

# Campaigning on social media

## A guide to using social media to influence

When Cancer Research UK launched the Campaigns Ambassador volunteering opportunity, social media was in its infancy. Facebook launched in 2005, Twitter in 2006, and Instagram in 2010. TikTok didn't arrive until 2016, and Bluesky was the most recent newcomer in 2021, shortly before Twitter became X.

Social media is constantly evolving to keep up with technology and the ways we consume information, and there's estimated to be more than 5 billion users worldwide in 2025. For campaigning, social media is a valuable tool where you can create your own content, and share Cancer Research UK's posts to help reach more people with our messages.

## Using social media to campaign

As a charity, Cancer Research UK must remain independent and not give its support to any political party. As a volunteer, it's essential to remember that when you are campaigning for Cancer Research UK, you must follow this too. If your social media is for personal use as well as campaigning, you can include 'all views expressed are my own' within your profile, and remember that even if you don't like someone's politics to always stay professional and polite.

## Building connections and sharing stories

Social media is a platform to connect with others and share stories. If you're new to using social media, you could try:

- Following family, friends and fellow Campaigns Ambassadors
- Sharing Cancer Research UK's posts until you feel comfortable to create your own
- Commenting on other people's posts and asking questions to start conversations
- [Join our Facebook group](#) to learn from others

In the UK, most people use more than one social media platform depending on what they want to say and who they want to read it. In campaigning, X and Bluesky are where you can usually find politicians to connect with them directly, while the others are used more for sharing more widely with your own networks. Try out a few to see which you like. On the next page you can find different Cancer Research UK social media accounts to follow.

## Cancer Research UK on social media



### Facebook

- [facebook.com/cancerresearchuk](https://facebook.com/cancerresearchuk)
- [facebook.com/groups/CRUK.Ambassadors](https://facebook.com/groups/CRUK.Ambassadors)



### X

- [x.com/CR\\_UK](https://x.com/CR_UK)
- [x.com/CRUK\\_Policy](https://x.com/CRUK_Policy)



### Bluesky

- [bsky.app/profile/cancerresearchuk.org](https://bsky.app/profile/cancerresearchuk.org)
- [bsky.app/profile/crukpolicy.bsky.social](https://bsky.app/profile/crukpolicy.bsky.social)



### Instagram

- [instagram.com/cr\\_uk](https://instagram.com/cr_uk)



### TikTok

- [tiktok.com/@cancerresearchuk](https://tiktok.com/@cancerresearchuk)



### LinkedIn

- [linkedin.com/company/cancer-research-uk](https://linkedin.com/company/cancer-research-uk)