Guide to Reaching Influencers and Impacting Communities
For the 2016 Million Dollar Challenge, Revlon is helping participating charities identify the key individuals, organizations and communities who, like you, are trying to make the world a better place. This enhanced social media guide is a powerful tool that will amplify your existing social media outreach and efforts.

We worked with a third-party data and analytics company to scour social networks, message boards and other online destinations, looking for up-to-the-minute insights to help you drive awareness of your participation in the Million Dollar Challenge. Across 18 charity categories, we analyzed more than 1.4 million conversations, asking the following questions:

- What are the leading topics of the conversation?
- Who are the influencers driving the conversation?
- What are the leading terms and hashtags?
- Which Facebook communities and groups are the most popular?

—among others.

The answers are key conversations, relevant influencers, important and otherwise notable social media accounts and under-the-radar influencers — all of which you can use to expand your reach as you participate in the Million Dollar Challenge. During the challenge, we will send weekly updates containing even more timely insights.

Not sure where to start? First, refer to our Introduction to Social Media for tips and advice on using standard, free social media tools to make your message more compelling, reach a greater audience and drive more donations.

• Don’t forget to include #RevlonMillion when you share on social media •
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• Don’t forget to include #RevlonMillion when you share on social media
Introduction to Social Media

We know creating change isn’t easy, so we’re making it simple to get your message out on social media.

Every week during the Challenge, we’ll share up-to-the-minute stories and trends and tell you how to use that information to get people’s attention. We’ll suggest hashtags and identify the individuals and influencers who are driving current conversations. Not only will we tell you what kind of content interests people, we’ll help you tell your own story to raise awareness and engage your audience.

A Quick Guide to #Hashtags

The hashtag (#) is an essential social media tool — but it must be used wisely. At best, it connects your message to others similar in theme or content, allowing readers to easily access related posts. At worst, it strings together unrelated nonsense, leaving people more confused than when they started.

**Twitter:** Hashtags were invented for Twitter and remain the site’s chief organizing principle. If you want to trend, use hashtags. That said, deploy them judiciously: According to our data, tweets with hashtags get twice the engagement of those without. But using more than three hashtags usually causes engagement to drop by 17 percent.

Twitter isn’t shy about announcing which hashtags are trending. It’s tempting to jump on popular ones to get attention, but take care to stick to ones that are relevant to your message to avoid backlash.

**Facebook:** Conversely, you should *avoid* using hashtags on Facebook. Facebook posts without hashtags see more engagement than those with them.

**Instagram:** Readers of the photo-sharing site take a more-the-merrier attitude toward hashtags. Engagement is highest on posts with 11 and more hashtags.

• Don’t forget to include #RevlonMillion when you share on social media •
1. Breast Cancer

If your charity is involved with breast cancer diagnosis, treatment, recovery and support, we recommend including these hashtags, tagging these influencers and following these conversations to enhance your social media efforts during the Million Dollar Challenge.

Leading topics of conversation
To join the news cycle, post stories and updates on these topics.

- Breast cancer awareness
- Breast cancer survival
- Breast cancer treatment

Top hashtags
To reach the greatest audience, include these hashtags in your tweets.

- #BreastCancer
- #BCSM
- #Health
- #BreastCancerAwareness
- #BRCA

Influencers
Follow and tag these people when you post updates to social media. Including them in your shares may help others find you when they’re trying to learn more.

Leslie and Alex Gordon
Leslie Gordon is a two-time breast cancer survivor and mother of Alex Gordon, an American professional baseball player (currently playing for the Kansas City Royals). When she threw the first pitch on Breast Cancer Awareness Night, organized by Kansas City Royals, Twitter applauded. Find Alex Gordon here on Facebook. Find the Royals here on Twitter; here on Facebook.

Andrew M. Cuomo
The governor of New York State signed legislation to increase access to breast cancer screenings and build on the series of breast cancer initiatives. His office tweets from @NYGovCuomo and is known to promote organizations and efforts that are relevant to New York State residents.

• Don’t forget to include #RevlonMillion when you share on social media
Notable social media accounts

Follow and tag these accounts when you post updates to social media.

- Cancer Papers (@CancerPapers) — daily news about cancer
- Breast Cancer Index (@AnswersByond5) — latest tips, news, and research on living well after breast cancer
- Boobstagramm (@boobstagramm) — promoting breast cancer screening
- The Breast Cancer Site (Facebook) — one of the largest breast cancer communities
- WhenBCHappens (@whenBChappens) — breast cancer support page

Most popular Facebook communities

Like, join and tag these groups when you post updates to Facebook.

- The Breast Cancer Site
- Breast Cancer Awareness
- Breast Cancer Action
- Hayleys Cancer Fight

Under-the-radar influencer

Tag this person when you post updates to social media.

Stacie Rae-Weir

Stacie Rae-Weir is a tattoo artist from Toronto who is active in the USA and specializes in post Mastectomy scars tattooing. In addition, she is giving courses to other tattoo artists to teach them her method and is also active in an organization called Personal Ink (P.Ink). The goal of this organization is to connect breast cancer survivors with tattoo artists who provide a form of healing no one else can: turning scars into works of art. Note: Her website and social media accounts may be NSFW.

