

#BLOCKOUTCANCER

SOCIAL MEDIA TOOLKIT

ABOUT BLOCK OUT CANCER

Children with cancer deserve more hope. That's why we fundraise year-round for our Block Out Cancer campaign, with a big push during Childhood Cancer Awareness Month in September. Block Out Cancer supports groundbreaking research at University of Michigan Health C.S. Mott Children's Hospital, helping our physicians and scientists move closer to discovering cures that benefit children everywhere.

Generous donors, businesses, volunteers, and community groups play a crucial role in our goal to block out cancer. Their support is helping to develop better therapies, increase survival rates, and encourage young patients. We hope you will join the cause. **To learn more, visit www.blockoutcancer.org.**

FOLLOW US

- Facebook – www.facebook.com/mottchildren
- Instagram – www.instagram.com/mottchildren
- X – www.x.com/mottchildren
- LinkedIn - <https://www.linkedin.com/company/mottchildren>

BEST PRACTICES FOR SOCIAL MEDIA

- Follow C.S. Mott Children's Hospital on Facebook, Instagram, X, and LinkedIn. You can find us at @mottchildren.
- Share our content from Facebook, Instagram, X, and LinkedIn! To maximize the effectiveness of our Block Out Cancer campaign, it is best to share our posts and add your own message. Just click share on the post and add one of our suggested content messages.
- Don't forget to include a link to get involved or donate. If you have a personal fundraising page, be sure to include a link to it. If not, please use www.blockoutcancer.org.
- Interact with other pages and people who are talking about Block Out Cancer or using the #blockoutcancer hashtag, don't only "like" their content but write a comment and respond.
- We encourage you to post to Facebook, Instagram, X, and LinkedIn as you participate throughout the month to document your experience and encourage your friends to join you next year! Posting regularly creates the best engagement.

SAMPLE POSTS

- September is Childhood Cancer Awareness month and I've teamed up with @MottChildren to #BlockOutCancer. Join the fight by purchasing a t-shirt or donating/raising money for life-saving research and patient programs! Visit www.blockoutcancer.org.
- I am participating in @MottChildren's #BlockOutCancer campaign for that one child that still needs a cure. Join me in the fight against childhood cancer and support research for a cure! Visit www.blockoutcancer.org.
- Cancer is a word that far too many families hear each day. We need to take a stand for future generations and find a cure! You can join me in the fight against childhood cancer by participating in @MottChildren's #BlockOutCancer campaign in support of pediatric cancer research and discovery. Please visit www.blockoutcancer.org.
- Help us put an end to childhood cancer today! www.blockoutcancer.org #BlockOutCancer
- I've teamed up with @MottChildren to #BlockOutCancer. Make a gift today [insert personal fundraising link].
- September is Childhood Cancer Awareness month and I've teamed up with @MottChildren to #BlockOutCancer. You can join the fight and support our Little Victors by purchasing a t-shirt or donating/raising money for research. Follow the link in my bio. www.blockoutcancer.org
- Everyone has a role to play in the fight to #BlockOutCancer. Let's make more life-saving research possible and create new hope for kids with cancer. Find out how to get involved by visiting www.blockoutcancer.org.
- I'm participating in @MottChildren's #BlockOutCancer campaign because I think it's time we discover a cure for childhood cancer, once and for all. Join me in the fight against childhood cancer and donate for a cure. Visit www.blockoutcancer.org.
- By participating in @MottChildren's fight to #BlockOutCancer, you will be supporting patient programs and research to improve cancer treatments and advance a path to cures. Learn how you can join me by visiting www.blockoutcancer.org.

QUESTIONS

Contact: blockoutcancer@umich.edu