Childhood Cancer Awareness Month

Social Media & Messaging Toolkit

#CCAM

National Brain Tumor Society
Thank you for participating in Childhood Cancer Awareness Month!

Sharing content online during Childhood Cancer Awareness Month will increase our reach and power. We encourage you to post liberally across all of your individual/organizational social media accounts.

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

The Basics

September 1-30, 2020

#CCAM #CreateChange

CCAM 2020 | National Brain Tumor Society
AN OVERVIEW

CHILDHOOD CANCER AWARENESS MONTH

Our vision for Childhood Cancer Awareness Month is to create a durable platform for the brain tumor community to:

- Help educate and engage the public;
- Increase the reach and power of our advocacy; and
- Raise the resources needed to create change that will last a lifetime.

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

- Help amplify the messages and stories of pediatric brain tumor 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 defeat pediatric brain tumors.
KEY MESSAGES

- Childhood Cancer Awareness Month (CCAM) is a time to recognize, advocate for, and honor children that have been affected by cancer and the families that care for them, while highlighting the critical need to support research that can lead to safer and more effective treatments for our most vulnerable patients.

- As brain tumors are the leading cause of cancer-related death in children, as well as the most commonly diagnosed cancer in children 14-years-old and younger, the brain tumor community has an enormous stake and voice in Childhood Cancer Awareness Month.

- During Childhood Cancer Awareness Month 2020, the National Brain Tumor Society seeks to bring the realities of this devastating diagnosis for children and families to the forefront, while sharing important progress being made in the field, raising resources to support ongoing and future research efforts, and providing opportunities for families to engage, together, to help create change to last a lifetime.

- Every child and family that has faced pediatric brain cancer deserves recognition. Better understanding the realities of pediatric brain cancer is necessary to create change.

- We can all do something to support and advocate for our most vulnerable brain tumor patients — children — and their families as they confront the challenges of living with this disease.

- Pediatric brain tumor patients need more — more research, more treatments, and more time.

- Together we can raise awareness and funds to create change to last a lifetime.
WHAT YOU CAN DO

**UTILIZE**
- Include #CCAM and #CreateChange in your social media posts
- Add our Facebook profile frame to your account

**ENGAGE**
- Follow #CCAM, #CreateChange, and our NBTS accounts
- Ask your followers to get involved
- Share your support and inspiration with friends and family

**COMMEMORATE**
- Honor someone who has been impacted by sharing their story
- Celebrate those making a difference

**CREATE**
- Make a #CreateChange video about how you're working to defeat pediatric brain tumors

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# TIPS & GUIDELINES

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<th>CAPTIONS</th>
<th>PROFILE TAGS</th>
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<tr>
<td>Tweets have a 280-character limit without links; a 257-character limit with links. Instagram does not allow hyperlinks in captions.</td>
<td>Tag your friends, families, and colleagues in your posts and comments to encourage them to share, too.</td>
<td>Adding an image to your posts will help with engagement.</td>
<td>Don't be shy! Posting multiple times throughout the month is encouraged. Don't just ask for funds - share inspiring stories, messages of hope, important facts, etc.</td>
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<td><strong>LINKS</strong></td>
<td><strong>HASHTAGS</strong></td>
<td><strong>VIDEOS</strong></td>
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<td>Bit.ly is a free, easy tool to make shortened URLs for social media.</td>
<td>Hashtags allow users to tag, or index, related content across ALL platforms. Hashtags help increase your posts' visibility and make it easy for users to participate in an online conversation.</td>
<td>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.</td>
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SOCIAL MEDIA FAQS

WHEN SHOULD I START POSTING?
Right away! Even if it's prior to September, it can help to keep "teasing" people to look out for more content and activity throughout #CCAM to build excitement and anticipation.

WHERE SHOULD I POST?
Any and all channels/platforms! National Brain Tumor Society will primarily be posting on Facebook, Instagram, and Twitter.

HOW OFTEN SHOULD I BE POSTING?
It depends on the channel you use. Twitter is a fluid channel, so it is completely appropriate to post and retweet as much as you can. On Facebook, Instagram, and LinkedIn, it's prudent to not oversaturate your followers/friends. For these platforms, a reasonable goal would be to post 2-4 times per week.

IS #CCAM JUST ABOUT RAISING MONEY?
No - #CCAM is not just about fundraising, it’s about a community engaging and giving their time, voice, and collective power and resources to defeat pediatric brain tumors and create change to last a lifetime.
Including hashtags in your social posts will help with the reach of the campaign to relevant audiences. Below are recommendations:

**SUGGESTED HASHTAGS**

- #CCAM
- #CreateChange
- #PediatricBrainTumor
- #BTSM