



**COACHES
VS
CANCER**

NABC
NATIONAL ASSOCIATION OF BASKETBALL COACHES

American
Cancer
Society

3-POINT CHALLENGE

SOCIAL MEDIA TIPS AND TEMPLATES

Use social media to boost your 3-Point Challenge campaign! Spread the word through Facebook, Twitter, Instagram, and even LinkedIn. It's an extremely effective way to share the message about your campaign and the fastest way to reach a large audience.

NOTE:

- Include your team's campaign URL or 3pointchallenge.org in every post.
- Use photos and videos in Twitter posts as much as possible.
- Visual content generates higher engagement.
- Adding the URL to Facebook posts will automatically add the campaign image into the post.
- Always use **#CvC3ptChallenge** and tag **@coachesvscancer**.

 Please use **#CvC3ptChallenge** and **#CoachesvsCancer**

SAMPLE FACEBOOK POSTS:

- **xyx** Basketball <tag **xyx SCHOOL NAME** bball FB account> fans, you can help beat your rivals and save lives! Donate for every 3-pointer the **xyx** make during the Coaches vs. Cancer 3-Point Challenge. Every shot counts. Every life counts. Make your contribution today! **#CvC3ptChallenge** pledgeit.org/xyx
- Calling all **xyx** fans! Join us for the Coaches vs. Cancer 3-Point Challenge and help us beat cancer. Every life counts. Make your contribution today! **#CvC3ptChallenge** pledgeit.org/xyx
- Calling all **xyxBasketball** <tag **xyx SCHOOL NAME** bball FB account> fans! Help us beat cancer and our top rivals at the same time by donating for every 3-pointer the **xyx** make during the Coaches vs. Cancer 3-Point Challenge! It's easy and fun. Make your contribution today! **#CvC3ptChallenge** pledgeit.org/xyx
- On and off the court, **xyx SCHOOL NAME** is making a difference by helping save lives from cancer. <tag **xyx SCHOOL NAME** bball FB account> fans can help the **xyx** become a Coaches vs. Cancer 3-Point Challenge Champion. Make a contribution. Lives will be saved! Visit **#CvC3ptChallenge** pledgeit.org/xyx



SOCIAL MEDIA TIPS AND TEMPLATES

 Please tag **#CvC3ptChallenge** and **@CoachesvsCancer**

SAMPLE TWITTER POSTS:

- **Xyx @ xyx_Hoops** fans, help us save lives from cancer! Donate for every 3pt shot we make during #CvC3ptChallenge. Beat your @Big12Conference rivals today! pledgeit.org/xyx
- During the @CoachesvsCancer 3-Point Challenge we're helping save lives from cancer. Make your contribution today and join **Xyx @ xyx_Hoops** fans for the ultimate victory. pledgeit.org/xyx
- TY2 all those who have joined our @ **xyx @CoachesvsCancer** 3pt challenge! Together we can beat cancer. Make your contribution today and join our < **xyx** > #CvC3ptChallenge! pledgeit.org/xyx
- UR contribution today can help save lives tomorrow. Join **Xyx @ xyx_** fans in the @CoachesvsCancer 3-Point Challenge and help us beat cancer. Every shot counts. Every life counts. #CvC3ptChallenge! pledgeit.org/xyx

HERE ARE SOME SOCIAL MEDIA TIPS:

- Share early and often. Start promoting on social media two weeks prior to the first game. Provide updates on your fundraising progress after each game.
- Keep followers and fans informed. Post messages about how much more is needed to reach your goals.
- Add your campaign link to all of your social media profiles so followers and fans can easily contribute.
- Encourage everyone to share the campaign link. Even if someone does not make a contribution, they can help tremendously by sharing the campaign with their network.
- Share stories and photos, and thank your donors. The more you can create buzz around the campaign, the greater its impact.
- Keep supporters updated. Update your progress often so that it's at the top of your followers' newsfeed (even if you just count down the days until your event). You can also highlight a tweet by pinning it to the top of your feed.
- Thank your donors by posting a message on their wall so their friends can see it.