

Social Media Guide

Hi there! Thank you so much for your dedication to Ulman Foundation to help us further our mission of creating a world where no young adult faces cancer alone. Together, we can change the lives of adolescents and young adults (AYAs) impacted by cancer. Whether you're an ambassador, fundraising for us, or simply wanting to show your support- your role is powerful: by sharing your story, experiences, and our mission, you're helping us reach more people who need support and inspiring others to get involved. We've put together a guide to help you crush your fundraising goals and spread awareness about AYA cancer and what we do here at Ulman Foundation.

Platforms and Best Practices

[Instagram](#) & [Facebook](#)

Make sure your account is set to public in settings.



Instagram and Facebook are visual-first platforms that are great for storytelling, engaging your network, and reaching new audiences. Here's how to make the most of them:

- **Reels (Short-form videos)**
 - The best way to reach new people and grow
 - Keep reels between 10-45 seconds for maximum engagement
 - Show your face—people connect with people
 - Use trending audio to boost visibility in the algorithm
- **Carousels (Multiple images in one post)**
 - A great way to tell a story through photos and text
 - Include photos of yourself—faces perform best
 - Add music to carousels for extra engagement
- **Stories (Last 24 hours, great for daily updates)**
 - Use stories to share behind-the-scenes moments and personal updates
 - Engage your audience with polls, questions, and stickers
 - Tag [@ulmanfoundation](#) so we can see and share your content
- **Tag & Collaborate**
 - Always tag [@ulmanfoundation](#) in your posts so we can amplify your message
 - If you have a post you love and want to reach more people, invite us as a collaborator on Instagram before posting so we can share it on our feed as well

Feel free to repurpose your Instagram content on Facebook and vice versa.

[LinkedIn](#)



LinkedIn is a great platform to connect with professionals, share your journey, and inspire corporate partnerships. Here's how to use it effectively:

- **Tell Your Story**
 - Share your personal journey—why you support Ulman and what it means to you
 - Talk about your fundraising efforts, marathon training, or advocacy work
- **Professional & Thought Leadership Content**
 - Post updates on your fundraising progress or participation in Ulman events
 - Share impactful AYA cancer statistics and awareness messages
 - Highlight Ulman's mission and initiatives to your professional network
- **Use a Mix of Content**
 - Just like Instagram and Facebook, you can post photos and videos on LinkedIn
 - Text-based posts can also be powerful—make a statement, share a statistic, or reflect on your experience

Sharing your Ulman ambassador journey alongside your professional growth helps build credibility and impact.

Tools to Help You Get Started

Mission Videos:

Videos are a great way to share information with your community. Share these links on facebook, send them in a text or email, or share them with your friends and family in a group chat. These videos give a look into the impact of the Ulman Foundation.

- [Cancer Changes Lives... So do we](#)
- [The Power of Community](#)
- [Will Yank, AYA cancer survivor, shares his story](#)

Social Media Posts:

We've created a few social media posts to help your followers learn more about the impact of the Ulman Foundation and AYA cancer. Download and post these graphics to your Instagram or Facebook accounts.

[Ulman Foundation Mission](#)



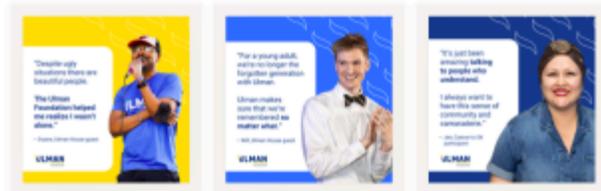
Ulman Foundation Impact



AYA Cancer Facts



Hear from AYA Cancer Patients & Survivors



How-To's and Examples:

- [How to Use Instagram Beginners Guide](#)
- [How to Create an Instagram Reel](#) - Instagram reels are a great way to keep your community updated on your training and fundraising progress, and also to let them know your Why.
 - Examples:
 - [Shribina Reel \(Body Image\)](#)
 - [Shribina Reel \(A Day In My Life\)](#)
 - [Shribina Carousel Photos](#)
 - [Jess Foss Reel \(Story/Experience\)](#)
 - [Sara Reel \(Marathon Training\)](#)
 - [Kris Reel \(Marathon Preparation\)](#)
 - [Kris Reel \(Marathon Running\) - audio has been removed](#)
- [Email templates](#) - There's nothing like a good old fashion email when asking for support from those in your community. Customize these templates to maximize marketing and fundraising.