The Princess Margaret Cancer Foundation UHN

CRICKET

SOCIAL MEDIA PLAYBOOK

for **CORPORATE TEAMS**

WELCOME TO THE CRICKET COMMUNITY

Thank you for playing one of the world's favourite sports, and raising funds for life-saving cancer research at The Princess Margaret. Your dedication is what fuels progress.

Table of Contents

Like any other guidebook, just scan for topics and tips you need or are interested in.

Section 1: Introduction: Igniting Your Personal Impact with Social Media 3

Welcome to The Princess Margaret Cancer Foundation Cricket Event Team 4

Our Mission 4

Quick Tips 4

Section 2: Your Company Team's Story: The "Why" with Collective & Global Impact 5

Frame Your Team's "Why": 6

Section 3: Connecting with Your Audience: Tailored Social Strategies 7

For the Team Captain 8

Section 4: Your Company Team's Social Media Toolkit: What to Post, When, and Where 9

How to Structure Your Posts 10

A. Pre-Event: Igniting the Spark 10

B. During the Event: Fanning the Fire 12

C. Post-Event: Keeping the Fire Burning 12

Essential Tools & Resources: 13

PMCF-Provided Social Media Templates: 13

Email Signature (Individual): 13

Corporate Toolkit: 13

Section 5: Platform-Specific Best Practices 14

LinkedIn: 15

Facebook & Instagram: 15

X (Formerly Twitter): 15

Internal Company Communication Channels: 15

Section 6: Advanced Tips for Maximizing Your Social Impact 16

Advanced Tips: 17

SECTION 1

INTRODUCTION: IGNITING YOUR PERSONAL IMPACT WITH SOCIAL MEDIA

WELCOME TO THE PRINCESS MARGARET CANCER FOUNDATION CRICKET EVENT TEAM!

This playbook is your guide to effectively sharing your company team's fundraising journey, engaging your employees, clients, and business partners, and maximizing your collective impact for The Princess Margaret Cancer Foundation through social media (@thepmcf).

OUR MISSION

To turn your team's passion for cricket and advancing cancer research into tangible progress, fueled by the power of your company's social connections and corporate responsibility.

QUICK TIPS:

- Tag @pmcfcricket on Instagram and @The Princess Margaret Cancer Foundation Cricket Event on Facebook.
- Use the hashtag #CarryTheFire.
- Add your reason for carrying the fire for a world free from the fear of cancer.

SECTION 2

YOUR COMPANY TEAM'S STORY: THE "WHY" WITH COLLECTIVE & GLOBAL IMPACT

FRAME YOUR TEAM'S "WHY":

Frame Your Team's "Why": Why is your company participating?

Corporate Values & CSR: Highlight your company's commitment to corporate social responsibility, community engagement, and employee well-being.

Team Building & Engagement: Emphasize the spirit of teamwork, healthy competition, and collective effort within your organization.

Global Impact Messaging: "A breakthrough in immunotherapy at The Princess Margaret doesn't stay in Toronto. It is published, shared, and becomes a new standard of care that can help a relative in Mumbai, a friend in Kingston, or a neighbour anywhere in the world. By supporting our company's cricket team, you're contributing to research that benefits us all."

SECTION 3

CONNECTING WITH YOUR AUDIENCE: TAILORED SOCIAL STRATEGIES (TEAM CAPTAIN'S PLAYBOOK)

FOR THE TEAM CAPTAIN:

This guide is effectively a "Team Captain's Playbook" for social media.

"Leverage the Power of 'We'": Frame all fundraising as a collective team goal. Instead of saying 'I need to raise,' say 'We are trying to raise $10,000 as a team to fund the next cancer research breakthrough.' This shifts the focus from an individual ask to a community effort, which is a powerful and familiar concept for employees and corporate partners.

Team Motivation: Use social media (internal company communication channels, group chats, company social pages) to share progress, celebrate milestones, and encourage friendly competition among team members.

Corporate Outreach: Develop strategies for using social media, especially LinkedIn, to:

- Solicit corporate sponsorships for your team.
- Engage employees to join the team or donate.
- Reach out to clients, vendors, and business partners for support.

SECTION 4

YOUR COMPANY TEAM'S SOCIAL MEDIA TOOLKIT: WHAT TO POST, WHEN, AND WHERE

HOW TO STRUCTURE YOUR POSTS

Company Hook: Start with something relatable to your company culture or values.

Clear Problem/Solution: Briefly explain why PMCF Cricket is important and what your team's fundraising achieves.

