Thanks for participating in Glioblastoma Awareness Day!

We’re so glad to have you involved in this first-ever 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 17, 2019
• Time: All Day
What’s Inside

Quick Overview of Glioblastoma Awareness Day....................... 4

Glioblastoma Awareness Day Key Messages............................. 5

What You Can Do.............................................................................. 6

Social Media Tips & Guidelines for Posting.............................. 7

Sample Posts.................................................................................. 8

Social Media FAQs......................................................................... 11

Important Accounts, Links, and Hashtags.................................. 12

Graphics & Image Info.................................................................. 14
Glioblastoma Awareness Day was established for July 17, 2019 by an official resolution that was approved by the United States Senate. The resolution (S.Res. 245) creates a unique opportunity to focus the nation’s attention on glioblastoma (GBM).

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 the inaugural Glioblastoma Awareness Day, you will:

- **Help create a movement that can build annually into a national day of recognition and philanthropy that advances the cause of glioblastoma research and treatment;**
- **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 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 (See more below)

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](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 you 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.
Sample Content/Posts

Not sure what to post before, during, or after #GBMDay 2019?

Below are some sample posts to get you started (or even just copy and paste if you’d like!) If you’re short on time, you can still spread the message by sharing or retweeting posts from NBTS or any of the other organizations listed below (with account handles/names).

Note: in some spots suggested links have been included — anyone can choose to use these links or choose a different destination to link to. Other posts simply leave a placeholder for potential links. However, not all posts need to link out.

BEFORE #GBMDay

• More than 13,000 men, women and children are diagnosed with glioblastoma (GBM) each year. It’s the most common and complex type of brain cancer, claiming the lives of countless loved ones. July 17th has been officially designated as “Glioblastoma Awareness Day.” Learn more and spread the good news using #GBMDay! http://bit.ly/31nP1Pj

• Save the date! July 17th is the first-ever “Glioblastoma Awareness Day” in the US http://bit.ly/31nP1Pj #GBMDay #DefeatGBM #BTSM

• #Glioblastoma is the most common, complex and treatment-resistant type of brain cancer. That’s why we’re excited that the United States Senate has officially designated July 17th as Glioblastoma Awareness Day #GBMDay http://bit.ly/31nP1Pj

• Did you know that glioblastoma accounts for 45% of all brain cancers? The U.S. Senate officially designated July 17th as Glioblastoma Awareness Day, or #GBMDay. Join our fight. http://bit.ly/31nP1Pj

• Mark your calendars! July 17th has been officially declared “Glioblastoma Awareness Day” in the US http://bit.ly/31nP1Pj #GBMDay #DefeatGBM #BTSM

• I’m excited to give back and support the #glioblastoma community on the first-ever #GBMDay happening on July 17!

• The inaugural #GBMDay is on July 17. Stay tuned for more info on how to get involved! #BTSM
• Looking forward to raising much needed awareness and resources for the #glioblastoma community on the inaugural #GBMDay on July 17 #BTSM

• We’re counting down the days to the inaugural #GBMDay on July 17! #BTSM

ON #GBMDay

• Today’s the day, #GBMDay! Let’s remember, support, and drive change for all those who’ve been impacted by glioblastoma [link] #BTSM

• It’s #GBMDay! Join us [me] all day as we [I] raise vital public awareness and resources needed to fight this awful disease #BTSM [link]

• Glioblastoma took so much from me - today, on the inaugural #GBMDay, I’m giving back to #defeatGBM

• Everyone can have an impact on this inaugural #GBMDay! Learn why and how you should get involved [LINK]

• It’s #GBM Day - I took action to advance research, will you? [you can tag friends, colleagues, family, etc.] [link]

• #GBMDay is a movement that anyone can join and make a difference! Learn why ALL Americans should care about #glioblastoma and how you can join the fight and make an impact today [LINK]

• Give your time, voice, and dollars - whatever you can - to help #glioblastoma patients and families this inaugural #GBMDay [LINK]

• More than 13,000 people are diagnosed annually with #GBM, the deadliest form of brain cancer that accounts for nearly half of all brain cancer diagnoses. Join us [me] in commemorating today as Glioblastoma Awareness Day. #GBMDay [LINK]

• #Glioblastoma accounts for 45% of all brain cancers and affects more than 13,000 families every year. On the first-ever #GBMDay, we aim to raise awareness and find treatments for this terrible disease [LINK]
• Share a photo of someone you love that's been impacted by glioblastoma, and say why you’re honoring them on #GBMDay

• It’s #GBM Day - I took action to advance research, will you? [you can tag friends, colleagues, family, etc.] [link]

• #GBMDay is movement that anyone can join and make a difference! Learn why ALL Americans should care about #glioblastoma and how you can join the fight and make an impact today [LINK]

FOLLOW-UP AFTER #GBMDay

• Thank you to @LindseyGrahamSC and co-sponsors for leading the charge to establish July 17th as #GBMDay, a day to raise awareness about glioblastoma and remember those who have lost their lives.

• Led by @LindseyGrahamSC, Capitol Hill legislators have joined us in our quest to #DefeatGBM and raise awareness by officially designating July 17th as #GBMDay – a day to recognize the more than 13,000 families affected annually by the disease.

• We’d like to send a huge thank you to @LindseyGrahamSC, @SenatorSinema, @SenMcSallyAZ, @senatemajldr, @SenMarkey and @SenWarren for their leadership to raise awareness about #GBM through #GBMDay.
Social Media FAQs

Q: When should I start posting?
A: Right away! Even if it’s a few days before the 17th, 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: @natlbraintumorsociety

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

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

**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

**Musella 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
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 (will not be live until Monday, 7/15)
• Sen. Lindsey Graham video message: https://youtu.be/3FqeyT2PIJU
• Full resolution text: http://bit.ly/2wOBwjY

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
Graphics and Image Info

For downloadable/shareable images, graphics, and instructions on how to set-up #GBMDay social media cover photos, profile photos, and profile frames please visit www.GBMAwarenessDay.org/Social

It is estimated that more than 15,000 people in the U.S. die from GBM every year.

Visit www.GBMAwarenessDay.org for more information
Take a Shot Back to #DefeatGBM