How to get social

I AM
AND
I WILL

A quick guide to spreading the word on social media

worldcancerday.org

World Cancer Day
4 February

Let's spark a conversation around the world.

The power of social media means that each of us – organisations and individuals - have the opportunity to connect with more and more people as we share and exchange ideas and information. As we continue to raise awareness, improve education and inspire action on World Cancer Day, social media helps to carry our messages so that all of our voices can be heard and amplified.

By sharing your own opinions, stories, and concerns about cancer on social media, you're helping to create a wider and deeper conversation so that we can continue to build understanding around the issues in cancer, mobilise support and keep cancer at the top of the global health agenda.

Official hashtags

Let's unite online. By tagging your posts with the official hashtags, supporters around the world can follow the conversations happening on social media.

Tag your posts with the hashtags:

#WorldCancerDay
#IAmAndIWill

Join the World Cancer Day community

Share, connect and engage with World Cancer Day supporters everywhere.

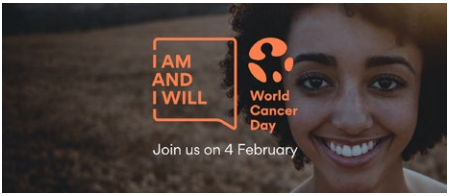
- facebook.com/worldcancerday
- instagram.com/worldcancerday
- twitter.com/uicc

Get involved

Make a social change

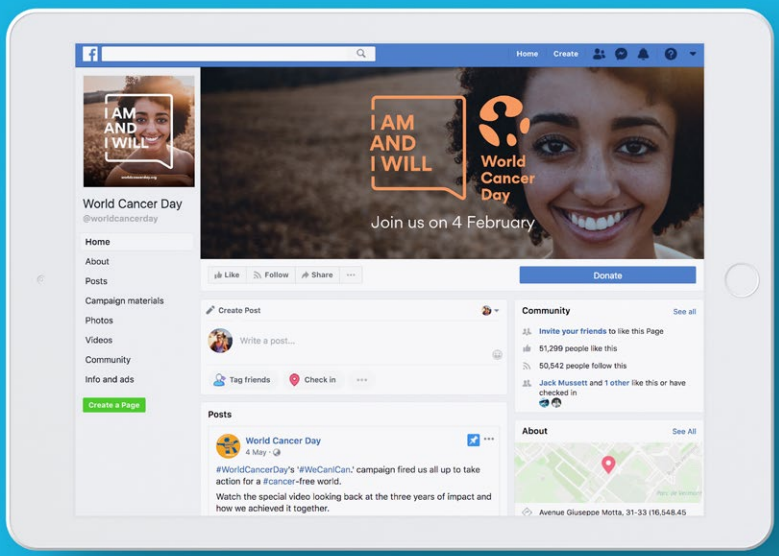
Show your family, friends and networks that you're getting behind World Cancer Day. Update your social media pages with the official World Cancer Day profile and cover images.

Download the official profile and cover images at worldcancerday.org/materials



Facebook Frame

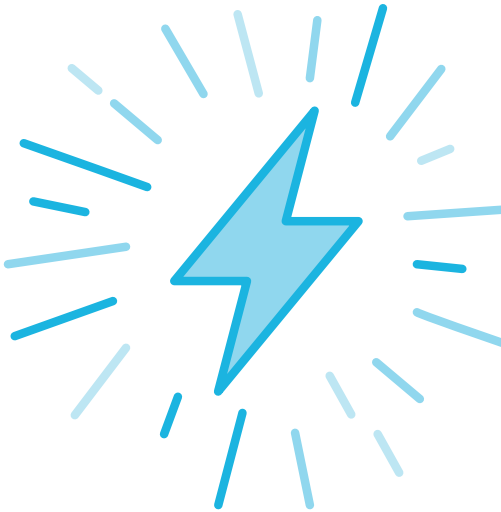
Show your support every time you post and engage on Facebook by adding the World Cancer Day Facebook frame to your profile photo.



Thunderclap: create some noise

Starting 4 December, sign up to the World Cancer Day Thunderclap campaign and join supporters all around the world to post the same message on the same day and at the same time.

Find out more at
worldcancerday.org/thunderclap



What is Thunderclap and how does it work?

Thunderclap is a way to get the World Cancer Day message across Facebook, Twitter and Tumblr at the same time and on the same day – helping us to reach more people and give us a bigger voice on social media. Anyone and any organisation with a Facebook, Twitter and/or Tumblr account can sign up until the 4 February, 10am CET.

When you sign up to Thunderclap with a social media account to support the campaign, you're allowing Thunderclap to share one single message on your behalf. Thunderclap will not post any further messages to your account.

In the past few years, thousands of organisations and individuals such as Livestrong, MAKNA Malaysia, Pink Ribbon Red Ribbon, and Screen Cancer UK and many more have joined the campaign helping us to reach over 7 million people in the last year.

