

Welcome to your Social Media Guide! Thank you for organizing a community fundraising event in support of the Alberta Cancer Foundation. Social media is a powerful tool to spread the word, engage your supporters, and amplify your impact.

This guide provides you with key messages, hashtags, best practices, and visuals to help you promote your event effectively.

SOCIAL MEDIA BEST PRACTICES

- **Start Early:** Announce your event well in advance and keep the momentum going.
- **Be Visual:** Use photos and videos to make your posts more engaging.
- **Tell a Story:** Share why you're hosting the event and highlight personal stories of impact.
- **Engage Your Audience:** Ask questions, encourage participants to share their experiences, and respond to comments.
- **Use Hashtags:** Make your posts easily searchable and part of a larger conversation.
- **Tag the Alberta Cancer Foundation:** We love to see and share your events! Tag us so we can celebrate your efforts.

ALBERTA CANCER FOUNDATION SOCIAL HANDLES

- **Instagram:** [@albertacancer](https://www.instagram.com/albertacancer)
- **Facebook:** [Alberta Cancer Foundation](https://www.facebook.com/AlbertaCancerFoundation)
- **X:** [@albertacancer](https://twitter.com/albertacancer)
- **LinkedIn:** [Alberta Cancer Foundation](https://www.linkedin.com/company/AlbertaCancerFoundation)

HASHTAGS

Use these hashtags to connect with the Alberta Cancer Foundation and reach a larger audience:

- #AlbertaCancer
- #CommunityFundraiser
- #MoreHope



KEY MESSAGES

1. **Supporting Albertans Facing Cancer** – “Every dollar raised through [Event Name] helps ensure world-class cancer care is available right here in Alberta.”
2. **Impact of Donations** – “Your support helps fund innovative research, cutting-edge treatments and compassionate patient care across Alberta.”
3. **Building Community** – “We’re coming together as a community to make life better for Albertans facing cancer. Join us in making a difference!”
4. **Gratitude and Encouragement** – “Thank you to everyone who has donated, shared, and supported [Event Name]! Your generosity brings hope to those facing cancer.”
5. **Call to Action** – “Sign up, donate, and help us create more moments for Albertans facing cancer! [Include registration/donation link]”

VISUAL ASSETS

To help you promote your event, we’ve created a set of downloadable visuals you can use across social media platforms.

 [CLICK HERE to download the visuals](#)

GIFS AND STICKERS

We’ve created some Alberta Cancer Foundation stickers for you to use on your Instagram and Facebook stories! Follow the steps below to use them:

1. In Instagram/Facebook Stories, click the stickers icon (the square smiley face icon).
2. Tap on the GIF button (the magnifying glass icon).
3. Search for ‘@AlbertaCancerFoundation’ in the GIF search bar.
4. Select your favorite stickers and add them to your story!

SAMPLE SOCIAL MEDIA CAPTIONS (REMEMBER TO TAG US!)




 **Announcing Your Event:**

We're excited to host [Your Event Name] in support of the Alberta Cancer Foundation! Every dollar raised will help advance world-class cancer care right here in Alberta. Join us in making a difference! [Insert event link] #AlbertaCancer #MoreHope



 **Countdown to Event Day:**

Only [X days] until [Your Event Name]! Have you signed up yet? Join us and make an impact for Albertans facing cancer. Register today! [Insert registration link] #CommunityFundraiser #AlbertaCancer

 **Thanking Supporters:**

A huge THANK YOU to everyone who has donated and supported [Your Event Name]!  Your generosity fuels life-changing research, treatment and care for Albertans facing cancer. Together, we are the light in the darkness! #MoreHope #AlbertaCancer

 **Event Day Post:**

[Your Event Name] is happening TODAY!  We're so grateful for everyone participating and making a difference in cancer care. Share your photos with #MoreHope and tag us and @AlbertaCancer so we can celebrate together!  #CommunityFundraiser #AlbertaCancer

We're so grateful for your support in making a difference for Albertans facing cancer. Thank you for using your voice and community to fundraise for a brighter future! If you have any questions, reach out at events@albertacancer.ca.

Creating more moments for Albertans facing cancer. Every community. All cancer types. Every step of the way.

