

Social Media Guidelines for Fundraising Partners

Social media is a powerful tool. To help utilize this tool effectively, we've recapped some social media guidelines for you and your team.

① **Tell a story.**

Almost everyone has been touched by breast cancer in some way. Ask your employees near and far to share their stories. If you want to take it a step further, tell your supporters you'd like to hear from them, too. Connecting your brand to a cause through your employees and supporters is gold.

② **Use high quality photos & graphics.**

Your efforts have a much greater chance of standing out when you use high quality visuals. Don't forget, people connect to people.

③ **Share why you care.**

Why did your brand decide to partner with NBCF? Share this with your supporters. Answering this simple question will help you seem genuine and altruistic.

④ **Promote breast cancer information.**

Inform your supporters about our cause. Share [breast cancer statistics](#), [information about NBCF](#) and [our programs](#), our [graphics](#), and much more!

Because of the large number of ongoing fundraisers, we are unable to share them all on our social media channels. We encourage you to tag National Breast Cancer Foundation in your fundraising post and our team will engage by liking and commenting on your post.

NBCF Social Media Handles and Relevant Hashtags:

 @nationalbreastcancer  @nbcf  @nbcf  National Breast Cancer Foundation, Inc.

#BreastCancerAwareness

#HelpingWomenNow

#Pink

#NBCF

#Hope

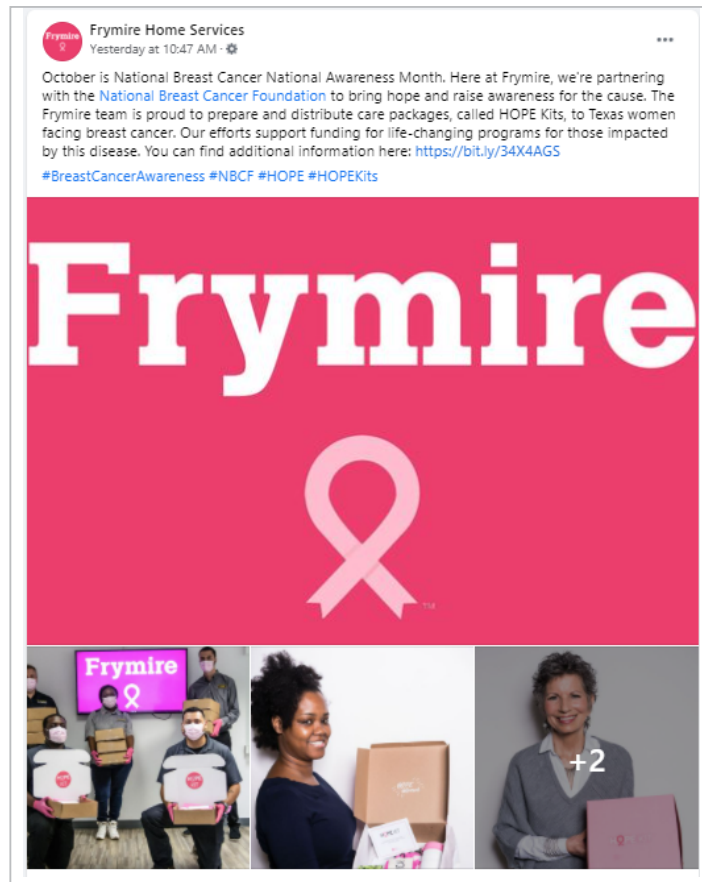
#KeepHopeAlive

#TeamHope

#IGiveHope

See Examples of Successful Posts Below!

Tell a Story



Share Why You Care



South State Bank @SouthStateBank · Oct 25, 2019

To honor team members who have fought or are fighting breast cancer, our #GA, #NC, #SC, and #RVA teams wore pink as part of our "Pink Out Day" during #BreastCancerAwarenessMonth. Visit @NBCF to learn how you can help in the fight against breast cancer: bit.ly/2PcFB92



Badia Spices, Inc.

October 1 · 🌐

"As a father of three daughters, I am honored to once again partner with [National Breast Cancer Foundation](#) to help promote and fund their mission of Helping Women Now® through early detection, education and support services. We are grateful that our consumers support this initiative and hope to make a long-term impact on improving women's health care through our partnership with NBCF," said Joseph "Pepe" Badia, President, Badia Spices.



👍 Like

💬 Comment

➦ Share

🔄 Buffer



👍❤️ 29

Top Comments ▾

16 shares

Promote Breast Cancer Information


 **ACE Cash Express** @ACECash · Nov 20, 2019

#Ontheblog: Why #ACECashExpress has partnered with @NBCF to support the fight against #breastcancer since 2006: bit.ly/ACEFightsBreas... #HelpingWomenNow #BreastCancerAwareness

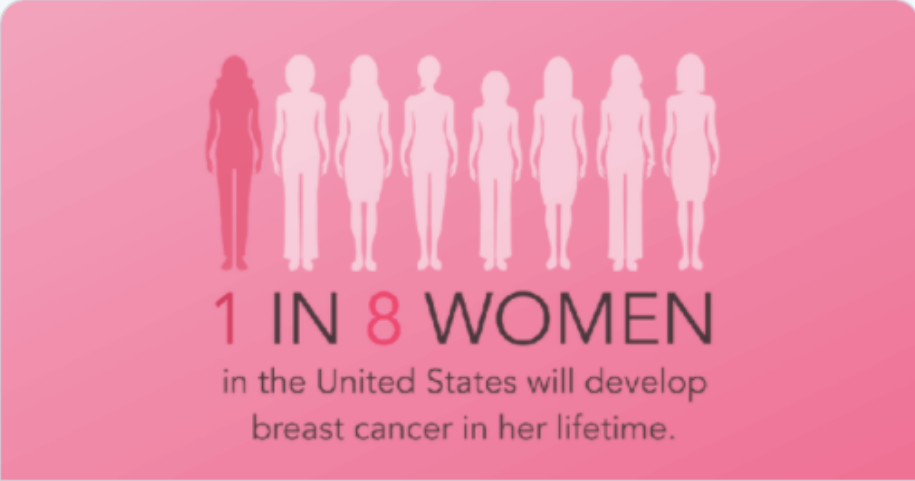


On average, every
2 minutes
a woman is diagnosed with breast
cancer in the United States.

You and ACE Cash Express

 **Exela Technologies** @ExelaTech · Oct 29, 2019

Other than skin cancer, #BreastCancer is the most common cancer in women in the US. Learn more with @NBCF: ow.ly/p8Zf50wWndm exela.digital/NBCF-Campaign #Pinktober #Cancer #Awareness #BCA #BreastCancerAwareness



1 IN 8 WOMEN
in the United States will develop
breast cancer in her lifetime.

Breast Cancer Facts
nationalbreastcancer.org