

PRESS PACK

Promoting your event on social media

BREAST
CANCER
NOW The research
& care charity



FACEBOOK

NEED TO KNOW

- **Let's get connected:** We would love to get connected on Facebook where you can share all your fantastic supporter updates with us. You can find us at facebook.com/breastcancernow. Please like our page to stay updated with all our activity and updates.
- **Tag us:** We want to make sure we can see your posts about us, so remember to tag us so we can keep updated with your wonderful fundraising efforts. If you don't tag us, we won't be able to see what you have posted.
- Get involved in the conversations on our page by liking or commenting on our posts. Our community on Facebook are amazing and often share how they are supporting Breast Cancer Now.
- We have so many incredible supporters who share their pictures with us and we love seeing them! Because of the high amount that comes through, we are unable to share this all on social media.

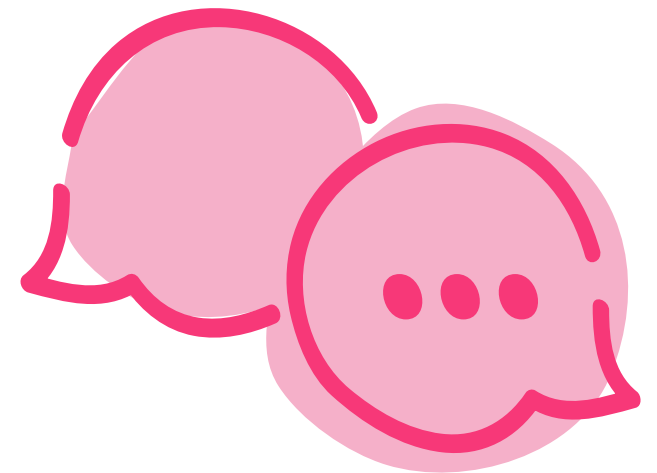


PROMOTING YOUR FUNDRAISING EVENT

- If you're having a fundraising day or evening, it's really easy to set up an event on Facebook so you can invite all your friends and family. They can then share the post amongst their friends to get everyone talking about it
- Tag / @ other people who will be attending / helping you to organise as they'll get notified and are likely to share it
- Be personal in your tone. Write the post like you would any of your other Facebook posts as your friends will then be more likely to engage with you
- When adding Facebook posts about your fundraising event, tag Breast Cancer Now so that your friends can click through to these pages
- Post information about your fundraising event on your Facebook page and the page of any media who has covered your story/event, so that fans of these pages can see what you're trying to achieve and support you accordingly
- It is always a good idea to include an appropriate photograph or image when you upload a post in order to generate more interest

JOINING THE CONVERSATION

- Keep your Facebook page up to date and check in on your event page often for any engagement activity from other Facebook users/supporters
- Use appropriate images and videos for engaging content, you could even add a personal video message from the event organisers to all those attending and getting involved.
- After the event, share your pictures on Facebook and tag Breast Cancer Now so we can see what you've been up to!





TWITTER

NEED TO KNOW

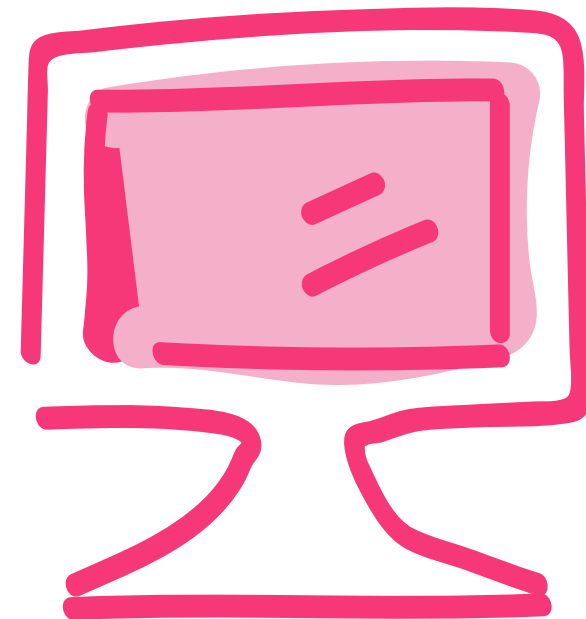
- Make sure you **follow us** on Twitter at twitter.com/breastcancernow to get connected with us and receive all the updates
- **Mention us** [@Breastcancernow](https://twitter.com/Breastcancernow) in your tweets so your followers know exactly who you are supporting
- Retweet any relevant content from the Breast Cancer Now Twitter page
- Engage with other relevant Twitter users by liking, commenting or retweeting their tweets.
- Tag other Twitter users who are supporting your event. This will allow them to see your tweet and engage with you. It also gives you a better chance of them sharing your tweet with their followers and increasing visibility.
- Make your tweets different from each other by using different images, videos and copy.

