



## **2025 California Cancer Action Day**

### **Social Media Tips**

Help increase our Cancer Action Day impact by posting on social media throughout the day and don't let the excitement or your influence end when the day is over. Keep it going by sharing what you're doing and posting photos after the event on Facebook, Instagram, or X (Twitter) to inspire others. Use #CACancerActionDay and #PutKidsFirstCA to unite our voices across the state!

**If you don't already, find and follow the ACS CAN California social media accounts:**

- Follow us on Twitter: @ACSCANCA
- Follow us on Instagram @acscan.california
- Like and/or follow us on Facebook @ACSCANCalifornia

**When posting during Cancer Action Day please use our event hashtag:**

- Use #CACancerActionDay and #PutKidsFirstCA so we can follow your posts and share them.

**Expand your post's reach by tagging ACS CAN and your lawmakers:**

- Tagging your lawmaker allows them to see your photos and posts, and perhaps, to share them with followers on their own pages.
- Find your legislator's Twitter handle (example: @RobBontaCA) or Instagram handle (example: @robbonta) and use these in the content of your posts on the appropriate social media channel.
- On Facebook, enter your legislator's name in the Facebook search bar to find and follow them. When writing the content of your post type @ followed by their Facebook name. When you start typing their name you should be able to select your lawmaker's page to **tag** them when it appears (make sure you have their lawmaker account and not their campaign account).

### **Take Pictures!**

Remember pictures can increase the chances of a post being shared more widely.

Candid shots of you and your representative are great! **If you do take a picture with a lawmaker or their staff, be sure to ask them if it is okay to share on social media.**

## **SAMPLE POSTS**

**X:** Today I'm at #CACancerActionDay, asking state lawmakers make the fight against cancer a top priority. Help amplify our message by urging your lawmaker to support @ACSCANCA's cancer fighting bills. Take action here: <https://bit.ly/CaCancerActionDay>

**X:** Thank you @Lawmaker (tag their page) for meeting with @ACSCANCA volunteers during #CACancerActionDay Look forward to working together to make fighting cancer a priority!

**FB/Instagram:** Today I'm at #CACancerActionDay, asking state lawmakers to support bills that would reduce tobacco use and fund childhood cancer research. Help amplify our message by urging your lawmaker to support @ACSCANCA's cancer fighting bills. Take action here: <https://bit.ly/CaCancerActionDay>  
#CACancerActionDay #PutKidsFirstCA

**X/FB/Instagram:** Most impactful meeting of my week! Meeting with @Lawmaker (*Instagram handle*) to talk about the many ways they can prevent and save lives from cancer at #CACancerActionDay!