- Facebook
- Twitter
- Pinterest
- http://www.stacie-rae.com/
- http://p-ink.org/

• Don’t forget to include #RevlonMillion when you share on social media
2. Cancer (Non-Breast)

If your charity is involved with curing cancer, supporting those in recovery and building networks for survivors, we recommend including these hashtags, tagging these influencers and following these conversations to enhance your social media efforts during the Million Dollar Challenge.

Leading topics of conversation
*To join the news cycle, post stories and updates on these topics.*
- Brain cancer research and awareness
- Individual cancer patients’ stories
- Treatment methods — most mentioned methods were chemotherapy and immunotherapy

Top hashtags
*To reach the greatest audience, include these hashtags in your tweets.*
- #Cancer
- #BrainCancer
- #Health
- #RIPMayowa
- #Survivor
- #Immunotherapy

Influencers
*Follow and tag these people when you post updates to social media. Including them in your shares may help others find you when they’re trying to learn more.*

Gordon Downie
The frontman of the Canadian rock group the Tragically Hip was diagnosed with terminal cancer in May 2016. He’s used his position as one of Canada’s most known and beloved stars to raise research funds and spread awareness about cancer and other social issues by tweeting from [@gorddownie](https://twitter.com/gorddownie).

Jillion Potter
The American rugby player who played at the Rio Olympics is a former cancer patient. She is active on social media, tweeting from [@jillppotts](https://twitter.com/jillppotts).

• Don’t forget to include #RevlonMillion when you share on social media.
Chris Draft
The NFL linebacker lost wife to lung cancer in 2011 shortly after their marriage and founded the Team Draft Initiative in her memory. He is active on Twitter with several accounts, including @chrisdraft and @teambrief.

Cara Delevingne
The model and Suicide Squad actress, who tweets from @Caradelevingne, has been a visible advocate of gynecologic cancer, posing bottomless for Sunday Times magazine cover shoot in support of the @GynaeCancerFund’s “Lady Garden” campaign. Her sister is a cancer survivor.

Notable social media accounts
Follow and tag these accounts when you post updates to social media.
- LVNG With Lung Cancer
- Cancer Survivor are Heroes
- Childhood Cancer Awareness
- Bikers Against Cancer!!!!!!

Under-the-radar influencers
Tag these people when you post updates to social media.
Charlie Henderson
In 2012, brain cancer patient Charlie Henderson and his family organized a 5K run and one-mile walk to help children with brain tumors that is now in its sixth year. Find him here on Facebook.

Over the Edge
The American Cancer Society program raises money and brings attention to cancer by giving thrill-seeking donors the chance to rappel down skyscrapers in major U.S. cities. Read more about the program here.
3. Childhood Diseases & Advocacy

If your charity is involved with childhood diseases and child-advocacy issues, we recommend including these hashtags, tagging these influencers and following these conversations to enhance your social media efforts during the Million Dollar Challenge.

Leading topics of conversation
To join the news cycle, post stories and updates on these topics.
● Autism
● Childhood cancer

Top hashtags
To reach the greatest audience, include these hashtags in your tweets.
● #Autism
● #Cancer
● #Miracle
● #ASD
● #Autistic

Influencers
Follow and tag these people when you post updates to social media. Including them in your shares may help others find you when they’re trying to learn more.

Dee Snider
The Twisted Sister singer performed his 80s rock hit “We’re Not Gonna Take it” as a stripped-down piano ballad in a video directed by magician Criss Angel. At present, it has been viewed more than 345,500 times on YouTube, bringing awareness to Angel’s own pediatric cancer charity Heal Every Life Possible. Find Snider here on Twitter.

Lionel Messi
The star forward for FC Barcelona is paying cancer researcher Dr. Miriam Vidal's at Barcelona’s Vall Hebron hospital where the Argentinian soccer star’s charity the Leo Messi Foundation has a long history of supporting childhood disease studies. His largest fan group is here on Twitter.

• Don’t forget to include #RevlonMillion when you share on social media •
Blake Shelton
In September, the country music star and The Voice judge donated $600,000 of proceeds from two Oklahoma City concerts to a local hospital’s children’s cancer center where his cousin’s daughter, Aspen, was treated. His Twitter account, @blakeshelton, is followed by 17.9 million users.

Notable social media accounts
Follow and tag these accounts when you post updates to social media.

- Autumn's Mito Fighting Angels — page dedicated to Autumn Kenney and her fight with Mitochondrial Disease, Leigh’s Disease and a Complex IV Deficiency.
- Play-Place for Autistic Children — non-profit organization providing unique play-powered environment for children affected by autism and other special needs.

Most popular Facebook communities
Like, join and tag these groups when you post updates to Facebook.

- Childhood Cancer Awareness
- Cerebral Palsy Awareness
- Team Anna Banana

Under-the-radar influencers
Tag these people when you post updates to social media.

The Parents of Autumn Kenney
After she was diagnosed with mitochondrial disease, Leigh's disease and complex IV deficiency at 18-months-old, doctors told Autumn’s parents she was unlikely to survive. She fought through surgeries and therapy, living far longer than predicted. Ultimately, the disease was too strong for even her fierce spirit, but her memory remains an inspiration — and her parents continue to share her story to raise awareness of the mitochondrial disease. Learn more on their Facebook page, Autumn's Mito Fighting Angels.

