

2025 CANCER ACTION WEEK

Social Media Toolkit



Before Event

- Draft 3 social media posts that you can later copy and paste.
 - Who do you want to reach?
 - What story are you trying to tell?
 - What is one fact you want people to know?
- Share your personal story related to our asks at Cancer Action Week the night before.
- Follow your lawmakers on social media

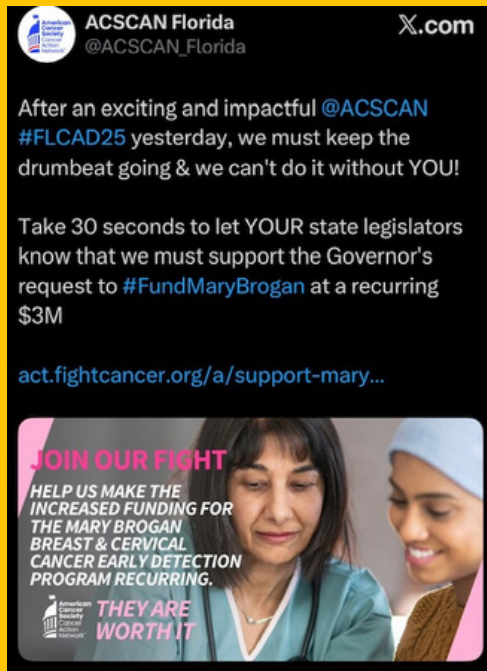
During Event

- Don't forget to post about what's happening in real time!
- Use hashtag in every post.
- Post updates, pictures, and tag lawmakers who volunteers are visiting.
- Tell lawmakers and their staff about our hashtag and handle and encourage them to use it.
- Thank lawmakers for meeting with us in a post and tag them in it. If possible, include a photo with the lawmaker for better engagement.
- Share the accompanying action alert for your campaign on your social media channels.

After Event

- Post pictures of lawmaker meetings and tag their handles. Remember to mention the legislation or campaign discussed and include the event hashtag.
- Share and engage with other volunteers posts. Like, share, and comment.
- Share ACS CAN Florida posts on social media

Social Media, Continued



Sample Posts

- Great meeting with [**@LAWMAKERHANDLE**] during #FLCancerActionWeek and discussing why it's so important to #FundMaryBrogan in Florida. Let them know why you think it's important, too!
- Spending the day at the [**DISTRICT OFFICE**] with @ACSCAN_Florida asking lawmakers to make #FundMaryBrogan a priority! #FLCancerActionWeek
- Thank you [**@LAWMAKERHANDLE**] for making [state issue] a top priority! #FLCancerActionWeek
- @ACSCAN_Florida volunteers will be talking to lawmakers in 1 week during #FLCancerActionWeek about #FundMaryBrogan. Check back for photos & updates!

#FLCancerActionWeek

FLORIDA

CANCER ACTION WEEK

NOVEMBER 10-14, 2025





JOIN ME AT
FLORIDA CANCER ACTION WEEK
NOVEMBER 10-14

**IN-DISTRICT
MEETINGS WITH
YOUR LAWMAKER**

FLORIDA CANCER ACTION WEEK

NOVEMBER 10-14



FLORIDA CANCER ACTION WEEK

JOIN ME
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