

SAMPLE FACEBOOK POSTS

PROMOTING YOUR PAGE WITH FACEBOOK

I am striding for [my mom, dad, brother, sister, friend...]. Please join my team at PurpleStride [City Name] on [Date] at [location]. Help us fight pancreatic cancer! Register now – [link to team page]

I am striding to fight pancreatic cancer! Help me reach my goal of [\$goal amount] by donating now! [link to personal fundraising page]

Join me in the fight against pancreatic cancer at PurpleStride [City Name] on [Date] at [location]. Register here – www.purplestride.org/cityname

A cup of coffee and a muffin can cost over \$5! Forego your treats for today and donate \$5 to help fight pancreatic cancer. Help me reach my goal of [\$goal amount] by donating now! [link to personal fundraising page]

Pancreatic cancer has just a 7% survival rate after 5 years. I'm striding for those who can't so we can end this disease. Please support me! [link to personal fundraising page]

IMAGES AVAILABLE FOR DOWNLOAD

We have PurpleStride images available to download for use for your profile picture or as the cover on your Facebook Timeline. Images can be downloaded at: <http://www.pancan.org/smiforevents>

Facebook has also created useful “How To” pages:

How to change your profile picture: <http://goo.gl/FNdc6>

How to change your cover picture: <http://goo.gl/5eXqS>

FACEBOOK FAQs

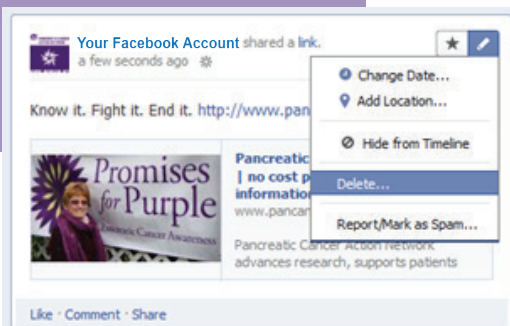
How do I share a webpage on my timeline?

To share your fundraising page or another webpage on your timeline, just include the full URL in your post!



How do I delete an accidental post?

To delete a post on Facebook, click the “edit” button (it looks like a pen) on the upper-right corner of the post, then click “Delete.”



Why doesn't the picture I want appear in my post?

Not every photo or image is available to post on Facebook. This is determined by coding on websites and unfortunately is not something individuals or the Pancreatic Cancer Action Network can address.

SAMPLE TWEETS

Join me in the fight against #pancreatic cancer at @PanCAN #PurpleStride [City]! Register at www.purplestride.org/cityname

I am striding to fight #pancreatic cancer! Help me reach my goal by donating to @PanCAN #PurpleStride[City] now! [link to fundraising page]

A cup of coffee can cost almost \$5! Instead, donate \$5 today to help fight pancreatic cancer! [link to fundraising page]

I am striding for [my mom, dad, brother, sister, friend...]. Please join my team at @PanCAN #PurpleStride [City] Register now – [link to team page]

#Pancreatic cancer has just a 7% survival rate after 5 years. I'm #striding for those who can't. Please support me! [link to personal fundraising page]

PROMOTING YOUR PAGE WITH TWITTER

TWITTER FAQs

What is a Tweet?

A tweet is a 140-character (or less) message posted to Twitter. Remember—spaces and punctuation count in the character limit!

What happens if I follow @PanCan on Twitter?

Following @PanCAN means you have subscribed to receive our Twitter updates. When we post a message, you will see it on your Twitter home page.

How do I post a Tweet?

1. Log in to your Twitter account.
2. Type your Tweet in the “Compose new Tweet” box or click on the compose new Tweet button in the top right — — and type your Tweet in the box.
3. Keep an eye on the character count — 140 maximum!
4. Click the “Tweet” button to post your Tweet!

How do I delete a Tweet?

On your profile page on Twitter.com, locate the Tweet you want to delete, and hover your mouse over the message and click “Delete.”

What are hashtags?

A hashtag is marked by a “#” and indicates keywords or topics in a tweet. Many people search on Twitter by hashtag, so this makes it more likely for people to be able to find your Tweet. Sample hashtags include: #PurpleStride #pancreaticcancer #KnowItFightItEndIt

What are @replies?

If a message begins with @username, meaning it was directed to another user, it is an @reply. Click the Reply button on another person’s Tweet to reply to it. Please note that if your Tweets are protected, users who are not following you will not see your @replies or mentions. If your Tweets are not protected, they will be publicly visible.

What is a Retweet (RT)?

A retweet is a re-posting of someone else’s Tweet. Users will sometimes type “RT” in front of a message they are retweeting, but this is not required.

I want to post a URL, but it is long. What should I do?

Twitter automatically adjusts a URL of any length to 20 characters. For more information, visit: <https://support.twitter.com/articles/78124-how-to-shorten-links-urls>

How can I Tweet a photo?

Images are available for download at <http://www.pancan.org/smiforevents>

SAMPLE POSTS

Join me in the fight against #pancreatic cancer at @PanCAN #PurpleStride [City]! Register at www.purplestride.org/cityname

I am striding to fight #pancreatic cancer! Help me reach my goal by donating to @PanCAN #PurpleStride[City] now! [link to fundraising page]

A cup of coffee can cost almost \$5! Instead, donate \$5 today to help fight pancreatic cancer! [link to fundraising page]

#Pancreatic cancer has just a 7% survival rate after 5 years. I'm #striding for those who can't. Please support me! [link to personal fundraising page]

I am striding for [my mom, dad, brother, sister, friend...]. Please join my team at @PanCAN #PurpleStride [City] Register now – [link to team page]

PROMOTING YOUR PAGE WITH INSTAGRAM

SAMPLE IMAGES

We have great PurpleStride images available to download for use for your personal Instagram postings. Images can be downloaded at pancan.org/smiforevents

INSTAGRAM FAQs

What is Instagram?

Instagram is a social media site using pictures and captions as communication. You can attract followers and gain support for the cause.

What happens if I follow @PanCan?

Following @PanCAN means you have subscribed to the organizations updates. When we post a photo, you will see it on your homepage.

How do I post to Instagram?

1. Create an account (or log into current account)
2. Click the middle button on the bottom row (it looks like a little square with a circle in the middle)
3. Chose the image you'd like to upload from your saved images
4. Select "next" in the upper right corner (twice)
5. Write a caption for your picture
6. Select "share"

How do I delete a post?

1. Open your Instagram account
2. Select your profile (farthest right icon on the bottom ribbon)
3. Select the photo you would like to delete
4. Hit the button to the bottom right of the screen that looks like 3 dots
5. Click "delete"

What are hashtags?

Hashtags are words or phrases following a "#". Use hashtags to emphasize what you are doing. People can search through Instagram by hashtags, so it makes it more like people will be able to find your post. Examples include: #PancreaticCancer #PurpleStride #KnowItFightItEndIt

What are @ connections?

Use the @ symbols to tag our organization, or your friends and family. This will link them to your photo. Examples: @PanCAN

How do I make my fundraising page active?

You'll notice if you put your personal fundraising page in the comment it's not an active link. Instead, go to your profile, click "edit your profile" at the top. Add your personal fundraising age in the appropriate box. [in your comment you can write "link to fundraising page on my profile!]