**MBC Connect 2.0 Release Campaign**

**Instagram Copy**

**November 2019 - January 2020**

**Schedule the numbered posts below to be published on your organization’s Instagram channel, according to the schedule noted in the implementation guide.**

**Post #1: Coming soon!**

**PHOTO POST**

**Image:** coming-soon-insta-1.jpg

**Copy:**

COMING SOON: MBC Connect 2.0 will make it easy to find clinical trials by sending you potential matches. Help drive advances for metastatic breast cancer research through this secure, interactive patient experience registry. Learn more: MBCconnect.org

#MBCconnect #clinicaltrials #metastaticBC #MBCresearch #mBCSM #BCSM

**Post #2: Get ready**

**PHOTO POST**

**Image** **directly to Facebook first:** get-ready-insta-2.jpg

**Copy:**

GET READY FOR MBC CONNECT 2.0! Did you know all new treatments are the result of clinical trials? Our updated patient experience registry will show you matches for trials that may be right for you. Together, let’s advance metastatic breast cancer research. Learn more: MBCconnect.org

#MBCconnect #clinicaltrials #metastaticBC #MBCresearch #mBCSM #BCSM

**Post #3: It’s here!**

**PHOTO POST**

**Image:** its-here-insta-3.jpg

**Copy:**

MBC CONNECT 2.0 IS HERE!! Sign up or update your mobile app now to start getting potential matches to clinical trials, based on your patient info. Together, we can advance metastatic breast cancer research. Get started: MBCconnect.org

#MBCconnect #clinicaltrials #metastaticBC #MBCresearch #mBCSM #BCSM

**Post #4: Designed by patients, for patients**

**PHOTO POST**

**Image:** by-patients-insta-4.jpg

**Copy:**

JUST RELEASED! Now there’s an easy way to find clinical trials – using a tool designed by patients, for patients. Through MBC Connect 2.0, get matches to metastatic breast cancer trials that could be right for you. Simple language, targeted results, powerful potential. Get started: MBCconnect.org

#MBCconnect #clinicaltrials #metastaticBC #MBCresearch #mBCSM #BCSM

**Post #5: Fill out two short surveys**

**PHOTO POST**

**Image:** short-surveys-insta-5.jpg

NOW WITH CLINICAL TRIAL MATCHING: Just fill out two short surveys to start getting potential matches to clinical trials through MBC Connect 2.0! Help drive research for metastatic breast cancer through this HIPAA-compliant patient experience registry. Get started: MBCconnect.org

#MBCconnect #clinicaltrials #metastaticBC #MBCresearch #mBCSM #BCSM

**Post #6: Help advance breakthroughs**

**PHOTO POST**

**Image directly to Facebook first:** advance-breakthroughs-insta-6.jpg

**Copy:**

HELP ADVANCE BREAKTHROUGHS: MBC Connect 2.0’s secure patient experience registry shows you potential matches to clinical trials and lets you share them with your care team. Join today, and help accelerate research on metastatic breast cancer. Get started: MBCconnect.org

#MBCconnect #clinicaltrials #metastaticBC #MBCresearch #mBCSM #BCSM

**Post #7: Clinical trials in the palm of your hand**

**PHOTO POST**

**Image:** clinical-trials-insta-7.jpg

**Copy:**

CLINICAL TRIALS, IN THE PALM OF YOUR HAND: Download the MBC Connect 2.0 app now to get matches to metastatic breast cancer trials that could be right for you. Get started with two short surveys! The more you fill out, the more targeted your matches. Download now: MBCconnect.org

#MBCconnect #clinicaltrials #metastaticBC #MBCresearch #mBCSM #BCSM

**Post #8: Join the movement**

**PHOTO POST**

**Image:** join-the-movement-insta-8.jpg

**Copy:**

JOIN THE MOVEMENT! Now, the MBC Connect 2.0 patient experience registry can show you potential matches to clinical trials – so you can help drive advances. Together, let’s accelerate research on metastatic breast cancer. Get started: MBCconnect.org

#MBCconnect #clinicaltrials #metastaticBC #MBCresearch #mBCSM #BCSM