



ZERO[®]
PROSTATE CANCER
RUN/WALK
2024

SOCIAL MEDIA TOOLKIT
PARTICIPANTS

It starts with **you**. It starts with **community**.
It starts with **coming together**.

You're joining the **ONLY** national prostate cancer event.
You're **raising funds, sharing hope, and inspiring bold action** to
ZERO out prostate cancer.

HOW SHOULD I USE THIS TOOLKIT?

Great question! Social media is a great tool for rallying your friends, family, and colleagues to support your fundraising efforts for this year's ZERO Prostate Cancer Run/Walk.

Please use the following tools to help you craft social media posts to showcase your Run/Walk participation, but please **personalize and share your own stories, photos, and experiences as much as possible**.

TAG ZERO Prostate Cancer and ZERO Prostate Cancer Run/Walk on your posts. That will help us see and engage with your content.

Put an @ symbol and type out the name to tag. A dropdown menu will appear; select our official accounts.



- [@ZEROProstateCancer](#)
- [@ZEROCancerRunWalk](#)



@ZEROProstateCancer

Use **HASHTAGS** in your captions. They'll help anyone following that hashtag, including us, find your content!

Hashtags to use:

- #ZEROProstateCancer
- #ZERORunWalk

How many hashtags should you use?

Research shows, as of 2024, you should limit the number of hashtags per platform:

- Facebook: 2–3
- LinkedIn: 3–5
- Instagram: 3–5
- TikTok: 4–5

TELL YOUR STORY

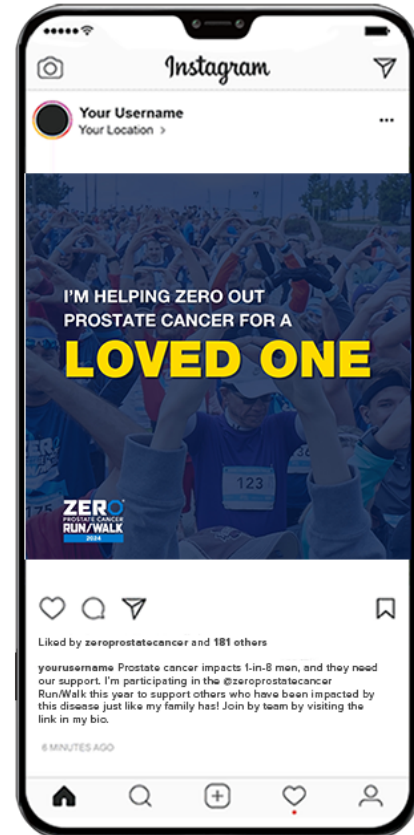
ZERO Out Prostate Cancer for your _____.

Suggested Post Copy #1:

Mark your calendars! This year's @ZEROProstateCancer Run/Walk is coming to [CITY] on [DATE].

I'd love for you to join my team—or create your own—to raise awareness about the widespread impact of prostate cancer, the importance of early detection, and what we can do TOGETHER to end this disease! Check out my team link at [Insert team link].

#ZEROProstateCancer #ZERORunWalk



Suggested Post Copy #2:

For 17 years, the @ZEROProstateCancer Run/Walk has brought together over 200,000 people, creating a sense of community to connect with other who have battled or are facing prostate cancer.

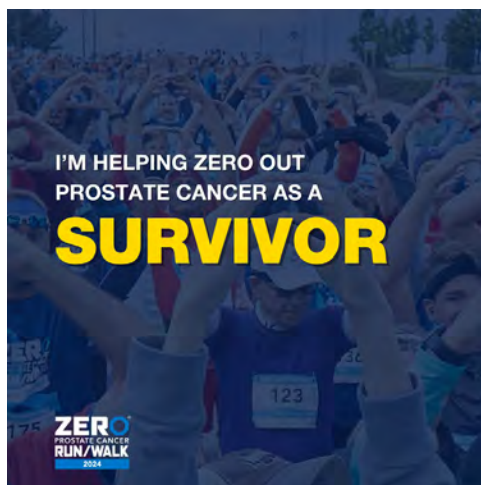
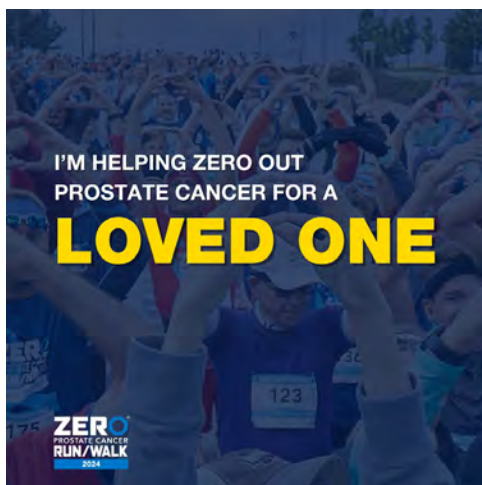
For me, it's personal. [Add your reason]. There are countless other patients, survivors, care partners, and families who need our help, too. Registration is free, so join my team at [Insert team link].

#ZEROProstateCancer #ZERORunWalk

SOCIAL MEDIA GRAPHICS

Click on the image below to open an online folder where you can download the graphics below.

You will be able to “save image as” on your desktop, or you can press and hold until a prompt appears to save the image on your phone’s camera roll.



INSTAGRAM AND FACEBOOK STORIES

Click on the image below to open an online folder where you can download the graphics below.

Make sure to customize your story with Text features, countdowns, polls, and a link to your team page!



Other Instagram Ideas

- Shoot a short video with updates on your progress as it gets close to your event day.
- Include your team fundraising page link in your Instagram bio.
- Let your clients, customers, colleagues, and network know what you're doing, why it's important to you, and encourage them to support you by donating to or even registering to join your team.

Unsure what to say? Here are some talking points to help you get started:

- Tell everyone what the ZERO Prostate Cancer Run/Walk is about. Let them know if members of your team have a personal connection to prostate cancer that you're comfortable sharing.
- Educate people about what ZERO Prostate Cancer does. Tell them about our patient programs, research funding, advocacy, and health equity work.
- Give them some statistics. Visit zerocancer.org/facts-statistics for more information.
- Throw down a friendly challenge to your colleagues or others in your field! Encourage them to join your Run/Walk team, or register for one closer to them.

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2024

**FOLLOW US ON SOCIAL MEDIA TO SHARE OUR CONTENT
AND TO TAG US IN YOURS!**



QUESTIONS? CONTACT US.

WEBSITE

zerocancer.run

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PHONE

202-303-3110

