GBM AWARENESS DAY
7.22.20
National Brain Tumor Society

Social Media & Messaging Toolkit
Thanks for participating in Glioblastoma Awareness Day!

We’re so glad to have you involved in this day of commemoration and action for glioblastoma!

We’ve put together this toolkit to help provide you with all of the resources you need to engage, participate, and spread awareness during #GBMDay on social media.

Sharing content online on Glioblastoma Awareness Day will increase the reach and power of our advocacy, help educate and engage the public, and raise resources needed to accelerate the development of new, more effective treatments for GBM patients. We encourage you to post liberally across all of your individual/organization’s/personal social media accounts.

Below is recommended social media content, tips, and other info to use as a guide. The content was developed by NBTS, but we encourage all participants to utilize and adapt this content for their own channels so that, collectively, we increase our impact during #GBMDay.

**THE BASICS**

- Hashtag: #GBMDay
- Date: Wednesday, July 22, 2020
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Quick Overview of Glioblastoma Awareness Day

The vision for Glioblastoma Awareness Day is to create a durable platform for the brain tumor community, elected leaders, and the public to:

- **Honor and support those affected by GBM,**
- **Become more aware and educated about all Americans stake in curing it,** and
- **Take action**

Any organization or individual that has a stake or interest in the GBM cause can get involved and participate in a way that is meaningful to them. By participating in Glioblastoma Awareness Day, you will:

- **Help amplify the messages and stories of GBM patients, loved ones, survivors, and researchers;**
- **Help show a united front in the brain tumor community to mobilize and affect change through advocacy; and**
- **Show how you, or your organization, specifically, is working to combat GBM.**

On the inaugural Glioblastoma Awareness Day, we seek to raise public awareness about the devastating effects of glioblastoma and leverage support for research, treatment development, patients, and their families.

We know individuals and organizations may have some activities and other content and information they’d like to execute on their own across their owned social media accounts/channels/platforms, and that is highly encouraged. This toolkit is meant to provide a number of items that the community can “share.”
Glioblastoma Awareness Day Key Messages

• Glioblastoma Awareness Day will not only raise much needed public awareness about the toll this disease takes on Americans from all walks of life, but will leverage support for research, the development of new and better treatments, and care for patients and their families.

• Glioblastoma Awareness Day serves as an opportunity to honor and remember, as well as to take action to help others currently facing glioblastoma, and all who may be impacted in the future.

• Glioblastoma is a disease that all Americans should care about. It can strike men, women, and children of any age, background, and walk of life. It does not discriminate on gender, socioeconomic status, region, age, or political party.

• The glioblastoma patient population is in desperate need of new and better therapeutic options.

• Glioblastoma patients currently do not have cures; often experience severe and lasting deficits as a result of their disease; and regularly face financial hardship as a result of their illness.

• This disease is devastating. It takes friends and family from their loved ones too soon.

• Yet, science is advancing rapidly and there are promising research strategies moving forward.

• Glioblastoma Awareness Day is about a community uniting, inspiring, advocating, and creating change toward a brighter future for GBM patients and families.

• Glioblastoma Awareness Day proves that taking on this terrible disease can transcend politics and create meaningful connections between all of those that have been impacted by GBM.

• GBM takes so much from those it impacts, it’s crucial we take one day to give back to the effort to cure this disease.

• Every act of generosity counts, and each means even more when we unite together in this common cause. Everybody has something to give — time, money, expertise, passion.
What You Can Do

- **Use** the hashtag #GBMDay in every post
- **Follow** the hashtag #GBMDay by clicking on it from others’ posts or searching it within social media platforms
- **Follow** the suggested accounts below and share their content and participate in their activities
- **Activate** your social media followers and ask them to share information and facts about glioblastoma (sharing Facebook and Instagram posts, retweeting tweets, etc.)
- **Commemorate/Honor** somebody you know that has been impacted by GBM by sharing their story (with permission, of course!)
- **Celebrate** the “heroes” in our community who are making a difference and lasting change/impact by recognizing their efforts to defeat GBM
- **Share** social media posts and pictures that show your followers and friends how you support the GBM community and what inspires you to give back or fight for change
- **Create** a #GBMDay video with your family, friends, staff, and/or colleagues about how you are working to defeat GBM and share it on YouTube and social media using the hashtag
- **Brand** your personal or organizational social media accounts with #GBMDay graphics

Some of NBTS’ activities, content, and collateral will be branded; others will be purposefully unbranded so that the entire community can use it. We also encourage groups and individuals to create/develop their own mini-campaigns, activities, and content that they can promote during the day. By creating your own personalized content (while still using the #GBMDay hashtag), you can have impactful content to share with your networks.
Tips & Guidelines for Posting

Twitter character limits:
- Tweets have a 280-character limit
- Tweets that include links have a 257-character limit
- Images are not counted in the character limit

Instagram:
- Instagram does not allow hyperlinks in the text portion of posts. However, you can use short/simple URLs in the footer of images to direct people to web destinations for more information and action.

