

How to get social

I AM
AND
I WILL



A quick guide to spreading
the word on social media

worldcancerday.org





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





Social media activity: Be a superhero for World Cancer day

'I Am and I Will' superhero AR Filter

To welcome the new World Cancer Day campaign theme: 'I Am and I Will', we've created the first World Cancer Day AR (Augmented Reality) Facebook filter which celebrates each person's power to make a positive impact.

The theme 'I Am and I Will', calls for the hero in all of us to take action - and the World Cancer Day AR filter is here to help everyone's inner hero to shine.

Be a superhero by activating the filter through Facebook, and control and activate the filter elements by speaking up and sharing your own 'I Am and I Will' message.

This 4 February, inspire the world with your 'I Am and I Will' message and show everyone that we don't need to be superhuman to be heroes in the fight against cancer.



What you'll need:

- iOS or Android Smartphone
- Facebook app on your phone

Follow these steps:

- 1 Click on the AR Filter link:** www.facebook.com/fbcameraeffects/tryit/373712126530952/
- 2 You'll receive a notification on your mobile phone** to open up the filter in Facebook
- 3 Create your own superhero video or photo** and share your 'I Am and I Will' message using the filter
- 4 Share, share, share:** post it on Facebook as a post or story with the official hashtags: #WorldCancerDay and #IAmAndIWill to your posts
- 5 Spread it further:** save your photo or video to your camera roll and share to Instagram, WhatsApp, email, Twitter, YouTube...
- 6 Feeling brave?** You can even broadcast on Facebook Live with the filter
- 7 Can't get enough?** Try on all three masks and share more than one video or photo.

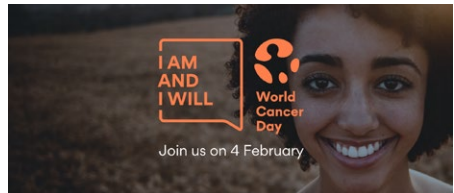


Get involved

Make a social change

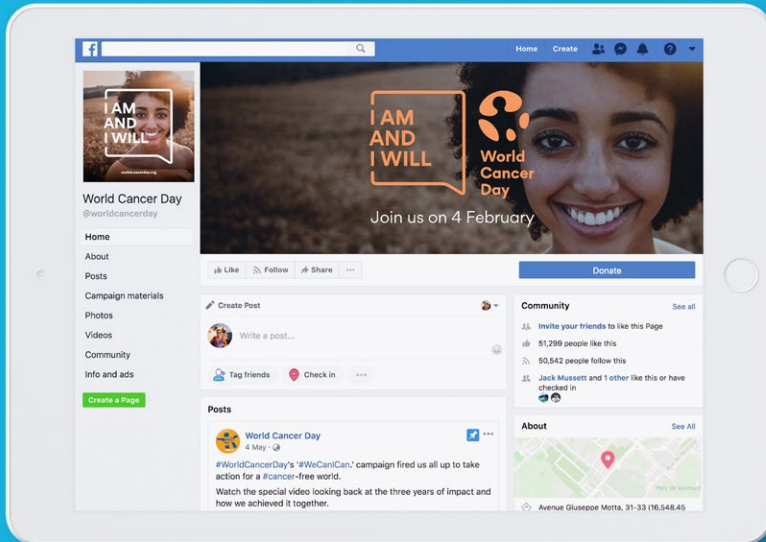
Show your family, friends and networks that you're getting behind World Cancer Day. Update your social media pages with the official World Cancer Day profile and cover images.

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.





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





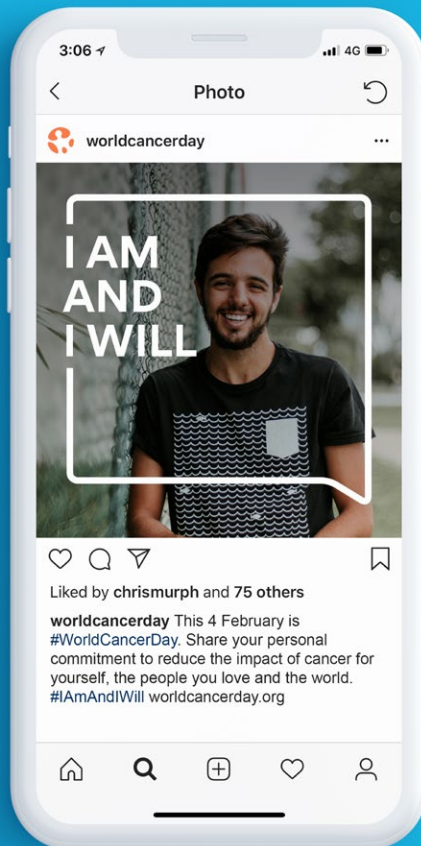
Social media content cards and gifs

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](#)

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.



Visionary
partner



Champion
partners

