



2023 California Cancer Action Day Social Media & Photo-Taking 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 Twitter to inspire others! Use **#CACancerActionDay** 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** 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.

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

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. [Please urge your lawmakers to support these cancer fighting bills. \(fightcancer.org\)](#)

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

California patients are missing out on #BiomarkerTesting needed to personalize their cancer treatment because their insurance won't cover it. Without action like #SB496, advances in precision medicine can INCREASE disparities in cancer outcomes by race, income & insurance type.

Today I'm advocating with [@ACSCANCalifornia or @ACSCANCA] volunteers from across California urging lawmakers to improve the effectiveness of the #CACancerRegistry by passing #SB344!
#CACancerActionDay

We can #KeepCancerFair in California by passing #SB421 to keep oral chemotherapy equitable and accessible! #CACancerActionDay

Instagram: Improving access to #biomarkertesting - and access to the most effective treatments - is a strategy to reduce #healthdisparities and improve outcomes for cancer patients. Proud to advocate with other @acscan.california volunteers on #CACancerActionDay! Check out the link in their bio and take action!

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!

Spanish: Los pacientes del estado de California se están perdiendo de las #PruebasdeBiomarcadores necesarias para personalizar su tratamiento contra el cáncer porque su seguro no las cubrirá Sin medidas como el proyecto de ley #SB496, los avances en la medicina de precisión pueden AUMENTAR las disparidades en los resultados del cáncer entre personas de distintas razas e ingresos y con diversos tipos de seguro.