****

**2023 ACS CAN MISSOURI CANCER ACTION DAY**

**SOCIAL MEDIA GUIDE**

**Social Media Actions & Sample Posts**

Social media is a powerful tool to help amplify our advocacy messages. We encourage you to post on social media prior to our ACS CAN Missouri Cancer Action Day on March 22 and throughout the week. Please use our campaign hashtag in all your posts and use the templates below to share on Facebook, Twitter and Instagram.

**Hashtags**

#WorthIt – as in, support funding for the MO Healthnet Program, Missouri cancer patients and families are #WorthIt

#MOLeg – the primary hashtag for anything going on in the legislature

**Like/Follow and Tag Us!**

Facebook: @ACSCANMO

Twitter: @ACSCAN\_MO
Instagram: acscanmo

**Sample Posts**

On March 22, I will advocate to support the MO Healthnet Program with @ACSCANMO/ACSCAN\_MO (tag organization) because Missouri cancer patients and families are #WorthIt

* Check out my posts and click on the hashtags to see how my fellow cancer advocates and I are making a difference. #WorthIt #MOLeg

I am a volunteer with @ACSCANMO/ACSCAN\_MO (tag organization), and on March 22 I will meet with my state lawmakers asking they fund the ShowMe Healthy Women Program during our Cancer Action Day because Missouri cancer patients and families are #WorthIt. Together we will make an impact with the #MOLeg and tell our lawmakers to make fighting cancer a top priority! #

* The fight against cancer is important to me. That’s why I vol. with @ACSCANMO/ACSCAN\_MO (tag organization) during Cancer Action Day and ask my lawmakers to support the MO Healthnet Program which provides prevention & treatment services to low-income Missourians. Cancer hasn’t stopped so neither have we. #WorthIt #MOLeg
* March 22 is the @ACSCANMO/ACSCAN\_MO (tag organization) Cancer Action Day! I’ll be joining volunteers across MO to advocate for ensuring funding for tobacco prevention programs & to share our personal stories with lawmakers.
* Today I am meeting with (tag your state representative & state senator) in Jefferson City as part of @acscanMO Cancer Action Day asking (him/her/they) to make fighting cancer a top priority! #WorthIt #MOLeg
* As a volunteer with @ACSCANMO/ACSCAN\_MO (tag organization) I am calling on (tag your state representative & state senator) to ensure support for the MO Healthnet Program which provides access to healthcare coverage for Missourians in need. #WorthIt #MOLeg
	+ Other examples:
		- My mom/dad/brother/sister/aunt/uncle is a survivor and is #WorthIt
		- Missourians are #WorthIt
* Thank you to (tag your lawmaker) for meeting with me during @ACSCANMO/ACSCAN\_MO (tag organization) Cancer Action Day. I hope you will support our legislative priorities. Missourians are #WorthIt. #MOLeg

**Additional Activities**

*Other Ideas: Video, selfie, or regular post*

* State why you care about our priority issues
* State why you support advocacy
* Share your cancer story
* The fight against cancer is personal for me. To bring hope to those currently in treatment, I'm supporting @ACSCANMO/ACSCAN\_MO (tag organization) because no one fights alone. To #SpreadHopeFromHome please consider donating to honor or remember a loved one who has been touched by cancer. Make your donation here [www.fightcancer.org/donate](http://www.fightcancer.org/donate)
* I continue to fight for better cancer policies because…<>
	+ Examples: I continue to fight for better cancer policies because of my friend’s mom, who lost her fight to cancer way too young. #WorthIt #MOLeg
	+ I continue to fight for better cancer policies because cancer is something that everyone I know has been impacted by in some way. #WorthIt #MOLeg
	+ I continue to fight for better cancer policies because I think enough people have been impacted. It’s time to do my part in stopping the devastating impact of cancer. #WorthIt #MOLeg
* Did you know… It is for this reason I volunteer with @ACSCANMO/ACSCAN\_MO (tag organization) and am participating in the 2023 Cancer Action Day #WorthIt #MOLeg

**Tag Your Lawmaker**

* **What does it mean to “tag” my lawmaker? How do I do that?**
* When you tag a lawmaker’s page in a Facebook post or comment, a link is created. The audience for the link that’s created depends on the privacy settings of the post you’ve made. For example, **if your Facebook account is set to private**, only your friends – and NOT the lawmaker – can see your post. If it’s public, the lawmaker’s page you tag may get a notification, and the post or comment may appear on their timeline.

To tag a lawmaker’s Facebook page in a post or comment:

1. Know your lawmaker’s name

3. In your post, type the “@” and your lawmaker’s name.

4. Select your lawmaker from the list that appears.

* *Keep in mind that depending on a lawmaker’s page’s settings, you may not be able to mention it. If that happens, let Tim Freeman know.*

The same goes for **Twitter**. If your account is private, your lawmaker and/or their staff won’t be able to see the tweet you tagged them in. However, you should always be able to tag a lawmaker’s Twitter account, provided they have one.

To tag a lawmaker’s Twitter account in a tweet:

1. Know your lawmaker’s name

2. Type the @ and then the lawmaker’s name

3. Select it from the list that appears.