**National SNUC Awareness Day - social media toolkit**

|  |  |
| --- | --- |
| When: Annually, on April 11th  HashTags: #SNUCday  #NationalSNUCday | Image for social media posting: |

**How to Participate**

1. Light a candle on 4/11 on behalf of National SNUC Awareness Day. Let this light represent your dedication to finding a cure for SNUC cancer, and for honoring those we love, remember, or grieve.
2. Snap a picture of your candle, or, of you lighting / holding the candle.
3. Share your photo(s) using the hashtags #SNUCday and #NationalSNUCday in your post.
4. Encourage your followers to donate $4.11 on April 11, to [www.TheNACR.org](http://www.TheNACR.org)
5. Publically recognize someone impacted by a SNUC diagnosis or who has lost a battle with the disease on our [Faces of SNUC Forum](https://www.thenacr.org/forum). TheNACR will celebrate this individual throughout the day on April 11, annually!

**Paragraph examples you could use on your social media - in advance of April 11:**

On April 11, light a candle to support National SNUC Awareness Day. #SNUCday

I am using my social media platform to spread awareness about a rare head and neck cancer known as SNUC and the importance of lifesaving cancer research. Join me by lighting a candle on April 11, and [donating](https://www.paypal.com/donate/?cmd=_donations&business=paypal@natliefoundation.org&item_name=NACR&currency_code=USD) $4.11 to the cause. #SNUCday #NationalSNUCday

This April 11, I am using my platform to raise awareness for a rare head and neck cancer known as SNUC and its cure. Join my friends at @TheNACR by lighting a candle on April 11 to honor those we love, remember, or grieve, and [donate](https://www.paypal.com/donate/?cmd=_donations&business=paypal@natliefoundation.org&item_name=NACR&currency_code=USD) $4.11 to the cause. #NationalSNUCday #SNUCday

Join me on April 11 and post a photo of a lit candle representing your support for advancing SNUC cancer research. #NationalSNUCday #SNUCday

**Paragraph examples you could use on your social media - the day of April 11:**

Today is #NationalSNUCday I am using my platform to raise awareness for this rare head and neck cancer known as SNUC and to help find a cure. Light a candle in honor of someone you know, remember or grieve and [donate](https://www.paypal.com/donate/?cmd=_donations&business=paypal@natliefoundation.org&item_name=NACR&currency_code=USD) to @TheNACR to help us advance on a cure. #SNUCday

Today is 411 (April 11) code for information & awareness! I am [donating](https://www.paypal.com/donate/?cmd=_donations&business=paypal@natliefoundation.org&item_name=NACR&currency_code=USD) $4.11 to @TheNACR, & if 20 of my friends did the same, we would raise more than $80 to support cancer research and a cure! #SNUCday #NationalSNUCday

[**www.TheNACR.org**](http://www.TheNACR.org) **Foundation Social Media:**

Facebook: @TheNACRorg

YouTube: @TheNACR

**Questions**: Contact [TheNACRorg@gmail.com](mailto:TheNACRorg@gmail.com) or (800)374-5141