Cassandra Against Leukemia Association
A French nonprofit started by two parents who lost their daughter to Leukemia. Their years of effort have increased bone marrow and blood donations throughout France. Read more about their story here.

• Don’t forget to include #RevlonMillion when you share on social media •
4. Diabetes

If your charity is involved with diabetes prevention, treatment and survival, we recommend including these hashtags, tagging these influencers and following these conversations to enhance your social media efforts during the Million Dollar Challenge.

Leading topics of conversation
*To join the news cycle, post stories and updates on these topics.*
- Coping with diabetes
- Diet and recipes
- Heart disease prevention

Top hashtags
*To reach the greatest audience, include these hashtags in your tweets.*
- #Diabetes
- #T1D
- #Diabetic
- #Health
- #Type1Diabetes

Influencers
*Follow and tag these people when you post updates to social media. Including them in your shares may help others find you when they’re trying to learn more.*

Arturo Vidal
The Chilean soccer star put his edgy look to work for diabetes awareness by getting a picture of an insulin pump tattooed on his stomach in honor of his son, Afonso, who is diagnosed with Type 1 diabetes. Vidal revealed the ink while holding a sign urging Chilean president Michelle Bachelet to promote availability of insulin pumps to Chilean youth with diabetes. Find him [here](#) on Twitter.

Notable social media accounts
*Follow and tag these accounts when you post updates to social media.*
- [Type 2 Diabetes](#) — An open forum for those with type 2 diabetes to connect by asking questions, hearing personal stories and being a part of the community.
- James Wolter (@Diabetes Newzz) — helping others cope with diabetes.
- Eliot LeBow LCSW CDE (@DiabeticTalks) — certified diabetes educator.

• Don’t forget to include #RevlonMillion when you share on social media •
Under-the-radar influencer

Tag this person when you post updates to social media.

Diabetic Danica

A young women and a registered nurse with Type 1 diabetes offers a lighthearted and positive view of the disease on social media. In her YouTube videos, she provides humor, insight and support to thousands of people with diabetes. Featuring her natural screen presence, goofball antics and diabetes-themed song parodies, her YouTube channel has more than 15,000 subscriptions; her Facebook page has more than 9,000 followers.

• Don’t forget to include #RevlonMillion when you share on social media
5. Disaster Relief

If your charity is involved with offering critical help during disasters, we recommend including these hashtags, tagging these influencers and following these conversations to enhance your social media efforts during the Million Dollar Challenge.

Leading topics of conversation
To join the news cycle, post stories and updates on these topics.
- Earthquake alerts and reports
- Louisiana flooding

Top hashtags
To reach the greatest audience, include these hashtags in your tweets.
- #Earthquake
- #Quake
- #News
- #HumanitarianAid
- #ClimateChange

Top hashtags related to Louisiana flooding
To reach the greatest audience, include these hashtags in your tweets.
- #Louisiana
- #Flooding
- #LouisianaFlood
- #BatonRouge
- #LAflood

Influencers
Follow and tag these people when you post updates to social media. Including them in your shares may help others find you when they’re trying to learn more.

Victor Wanyama
The star football player for Tottenham Hotspur and Kenya National Team tweeted out in support of the victims of earthquakes in Tanzania and Bukoba. His Twitter account, @VictorWanyama, has more than 231,000 followers.

- Don’t forget to include #RevlonMillion when you share on social media.
Trace Adkins
In August, the country singer and Louisiana native tweeted out multiple Red Cross links on his account, @TraceAdkins, encouraging his 245,000 followers to donate to Louisiana flood victims.

Lady Gaga
The “Poker Face” singer’s Twitter account, @ladygaga, has more than 63.3 million followers. She often uses her social media influence to promote charities and causes. In August, she directed her followers to donate to the Children’s Health Fund to assist Baton Rouge flooding victims; she also worked to raise awareness of that month’s earthquake in Italy.

Notable social media accounts
Follow and tag these accounts when you post updates to social media.

- NARGA Disaster Response Team — information, education and direct response for animals in disasters.
- Young Pioneer Disaster Response — NGO dedicated to disaster response and the ongoing rehabilitation efforts of the Philippines.

Most popular Facebook communities
Like, join and tag these groups when you post updates to Facebook.

- Team Rubicon USA
- Advanced Disaster Relief
- NARGA Disaster Response Team
- SBC Disaster Relief

Under-the-radar influencer
Tag this person when you post updates to social media.

Alekz Londos
The California-based freelance photographer uses mass media to share information and images benefiting humanity or the environment. Since 2013, he has been working to provide humanitarian relief in the aftermath of typhoons, hurricanes and earthquakes throughout the globe. Find him here on Facebook.

• Don’t forget to include #RevlonMillion when you share on social media
6. Domestic Violence, Family Relief & Shelter

If your charity is involved with curbing domestic violence and providing relief to families, we recommend including these hashtags, tagging these influencers and following these conversations to enhance your social media efforts during the Million Dollar Challenge.

