



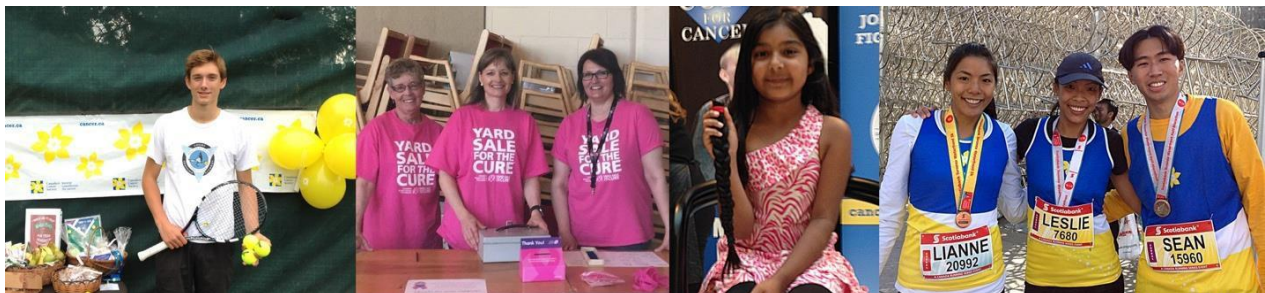
Canadian Cancer Society  
Société canadienne du cancer

## Social Media Guide

Social media can be a great tool to help raise awareness about your fundraiser. Sharing information with your friends and family on social media can have a ripple effect if they share within their networks too!

### General social media instructions:

- You can leverage your personal social media to promote this event if you already have Facebook, X, Instagram, TikTok and LinkedIn, otherwise, you can start new accounts and make them specific to your fundraiser.
- When you share news about your fundraiser, ensure you share the pertinent details about it as well as why you're doing it. With nearly one in two Canadians receiving a cancer diagnosis in their lifetimes, almost everyone has a connection to cancer and will be able to relate to your story.
- Update people on your progress frequently. Don't hesitate to post about your fundraiser more than once leading up to your event.
- Include a specific call to action. Do you want people to buy tickets? Make a donation? Join your team? Be clear in your ask and people are more likely to respond. Include any relevant links to online pages either in the social post or as the bio link for Instagram,
- Ask people to spread the word. Take advantage of the wide reach of social media platforms by asking your friends and family to share your Facebook post or retweet your message on their Twitter feeds
- Include hashtags that already have trending content. For example, #SusansHeadshave2024Calgary is too specific. However, hashtagging with #headshave #Calgary is more general and people may come across your event with the use of those hashtags.
- Video content is another engaging format to tell your story and speak further to your fundraising efforts. Keep your videos direct to the point, and under 2 minutes in length.
- Good photography is key. Use photos that are engaging and tell a story about what you're doing and why people should donate to you. Try to limit the amount of text in the images so that the main focus is the action in the image. If you're including the logo in any of your photos ensure that you don't stretch it so it doesn't appear skewed.





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## Facebook

- Create an [event listing on Facebook](#) and have your committee invite their friends to attend.
- We suggest leaving the event open, so your guests can invite their friends too.
- Use the page to share photos and information about the event and post updates leading up to event day.
- Engage in comments and answer any questions people post about your event.
- Tag @CanadianCancerSociety in your posts where possible.
- Share a link to your event on your personal Facebook, X, TikTok, and LinkedIn pages – ask your close friends/committee members to share your event as well on their pages.
- Include 1-2 hashtags per post.
- Tag your friends that you'd like to support you and ask them to tag their friends as well!
- Additionally, you can create your fundraiser directly through Facebook - [click here](#) to learn how to set up your nonprofit fundraiser. Make sure you click “Canadian Cancer Society” when choosing the nonprofit you want to raise money for.



- Create either a personal or an event-specific account. If you already have a following on your personal account, it may make sense to leverage that account as it takes time to build a following on new social pages.
- Visit the [help section of X](#) for tips on getting started.
- Follow people you know and people you want to know about your event, including local businesses.
- Tag @CancerSociety in your tweets where possible.
- Include 1-2 hashtags in each post.



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## Instagram

- Create either a personal or an event-specific account. If you already have a following on your personal account, it may make sense to leverage that account as it takes time to build a following on new social pages.
- Follow people you know and people you want to know about your event, including local businesses.
- Visit the [Instagram Help Center](#) to learn how to sign up for your free account.
- You can use Instagram to promote your event – use photos to get people excited about what to expect on event day.
- You can also share all your post-event photos here and tag guests and sponsors (if applicable.)
- If you plan to take pictures or video during your event, please be sure to post a sign that indicates these images may appear online.
- Tag @CancerSociety in your posts.
- Put a link to your donation page in your Instagram bio and reference the link in your bio in your posts. Common practice is to simply say [link in bio] as links are not clickable in Instagram posts.
- If partnering with somebody else, use the collab feature on Instagram so it shares your photo/video on both pages to increase reach and awareness.
- Include up to 7 hashtags in each post.
- Tag your friends that you'd like to support you and ask them to tag their friends as well!



## LinkedIn

- Don't underestimate the power of your professional network, be sure to share the excitement about your fundraiser there as well.
- Include 1-2 hashtags in each post.



## TikTok

- [Visit the TikTok Help Center to learn how to use TikTok.](#)
- Follow people you know and people you want to know about your event, including local businesses.
- Test out different creative formats to promote your event e.g. photo carousels, stitches, videos.
- Include up to 7 relevant hashtags in each post.
- Tag @CancerSociety in your posts.

Ensure you add your fundraiser link to your TikTok bio.



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