

How to guide:

# Social media



World  
Cancer Day  
4 February

#CloseTheCareGap  
[worldcancerday.org](http://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.

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## 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](#)  
[#CloseTheCareGap](#)

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## Join the World Cancer Day community

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

[facebook.com/  
worldcancerday](https://facebook.com/worldcancerday)

[instagram.com/  
worldcancerday](https://instagram.com/worldcancerday)

[twitter.com/  
uicc](https://twitter.com/uicc)

[youtube.com/  
worldcancerday\\_official](https://youtube.com/worldcancerday_official)

[tiktok.com/  
worldcancerday](https://tiktok.com/worldcancerday)



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# 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.



Millions of people around the world often suffer and die unnecessarily due to a lack of awareness, resources and access to affordable and quality #cancer services. It's time to #CloseTheCareGap this #WorldCancerDay, [www.worldcancerday.org](http://www.worldcancerday.org)

I believe that access to life-saving #cancer diagnosis, treatment and care should be equitable for all – no matter where you live, your income, your ethnicity or gender. Show your support and get involved this 4 February. #WorldCancerDay #CloseTheCareGap [worldcancerday.org](http://worldcancerday.org)

#Cancer + Inequities = lives lost. #CloseTheCareGap this #WorldCancerDay 4 February 2023. [www.worldcancerday.org](http://www.worldcancerday.org)

Access to life-saving #cancer diagnosis and treatment should be #equitable for all. Speak up this 4 Feb. #WorldCancerDay #CloseTheCareGap [worldcancerday.org](http://worldcancerday.org)

Each person deserves the right to access quality essential cancer services, based on need and not on the ability to pay. Speak up this 4 Feb #WorldCancerDay #CloseTheCareGap [worldcancerday.org](http://worldcancerday.org)

Let's #CloseTheCareGap. The time to act is now. Find out how you can show your support this #WorldCancerDay on 4 February: [worldcancerday.org](http://worldcancerday.org)

Inequities in accessing cancer education, prevention, treatment and care are unnecessary, avoidable and unjust. Speak up this 4 Feb #WorldCancerDay #CloseTheCareGap [worldcancerday.org](http://worldcancerday.org)

Indigenous, immigrant, refugee, rural, LGBTQI+ 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 #CloseTheCareGap [www.worldcancerday.org](http://www.worldcancerday.org)



#Cancer is a major barrier to sustainable development, undermining social and economic advances throughout the world, particularly in low -to-middle income countries. We can use our voices this #WorldCancerDay to press governments to take action and #CloseTheCareGap [www.worldcancerday.org](http://www.worldcancerday.org)

What happens if we act? A potential USD 100 billion could be saved in cancer treatment costs by investing USD 11 billion in prevention strategies in low- and middle-income countries. It's time to #CloseTheCareGap this 4 Feb? #WorldCancerDay [worldcancerday.org](http://worldcancerday.org)

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# Get involved

## World Cancer Day 5k Challenge

Close a loop of 5 kilometers or miles by running, cycling, swimming, walking, hiking...you get the picture! Once you've completed the challenge, post your feat on the social media channel of your choice and nominate 5 of your friends to do the same to help spread the word!

Check here for more information:  
[worldcancerday.org/world-cancer-day-5k-challenge](https://worldcancerday.org/world-cancer-day-5k-challenge)

## 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](https://worldcancerday.org/materials)

## Social Media Covers



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## 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](https://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](https://worldcancerday.org/materials)



**Race doesn't define you.  
So why should it deny you?**

Close   
the care   
gap 

 World  
Cancer Day  
4 February

# Top five tips

1

Include both World Cancer Day hashtags (#WorldCancerDay and #CloseTheCareGap) 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.







Close   
 the care  
gap

# Thank you for supporting World Cancer Day.



For more information and the latest news, sign up to our newsletter at [worldcancerday.org](http://worldcancerday.org)

Have questions? Email us at [hello@worldcancerday.org](mailto:hello@worldcancerday.org)

 [worldcancerday](https://www.facebook.com/worldcancerday)

 [@worldcancerday](https://www.instagram.com/worldcancerday)

 [@UICC](https://twitter.com/UICC)

 [worldcancerday\\_official](https://www.youtube.com/worldcancerday_official)

## Visionary Partners



## Champion Partners



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

