

Dr. Lisa Newman,
BCRF investigator since 2022

BREAST CANCER RESEARCH FOUNDATION

2026 PARTNER TOOLKIT

SOCIAL MEDIA OVERVIEW

BREAST CANCER RESEARCH FOUNDATION

Language Guidelines

Remember

1. The Breast Cancer Research Foundation will not align with any claims or messaging that are not deemed scientifically valid.
2. BCRF has a strict, long-established rule that our organization and its partners would never refer to women's breasts using any other term than just that—breasts.

Suggested Content Guidelines

Write sensitive and inclusive copy that always acknowledges that there are many types of breast cancer, that men can develop breast cancer, and that some people will not survive the disease.

COMMONLY USED TERMS:

- “Previvor” to refer to someone who has taken preventive measures like a prophylactic double mastectomy and/or oophorectomy.
- "Survivor" when referring to people diagnosed with breast cancer; this term is most commonly used by early-stage patients.
- "Thriver" is an alternative more commonly used by Stage 4, or metastatic, breast cancer patients.
- If in a mixed group of patients, just “thrivers” or “survivors and thrivers” is fine.

NOTE:

When working directly with people impacted by breast cancer, follow their lead on personal preferences for which term to use.

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Language Guidelines

Suggested Content Guidelines

Avoid framing language around finding a singular cure for breast cancer. Acknowledge that breast cancer is not one disease but many, each requiring its own treatment approach, and that several effective treatments already exist today, with more still on the way.

Reframe celebratory language for milestones, avoiding terms like "celebrating 10 years" or "10th anniversary." Celebratory language is counterintuitive for disease-focused organizations.

COMMON LANGUAGE SWAPS:

- Fighting / battling breast cancer → living with breast cancer / in treatment for breast cancer
- Cancer-free → entered remission / completed treatment
- Find a cure → improve outcomes and save lives for those impacted by breast cancer
- Celebrating → marking / recognizing

Download Logo & Language Guidelines

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Social Media "Dos" and "Don'ts"

Do:

- Promote your partnership with BCRF across social and digital channels, including the use of the BCRF logo, brand and messaging.
- Include donation disclosure language wherever you discuss your partnership with BCRF.
- Send all creative featuring the BCRF logo or campaign details to the BCRF team for review at least three business days in advance of launch.
- Use clear calls to action such as "learn more," "shop to support," or "donate" to help audiences understand how they can participate and include where the item can be purchased if possible.
- Ensure that any statistics or research claims about breast cancer are accurate and sourced from BCRF-approved materials.
- Prioritize high-performing formats such as carousel posts and short-form video (e.g., Reels), particularly on Instagram.
- Schedule posts during the work week—especially midweek (Tuesday–Thursday)—to maximize engagement.
- Use lifestyle, people-first, or user-generated content (UGC) imagery to create more engaging and authentic posts.
- Co-brand content that highlights funds raised and research impact to strengthen brand recognition and partnership visibility.

Don't:

- Use the BCRF logo, brand, or messaging without approval from your BCRF relationship manager.
- Make any unverified medical or scientific claims.
- Rely solely on product imagery for social media posts (people/lifestyle imagery is strongly preferred, as product-only images tend to underperform and appear overly promotional).
- Prioritize weekend posting for key campaign content, as performance tends to be significantly lower.

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Social Media “Dos” and “Don’ts”

Do:

- Tag BCRF’s official account across social channels

Instagram: @bcrfcure

Facebook: @The Breast Cancer Research Foundation

LinkedIn: @The Breast Cancer Research Foundation

TikTok: @bcrfcure



Carole,
Diagnosed in 2019

Suncera,
Diagnosed in 2025

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Ideas for Social Campaigns

- Sharing thriver stories—from employees, to customers, to business partners, etc.
- Fundraising updates as you progress toward established fundraising goal
- Educational content, such as:
  - Impact statements based on investment
  - How to stay on top of your breast health
  - How to care for a loved one with a breast cancer diagnosis
  - How research has led to recent breast cancer breakthroughs
  - Top 10 Things to Know About BCRF

Download Educational Content for Partners

Reminder on Timing

- October is a busy month for breast cancer awareness—keep messaging genuine and thoughtful, avoiding overuse of pink or adding to the noise without meaningful action.

BCRF Key Dates

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Sample Language for Social Content

TAILORED MESSAGING FOR MAXIMUM IMPACT

- "One in eight women in the U.S. will face breast cancer—but [COMPANY] is helping change the odds. Our partnership with BCRF fuels research that gives women more time."
- "Progress can't wait—and neither can we. As a BCRF partner, [BRAND] is driving lifesaving breakthroughs that turn research into hope for those who need it most."
- "Thanks to research, we're seeing real-time, tangible results. Rapid advances in research are having an immediate effect on breast cancer outcomes. The work is far from over, but there is undeniable evidence that research is the key."
- "With every dollar raised, [BRAND] helps fund lifesaving research grants each year, accelerating progress to end breast cancer."

HOW TO TAKE ACTION: CALLS TO INSPIRE SUPPORT

- "The only thing standing in the way of a cure for breast cancer is funding for research. Join us in fueling the next breakthrough."
- "Every purchase fuels lifesaving breast cancer research. Shop to support the cause today."

MESSAGING AND TAGLINES

- Research leads to breakthroughs. Breakthroughs lead to more time. More time leads to more moments that matter.
- More breakthroughs. More time. More life—because research saves lives.

Case Studies

Social Templates