


here MBCalliance year

OCTOBER2020

October						
Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
				Photo Post #1 Pinned to FB & TW 8:30 am		
4	5	6	7	8	9	10
	Video Post #1 Katherine O'Brien Pinned to FB & TW 8:30 am			Photo Post #2 Pinned to FB & TW 8:30 am		
11	12	13	14	15	16	17
		Metastatic Breast Cancer Awareness Day Photo Post #3 Pinned to FB & TW 8:30 am		Video Post #2 Lisa Laudico Pinned to FB & TW 8:30 am		
18	19	20	21	22	23	24
	Re-share Photo Post #1 Re-pin Oct. 13 post for remainder of month 8:30 am			Re-share Video Post #1 8:30 am		
25	26	27	28	29	30	31
	Re-Share Photo Post #2 8:30 am			Re-Share Video Post #2 8:30 am		

OCTOBER 2020

OCTOBER 1—PHOTO POST #1

	<p>For your information... <i>NOT</i> for inclusion in social media posts. Posts will direct users to the Here All Year Landing Page where these links will be available.</p> <p>LEARN MORE link: https://mbca.me/3kYIPwJ</p> <p>Source document accessible by clicking on the graphic: https://mbca.me/3jfaMzH</p>
---	--


FACEBOOK

October is Breast Cancer Awareness Month, and we'd like to bring more attention to Metastatic Breast Cancer, or breast cancer that spreads to other parts of the body. Share this post to raise awareness about MBC, and visit this link to learn more: <https://mbca.me/HAY>

TWITTER

October is Breast Cancer Awareness Month, and we'd like to bring more attention to Metastatic Breast Cancer, or breast cancer that spreads to other parts of the body. Share this post to raise awareness about MBC, and visit this link to learn more: <https://mbca.me/HAY> #HereAllYear #MetastaticBC

OCTOBER 5—VIDEO POST #1 – Katherine O'Brien

	<p>For your information... <i>NOT</i> for inclusion in social media posts. Posts will direct users to the Here All Year Landing Page where this link will be available.</p> <p>LEARN MORE link: https://mbca.me/KOB-HAY</p>
---	--

FACEBOOK

Katherine O'Brien has been living with Metastatic Breast Cancer for 12 years. Here's her perspective on navigating breast cancer awareness month and living with MBC. She's Here All Year. <https://mbca.me/HAY>

TWITTER

Katherine O'Brien has been living with Metastatic Breast Cancer for 12 years. Here's her perspective on navigating breast cancer awareness month and living with MBC. She's #HereAllYear <https://mbca.me/HAY> #MetastaticBC

OCTOBER 2020

OCTOBER 8—PHOTO POST #2



For your information... *NOT* for inclusion in social media posts. Posts will direct users to the [Here All Year Landing Page](#) where these links will be available.

LEARN MORE link: <https://mbca.me/3cGOpkp>

Source document accessible by clicking on the graphic:
<https://www.komen.org/breast-cancer/treatment/by-diagnosis/metastatic/>

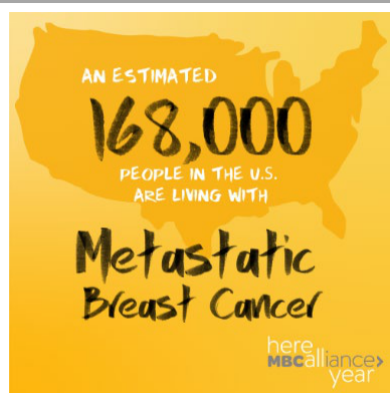
FACEBOOK

Did you know that up to 10% of patients won't know they have breast cancer until it's spread elsewhere in the body? Share this post to raise awareness about Metastatic Breast Cancer. You can visit this link to learn more about MBC and find additional resources: <https://mbca.me/HAY>

TWITTER

Did you know that up to 10% of patients won't know they have breast cancer until it's spread elsewhere in the body? Share this post to raise awareness about #MetastaticBC. You can visit this link to learn more about MBC and find additional resources: <https://mbca.me/HAY> #HereAllYear

OCTOBER 13 – PHOTO POST #3



For your information... *NOT* for inclusion in social media posts. Posts will direct users to the [Here All Year Landing Page](#) where these links will be available.

LEARN MORE link: <https://mbca.me/33bQeTm>

Source document accessible by clicking on the graphic:
<https://mbca.me/3jah0B0>

FACEBOOK

Today is Metastatic Breast Cancer Awareness Day. An estimated 168,000 Americans are currently living with MBC -- breast cancer that's spread to other parts of the body. Share this post to raise awareness, and visit this link to learn more: <https://mbca.me/HAY>

TWITTER

Today is Metastatic Breast Cancer Awareness Day. An estimated 168,000 Americans are currently living with MBC -- breast cancer that's spread to other parts of the body. Share this post to raise awareness, and visit this link to learn more: <https://mbca.me/HAY> #HereAllYear #BCAM

OCTOBER 2020

OCTOBER 15 – VIDEO POST #2 – Lisa Laudico



here
MBCalliance
year

October 2020

For your information... **NOT** for inclusion in social media posts. Posts will direct users to the [Here All Year Landing Page](#) where this link will be available.

LEARN MORE link: <http://mbca.me/OurMBCLife>

FACEBOOK

Up to 10% of patients will receive an initial diagnosis of Metastatic Breast Cancer. Lisa Laudico is one of those patients. Here is a small testament of what her experience of living with MBC for the last 3 years has been like: <https://mbca.me/HAY>

TWITTER

Up to 10% of patients will receive an initial diagnosis of Metastatic Breast Cancer. Lisa Laudico is one of those patients. Listen to her experience of living with MBC for the last 3 years: <https://mbca.me/HAY> #ourmbclife

FACEBOOK FRAME

Two Facebook frames are available for general public use on their profile pictures beginning on October 1.

To add a frame to your profile picture:

Go to www.facebook.com/profilepicframes or follow the steps you normally use on your mobile device to update your profile picture and choose "add a frame." Use "hereallyear" to search and select either "I'm HereAllYear" or "We'reHereAllYear" as the frame you want to use. Click Use as Profile Picture to save.