PROMOTING YOUR EVENT ON TWITTER

- There is a 280 character limit in each tweet including spaces
- If you are sharing URLs in your tweet, any URL you add will be altered to 23 characters.
- If you want to post a longer tweet, you can do this with a tweet thread. Simply click the + sign which you can find next to the tweet button when creating a tweet. By creating a tweet thread, you are grouping your tweets together.
- Use good quality and relevant images and videos to make your tweets more engaging

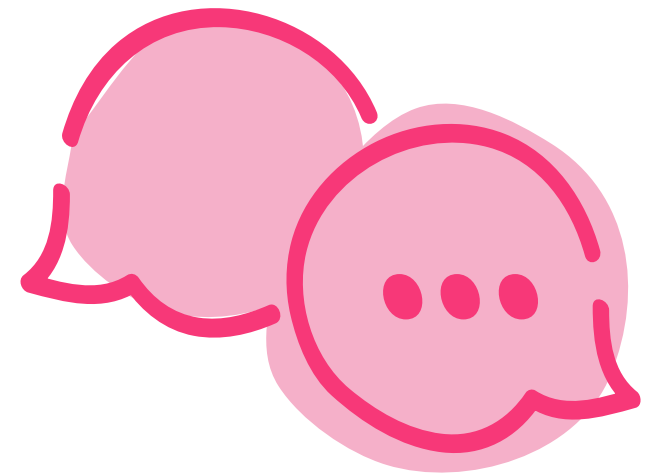
- To encourage others to sign-up or get involved with your event, make your tweet action-orientated, using language such as ‘learn more’, ‘find out more’ or ‘sign up’
- If you want to encourage engagement from your tweets, try asking your audiences questions, or doing a poll
- Add relevant hashtags if you have space to increase visibility of your tweet
- Find local businesses and relevant influencers on Twitter that might be interested in your event and may want to support you

You can @ them to directly tell them about the event. You don't want to come across as spam, so only do this once



JOINING THE CONVERSATION

- Feel free to retweet/reply to any of Breast Cancer Now's tweets as this will help your followers understand more about the cause you are supporting
- Breast Cancer Now will retweet/reply to relevant tweets which mention [@breastcancernow](https://twitter.com/breastcancernow)





INSTAGRAM

NEED TO KNOW

- **Get connected with us** on Instagram by following us [@breastcancernow](#)
- Head to our profile and make sure you have turned our post notifications ON. This will ensure you see all our posts and updates.
- To turn post notifications on, click ‘following’ on our profile, select ‘notifications’ and toggle your preferences on.
- Posting on your story is a great way to reach your followers, your post on stories will last 24 hours on your page and is a great way to give quick updates and engage with your followers. You can create a story via your profile image at the top left side on your homepage.
- Tag [@breastcancernow](#) in any relevant posts or stories so we can follow your event activity. This will also tell your followers who you are supporting.
- If you have a website where people can find out more about your event, put this link in your bio on your profile page. Note: Links on Instagram are not clickable in posts or comments.

PROMOTING YOUR EVENT ON INSTAGRAM

- You can post on your grid as a single picture, video or a swipe post which allows you to select up to 10 picture/videos per post
- Play around with stories and see what you can do! There are all kinds of features such as a countdown to your event, live streaming, create and much more
- Try not to over filter your pictures and videos. Good quality and clear photos are the best and it makes them more useable by others.
- Use relevant hashtags in your posts. Before you use the hashtag you can always search it on Instagram to check if the hashtag is active and relevant.

- If relevant, tag locations and areas so people browsing that area can see your posts.
- Engage with relevant users by liking, commenting and following others, promoting your event where appropriate.



THANK YOU FOR
YOUR SUPPORT!

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