Link shorteners:
- Link shorteners like Bit.ly (https://app.bitly.com) are free, easy ways to make shorter/simpler URLs for use on social media platforms, which helps preserve character limits
- The Bitly platform also allows you to customize your URL to make a simple, easy to remember URL names that you can use across your platforms
- Bitly also allows you to track clicks on your links

Images:
- Graphics/photos/images to share across platforms will help with post engagement
- NBTS has created some generically-branded shareable graphics that can be used, or you can create/use your own

Video:
- Like images, video content shared on social media can also help increase engagement
- When posting videos to Instagram and/or Facebook, horizontal videos are best!

Personal Accounts:
- Tag your friends, families, and colleagues in your posts and comments to encourage them to share, too.

Hashtags:
- Hashtags allow users to tag, or index, related content. Platforms like Instagram, LinkedIn, Facebook, and Twitter all allow for the use of hashtags to aggregate related content so it’s easy for users to follow and participate in the online conversation.
- Hashtags will also help increase your posts visibility.

- Don’t be shy! Posting multiple times throughout the day is encouraged. Aim to post 2-3 times on Facebook and Instagram, and every couple of hours on Twitter. Focus on lunchtime and after work!

- Don’t just ask for funds - share inspiring stories, messages of hope, important facts, etc.
Social Media FAQs

Q: When should I start posting?
A: Right away! Even if it’s a few days before the 22nd, it can help to keep “teasing” people to look out for more content and activity on the upcoming inaugural #GBMDay to build excitement and anticipation.

Q: What channels/platforms/accounts should I post to?
A: Any and all! NBTS will primarily be posting on Facebook, Instagram, and Twitter.

Q: How often should I be posting?
A: It depends on the channel. Twitter is a fluid channel, it is completely appropriate to post and retweet as much as you can — with a goal to post at least once an hour on #GBMDay. On Facebook, Instagram, and LinkedIn, it is prudent to be a bit more judicious in your posting schedule to not oversaturate your followers/friends. For these platforms a reasonable goal would be to post 2-4 times per account on #GBMDay.

Q: Is #GBMDay just about raising money?
A: No. #GBMDay is not just about fundraising, it’s about a community uniting and giving their time, voice, and collective power and resources to further advance our shared cause to cure glioblastoma.
Important Accounts, Links, and Hashtags

We recommend engaging with the suggested accounts below to amplify content and widen the reach of the campaign’s messaging.

**NBTS Accounts:**
- Facebook: @braintumors
- Twitter: @NBTStweets
- Instagram: @natiabraintumorsociety

**American Brain Tumor Association Accounts (ABTA):**
- Facebook: @theABTA
- Twitter: @theABTA

**Deadliest Cancers Coalition Accounts:**
- Twitter: @DeadliestCxs

**EndBrainCancer Initiative Accounts:**
- Facebook: @EndBrainCancer
- Twitter: @EndBrainCancer

**Global Coalition of Adaptive Research (GCAR) Accounts:**
- Facebook: @GCAResearch
- Twitter: @GCAResearch
- Instagram: @gcaresearch

**Head for the Cure Accounts:**
- Facebook: @HeadfortheCure
- Twitter: @HeadfortheCure
- Instagram: @HeadfortheCure

**International Brain Tumor Alliance (IBTA) Accounts:**
- Facebook: @theIBTA
- Twitter: @theIBTA

**Ivy Foundation Accounts:**
- Facebook: @IvyBrainTumorCenter
- Twitter: @IvyBrainTumCtr
- Instagram: @TheIvyBrainTumorCenter

**Mussella Foundation Accounts:**
- Facebook: Facebook.com/BrainTumor
- Twitter: @AlMusella

**Original Glioblastoma Awareness Day Resolution Sponsors Twitter Accounts:**
- Sen. Lindsey Graham: @LindseyGrahamSC
- Sen. Kyrsten Sinema: @SenatorSinema
- Sen. Martha McSally: @SenMcSallyAZ
- Sen. Elizabeth Warren: @SenWarren
- Sen. Mitch McConnell: @senatemajldr
- Sen. Ed Markey: @SenMarkey
- Rep. Brian Mast: @RepBrianMast
- Rep. Jan Schakowsky: @janschakowsky
- Rep. Jim Langevin: @JimLangevin
**OurBrainBank Accounts:**
- Facebook: @OurBrainBank
- Twitter: @OurBrainBank
- Instagram: @OurBrainBankforGlioblastoma

** Pediatric Brain Tumor Foundation (PBTF) Accounts:**
- Facebook: @CuretheKids
- Twitter: @PBTF
- Instagram: @PBTF-Events

**Rally Foundation Accounts:**
- Facebook: @RallyFoundation
- Twitter: @RallyFoundation
- Instagram: @RallyFoundation

**StacheStrong:**
- Twitter: @StacheStrong
- Instagram: @StacheStrong

**Society for Neuro-Oncology (SNO) Accounts:**
- Twitter: @NeuroOnc

**St. Baldrick’s Foundation Accounts:**
- Facebook: @StBaldricksFoundation
- Twitter: @StBaldricks

**LINKS**
- Main #GBMDay Microsite: GBMAwarenessDay.org

**SUGGESTED HASHTAGS**
Including hashtags in your social content will help with the reach of the campaign to relevant audiences. Below are recommendations:
- #GBMDay
- #GBM
- #BTSM
- #Glioblastoma
- #DefeatGBM