



PRESENTED BY

Neutrogena®

MELANOMA
CANADA

SOCIAL MEDIA TOOLKIT



SOCIAL MEDIA TIPS

SOCIAL MEDIA PROFILE

Add the event profile frame to your photo on your social media channels and add your participant page web url to your profile. [Click here for the social media profile frame.](#)

POST ON YOUR CHANNELS

Share your personal page across your social media channels. Click on the "Get Social" tab in your Participant Centre to easily share your pages by using the different social media links. **For social copy and multimedia, go to pages 3-4.**

POST ON LOCAL GROUP PAGES

Share your personal page across local community groups. **For social copy and multimedia, go to pages 3-4.**

CREATE A VIDEO

Create a video to share across your channels telling your story and your fundraising goal, and ask for a donation.

DIRECT MESSAGE

Direct message at least 50 people asking them to donate \$10.

THANK DONORS

Make sure to always thank donors and respond to any comments across your channels.



POST 1 – All Month Long

Exciting Announcement! I'm thrilled to share that I'll be taking on the 7 Summits Snowshoe Challenge for Skin Cancer, presented by Neutrogena in support of Melanoma Canada! Throughout February, I'll be completing 43.29 km – the combined height of the world's 7 tallest peaks!

But it's not just about personal achievement; it's about making a difference. I'm raising funds for the melanoma and skin cancer community and spreading awareness about winter sun safety.

I invite you to sponsor me on this journey. Every donation, big or small, will contribute to the fight against melanoma and skin cancer.

To donate, please go to [\[insert personal fundraising page url\]](#).

Together, we are helping Melanoma Canada achieve its vision for a world with zero melanoma and skin cancer related deaths.

@MelanomaCanada #7Summits4SkinCancer #FitnessChallenge #Snowshoeing #MelanomaCanada #SunSafety #Melanoma #SkinCancer

Access high-quality multimedia on our [Website](#)



POST 2 – Snowshoe, Sip & Savour

Join me at Hardwood Ski and Bike for an unforgettable 5 km snowshoe experience at Melanoma Canada’s Snowshoe, Sip and Savour event on March 3rd at 9 am.

This family-friendly adventure not only helps raise awareness for winter sun safety and funds for the melanoma and skin cancer community, but also features a complimentary breakfast, food and drink stations at every kilometre, swag bags, and so much more.

Learn more and buy your ticket today at <https://7summits.ca/snowshoe-sip-and-savour/>

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