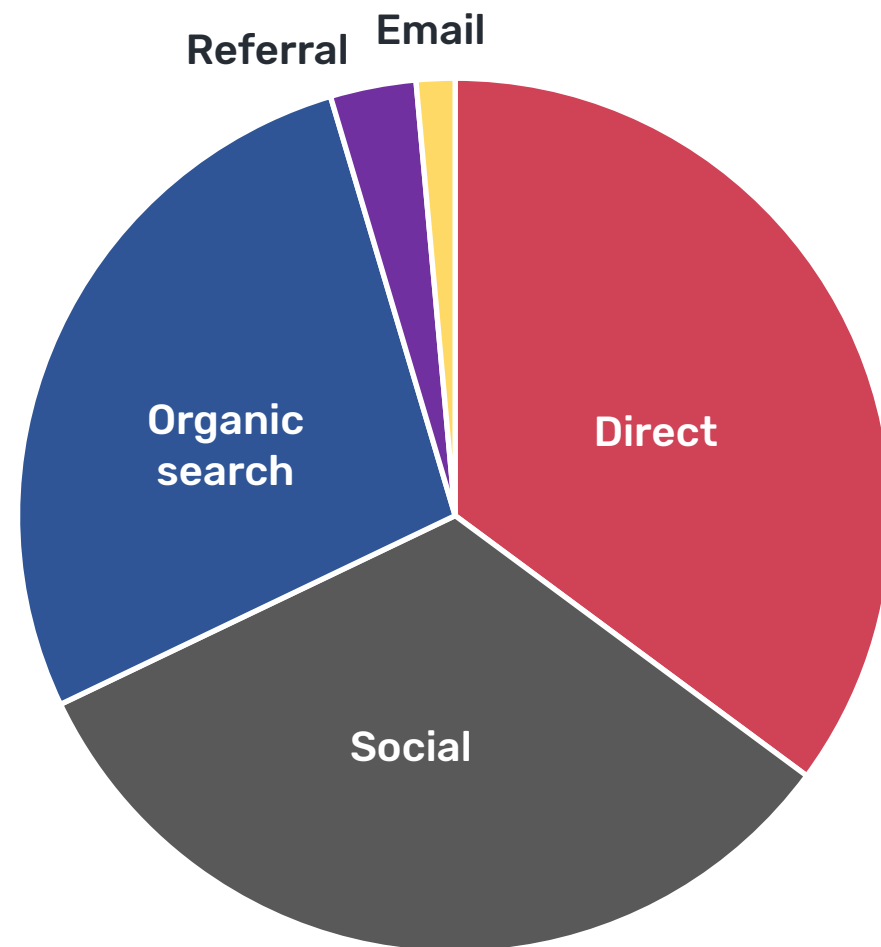
43.88%
US Traffic

33.50%
EU Traffic

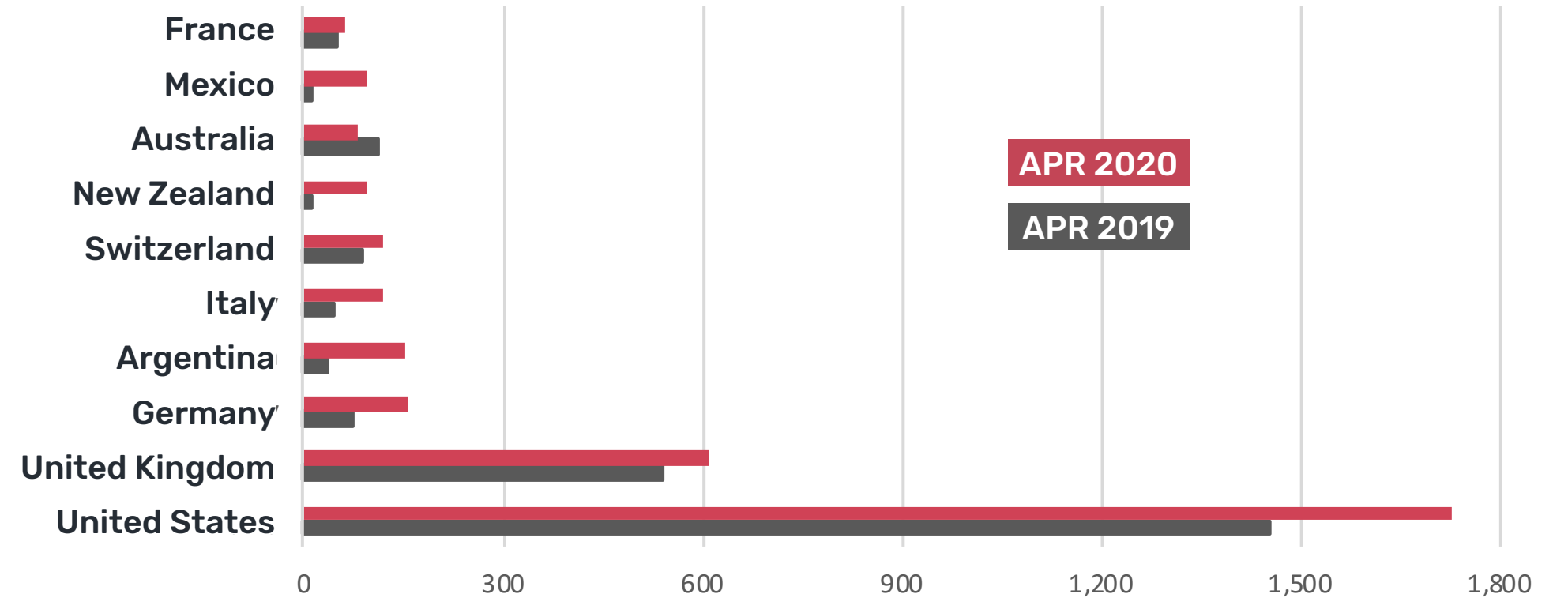
22.52%
ROW Traffic

www.know-aml.com World Wide Web

Community Drivers



Number of sessions by country



Support from external pages



April 21, 2020, is World AML Awareness Day!

Since we are all staying in, we can participate this year online. Please follow this link for all the tools you'll need: <https://know-aml.com/en/get-involved/world-awareness-day>.

#KnowAML #AAMDSIF



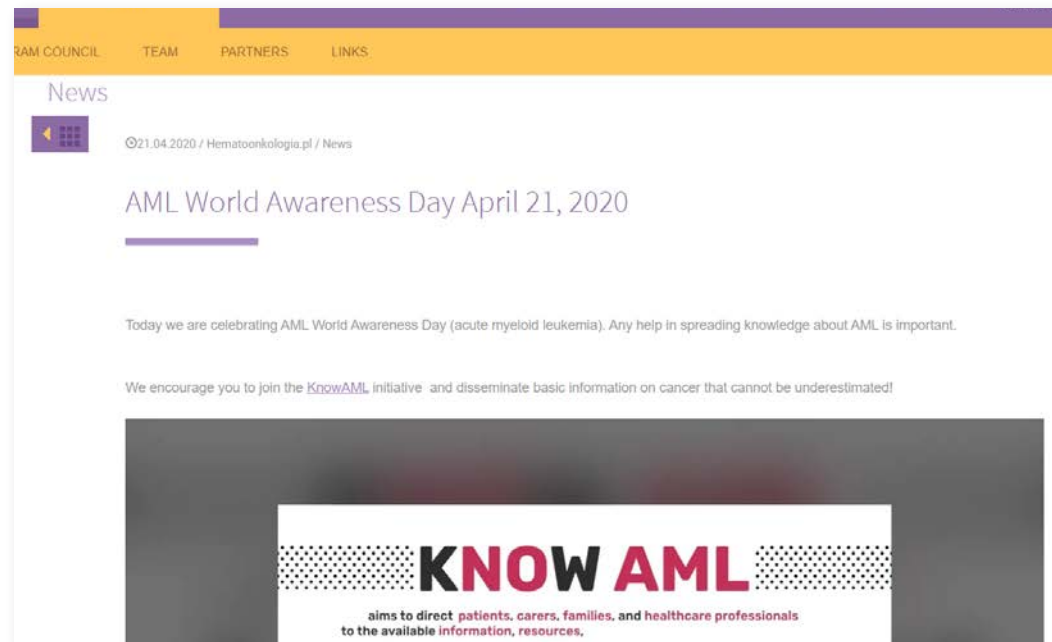
Akutt myelogen leukemi (AML) Vårt arbeid

21.april er AML World Awareness Day

Let's unite

A banner with a dark red background and a white silhouette of a globe. The text "Let's unite" is written in a large, bold, white sans-serif font, centered on a white rectangular background that is slightly tilted.

On April 21, 2020, it's time to unite and mark



ALAN participated in AML World Awareness Day

April 24, 2020

April 21st is AML World Awareness Day! It is the time of the year to unite, be part of a collective of those advocating for patients with this devastating cancer and raise much needed awareness of acute myeloid leukemia (AML).

On the day before, ALAN held a free webinar on "How to advocate for acute leukemia". Zack Pemberton-Whiteley (chair of ALAN) talked about the importance of awareness and early diagnosis of acute leukemia as early diagnosis can have a significant impact on both survival and patient experience. He also shared as a case study the early diagnosis campaign "Spot Leukaemia" from ALAN member, Leukaemia Care in the UK.

Zack also encouraged everyone to take part in the AML World Awareness Day, happening the day after, by wearing red and black and share their pictures on social

#KnowAML

Thank you to our supporters

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