



GIVING DAY 2021

Social Media Toolkit



TIPS FOR SOCIAL MEDIA SHARING

1. Customize the sample messages below to share why you're fighting for a world without cancer.
2. Use #ACSGivingDay to tag your post.
3. Use the link cancer.org/ACSGivingDay to send people to our Giving Day page.
4. Use our custom [ACS Giving Day Facebook profile frame](#) to customize your profile on our Giving Day.



SAMPLE MESSAGES

Pre-Giving Day

Facebook: The American Cancer Society's Giving Day is 24 hours to unite in the fight for a world free from cancer. Join me May 18 to support the best in cancer research, education, advocacy, and services for people living with cancer. #ACSGivingDay cancer.org/ACSGivingDay

Twitter: The American Cancer Society's Giving Day is 24 hours to unite in the fight for a world free from #cancer. Join me May 18 to support the best in research and help for people living with cancer. @AmericanCancer #ACSGivingDay cancer.org/ACSGivingDay

May 17

Facebook: Tomorrow is the American Cancer Society's first-ever Giving Day! I'm getting involved because I believe we need a world without cancer, and we can get there together. Join me to make tomorrow count. #ACSGivingDay cancer.org/ACSGivingDay

Twitter: Tomorrow is the American Cancer Society's first-ever Giving Day! I'm getting involved because I believe we need a world without #cancer, and we can get there together. Join me to make tomorrow count. @AmericanCancer #ACSGivingDay cancer.org/ACSGivingDay

May 18

Facebook: I gave during the American Cancer Society's Giving Day: 24 hours to come together in the fight for a world without cancer. Join me to support the best in cancer research, education, advocacy, and services for people impacted by cancer. Give today! #ACSGivingDay cancer.org/ACSGivingDay

Twitter: I gave during @AmericanCancer's Giving Day: 24 hours to come together in the fight for a world without #cancer. Join me to support the best in cancer research, education, advocacy, and services for people impacted by cancer. Give today! @AmericanCancer #ACSGivingDay cancer.org/ACSGivingDay