

## How do you get the media to cover AND take ownership of your cause?

**Client:** Tamika & Friends, Inc.

**Case Study:** Spreading the Message of Prevention Online

**Tactics:** Design, Creation of a Strategic Partnership, Social Media Strategy

# heart&soul



Tamika & Friends, Inc.  
Empowering Women Through Education

heart&soul

### 2011 Cervical Cancer Prevention Guide

by Tamika and Friends, Inc. in partnership with Heart & Soul magazine



Our Prevention Guide to Understanding Cervical Cancer and the Human Papillomavirus

Key Facts

**Problem:** Tamika & Friends, Inc. needed to reach an audience of women and spread the message of how cervical cancer is caused, how it spreads, and how easy it is to prevent.

**Solution:** Magazines have glossy pages. But now they have web, Twitter and Facebook pages that readers of the print magazine regularly visit. Understanding the new online media environment led MSPR to a win-win strategic partnership.

MSPR identified Heart & Soul magazine as an ideal partner that could benefit from leveraging an existing online audience. MSPR noted that while Heart & Soul had an active Facebook and Twitter community, the magazine was **missing an opportunity by not hosting Twitter chats** to reach their readers. MSPR proposed a series of Twitter chats to be hosted by Heart & Soul editors, featuring T&F founder Tamika Felder during cervical cancer awareness month. MSPR also proposed to create an online take-away for the chats: a co-branded digital prevention guide that would be uploaded to an online social media file sharing site.

Because Heart & Soul had never hosted a chat on Twitter, MSPR coached their editor on Twitter chat best practices and helped with the flow of the first very successful chat.

**Results:** Tamika & Friends were able to reach approximately 10,000 more online viewers through Heart & Soul's Facebook page and Twitter chats. Heart & Soul continues to host biweekly Twitter chats on health topics of interest to women. The digital prevention guide **was easy to download and easy to share** on Facebook and Twitter. In fact, the prevention guide had a shelf life beyond cervical cancer awareness month: women seeking information about cervical cancer are still finding and downloading the prevention guide which is still available online.

[View the Prevention Guide.](#)

