

## Being an FBC Social Media Advocate



As a social media advocate for Fight Bladder Cancer, you'll play a vital role in helping us support people affected by bladder cancer. By using your voice online to stand alongside us, you can inspire your community to come together to support our work, raising awareness and much-needed funds.

Fight Bladder Cancer uses **Facebook, Instagram, Twitter, LinkedIn**, our **website**, and **monthly newsletters** to communicate with our supporters and those in need of support.

### How you can help us

As a social media advocate, we're asking you to:

- Follow us on social media if you're not already doing so, via the links supplied above.
- Engage with and share posts from Fight Bladder Cancer via your own accounts. This might be a retweet on Twitter, sharing an article on Facebook, or commenting on a good news story on LinkedIn. This is particularly important during **Bladder Cancer Awareness Month** in May, which is our biggest month of the year for raising awareness and funds.
- Share your story of how bladder cancer has touched your life, and why you're supporting our work. If you'd like to feature on **our blog**, please contact Vicky at [vicky@fightbladdercancer.co.uk](mailto:vicky@fightbladdercancer.co.uk) to arrange a Zoom meeting to share your story.
- Post updates in local/private social media groups you might be part of, where appropriate. For example, if you're a member of a local school group on Facebook or a mutual aid WhatsApp group, there might be important information you could share with others there.
- Let Fight Bladder Cancer know about your social media activity via [vicky@fightbladdercancer.co.uk](mailto:vicky@fightbladdercancer.co.uk). This could include telling us how many people you've helped reach, details of any comments you might have received, or what posts have really engaged people. This will help us develop future content.

Get some posting tips and guidance on the next page!

For more information, email [vicky@fightbladdercancer.co.uk](mailto:vicky@fightbladdercancer.co.uk)



### Fight Bladder Cancer

51 High Street, Chinnor, Oxon OX39 4DJ

Tel: **01844 351621**

[info@fightbladdercancer.co.uk](mailto:info@fightbladdercancer.co.uk)

### General social media guidance

- **One of the most important things to remember is that social media is meant to be social: so get talking!** Every day people scroll past hundreds of posts on social media, and you can bring yours to people's attention by engaging with them, tagging them in posts, and answering their questions.
- **Using hashtags and tagging other accounts and individuals** will help make sure as many people as possible see your content, connecting them to a wider online community.
- **Sharing a link at the end of the post and asking people to do something** like visit our website or make a donation is also a good idea! We call this a 'call to action', and it helps people take action after reading your post, rather than simply scrolling on by.
- **On Twitter, you're limited to 280 characters; on other platforms, you'll have more space but it's important to be succinct.** People scroll through social media quickly and are more likely to stop if your post is short and engaging.
- **Using photos, GIFs, or video** can also be a good way to grab attention.
- **Finally, don't forget that different platforms work well for different things.** For example, LinkedIn is a professional network, while Facebook often has stronger community groups and fosters personal connection. If you have lots of photos to share then Instagram is the place for you, and Twitter can work really well for campaigning and sharing news.



### More ideas

**Share good news from your local community** – has a business supported your fundraising or shared your posts? Or has someone completed a fundraising challenge? Let people know and get them involved too!

**Share news of events that you are organising**, such as Wee Walks, or bake sales. If you let us know about your local events we can add them to the Fight Bladder Cancer Facebook **events tab**, to encourage more people to join.

**Tell people why you're supporting Fight Bladder Cancer** – let people know why it matters and share your story to encourage people to join you.

**Hold your own virtual fundraising event** and get your followers involved!

**Encourage your friends, family, and colleagues** to support Fight Bladder Cancer as social media advocates too! Together, we can do more!

### NEED HELP?

If you have any questions about this guidance, or how to use social media effectively as an advocate, please email [vicky@fightbladdercancer.co.uk](mailto:vicky@fightbladdercancer.co.uk)

Thank you!