Leading topics of conversation
*To join the news cycle, post stories and updates on these topics.*
- Child abuse
- Sexual abuse

Top hashtags
*To reach the greatest audience, include these hashtags in your tweets.*
- #ChildAbuse
- #DomesticViolence
- #StopChildAbuse
- #ChildrenMatter
- #FreeBresha
- #StopSexualAbuse

Influencers
*Follow and tag these people when you post updates to social media. Including them in your shares may help others find you when they’re trying to learn more.*

**Katy Perry**
The popular singer highlighted domestic violence in her 2015 Grammy performance of “By The Grace of God.” With more than 90 million followers, [@KatyPerry](https://twitter.com/KatyPerry) is the most followed account on Twitter. She’s also on Instagram, [here](https://www.instagram.com/katyperry/).

**Kerry Washington**
In August, the *Scandal* actress joined designers including Tory Burch and Christian Louboutin to design handbags supporting victims of domestic violence through the Allstate Foundation's Purple Purse initiative. Washington’s Twitter account, [@kerrywashington](https://twitter.com/kerrywashington), has 4.29 million followers and she often shares information about charitable activities and politics.

• Don’t forget to include [#RevlonMillion](https://twitter.com/Revlon) when you share on social media.
**Notable social media accounts**

*Follow and tag these accounts when you post updates to social media.*

- **NOMORE Campaign** — a movement centered on a powerful new symbol that brings together all people who want to end domestic violence and sexual assault
- **National Court Appointed Special Advocate Association** — a national organization that trains and supports community volunteers to advocate for the best interests of abused and neglected children
- **Children's Rights** — a national watchdog organization advocating on behalf of abused and neglected children in the U.S.

**Under-the-radar influencers**

*Tag these people when you post updates to social media.*

**Jennifer Gish**

An Albany, NY journalist who coaches survivors of domestic violence in a couch-to-5K training program. Thanks to funding from local running groups and business sponsors, she’s grown the project over the course of three years and helped empower dozens of women. Find her [here](#) on Facebook and [here](#) on Twitter.

**Bresha Meadows**

A teen girl from Ohio facing a charge of aggravated murder after defending herself and family against her father’s terror and abuse. Advocates use the hashtag #FreeBresha to demand her freedom and highlight the problem of domestic violence. Read more about Bresha’s ongoing case and her advocates [here](#).

- Don’t forget to include **#RevlonMillion** when you share on social media.
7. Eating Disorders & Body Image

If your charity is working to promote healthy body self-image and combat self abuse, we recommend including these hashtags, tagging these influencers and following these conversations to enhance your social media efforts during the Million Dollar Challenge.

Leading topics of conversation

To join the news cycle, post stories and updates on these topics.

- Eating disorder recovery and support
- Eating disorder as a mental health issue
- Eating disorder awareness
- Anorexia and bulimia

Top hashtags

To reach the greatest audience, include these hashtags in your tweets.

- #EatingDisorder
- #EatingDisorders
- #Recovery
- #MentalHealth
- #EDRecovery
- #Anorexia
- #EDAwareness
- #BodyImage

Influencer

Follow and tag this person when you post updates to social media. Including her in your shares may help others find you when they’re trying to learn more.

Kayley Chabot
The former Calvin Klein model has blamed the modeling industry for her eating disorder. Find her personal account [here](#) on Instagram and her food-based Instagram account [here](#).
Notable social media accounts

Follow and tag these accounts when you post updates to social media.

- Eating Disorder Recovery Hub — membership site for people recovering from eating disorders
- Beating Eating Disorders — group for sharing personal stories to help people struggling with eating disorders
- Eating Recovery Center — an international center that provides eating disorder treatment for adults, adolescents and children

Under-the-radar influencer

Tag this person when you post updates to social media.

Joanna Poppink

This Los Angeles based psychotherapist — and author of the book *Healing Your Hungry Heart: Recovering from Your Eating Disorder* — specializes in eating disorder recovery among adult women, emphasizing building a fulfilling life beyond recovery. Her Twitter account has more than 4,700 followers.

If your charity is working to promote healthcare equality and financial assistance to those in need, we recommend including these hashtags, tagging these influencers and following these conversations to enhance your social media efforts during the Million Dollar Challenge.

Leading topics of conversation
To join the news cycle, post stories and updates on these topics.
- ObamaCare Health Care Plan
- Single-payer national health insurance (note: most mentions were favorable)

Top hashtags
To reach the greatest audience, include these hashtags in your tweets.
- #Medicare4all
- #Healthforall
- #SinglePayer
- #ObamaCare
- #HealthCare

Influencers
Follow and tag these people when you post updates to social media. Including them in your shares may help others find you when they’re trying to learn more.

Deborah Parker
The Native American leader, a former vice chairman of the Tulalip Tribes in Washington State, urged equal healthcare as a member of the Democrat’s Platform Committee. She is very active on Facebook, here.

Bernie Sanders
The Democratic senator from Vermont promoted equal healthcare during his high-profile presidential run, and he remains very active on Twitter, engaging his 3.6 million followers on this and other issues.

- Don’t forget to include #RevlonMillion when you share on social media
Notable social media accounts

Follow and tag these accounts when you post updates to social media.

