



## 14<sup>TH</sup> ANNUAL VIRTUAL GLOTMAN SIMPSON CYPRESS CHALLENGE SOCIAL MEDIA TOOL KIT

Here's how you can help spread the word and grow our #CypressChallenge community:

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- 1. Post on your personal social media accounts** sharing your involvement in this year's #CypressChallenge event, along with your connection to the cause. Don't forget to share your personal donation or team page.
- 2. Rally your network to action** by providing a link for friends and family to sign up, join your team, or donate. We suggest sharing your participant/team page in your bio link across platforms.
- 3. Snap a photo of you getting involved and tag @CypressChallenge and #CypressChallenge in your posts (see tags below to include)!**

Some ideas for photos you can share include yourself cycling, or any photos that share your connection with the cause. You can also use photos from previous events, available for download here:

<https://www.flickr.com/photos/182246835@N03/albums/72157709569397697>

<https://www.flickr.com/photos/182246835@N03/albums/72157710372289157>

**Event Hashtag: #CypressChallenge**

**Cypress Challenge Social Profiles: \*Please include tags when posting to each respective platform\***

- Facebook: [@CypressChallenge](https://www.facebook.com/CypressChallenge)
- Instagram: [@CypressChallenge](https://www.instagram.com/CypressChallenge)

**SOCIAL MEDIA EXAMPLE POSTS BELOW (Feel free to copy and paste right into your post)**

**Facebook Example Post:**

This August, I'll be cycling 12km of distance and 900m of elevation at the Virtual Glotman Simpson @CypressChallenge event in support of BC Cancer.

This year, 800 British Columbians are estimated to be diagnosed with pancreatic cancer. 75% of these patients won't survive the first year, and less than 10% will survive five years.

Join me and other cyclists across the province in raising awareness and funds in support of pancreatic cancer and care at BC Cancer.

Ask me about how to join my team, or register or donate at [[link to your fundraising page](#)]



## Instagram Example Post

This August, I'll be cycling 12km of distance and 900m of elevation at the Virtual Glotman Simpson @CypressChallenge event in support of @BCCancerFdn.

This year, 800 British Columbians are estimated to be diagnosed with pancreatic cancer. 75% of these patients won't survive the first year, and less than 10% will survive five years.

Join me and other cyclists across the province in raising awareness and funds in support of pancreatic cancer and care at @BCCancer.

Ask me about how to join my team, or register or donate at [\[link to your fundraising page\]](#)

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#CypressChallenge #BCCancer #BCCancerFoundation #BC #BCEvents #CancerFundraiser @BCCancerFDN