



Social Media Toolkit



Who is The Rose?

- The Rose is the leading breast healthcare organization in Texas whose mission is **saving lives** through quality **breast** health services, **advocacy** and **access** to **care for all**.
- Check out these stats from 2016:
 - Total patients: **38,176**
 - Uninsured patients cared for through one of our many programs: **7,133**
 - Patients under the age of 40: **2,722**
 - Patients diagnosed with breast cancer: **323**
 - Age of youngest diagnosed patient: **21**



What is #GivingTuesday?

- Celebrated on the Tuesday following Thanksgiving (in the U.S.) and the widely recognized shopping events Black Friday and Cyber Monday, #GivingTuesday kicks off the charitable season, when many people focus on their holiday and end-of-the-year giving. Since its inaugural year in 2012, #GivingTuesday has become a movement that celebrates and supports giving and philanthropy with events throughout the year, and a growing catalog of resources.

Black Friday. Cyber Monday.

#GIVINGTUESDAY™

November 28, 2017

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Social Media 101

- Facebook, Twitter and Instagram will keep you up to date on our organization and let you know of ways to support us.
- Let's work together! We encourage you to donate and share information about Giving Tuesday and The Rose on social media to increase awareness and support.
- Use hashtags to make your content searchable. Clicking on a hashtagged word in any social media platform will show you all other content marked with that keyword.
- See something you like and want to share?
 - Twitter: Retweet
 - Facebook: Click share
 - Instagram: Repost App or Screenshot & Repost (make sure to tag original poster)



[/TheRoseBreastHealth](https://www.facebook.com/TheRoseBreastHealth)



[@TheRoseHouston](https://twitter.com/TheRoseHouston)



[TheRoseHouston](https://www.instagram.com/TheRoseHouston)



FACEBOOK



[/TheRoseBreastHealth](https://www.facebook.com/TheRoseBreastHealth)

Engage With Us on Facebook

- Need to create a Facebook account? Sign up [here](#).
- Facebook has no word limit – but shorter is better. Posts with images make a bigger impression in the news feed.
- Like [The Rose Houston](#) on Facebook to stay connected
- If you see a post from us that appeals to you, make sure to like, share, and comment.
- Share your stories! We love to hear how The Rose has affected you. Take the time to write a post on our [wall](#).
- Use [#GivingTuesday](#) and [#TheRoseHouston](#)
- Make sure to include The Rose's donation page: <http://bit.ly/2d2o4lz>



Suggested Facebook Posts

- I support **The Rose, a non-profit breast cancer organization** in their mission to provide quality breast health care to all women. Comment below to share how The Rose has helped you. bit.ly/2d2o4lz **#TheRoseHouston #GivingTuesday**
- Join me in supporting **The Rose, a non-profit breast cancer organization** on Nov. 28 for **#GivingTuesday**. The mission of The Rose is to save lives through quality breast health services, advocacy, and access to care for all. Donate and share this post with your friends to increase awareness. bit.ly/2d2o4lz **#TheRoseHouston**
- Since its launch in 1986, **The Rose, a non-profit breast cancer organization** has served over 400,000 patients, and is the leading breast healthcare nonprofit in Southeast Texas. Join me in donating on Nov. 28 and give back. bit.ly/2d2o4lz **#TheRoseHouston #GivingTuesday**



TWITTER



@TheRoseHouston

Engage With Us on Twitter

- Need to create a Twitter account? Sign up [here](#).
- Remember that Twitter only allows for 140 characters
- Follow The Rose ([@TheRoseHouston](#)) on Twitter to stay connected
- We welcome you to tag us ([@TheRoseHouston](#)) in any photos
- Use [#TheRoseHouston](#) and [#GivingTuesday](#)
- Make sure to include the The Rose's donation page if you can: bit.ly/2d2o4lz



Suggested Tweets

- Support [@TheRoseHouston](#) in their mission to provide quality breast health care to all women: bit.ly/2d2o4lz. [#GivingTuesday](#)
- Join us in supporting local nonprofit [@TheRoseHouston](#), donate today! bit.ly/2d2o4lz [#GivingTuesday](#)
- I support [@TheRoseHouston](#) today, Nov. 28 for [#GivingTuesday](#). U can too by donating! bit.ly/2d2o4lz
- A little goes a long way! Help [@TheRoseHouston](#) on 11/28 for [#GivingTuesday](#)! Go to bit.ly/2d2o4lz.



INSTAGRAM



TheRoseHouston

Engage With Us on Instagram

- Need to create an Instagram account? Sign up [here](#).
- Instagram is unlike other platforms in the social space because users communicate with photos and videos.
- Follow The Rose ([@TheRoseHouston](#)) on Instagram to stay connected.
- If you ever find yourself at an event associated with The Rose make sure to take tag us ([@TheRoseHouston](#)), in your photos and tell everyone about your involvement.
- Use [#TheRoseHouston](#) and [#GivingTuesday](#) to make your photos searchable.



Suggested Instagram Posts

- I support [@TheRoseHouston](#) in their mission to provide quality breast health care to all women. Double tap and donate if you do too! [#TheRoseHouston](#) [#GivingTuesday](#)
- Join me in supporting [@TheRoseHouston](#) and their mission to provide quality breast health care to all women, regardless of their ability to pay. Visit their page to learn how to donate. [#TheRoseHouston](#) [#GivingTuesday](#)
- Since its launch in 1986, [@TheRoseHouston](#) has served over 400,000 patients, and is the leading breast healthcare nonprofit in Southeast Texas. Give back by donating during [#GivingTuesday](#).
- Today is the day! We support [@TheRoseHouston](#). To make your contribution visit their page. [#GivingTuesday](#) [#TheRoseHouston](#)



GRAPHICS

Suggested Graphics

You can find more graphics for The Rose [here](#).



Thank You For Your Support!

Visit us at www.therose.org to find other ways to get involved.