

# SOCIAL MEDIA POSTS

Make sure to tag us! @AntiCancerChallenge or use the Hashtag #iamANTlCancer #weareANTlCancer #TeamAntiCancer #TogetherWeFight #ucihealthstopatnothing



## FACEBOOK

Reach out to a broad audience that already has a connection to you. Share pictures, and link to your profile. Include fundraising progress updates, or share how cancer has affected you or why you are running for cures.

Here are a few samples to get you started:

- I'm kicking off my fundraising efforts for The Anti-Cancer Challenge! 100% of proceeds will be used to fund cutting-edge cancer research. Together we can create a cancer-free world- join me! [add link to your page]
- Did you know there are more than 100 types of cancer? I joined Anti-Cancer Challenge so we can live in a cancer-free world. Donate today and help me reach my goal! [add link to your page]
- I'm raising funds to find cures for cancer in all its forms. Making a donation is fast, easy, and safe, join me in fighting cancer with research.
- I'm halfway there! Thanks to generous supporters, I've raised \$X towards my goal of \$X. Don't miss your chance to support my efforts. Donate now!
- When we stop at nothing, we make tomorrow's discoveries possible. With your support, this is where the end of cancer begins. Donate today!



## TWITTER

Twitter is a great tool to update your network on your fundraising progress. Use @AntiCancerChallenge to connect with other participants and gain momentum.

Here are a few samples to get you started:

- Officially Registered! #AntiCancerChallenge
- I'm registered for @UCIAntiCancer, time to put cancer behind us! #iamANTlCancer #TogetherWeFight
- Just received my first donation to my @AntiCancerChallenge run/ride!



## INSTAGRAM

Its so easy to capture your progress with your phone. Don't miss an opportunity to share how excited you are for the run and your fundraising progress.

Update your bio with a link to your fundraising profile. When you share pictures, share in your caption that your friends can make a donation by visiting the link in your bio. Don't forget to include #AntiCancerChallenge and #RunForCures in you pictures so we can repost our favorites!