

POLICE DEPARTMENT **SOCIAL MEDIA TOOLKIT**

ZERO's most successful Grow & Givers tell us that social media is **KEY** to raising lots of awareness and money. Inside are some catchy post ideas that'll help your police department get started.



Facebook



START A FACEBOOK FUNDRAISER

Setting up a fundraiser on your own Facebook page is easy. Choose ZERO - The End of Prostate Cancer as your non-profit by using his link which will take you step-by-step through the process: facebook.com/fundraisers/zerocancer



ADD A FACEBOOK FRAME TO YOUR PROFILE PICTURE

1. Go to www.facebook.com/profilepicframes
2. Click your profile picture in the bottom left and select your Page
3. Search for a frame by entering "ZERO - The End of Prostate Cancer"
4. Choose one of the "Grow & Give" frames
5. Click Use as Profile Picture

Facebook



**IF YOU PREFER STANDARD FACEBOOK POSTS,
HERE ARE TWO SUGGESTIONS**

KICKOFF POST

The XXXX Police Department shaved for the LAST time this morning - and it's all for @ZeroCancer! We're about to get real scruffy for the next 30 days as we raise awareness and money to #ENDPROSTATECANCER. One in nine men will get prostate cancer. Let us know in the comments if you know someone who has been affected by this disease.

Here's the link to our Grow & Give fundraising page: (link). We're not planning to shave until we meet our goal of \$XXXX, so yeah...things are about to get real hairy. #ZEROstrong



Facebook

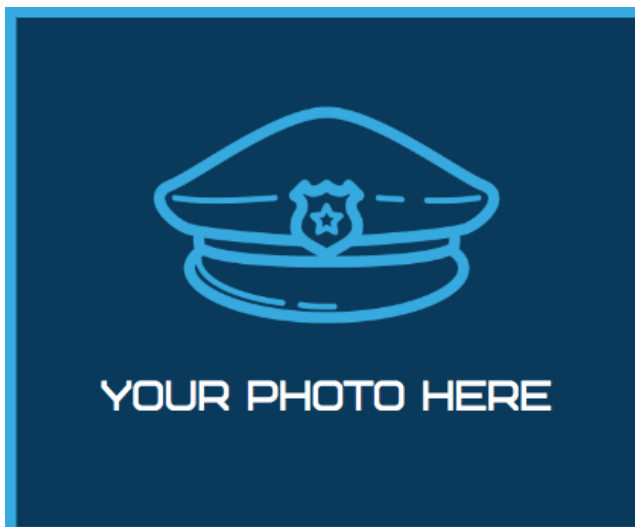


UPDATE POST

Yup, XXXX Police Department is officially scruffy! For those of you who don't know, we're growing out our facial hair and donning fake staches for @ZeroCancer's Grow & Give campaign. We're on a mission to #ENDPROSTATECANCER and helping us reach our fundraising goal is a great place to start. There's only (3/2/1) week(s) left to donate!

More than 191,000 men will be diagnosed with prostate cancer this year and we're not shaving until we've done our part to help. Check out our fundraising page to donate: (link). #ZEROstrong

Note: Post a team photo!



Facebook

**GO LIVE ON
FACEBOOK TO
KICKOFF YOUR
FUNDRAISER!**

Let your followers know what you're doing, take their questions in the comments section, and encourage them to donate. You can even go LIVE with weekly updates.



Here's a rundown you can use:

- Tell your audience why you're growing your mustaches/beards this November.
- If someone within your police department has a personal connection to prostate cancer, share it.
- Educate your donors. ZEROcancer.org is a great place to read up. Lead with "One in Nine men will get prostate cancer."
- Encourage your followers to spread the word about your Grow & Give campaign and to DONATE!
- Throw down a "friendly" challenge to other police or first responders in your area. Don't forget to tag them in your post.
- Always post the link to your fundraising page at support.zerocancer.org.
- Make sure everyone on your team shares the post to their personal Facebook pages.

Twitter



KICKOFF POST

It's #NoShaveNovember and the XXXX Police Department is putting down our razors to raise awareness and \$ to #EndProstateCancer. 1 in 9 men will get #prostatecancer - how scary is that? Learn more and #donate here: (link). @ZeroCancer



UPDATE POST

Things are getting hairy - but it's all to #EndProstateCancer. We're taking part in @ZeroCancer's Grow & Give campaign bc 191K fathers, husbands & friends are battling #prostatecancer right now! RT & spread the word. And #donate! (Link) #ZEROstrong
Note: Post a team photo!

Twitter



SHOOT A VIDEO!

We all know Twitter is a great place to tweet mustache/beard photos and your fundraising link. But consider shooting a quick video with your phone and uploading that to Twitter. Keep your video at about two minutes and make it fun!

- Give an update on your police department's facial hair growth.
- Tell followers the CONS of having a beard. (They're itchy. Food gets caught in them. My beard is gray!) And the PRO: helping to END PROSTATE CANCER.
- Always use the hashtags #ZEROstrong & #EndProstateCancer and tag @ZEROcancer.
- If you're doing a challenge, tag your challengers so they see the post.
- Ask your followers to RETWEET your video to spread the word.
- Tag potential donors.

Instagram

USE INSTAGRAM'S DONATION STICKER

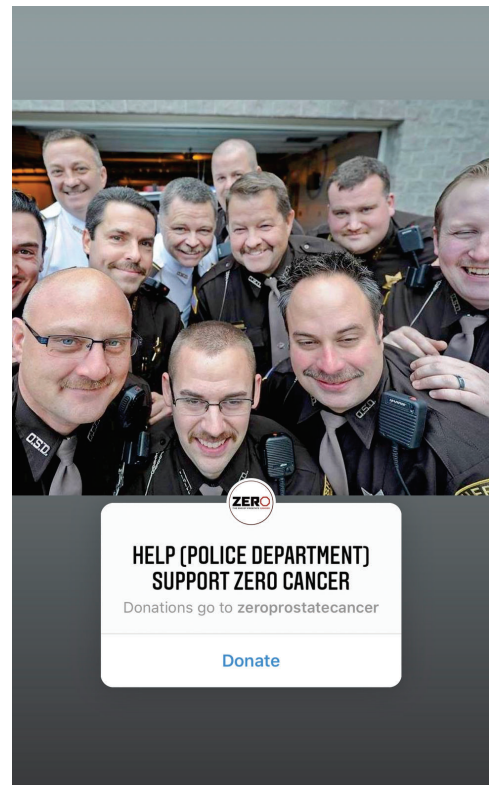


Photos, photos and more photos. Did we mention that it's good to post photos on Instagram? We're pretty sure you've got the photos-thang locked down, but don't forget to take advantage of Instagram's donation sticker. Here's how:

1. Make your post in Instagram's stories.
2. Click the sticker button.
3. Add the DONATION sticker.
4. Choose ZERO - The End of Prostate Cancer as your nonprofit.
5. Include your police department's name on the sticker so we know who the donations are coming from.
6. Pin your story to the HIGHLIGHTS.

OTHER INSTAGRAM TIPS:

1. Shoot a 1-minute video with updates on your team's progress.
2. Go LIVE.
3. Include your fundraising link in your Instagram bio.



OTHER SHAREABLES FOR ALL PLATFORMS (INCLUDING LINKEDIN)

- Shoutouts to donors
- Media coverage
- Posts from ZERO!

**MOST
IMPORTANTLY,
FOLLOW ZERO
EVERYWHERE!**



@ZeroCancer



@ZeroCancer



@zeroprostatecancer