**MBC Connect 2.0 Release Campaign**

**Twitter Copy for MBCA Members**

**November 2019 - January 2020**

**Calendar the numbered posts below to be published on your organization’s Twitter page, according to the schedule noted in your implementation guide.**

**Post #1: Coming soon!**

**SHARE FROM MBCA TWITTER PAGE**

*Go to the* [*MBC Twitter page*](https://twitter.com/mbcalliance) *on November 22nd after 8 am ET and retweet this post to your channel. (Image shown below is for reference only.) The post will be available at the top of the MBCA page for 48 hours.*

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COMING SOON: #MBCconnect 2.0 will make it easy to find #clinicaltrials for #metastaticBC by sending you potential matches. Learn more: http://bit.ly/mbcatw #mBCSM #BCSM

**Post #2: Get ready**

**PHOTO TWEET**

**Image:** get-ready-2.jpg

**Copy:**

GET READY FOR #MBCCONNECT 2.0! Did you know all new treatments are the result of #clinicaltrials? Our updated patient experience registry will show you potential matches for #metastaticBC trials: <http://bit.ly/membtw> #MBCresearch

**Post #3: It’s here!**

**SHARE FROM MBCA TWITTER PAGE**

*Go to the* [*MBC Twitter page*](https://twitter.com/mbcalliance) *on December 2nd after 9 am ET and retweet this post to your channel. (Image shown below is for reference only. )The post will be available at the top of the MBCA page for 48 hours.*



MBC CONNECT 2.0 IS HERE!! Sign up or update your mobile app now to start getting potential matches to #metastaticBC #clinicaltrials, based on your patient info: http://bit.ly/mbcatw #MBCconnect #mBCSM #BCSM

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

**PHOTO TWEET**

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

**Copy:**

JUST RELEASED! Now there’s an easy way to find #clinicaltrials – using a tool designed by patients, for patients. #MBCconnect 2.0 matches you to #metastaticBC trials that could be right for you. Get started: <http://bit.ly/membtw> #mBCSM #BCSM

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

**SHARE FROM MBCA TWITTER PAGE**

*Go to the* [*MBC Twitter page*](https://twitter.com/mbcalliance) *on December 16th after 8 am ET and retweet this post to your channel. (Image shown below is for reference only. )The post will be available at the top of the MBCA page for 48 hours.*

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NOW WITH CLINICAL TRIAL MATCHING: Just fill out two short surveys to start getting potential matches to #clinicaltrials for #metastaticBC through #MBCconnect 2.0! Help drive #MBCresearch: http://bit.ly/mbcatw

**Post #6: Help advance breakthroughs**

**PHOTO TWEET**

**Image:** advance-breakthroughs-6.jpg

**Copy:**

HELP ADVANCE BREAKTHROUGHS: #MBCconnect 2.0’s patient experience registry shows you potential matches to #clinicaltrials for #metastaticBC and lets you share them with your care team: <http://bit.ly/membtw> #MBCresearch

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

**SHARE FROM MBCA TWITTER PAGE**

*Go to the* [*MBC Twitter page*](https://twitter.com/mbcalliance) *on January 6th after 8 am ET and retweet this post to your channel. (Image shown below is for reference only. )The post will be available at the top of the MBCA page for 48 hours.*

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CLINICAL TRIALS, IN THE PALM OF YOUR HAND: Download the #MBCconnect 2.0 app now to get matches to #metastaticBC trials that could be right for you: http://bit.ly/mbcatw #mBCSM #BCSM

**Post #8: Join the movement**

**PHOTO TWEET**

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

**Copy:**

JOIN THE MOVEMENT! The #MBCconnect 2.0 patient experience registry can show you potential matches to clinical trials – so you can help drive advances. Get started: <http://bit.ly/membtw> #MBCresearch