

Social Media Guidelines

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!

**Want NBCF to review and share your posts? Let us know!
We're more than happy to help mold your content.**

Guidelines for NBCF sharing of partner posts*:

- Minimal product photos.
- No commercial language.
- Stay mission focused.
- Be transparent.

**We abide by strict criteria from the IRS surrounding non-profit advertising.*

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

 **National Breast Cancer Foundation**
October 10, 2019 · 🌐




Galderma Goes Pink!
Galderma is going pink this month to help raise awareness and inspire hope to those i... See More




THIS IS
more than
SKIN DEEP

 GALDERMA  NATIONAL BREAST CANCER FOUNDATION, INC. 



-2:54 ⚙️ 🔊

 **National Breast Cancer Foundation** 
Published by Caitlin Holston  · October 16, 2019 · 🌐


We are celebrating 11 years of partnership, friendship, and a touching sentiment of hope with our partner, J. Lohr Vineyards & Wines. In 2008, the Lohr family lost a significant member of their family. Carol Lohr, the matriarch of the family, passed away due to complications from breast cancer. The Touching Lives initiative was created so that Carol's legacy would live on through the hope and support offered to those whose lives have been touched by breast cancer. Since the start of our partnership, this initiative has helped support early breast cancer detection, access to mammograms, patient navigation systems, and the delivery of HOPE Kits. We believe this program is a beautiful way to honor Carol's memory and that she would be proud of the impact that J.Lohr is making on the lives of women in need.



Use High Quality Photos & Graphics

 National Breast Cancer Foundation 
Published by Caitlin Holston  · October 4, 2019 · 

The Hillman Group knows that early detection is key. Since 2010, The Hillman Group has donated over \$1M to support NBCF programs and the people we serve. The company has partnered with NBCF for nearly a decade by giving back a portion of the proceeds from pink key sales to help support our programs like the National Mammography Program – funding free mammograms for women who cannot afford them.



Early
Detection
is Key.

 National Breast Cancer Foundation 
Published by Buffer  · September 30, 2019 · 

James Avery Artisan Jewelry has a heart for our mission and those we serve. Their Awareness Ribbon Finial with Pink Charm is inspired by the strength of those impacted by breast cancer, and 10% of each charm sold goes to further support NBCF's programs. Together, we are creating an impact.
[#myjamesavery](#) [#jamesaveryforginghope](#) [#breastcancerawareness](#)



HOPE
Courage
believe

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



National Breast Cancer Foundation

Published by Caitlin Holston · October 8, 2019

Honey Gives Hope is a philosophy that Nature Nate's Honey Co. puts into practice every day. For Nature Nate's CEO, Nathan Sheets, the connection to our mission of helping women and families impacted by breast cancer is very personal. Over thirty years ago his mother, Silvia Sheets, was diagnosed with breast cancer. He shared, "We are passionate about our partnership with NBCF as their mission mirrors our own commitment to helping families in need. Working together, we can bring hope, help, and heart to others." We are so grateful for this sweet partnership. Together, we can make an incredible impact and provide hope to those navigating through this diagnosis.



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