

Support Tech Day of Pink with PinkGrams



TECH DAY
OF PINK
10.8.2020

What is a PinkGram?

- A tribute message honoring Cancer Survivor(s) and “Pink Heroes” of the present and past. [People fighting Breast Cancer, care takers, family members, friends, and supporters]

Content Guidelines

- Inspiring, Uplifting and Encouraging messages in shades of Pink that get posted on social media sites [Facebook, Instagram, LinkedIn, MyELC, MS Sway, & Twitter] on 9/26 – 10/8
- Don't forget to include the following Hashtags:
#TechInPink2020, #TimeToEndBreastCancer & #ELCdonates
- NOTE: Any posting 9/26 – 10/7 are suggested to be reposted on 10/8 in order to maximize external donor matches. CIOs across the country have committed to making donations for each post with the hashtag #TechInPink2020 on October 8th to Instagram and Twitter [Publicly].

Suggested Photo Props

- Pink Bandanas, Boas, Caps/Hats, Crazy Glasses, Flowers
- Tech In Pink 2020 Shirts
- A still photo of the Cancer Survivor(s) or a Pink Hero
- Draw Pink Ribbon on your hand (share what it means to you)

Message Tagging / Engagement Suggestions

- Tag as many followers as possible
- Encourage followers to post or repost about #TechInPink2020, #TimeToEndBreastCancer & #ELCdonates
- Engage followers for positive comments
- Additional financial impacts can make a difference by donating at Tech Day of Pink link <https://give.bcrf.org/techdayofpink>