

Affiliates Social Media Guidelines

- **Social Media posts** will only be granted to those **fully affiliated** with the Irish Cancer Society
- **Number of posts:** Up to **six posts a year** [January to December]
 - These posts will be **targeted** to the area and surrounding areas in question *i.e. a post for Dochas will be targeted to Offaly and surrounding areas of Co. Offaly.*
 - In every post the affiliate's Facebook page will be **tagged**
 - If you do not have a Facebook page, please see the step by step guide on how to set one up.
 - The Irish Cancer Society is also happy to share **relevant posts** from affiliate's facebook pages.
- **Format required:** Each post must be sent the way it will appear on Facebook. It must contain the wording, any links to the affiliate websites and attach a photo or image in **.jpeg** format.
E.g. – this is how a post will look on the Irish Cancer Society Facebook page.



- **Time frame required for posts:** We require **1 weeks' notice** for **all posts**. Please send all requests to **Orla Buckley** at webservices@irishcancer.ie and **Cc Dorothy Thomas** – dthomas@irishcancer.ie