How to guide:
Social media
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. To 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
#CloseTheCareGap

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
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.

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, 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

#Cancer + Inequities = lives lost. #CloseTheCareGap this #WorldCancerDay 4 February 2024. worldcancerday.org

Access to life-saving #cancer diagnosis and treatment should be #equitable for all. Speak up this 4 Feb. #WorldCancerDay #CloseTheCareGap worldcancerday.org
Add your voice, sign the Call to Action and send it to your government official. #WorldCancerDay #CloseTheCareGap worldcancerday.org/join-call-to-action

I signed the World Cancer Day Call to Action. Will you? #WorldCancerDay #CloseTheCareGap worldcancerday.org/join-call-to-action

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

Let’s #CloseTheCareGap. The time to act is now. Find out how you can show your support this #WorldCancerDay on 4 February: 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

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 worldcancerday.org

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

World Cancer Day Call to Action: You’re invited!
We’re on a mission to reduce inequities in global cancer care, and guess what? You can help. It’s all about an invite. Many people do not have access to the care they need because of who they are and where they live. It’s time to change that. And for this, we invite you to join our Call to Action and help us make sure the message reaches every corner of the world.

First, sign the Call to Action, then go to the link in the highlights of World Cancer Day on Instagram and screenshot the invite. Then all you have to do is fill in the template:

- Tag your friend.
- Add the Call to Action link (www.worldcancerday.org/join-call-to-action)
- Tag your country.
- Tag your friend’s country.
- Tag @worldcancerday.

World Cancer Day 2024: How to get social
This invite is open to everyone. Round up your crew, rally your neighbours, and don’t forget to rope in your globe-trotting friends. We’re trying to spread this message across the globe.

You can also share the invite on other preferred social media channels. All you have to do is copy and paste the template text below and use this image (here we are creating a modified template); just make sure to tag everyone in the caption.

You can download the different invite templates here.

Hi (tag your friend) 👋. Join me this #WorldCancerDay to #CloseTheCareGap and send the Call to Action (www.worldcancerday.org/join-call-to-action) to your representative. ❤️ From (tag your location) to (tag your friend’s location) 📍 tag @worldcancerday

World Cancer Day 2024: How to get social
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

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
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

Social media campaign material
Spark further conversations with your followers and download ready-made social media cards, infographics, and web banners.
Create your own poster
Make your own personalised poster: spark further conversations with your followers and download ready-made social media cards, infographics, and web banners.
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.

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 10 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

Visionary Partners

- Boehringer Ingelheim
- Bristol Myers Squibb
- La Roche-Posay

Champion Partners

- AMGEN
- Fujifilm
- MSD
- Novartis
- ROCHE
- Sanofi
- Seagen

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