

Social Media Guide

Washing Cars. Fighting Cancer.





Social Media Best Practices



St. Jude patient **Aspen**,
cancerous tumor

- Due to privacy laws, it is important that patient photos are approved by our organization before our partners use them. Please only use photos provided by the ALSAC team.
- Retweet or share messaging from St. Jude social media accounts.
- Make each post your own.
- **At the end of each post, share about the local opportunity, For example, “stop in ABC Wash and donate this week to St. Jude.”**



General Messaging

We encourage you to adapt this messaging to reflect your own tone and voice.

- Families never receive a bill from St. Jude for treatment, travel, housing, or food – so they can focus on helping their child live.
- Treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20% to 80% since it opened in 1962. And we won't stop until no child dies from cancer.
- St. Jude shares the breakthroughs it makes, and every child saved at St. Jude means doctors and scientists worldwide can use that knowledge to save thousands more children.

St. Jude patient **Capri**,
pictured with her mom



Childhood Cancer Awareness Month Messaging

St. Jude patient **Sariyah**



- Every child deserves a chance to live their best life and celebrate every moment. When you support St. Jude, you can help make cures possible for kids with cancer. Together, we can save more lives.
- Because of your support, we can provide children cutting-edge treatments not covered by insurance, at no cost to families.
- Treatments developed at St. Jude have helped raise the survival rate for children with cancer in the United States, where 4 out of 5 children survive cancer. In many countries, however, 1 out of 5 children diagnosed with cancer will survive. We won't stop until no child dies from cancer, no matter where they live.



Sample Posts



Sample Posts



Sample Posts

- Option 1: We're proud to unite with St. Jude Children's Research Hospital to help fight childhood cancer through the Washing Cars. Fighting Cancer. program. For more information or to help the kids of St. Jude, visit st.jude.org/washingcarsfightingcancer
- Option 2: We are proud to be a part of St. Jude Children's Research Hospital Washing Cars. Fighting Cancer. As you (shop) with us this month, you're invited to make a donation to St. Jude to join the fight against childhood cancer and other life-threatening diseases. Stop by any of our locations to learn more or visit stjude.org/washingcarsfightingcancer
- Option 3: Help St. Jude kids this fall by donating at any of our locations, or online at Stjude.org/washingcars.fightingcancer
- X (formerly Twitter): We are proud to be a part of @StJude Washing Cars. Fighting Cancer. Learn more at any of our locations.
- X (formerly Twitter): We are supporting @StJude. Visit (partner) to donate.



St. Jude patient **Eduardo**



Thank you from the kids at St. Jude!

St. Jude patient **Kamryn**,
blood cancer

