

SLFEO social media guidance

Copy



Together we are
beating cancer

Facebook / TikTok

1. Almost everyone is touched by cancer at some point in their life. That's why I'm taking on a **<insert fundraising challenge>** to raise money for @Cancer Research UK. I'm hoping to raise **<insert target amount>** to support their life-saving research. Please sponsor me to help me reach my goal: **<insert fundraising page link>**
2. On/this **<insert date or month>** I will be **<insert fundraising challenge>** to raise money for @Cancer Research UK because/in memory of **<insert reason>**. I'm aiming to raise **<insert target amount>**. Please support me in reaching my goal – even £1 makes a difference! **<insert fundraising page link>**

Example

Almost everyone is touched by cancer at some point in their life. That's why I'm taking on a 100km bike ride to raise money for Cancer Research UK. I'm hoping to raise £1,000 to support their life-saving research. Please sponsor me to help me reach my goal: **<insert link>**

Instagram

1. Almost everyone is touched by cancer at some point in their life. That's why I'm taking on a **<insert fundraising challenge>** to raise money for @CR_UK. I'm hoping to raise **<insert target amount>** to support their life-saving research. Please sponsor me to help me reach my goal: **<insert fundraising page link>**
2. On/this **<insert date or month>** I'll be **<insert fundraising challenge>** to raise money for @CR_UK because/in memory of **<insert reason>**. I'm aiming to raise **<insert target amount>**. Please support me in reaching my goal – even £1 makes a difference! **<insert fundraising page link>**

Example

This month, I'll be swimming 1km per day to raise money for @CR_UK in memory of my brother Gary, who sadly died of prostate cancer earlier this year. I'm aiming to raise £5,000. Please support me in reaching my goal – even £1 makes a difference! **<insert link>**

X (formally Twitter)

1. Almost everyone is touched by cancer at some point in their life. That's why I'm taking on a **<insert fundraising challenge>** to raise **<insert target amount>** for @CR_UK. Please help me reach my goal: **<insert fundraising page link>**
2. On/this **<insert date or month>** I will be **<insert fundraising challenge>** to raise **<insert target amount>** for @CR_UK because/in memory of **<insert reason>**. Please support me in reaching my goal: **<insert fundraising page link>**

Example

On Friday I will be climbing Ben Nevis to raise £800 for @CR_UK in memory of my mother, Debbie. Please support me in reaching my goal: **<insert link>**

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General tips



Get visual

Use bright and clear pictures and short videos of yourself when you post about your fundraiser. The more the better – short video clips can be quick wins to post to Stories and can also be stitched together to create Reels or TikToks.



Show your face

People respond most to images and videos that show human faces – so don't be shy!



Post where your people are

If most of your friends and family are on Facebook, you don't need to suddenly create a TikTok account to promote your fundraising.



Use hashtags

Find hashtags that relate to fundraising, as well as your challenge. #CancerFundraiser and #CancerResearchUK are great places to start.



Post consistently

Post enough that people won't forget about your fundraiser – but please resist the urge to spam your followers! Once or twice a week is a good rule of thumb. However, feel free to post more if that makes sense for your challenge – eg if you've undertaken a daily challenge.

Make sure you tag us in your posts!

Facebook	Cancer Research UK
Instagram	@cr_uk
X	@cr_uk
TikTok	@CancerResearchUK

Fundraising for one of our sub-brands? Check the handles:

Stand Up To Cancer

Facebook	Stand Up To Cancer
Instagram	@SU2CUK
X	@SU2CUK
TikTok	@SU2CUK

Bowelbabe Fund

Facebook	Bowelbabe Fund
Instagram	@BowelBabeFund

Bobby Moore Fund

Facebook	The Bobby Moore Fund for Cancer Research UK
Instagram	@BobbyMooreFund
X	@BobbyMooreFund