- Occupy Healthcare
- DUH - Demand Universal Healthcare
- Universal Health Care
- Physicians for a National Health Program

Under-the-radar influencer

Tag this person when you post updates to social media.

Waiting for Health

To visually document the need for universal health coverage, this project invites photographers from around the world to share images of people “waiting for health.” Learn more here, and tweet to them using the hashtags #WAITINGFORHEALTH and #HEALTHFORALL.

- Don’t forget to include #RevlonMillion when you share on social media.
9. Social Justice & Human Rights

If your charity is working to promote social justice and human rights, we recommend including these hashtags, tagging these influencers and following these conversations to enhance your social media efforts during the Million Dollar Challenge.

Leading topics of conversation

*To join the news cycle, post stories and updates on these topics.*

- Women’s rights
- Equal pay
- US presidential elections
- LGBT rights
- Civil rights activism
- Slavery and sex-trafficking prevention

Top hashtags

*To reach the greatest audience, include these hashtags in your tweets.*

- #WomensRights
- #GenderEquality
- #EqualPay
- #Women
- #EmpowerWomen

Influencers

*Follow and tag these people when you post updates to social media. Including them in your shares may help others find you when they’re trying to learn more.*

Emma Watson
The Harry Potter actress is a visible advocate for disaster victims, particular with regards to women and girls’ rights. She actively promotes causes through her twitter account, [@EmWatson](https://twitter.com/EmWatson), which followed by more than 22 million followers.

Melinda Gates
The philanthropist and wife of Microsoft founder Bill Gates keeps an active social media presence. Tweeting from [@melindagates](https://twitter.com/melindagates) to her 934,000 followers, she posts news and commentary, often on issues pertaining to gender equality.

- Don’t forget to include #RevlonMillion when you share on social media
Notable social media accounts

Follow and tag these accounts when you post updates to social media.

- **HeForShe** — U.N. Women's Solidarity Movement for Gender Equality bringing together one half of humanity in support of the other half of humanity, for the benefit of all
- **Girl Up** — United Nations Foundation campaign uniting girls to change the world
- **UN Women** — the UN agency for gender equality and women's empowerment, established to accelerate progress on meeting the needs of women and girls worldwide
- **Show of Force: Social Good** — creating media that offers transformative opportunities to communities around the world
- **International Justice Mission** — global organization that protects the poor from violence throughout the developing world
- **Human Rights Watch** — human rights movement investigating crises on a global scale
- **Congressional Black Caucus** — working to empower America's neglected citizens by more effectively addressing their legislative concerns

Under-the-radar influencer

Tag this person when you post updates to social media.

**Millie Wonder**

This Kenyan rape survivor teaches self-defense classes to disadvantaged Nairobi schoolgirls. In addition to physical fighting techniques, her lessons focus on self-worth and assertive language. Learn more about Wonder [here](#).

• Don’t forget to include #RevlonMillion when you share on social media •
10. Heart Diseases & Cardiac Health

If your charity is working to make sure everyone has a healthy heart, we recommend including these hashtags, tagging these influencers and following these conversations to enhance your social media efforts during the Million Dollar Challenge.

Leading topics of conversation
To join the news cycle, post stories and updates on these topics.
● Reducing the risk of heart disease (often with an emphasis on physical activity)
● Connection between heart diseases and diabetes
● CPR awareness and training

Top hashtags
To reach the greatest audience, include these hashtags in your tweets.
● #HeartDisease
● #Health
● #Diabetes
● #Walking
● #HeartHealth

Influencers
Follow and tag these people when you post updates to social media. Including them in your shares may help others find you when they’re trying to learn more.

Andrew Jones
A fitness model diagnosed with cardiomyopathy, Jones continued to exercise after receiving the artificial heart he will use until his heart transplant. His YouTube channel has more than 57,000 subscribers and his Instagram account has 35,000 followers.

Toni Braxton
The singer and reality star is a heart disease survivor, diagnosed with Pericarditis in 2007. She is extremely interactive on her Twitter account, @tonibraxton, where she regularly invites her 1.66 million followers to ask her questions in “asktoni” sessions.

• Don’t forget to include #RevlonMillion when you share on social media.
• Don’t forget to include #RevlonMillion when you share on social media
Notable social media accounts
Follow and tag these accounts when you post updates to social media.

- American Heart Association
- American Stroke Association
- Heart and Stroke Foundation

Under-the-radar influencer
Tag this person when you post updates to social media.

Ronetta “Netta” Thomas
This heart disease advocate and event planner is very active in heart disease Facebook groups. Additionally, she organizes fun, healthy community events like “double dutch days”.

• Don’t forget to include #RevlonMillion when you share on social media.
11. HIV & AIDS

If your charity is working to fight HIV and AIDS, make sure everyone has a healthy heart, we recommend including these hashtags, tagging these influencers and following these conversations to enhance your social media efforts during the Million Dollar Challenge.

