



SOCIAL MEDIA TOOLKIT

Thank you for taking part in **Beau's 5k for Ovarian Cancer Canada**; we look forward to welcoming you to this event and can't wait to meet you at the starting line. We want to empower you with the tools to extend a virtual invitation to your social media followers in collaboration with **Ovarian Cancer Canada**.

VIDEO CONTENT TIPS

In producing video content for social media, strict scripting can take away the authenticity of your message. We invite you to use the following speaking notes to craft a video that matches your personal style as a speaker. Don't be afraid to make this content your own, using these key points to guide you:

- **Event information:** Beau's 5k for Ovarian Cancer Canada takes place on June 21, 2025
- **Topic:** Share your excitement for the event, your connection to the cause or why you like to run
- **Call to action examples:** "Run with me on June 21", "Register at ovariancanada.org/beaus", "Follow Ovarian Cancer Canada on social media for more information"

TIPS FOR FILMING VIDEO FOR SOCIAL MEDIA

- Film vertically (portrait orientation)
- All you need to use is the camera on your phone
- Read what you're going to say out loud a few times to familiarize yourself with the content
- Speak clearly and at a pace that is normal for you
- Leave two seconds before and after speaking for editing purposes

REMEMBER TO TAG US

→ When you post your video, it's important that you tag **Ovarian Cancer Canada** on Facebook and Instagram so that we can see and share your post!

@OvarianCancerCanada

IMAGE POST CONTENT

Social media posts with images build a connection with your followers and draw their attention! Included in this kit is a graphic containing the event information and a sample caption that you are free to use as-is or adapt for your purposes by adding your personal connection to the cause or Beau's 5k. You are encouraged to share these with your social media followers:

SAMPLE POST CAPTION



The Beau's 5k for Ovarian Cancer Canada is back on June 21, 2025. Every step counts on the path toward a future without ovarian cancer, and every dollar raised supports the important work being done at @ovariancancercanada. See you at the starting line!

Register today: https://secure.ovariancanada.org/site/TR?pg=entry&fr_id=2181&s_locale=en_CA

HASHTAGS

#ovariancancer #canadianhealthcare #womenshealth
#womenshealthcare #women #cancer #fundraising #donate #brca
#ovariancancercanada #canada #cancerawareness #cancersurvivor
#ovaries #wellness #health #cancer #research #cancerresearch
#learning #connection #cancercommunity #cancerfree #ovaries #ovarit
#learn #cancertreatment

