



April 25 - 27, 2026 • Lobby Day: April 28, 2026 • Washington, DC

Social Media Guide

Hashtags: #NBCCSummit, #BeBold, #UniteToEndBreastCancer, #LobbyDay, #NBCContheHill

SOCIAL MEDIA GOALS

Set a daily goal for wherever you're active online. The suggestions below are just guidelines; feel free to post as much or as little as you're comfortable with on Twitter, BlueSky, Instagram, LinkedIn and Facebook. NBCC may share your Summit posts with our own social media audiences.

If you do not yet have social media accounts but would like to create one, ask our digital team for help at rhassanein@stopbreastcancer.org.

FOLLOW AND TAG US



Instagram: [@NationalBreastCancerCoalition](https://www.instagram.com/NationalBreastCancerCoalition)



Facebook: [TheNationalBreastCancerCoalition](https://www.facebook.com/TheNationalBreastCancerCoalition)



Bluesky: [nbccstopbc.bsky.social](https://bsky.app/profile/nbccstopbc.bsky.social)



Twitter/X: [@NBCCStopBC](https://twitter.com/NBCCStopBC)



**LinkedIn:
[National-breast-cancer-coalition](https://www.linkedin.com/company/national-breast-cancer-coalition)**

IDEAS FOR POSTS



- Take a picture and post it on social media. Let people know you are attending the #NBCCSummit.
- Post on social media platforms about what you learn in the workshops you attend.
- Tweet and post on Facebook during every plenary session.
- Thank speakers for participating in the Summit. Be sure to tag them in your posts.
- Talk about your shared experiences with other Summit attendees on social media. Be sure to tag NBCC (see handles below) and include hashtags, #NBCCSummit, #BeBold, or both.
- Create a video at the end of the day to share your experience and the amazing speakers you heard.
- Create a video at the end of Summit talking about what you learned. Post and share it with NBCC.
- Follow NBCC's social media and share our posts.

NBCC Lobby Day

Meeting with our Senators and Representatives to advocate for our legislative and public policy priorities is critical to achieving our mission to end breast cancer. Together we can use the power of social media to amplify our advocacy efforts on Lobby Day.

TIPS FOR LOBBY DAY SOCIAL MEDIA

- Post about every meeting.
- Post on social media thanking members for their time and tag them if they are active on the social media platforms you are using.
- Follow NBCC on social media and keep up with the hashtags #NBCCOntheHill, #NBCCSummit, #BeBold and share posts.
- Take a photo of your meeting and text it to 202-873-4896 or send it to rhassanein@stopbreastcancer.org.

LOBBY DAY HASHTAGS

Hashtags will help improve the visibility of your posts and let NBCC and fellow advocates see your posts on social media platforms.

- #LobbyDay
- #NBCCOntheHill

SAMPLE POSTS

- Getting ready for [TAG NBCC]'s #LobbyDay with [TAG MEMBERS] to discuss our legislative and public policy agenda. nbcc.info/PolicyPriorities
- [TAG MEMBERS] I am counting on you to support women and men with breast cancer. Will you help? Here's more info on [TAG NBCC]'s legislative priorities. #NBCCOntheHill nbcc.info/PolicyPriorities
- Ahead of [TAG NBCC]'s #LobbyDay, I look forward to meeting with [TAG MEMBERS] on the importance of supporting women and men with, and at risk of, breast cancer. #NBCCOntheHill
- This [TAG NBCC] #LobbyDay, I'm meeting with [TAG MEMBERS] on the importance of the Metastatic Breast Cancer Access to Care Act. We need your support to waive #Medicare and SSDI waiting periods for people with #metastaticbc. #NBCCOntheHill
- On #LobbyDay, I'm working with [TAG NBCC] to ensure everyone has access to quality health care. Can we count on your support, [TAG MEMBERS]? #NBCCOntheHill
- [TAG MEMBERS], legislation can help us meet our goal of ending breast cancer. Can we count on you? #NBCCOntheHill [TAG NBCC] nbcc.info/PolicyPriorities
- I'm excited to talk about the importance of passing the Metastatic Breast Cancer Access to Care Act — a bill to waive #Medicare and SSDI waiting periods for people with #metastaticbc at [TAG NBCC]'s #LobbyDay today. #NBCCOntheHill

FACEBOOK

- Facebook doesn't have a word count limit, try to get your core message in the first 200 characters for easy viewing.
- Tag NBCC: TheNationalBreastCancerCoalition

TWITTER/X

- Tweets can have up to 280 characters.
- Tag NBCC: [@NBCCStopBC](https://twitter.com/NBCCStopBC)
- Send tweets before and after the meeting thanking Members and staff

INSTAGRAM

- Tag NBCC: [@NationalBreastCancerCoalition](https://www.instagram.com/NationalBreastCancerCoalition)
- Use hashtags above, no character limit. Take photos with U.S. Capitol, Congressmembers and their staff, and group photos outside the offices to maximize engagement.
- Utilize Instagram stories! Take more photos and tag NBCC on your stories throughout the day.

BLUESKY

- Follow Representatives and Senators if they're on this platform and stick to 300 characters per post
- Use hashtags above and [tag NBCC](https://bsky.app/tag/NBCC)

LINKEDIN

- Show that you're active in the advocacy community!
- Use hashtags and tag [@ The National Breast Cancer Coalition](https://www.linkedin.com/company/the-national-breast-cancer-coalition) in your posts.