**Leading topics of conversation**

*To join the news cycle, post stories and updates on these topics.*

- HIV/AIDS awareness, prevention and research
- Pre-exposure prophylaxis (PrEP)
- U.S. presidential elections
- UN’s global fund for malaria, tuberculosis and AIDS programs

**Top hashtags**

*To reach the greatest audience, include these hashtags in your tweets.*

- #HIV
- #AIDS
- #PrEP
- #Sex
- #TB
- #Malaria
- #EndItForGood

**Influencers**

*Follow and tag these people when you post updates to social media. Including them in your shares may help others find you when they’re trying to learn more.*

**Bill Gates**

The Microsoft founder and philanthropist is active in fighting the spread of HIV and AIDS in the developing world. He urged increased funding for AIDS research in a widely read editorial published June. His Twitter account, @BillGates, is followed by 30.6 million twitter users.

**Katy Perry**

The “Firework” singer is the most followed person on Twitter, with more than 90 million people following @katyperry. On September 5, she posted a message commemorating Freddie Mercury’s birthday and directing her followers to The Mercury Phoenix Trust, an AIDS advocacy group named for the Queen singer.

• Don’t forget to include #RevlonMillion when you share on social media
Peter Staley
This AIDS and gay rights activist founded the educational website POZ.com; he’s also a primary figure in the Oscar-nominated documentary How to Survive a Plague. Staley tweets about AIDS and activism from @peterstaley, where he has more than 7,900 followers.

Notable social media accounts
Follow and tag these accounts when you post updates to social media.

- UNAIDS
- International AIDS Conference
- AIDS.gov

Under-the-radar influencer
Tag this person when you post updates to social media.

Josh Robbins
The HIV activist, blogger and video journalist was diagnosed with HIV in 2012 (he posted his recording of the diagnosis on YouTube). Weeks later, he started blogging, which led to his status as an influential HIV activist. Find him here on Facebook. Additionally, he supports the hashtag #isupport, dedicated to Tyler Orr, who was arrested for allegedly not disclosing his HIV status.
12. Reproductive & Sexual Health

If your charity is working to support reproductive and sexual health, we recommend including these hashtags, tagging these influencers and following these conversations to enhance your social media efforts during the Million Dollar Challenge.

Leading topics of conversation
To join the news cycle, post stories and updates on these topics.

- Infertility awareness and treatment
- IVF
- Polycystic Ovary Syndrome (PCOS) awareness
- People asking for relationship advice in regards to being infected by the STD

Top hashtags
To reach the greatest audience, include these hashtags in your tweets.

- #SexualHealth
- #Infertility
- #Health
- #WomensHealth
- #STD
- #Fitness
- #PCOS
- #HealthyFood
- #IVF

Influencers
Follow and tag these people when you post updates to social media. Including them in your shares may help others find you when they’re trying to learn more.

Daisy Ridley
In June, the Star Wars: The Force Awakens actress opened up about her personal struggles with endometriosis and polycystic ovary syndrome on her Instagram account. She deleted the account in August following backlash to her statements about gun violence. However, this Twitter fan account has more than 75,000 followers, and it regularly shares Ridley-related links.

• Don’t forget to include #RevlonMillion when you share on social media
Yana Tallon-Hicks
This writer and educator on sexual consent has written for national publications on consent and the effects of pornography on sexual health. She’s given TED Talks and has been a featured guest in podcasts and other forums. She tweets from @the_valleyvspot.

Notable social media accounts
Follow and tag these accounts when you post updates to social media.

- Infertility Support
- Sandra Daugherty

Under-the-radar influencer
Tag this person when you post updates to social media.

Cynthia Kyofuna
A peer educator with the Reach a Hand Uganda organization, Kyofuna maintains a popular blog about the group’s youth empowerment programs and sexual and reproductive health. Find her here on Twitter.

- Don’t forget to include #RevlonMillion when you share on social media
13. Lupus, Leukemia & Other Autoimmune Diseases

If your charity is fighting autoimmune diseases, we recommend including these hashtags, tagging these influencers and following these conversations to enhance your social media efforts during the Million Dollar Challenge.

Leading topics of conversation
To join the news cycle, post stories and updates on these topics.
- September is Childhood Cancer Awareness Month
- Lupus awareness and treatment
- Leukemia treatment methods, research and patient support

Top hashtags
To reach the greatest audience, include these hashtags in your tweets.
- #Lupus
- #Leukemia
- #Autoimmune
- #LupusChat
- #SomeDayIsToday
- #LupusAwareness

Influencers
Follow and tag these people when you post updates to social media. Including them in your shares may help others find you when they’re trying to learn more.

Nick Cannon
The comedian and radio personality is outspoken about his 2012 Lupus diagnosis. He tweets in support of the autoimmune disease on his account @nickcannon, which is followed by 5.18 million users.

Martina McBride
The popular country singer and visible Leukemia advocate has enlisted her fellow singers Hudson Moore and Sarah Cannon in a nationwide “Band Against Cancer Tour” supporting leukemia and cancer research. Find her here on Twitter.

• Don’t forget to include #RevlonMillion when you share on social media •
Selena Gomez
In late August, the superstar musician and actor said side effects of lupus were making her take a break from her career. Forty-five million Twitter users follow her account, @selenagomez; nearly 100 million follow her on Instagram.

Markiplier
Denell Gonzalez was a young girl who participated in the Make-A-Wish project. Her wish was to meet famous YouTuber Markiplier. One year after their meeting, Denell lost her battle with leukemia; Markiplier shared the sad news on Twitter.

