



**ZERO**<sup>®</sup>  
PROSTATE CANCER  
**RUN/WALK**  
2024

**SOCIAL MEDIA TOOLKIT**  
**SPONSORS**

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 \_\_\_\_\_.

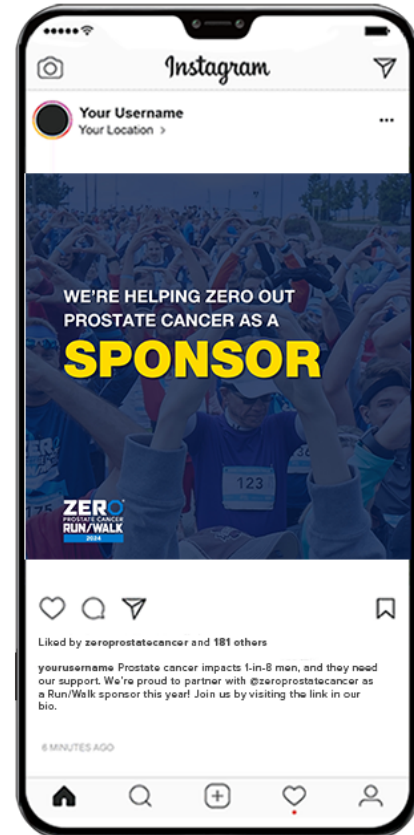
### Suggested Post Copy #1:

*[COMPANY]* is a proud partner of this year's @ZEROProstateCancer Run/Walk in *[CITY]*.

We're dedicated to making a difference in the fight against prostate cancer—the second most commonly diagnosed cancer among American men (after skin cancer).

Help us make a difference for the 3.3 million men living with this disease in the U.S.  
*[Insert team link]*

#ZEROProstateCancer #ZERORunWalk



### Suggested Post Copy #2:

#DidYouKnow someone dies from prostate cancer every 15 minutes?

That's unacceptable, and why *[COMPANY]* is proud to sponsor the @ZEROProstateCancer Run/Walk in *[CITY]*. We want to help ZERO OUT prostate cancer, and with your help, we know we can make a difference. Will you help us?  
*[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](https://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.

# ZERO<sup>®</sup>

## PROSTATE CANCER RUN/WALK

2024

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



**QUESTIONS? CONTACT US.**

**WEBSITE**

[zerocancer.run](http://zerocancer.run)

**EMAIL**

[races@zerocancer.org](mailto:races@zerocancer.org)

**PHONE**

202-303-3110

