

# SOCIAL MEDIA GUIDE



GOIN' BALD  
FOR BUCKS®

## GET SOCIAL FOR #BaldforBucks

### TELL YOUR STORY.

Social media makes it easy to let the world know that you're snipping, clipping or shaving for cancer cures! Share a "before" photo and a little bit about why you're Goin' Bald for Bucks to inspire others to donate toward your fundraising goal.

### TIME IT RIGHT.

Once you've signed up online, get the word out by integrating your fundraising page with Facebook. Head to our blog to see how to set this up! Go the extra mile and share your page to Twitter, Instagram, Snapchat and even LinkedIn! Use these social media platforms to update your friends and family on your fundraising progress and to share photos from your event. Lastly, always thank your donors for their support!

### ADD HASHTAGS.

Hashtags make it easy for the entire social community to rally around a cause. Use [#BaldforBucks](#) in your posts and with your photos to create awareness. Search for this hashtag and join a larger conversation with the Roswell Park community and others!

 [facebook.com/BaldforBucks](https://facebook.com/BaldforBucks)

 [@BaldforBucks](https://twitter.com/BaldforBucks)

 [@BaldforBucks](https://instagram.com/BaldforBucks)

 [@BaldforBucks](https://snapchat.com/BaldforBucks)

### EASY TIPS:

#### Integrate your fundraising with Facebook

Connect your Bald for Bucks fundraiser directly with Facebook. With this new tool, you can spread the word about your efforts and receive donations without ever leaving Facebook.

#### Download our app

Easily connect our app with your different social media accounts to make posting easier.

#### Tweet for support

Tweet your personal URL and ask others to donate or share your fundraiser. Make sure to use our social media badges and include [#BaldforBucks](#).

#### Use your best manners

Thank your donors publicly on social media. Include a link to your personal page so that others can donate and see your progress, too.

#### Check in on your event day

Use your favorite platform to post during your event. Inspire last-minute donations by giving your followers an inside look at event setup or going live while you snip, clip or shave!



Benefiting



[BaldforBucks.org](https://BaldforBucks.org)

## SAMPLE SOCIAL MEDIA POSTS



Not sure where to start? We're here to help! Raising awareness and funds through social media is as easy as copying and pasting the messages below. Don't forget to add a link to your personal fundraising page and to upload photos that tell your story.

### Facebook

*\*Don't forget to integrate your fundraising page with your personal Facebook!\**

1. Over 1.7 million Americans will be diagnosed with cancer this year. Give them hope for a cure by donating to my #BaldforBucks efforts. **<Insert URL for your personal fundraising page>**
2. Support me as I snip, clip or shave my way to cancer cures! #BaldforBucks **<Insert URL for your personal fundraising page>**
3. I'm (snipping, clipping OR shaving) for cancer cures! Support me in this fight. Let's make a difference together. #BaldforBucks **<Insert URL for your personal fundraising page>**
4. Support me in my mission to fund cancer research at @RoswellPark! #BaldforBucks **<Insert URL for your personal fundraising page>**
5. I'm Goin' #BaldforBucks to create a world without cancer! **<Insert URL for your personal fundraising page>**

### Twitter

1. I'm Goin' #BaldforBucks to create a world without cancer! **<Insert URL for your personal fundraising page>**
2. RT and show your support! #BaldforBucks **<Insert URL for your personal fundraising page>**
3. Donations to @RoswellPark provide funding needed to launch new research programs — that's why I'm Goin' #BaldforBucks! **<Insert URL for your personal fundraising page>**
4. On average, every dollar donated to @RoswellPark for research leads to an additional \$13 in new grant funding. Will you help me reach my goal? #BaldforBucks **<Insert URL for your personal fundraising page>**
5. The future of cancer research is being discovered at @RoswellPark. I'm Goin' #BaldforBucks because I want to help them succeed. **<Insert URL for your personal fundraising page>**
6. Thank you to all those who have helped me reach my goal through #BaldforBucks! Check out my "after" picture! **<Insert photo and URL for your personal fundraising page>**

### Instagram

1. Before you start posting on Instagram, be sure to set your personal fundraising page URL as your bio link.
2. Cancer affects so many people around the world, and I want to do my part in helping end it. This year, I am Goin' #BaldforBucks and (cutting, dying OR shaving) my (hair OR beard) in an effort to raise funds for cancer research at @roswellpark. If you can help support my efforts, I would really appreciate it! Link in my bio for more details.
3. I've decided I'm Goin' #BaldforBucks, and I am so excited! I'll be chopping off my (hair or beard) and raising funds for cancer research at @roswellpark. Every little bit helps, so if you're able to donate, I would really appreciate it. I'll be making the big cut on DAY, DATE, so stay tuned for pics!
4. I did it!! I went #BaldforBucks in support of @roswellpark! Thank you so much to all who donated to my fundraiser. Together, we have made a difference, and I couldn't be happier about what we were able to accomplish. Here's a pic with my new 'do. Thank you, thank you!

**BaldforBucks.org**

