

How to guide Social media

An initiative of



**World
Cancer Day**
4 February

#IAmAndIWill
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
-  youtube.com/worldcancerday_official
-  [@worldcancerday](https://tiktok.com/@worldcancerday)





World Cancer Day messages to share

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.

Together, all of our actions matter. This #WorldCancerDay, who are you and what will you do to reduce the impact of #cancer for yourself, the people you love and the world? Speak up, stand up and take action. #IAmAndIWill worldcancerday.org

Never underestimate the power of cooperation and collective action to save lives. Who are you and what will you do on 4 Feb? Speak up, stand up and take action together this #WorldCancerDay #IAmAndIWill worldcancerday.org

I Am (fill in blank) and I Will (fill in blank). What will you do this #WorldCancerDay on 4 Feb? Share your #IAmAndIWill message. worldcancerday.org

Our actions can change minds and hearts. By educating and informing ourselves and those around us about #cancer, we can challenge misinformation, stigma and fear. Who are you and what will you do this 4 Feb? #WorldCancerDay #IAmAndIWill worldcancerday.org

Life-saving #cancer diagnosis and treatment should be #equal for all. Speak up this 4 Feb. #WorldCancerDay #IAmAndIWill worldcancerday.org

Each person deserves the right to access quality essential cancer services on #equal terms, based on need and not on the ability to pay. Speak up this 4 Feb #WorldCancerDay #IAmAndIWill worldcancerday.org

We can prevent at least one third of cancers. That means millions of lives could be saved. What will you do to reduce your cancer risk? #IAmAndIWill #WorldCancerDay worldcancerday.org

Inequities in accessing cancer education, prevention, treatment and care are unnecessary, avoidable and unjust. Speak up this 4 Feb #WorldCancerDay #IAmAndIWill worldcancerday.org

Indigenous, immigrant, refugee, rural, and lower socioeconomic populations in every country face some of the greatest inequities, with less access and a lower ability to afford #cancer services. Speak up this 4 Feb #WorldCancerDay #IAmAndIWill worldcancerday.org

What happens if we act? At least 1/3 of cancers can be prevented or cured if detected early and treated properly. It's time to act. Who are you and what will you do this 4 Feb? #WorldCancerDay #IAmAndIWill worldcancerday.org

What happens if we act? A potential 100USD billion could be saved in cancer treatment costs by investing USD11 billion in prevention strategies in low- and middle-income countries. It's time to act. Who are you and what will you do this 4 Feb? #WorldCancerDay #IAmAndIWill worldcancerday.org

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





Fundraise through social media

Raising funds through social media platforms can offer an often easy way for organisations, businesses and individuals who are looking to support cancer organisations and charities this World Cancer Day.

Learn more by downloading
How to Guide: Fundraising at
worldcancerday.org/materials

Go Live with livestreaming

Live streaming on social media can be an engaging and dynamic way of hosting an online event – and it's a great opportunity to authentically connect and interact with your community. Major social media platforms like Facebook, Instagram, YouTube and TikTok offer a straightforward, accessible and free way to stream your event live.

Learn more by downloading
How to Guide: Host an event at
worldcancerday.org/materials





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

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

2

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

5

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

3

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

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.

A young woman with long dark hair is smiling broadly, her eyes closed in a joyful expression. She is wearing a dark, patterned sleeveless top. The background is a soft-focus landscape of green fields under a warm, golden sunset sky. A white speech bubble with a tail pointing to the bottom right is overlaid on the image, containing the text 'I AM AND I WILL'.

**I AM
AND
I WILL**



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



youtube.com/worldcancerday_official

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



Visionary
partners



Champion
partners

