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:**

- Facebook: @nationalbreastcancer
- Instagram: @nbcf
- Twitter: @nbcf
- LinkedIn: National Breast Cancer Foundation, Inc.
- Hashtags: #BreastCancerAwareness, #HelpingWomenNow, #Pink, #NBCF, #Hope, #KeepHopeAlive, #TeamHope, #IGiveHope

See Examples of Successful Posts Below!
Tell a Story

October is National Breast Cancer Awareness Month. Here at Frymire, we’re partnering with the National Breast Cancer Foundation to bring hope and raise awareness for the cause. The Frymire team is proud to prepare and distribute care packages, called HOPE Kits, to Texas women facing breast cancer. Our efforts support funding for life-changing programs for those impacted by this disease. You can find additional information here: [Visit Link]

#BreastCancerAwareness #NBCF #HOPE #HOPEKit

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@splendidfla We have partnered with @splendidfla during Breast Cancer Awareness Month! For every #snapshotsofhope submission we receive, Splendid has pledged to donate $5 to NBCF to provide support to women impacted by breast cancer. Also, every purchase through the #SplendidNBCEF capsule is a donation to a woman facing breast cancer. Get cozy and give hope!
**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

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**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.
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