Notable social media accounts
Follow and tag these accounts when you post updates to social media.

- Just a Little Lupie
- The Lupus Liar
- AutoimmuneMom
- Lupus Life

Under-the-radar influencer
Tag this person when you post updates to social media.

Nikia Montgomery
Diagnosed with lupus at age 17, Montgomery has since been through years of trials — and she continues to fight the disease every day. Find her on Facebook here.

• Don’t forget to include #RevlonMillion when you share on social media
14. Sobriety, Mental Illness & Suicide Prevention

If your charity is fighting to help with sobriety, treat and destigmatize mental illness and prevent suicide, we recommend including these hashtags, tagging these influencers and following these conversations to enhance your social media efforts during the Million Dollar Challenge.

Leading topics of conversation

To join the news cycle, post stories and updates on these topics.

- 22 Pushup Challenge — initiative for raising awareness about the high suicide rate among veterans
- World Suicide Prevention Day 2016 (WSPD16)
- Depression
- Bipolar disorders
- PTSD
- Suicide support and prevention
- Overdose awareness and recovery

Top hashtags

To reach the greatest audience, include these hashtags in your tweets.

- #22PushupChallenge
- #overdoseaware2016
- #IKeptLiving
- #SuicidePrevention
- #StopSuicide
- #Suicide
- #WSPD16
- #Depression

Influencers

Follow and tag these people when you post updates to social media. Including them in your shares may help others find you when they’re trying to learn more.

Dax Shepard

In September, the comedic actor celebrated his twelfth year of sobriety on his Twitter account @Daxshepard1, which is followed by 788,000 users. In the post, he expressed gratitude for his family and sense of self-esteem he found in recovery.

• Don’t forget to include #RevlonMillion when you share on social media
TWLOHA
The suicide- and depression-fighting — an acronym for the lyrical phrase “to write love on her arms” — is active on social media, posting frequent messages of support to the 291,000 followers of @TWLOHA.

Notable social media accounts
*Follow and tag these accounts when you post updates to social media.*
- American Foundation for Suicide Prevention
- I support people who suffer from depression
- Support Mental Health
- International Overdose Awareness Day
- Straight Up Recovery

Under-the-radar influencer
*Tag this person when you post updates to social media.*
Gabby Frost
This 18-year-old founded the Buddy Project when she was 15 to help friends struggling with mental illness, self-harm and suicidal thoughts. The buddy project connects teens across the globe through its pen pal system, where teens are paired together on Twitter and Tumblr.

• Don’t forget to include #RevlonMillion when you share on social media
15. Motherhood & Maternal Health

If your charity is involved with issues surrounding motherhood and maternal health, we recommend including these hashtags, tagging these influencers and following these conversations to enhance your social media efforts during the Million Dollar Challenge.

Leading topics of conversation
To join the news cycle, post stories and updates on these topics.

- Breastfeeding and postpartum depression
- Breastfeeding and cancer prevention
- Postpartum depression awareness and support
- Prenatal care awareness and advice
- World Breastfeeding Week 2016
- Work-out after giving birth

Top hashtags
To reach the greatest audience, include these hashtags in your tweets.

- #BreastFeeding
- #Health
- #EveryMomCounts
- #MomLife
- #Motherhood
- #Postpartum
- #Pregnancy
- #WBW2016 (world breastfeeding week)

Influencers
Follow and tag these people when you post updates to social media. Including them in your shares may help others find you when they’re trying to learn more.

Christy Turlington
The former supermodel keeps an active social media presence, tweeting news and information on maternal health to 143,000 followers from @CTurlington; find her popular Instagram account here. Read more about her activism here.

Jagat Prakash Nadda
The Indian Health minister launched the program Mothers’ Absolute Affection to promote breastfeeding. Reach him here on Twitter.

• Don’t forget to include #RevlonMillion when you share on social media
Notable social media accounts

Follow and tag these accounts when you post updates to social media.

- Scary Mommy
- BreastfeedingMama Talk
- Diary of a Fit Mommy

Under-the-radar influencers

Tag these people when you post updates to social media.

Mel Watts
Mel Watts, aka the “Modern Mumma,” writes about her mom life in an open honest way, without shying away from the less-than-perfect aspects like postpartum depression, anxiety and healthy eating. She has 53,000 followers on Facebook and more than 117,000 followers on Instagram.

The SOUL Foundation
The Ugandan nonprofit trains rural African women in critical prenatal care. One out of 49 Ugandan women die from pregnancy complications; the international group aims to prevent those deaths through sharing medical information with expectant mothers and their partners. Read more about their efforts here.

• Don’t forget to include #RevlonMillion when you share on social media •
16. Neurological Diseases & Disorders

If your charity is involved with neurological disorders, we recommend including these hashtags, tagging these influencers and following these conversations to enhance your social media efforts during the Million Dollar Challenge.

Leading topics of conversation

To join the news cycle, post stories and updates on these topics.

- Natural migraines remedies
- Sean Hannity statement

Top hashtags

To reach the greatest audience, include these hashtags in your tweets.

