**Recommended Promotions/Activity**

1. In the week prior to the event, publish a post on your social channels to invite readers to join the tweetup. Use the copy and images below.
2. E-mail your MBC networks to let them know about the event. Ask them to participate on December 10th by retweeting posts from your channel, using the hashtag #ListenUpMBC.
3. Mark your calendar to join us for a live tweetup on Tuesday, December 10th at 10 am CT. Plan to post a series of five tweets about MBC disparities in clinical trials, using copy and images that will be provided.

**Event Promotion Posts (to publish week of December 2):**

**DOWNLOAD IMAGE HERE** (for use on all channels) [**EVENT PROMOTION IMAGE**](https://www.mbcalliance.org/ct-tweetup-toolkit)

**TWITTER**

**Image Name:** pre-event-f1.jpg

**Tweet Copy:**

Help bridge the gap for disparities in #clinicaltrials! Follow us to join the @MBCAlliance tweetup on Tues, 12/10 at 10 am CST for @Tigerlily Foundation's Young Women's #MBC Disparities Fireside Chat at #SABCS19. Retweet posts using hashtag #ListenUpMBC to raise awareness.

**FACEBOOK / INSTAGRAM:**

**Image Name:** pre-event-f1.jpg

**Post Copy:**

Help bridge the gap for disparities in clinical trials for metastatic breast cancer! Follow us on Twitter at [**twitter.com/mbcalliance**](file:///\\pink001\documents\MBC%20Alliance\@MEETINGS%20&%20CONFERENCES\SABCS\SABCS%202019\@Tigerlily\twitter.com\mbcalliance) to be part of the @Metastatic Breast Cancer Alliance's tweetup on Tuesday, December 10 at 10 am CST for @Tigerlily Foundation's "Young Women's #MBC Disparities Fireside Chat" at the 2019 @San Antonio Breast Cancer Symposium.

Retweet posts using the hashtag #ListenUpMBC, and help amplify messages to raise awareness!