Get personal

Create your own custom social media post with your own personal message of commitment and share it with the world.

Create your custom poster at
worldcancerday.org/custom-poster

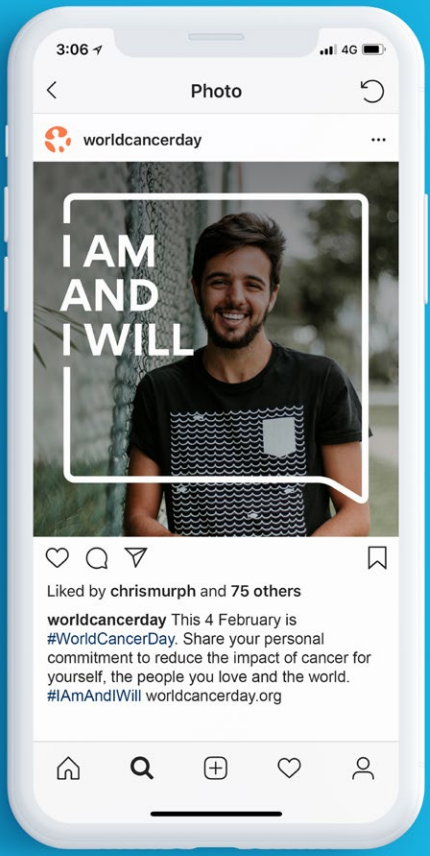
Social media content cards and gifs

Spark a conversation by sharing World Cancer Day's ready-made social media cards and GIFs filled with interesting facts about cancer and how it impacts us and the world.

Download the social media cards at worldcancerday.org/materials

Create a social media event

Bring together your community with a social media event. Why not host a Twitter festival and engage your local government representative, host a live Facebook chat with an expert, or share your story on Instagram stories?



Ready-made messages

Not sure how to start the conversation? Here are some ready-made messages that might inspire you. Accompany your message with your own custom social media poster image or one of the World Cancer Day social media cards.

This 4 February is #WorldCancerDay. Share your personal commitment to reduce the impact of cancer for yourself, the people you love and the world. #IAmAndIWill worldcancerday.org

3.7m lives can be saved from #cancer every year if we act now. What actions will you take? #WorldCancerDay #IAmAndIWill worldcancerday.org

I am *(fill in blank)* and I will *(fill in blank)*. What will you do this #WorldCancerDay? Share your #IAmAndIWill message. worldcancerday.org

Everyone has the power to reduce the impact of cancer. What will you do? #IAmAndIWill #WorldCancerDay worldcancerday.org

#Cancer is not just a health issue, it's personal. This #WorldCancerDay, let's come together and take action for a cancer-free world. #IamAndIWill worldcancerday.org

We all have the power to save lives. Make a personal commitment to act today. #IAmAndIWill #WorldCancerDay worldcancerday.org

This #WorldCancerDay, *(I'm / we're)* making a commitment to a world without cancer. #IAmAndIWill worldcancerday.org

Every person matters. Every action counts. This #WorldCancerDay, who are you and what will you do? #IAmAndIWill worldcancerday.org

At least one third of cancers are preventable. What will you do to reduce your cancer risk? #IAmAndIWill #WorldCancerDay worldcancerday.org

There is so much we can all do to reduce our cancer risk. What will you do this #WorldCancerDay? #IAmAndIWill worldcancerday.org

This #WorldCancerDay, let's take action for a cancer-free world. What will you do? #IAmAndIWill worldcancerday.org

Top five tips

1. Include both World Cancer Day hashtags (#WorldCancerDay and #IAmAndIWill) to all your posts – using official hashtags will help create a wave of engagement

2. Spread the love. In addition to posting content on your platform, engage with other supporters on theirs

3. Why limit posting on just World Cancer Day? Post in the days and weeks leading up to 4 February

4. Experiment with videos, gifs, images and other content to keep things interesting – visual content grabs attention and is ten times more likely to get engagement

5. Make it personal – let your genuine passion for the issues around cancer drive your content and the way you engage

Bonus tip: We all love stories and social media is a great platform to share and tell stories to provide inspiration and motivation to your own friends and followers.

Thank you for supporting World Cancer Day.

For more information and the latest news, sign up to our newsletter at worldcancerday.org

Have questions? Email us at hello@worldcancerday.org

facebook.com/worldcancerday

instagram.com/worldcancerday

twitter.com/uicc

World Cancer Day is an initiative of the Union for International Cancer Control.

uicc global cancer control
A MEMBERSHIP ORGANISATION FIGHTING CANCER TOGETHER

I AM AND I WILL

World Cancer Day

Visionary partner MSD INVENTING FOR LIFE

Champion partners Bristol-Myers Squibb MERCK