- #Epilepsy
- #Migraine
- #Migraines
- #Marijuana (in relation to epilepsy therapy)
- #CBD

Influencers

Follow and tag these people when you post updates to social media. Including them in your shares may help others find you when they’re trying to learn more.

Amy Schumer

The actor and comedian’s father suffers from multiple sclerosis and often tweets in support of MS from her Twitter account @amyschumer, which is followed by more than 4.28 million users.

Seth Rogen

The Sausage Party actor (and, coincidentally, Amy Schumer’s costar in Bud Light commercials) raises awareness and money for Alzheimer’s disease through comedy events and with the documentary This is Alzheimer’s. His mother-in-law is an Alzheimer’s victim. His official Twitter account @Sethrogen has more than 4.36 million followers.

• Don’t forget to include #RevlonMillion when you share on social media •
Notable social media accounts

Follow and tag these accounts when you post updates to social media.

- Hannah's Fight
- Team Epilepsy
- Chronic Migraine Awareness
- I love someone with Dravet Syndrome

Under-the-radar influencer

Tag this person when you post updates to social media.

Sherrie Gould

Since 2011, the San Diego nurse has led Parkinson’s disease patients in three mountain climbing expeditions in Peru’s ancient ruins of Machu Picchu. This October, she undertakes her biggest excursion yet, bringing 30 Parkinson’s patients to the mountains. Find her here on Facebook.

• Don’t forget to include #RevlonMillion when you share on social media •
17. Solutions for the Developing World

If your charity is involved with issues in the developing world, we recommend including these hashtags, tagging these influencers and following these conversations to enhance your social media efforts during the Million Dollar Challenge.

Leading topics of conversation
To join the news cycle, post stories and updates on these topics.

- Access to clean water
- Access to education
- Right to education
- Forced labor
- Child marriages
- Food production
- Food security

Top Hashtags
To reach the greatest audience, include these hashtags in your tweets.

- #Yemen
- #Africa
- #Education
- #NoDAPL
- #Water
- #AWLS

Influencers
Follow and tag these people when you post updates to social media. Including them in your shares may help others find you when they’re trying to learn more.

Shailene Woodley
The 24-year-old actress, known widely for her role in the Divergent movie series, has advocated for greater access to clean drinking water. She has an extremely large Twitter following (1.13 million) and is a very active tweeter and retweeter.

Bill Gates
The Microsoft founder and philanthropist is passionate about finding solutions for problems plaguing the developing world, ranging from curing diseases such as polio and malaria to infrastructure issues. His Twitter account, @BillGates, is followed by 30.6 million users.

- Don’t forget to include #RevlonMillion when you share on social media
Notable social media accounts
Like, join and tag these groups when you post updates to Facebook.

- Amref Health Africa
- END IT
- International Justice Mission
- Human Rights Watch
- World Food Programme
- Child Africa International

Under-the-radar influencer
Tag this person when you post updates to social media.

Hubiba Ali
As a volunteer, this 18-year-old freshman at University of Illinois at Urbana-Champaign taught computer skills to girls from west Africa. During her time teaching, she grew to have a different understanding of her students’ lives. Find her here on Facebook.

• Don’t forget to include #RevlonMillion when you share on social media
18. Veterans / Survivors Support

If your charity is involved with issues concerning veterans, post-service health and wellness and family-related issues, we recommend including these hashtags, tagging these influencers and following these conversations to enhance your social media efforts during the Million Dollar Challenge.

Leading topics of conversation

To join the news cycle, post stories and updates on these topics.

- 22 Pushup Challenge — initiative for raising awareness about the high suicide rate among veterans
- Raising awareness about veterans’ post-traumatic stress disorder (PTSD) — mostly mentioned in relation to the “22 Pushup Challenge”

Top hashtags

To reach the greatest audience, include these hashtags in your tweets.

- #22PushupChallenge
- #Veterans
- #USA
- #22Pushups
- #PTSD
- #22kill

Influencer

Follow and tag this person when you post updates to social media. Including him in your shares may help others find you when they’re trying to learn more.

Gary Sinise

The actor — most famous for his roles in Forrest Gump and on Criminal Minds: Beyond Borders — has been an active advocate for veteran’s causes since the 90s. He often tweets about veteran’s issues from @GarySinise, which has more than 577,000 followers.

• Don’t forget to include #RevlonMillion when you share on social media
**Notable social media accounts**

*Follow and tag these accounts when you post updates to social media.*

- Lets Find 1 Million People Who Really Support Our Severely Injured Veterans
- Support Our Veterans
- Stop Soldier Suicide
- U.S. Department of Veterans Affairs
- Veterans Health Administration (VHA) - U.S. Department of Veterans Affairs
- 22 Pushup Challenge
- Honor Flight Network

**Under-the-radar influencers**

*Tag these people when you post updates to social media.*

**Reid Meyer**

This Marine combat veteran founded the Facebook group [My Brother’s Keepers](#), which now has more than 8,000 members. The group aims to help veteran lives in real-time using its network of members.

**Nathan Hanford**

This Massachusetts artist helps homeless veterans re-enter society by combining art therapy with traditional social services. Find him [here](#) on Facebook.

• Don’t forget to include [#RevlonMillion](#) when you share on social media •