Specific, Impact-Tied Asks: Connect donations to tangible outcomes (e.g. $50 funds breakthroughs in early detection, innovative treatments and comprehensive support for cancer patients in Canada and around the world).

Strong Call to Action (CTA): Always include your company team's fundraising page link and tell people exactly what to do (e.g., "Join our team!", "Support our initiative!", "Sponsor us!").

A. PRE-EVENT: IGNITING THE SPARK

Build excitement, drive team sign-ups/recruitment, secure corporate sponsorships, and encourage employee and partner donations.

Content Ideas:

- Announcement of your company's participation in The Princess Margaret Cancer Foundation Cricket Event.
- Your team's "why" (corporate values, team building, community impact).
- Updates on team formation, practice, and challenges.
- Behind-the-scenes content of your team's preparations.
- Sharing PMCF facts/stories relevant to corporate responsibility.

Call to Action: "Join our team!", "Support our company's fundraiser!", "Sponsor our team!", "Donate to our page!"

Templates & Assets:

- Sample Post (Company Announcement): (e.g., "[Company Name] is proud to field a team for The Princess Margaret Cancer Foundation Cricket Event. We're carrying the fire for cancer research. Join us. [link]").
- Sample Post (Team Recruitment): (e.g., "Looking for passionate cricketers from [Company Name] to join our team for The Princess Margaret Cancer Foundation Cricket Event. Let's make an impact together... [link to sign up]").
- Sample Post (Corporate Sponsorship Ask): (e.g., "Partner with [Company Name] and The Princess Margaret Cancer Foundation Cricket Event to fuel life-saving research! Inquire about sponsorship opportunities. [email/link]").
- Available in a variety of formats for different social media platforms. Check out our Fundraising Resources to download our templates" please hyperlink to fundraising resources.

Example LinkedIn Post

Use the template below as a starting point for your post. Fill in all [bracketed fields] with your information, then share it on LinkedIn to connect with donors.

Sample post 1

#CarryTheFire. (Company Announcement): (e.g., "[Company Name] is proud to field a team for The Princess Margaret Cancer Foundation Cricket Event. We're carrying the fire for cancer research. Join us!

Sample post 2

#CarryTheFire. (Team Recruitment): (e.g., "Looking for passionate cricketers from [Company Name] to join our team for The Princess Margaret Cancer Foundation Cricket Event. Let's make an impact together... [link to sign]")

Sample post 3

#CarryTheFire. (Corporate Sponsorship Ask): (e.g., "Partner with [Company Name] and The Princess Margaret Cancer Foundation Cricket Event to fuel life-saving research! Inquire about sponsorship opportunities.

B. DURING THE EVENT: FANNING THE FIRE

Capture your Match Day highlights from runs scored to your favourite speeches and more to drive last-minute donations to your page.

Content Ideas:

- Live updates from the event (photos/videos of your team in action).
- Team huddles, action shots, celebration moments.
- Your team's fundraising goal updates ("Almost there! Help us hit our target!").
- Shout-outs to your company's donors, sponsors, and team members.
- Instagram Stories with polls, stickers, and location tags from the event.

Call to Action: "Donate now (last chance!)," "Cheer on Team [Company Name]!"

C. POST-EVENT: KEEPING THE FIRE BURNING

Celebrate your team's achievements, announce your company's results, drive post-event donations, and inspire future action.

Content Ideas:

- Event highlights and your team's reflections on the experience.
- Celebratory and thankful posts, announcing your final fundraising total.
- Thank you messages to your company's employees, clients, sponsors, and supporters.
- Updates on how your company's funds are making a difference.

Call to Action: "Fundraising window still open – donate now!," "Join us again next year!"

ESSENTIAL TOOLS & RESOURCES:

Your Company Team's Fundraising Page: This is your central hub for donations. Ensure it's fully customized with your company logo and messaging.

Your Company Team's Fundraising Link: Share this frequently and prominently in all communications.

Your Company Team's QR Code:

- **How to Use:** "Use your company's QR code on corporate communications, internal intranets, email signatures, or marketing materials. It makes donating instant and easy."

CRICKET SOCIAL MEDIA TEMPLATES

Post Templates: With pre-written copy and customizable visuals for Facebook, Instagram, LinkedIn. Find these templates on our Fundraising Resources page under the Social Resources section.

"Thank You" Template: For acknowledging your corporate donors and sponsors.

EMAIL SIGNATURE (CORPORATE):

"Team [Company Name] is proud to support The Princess Margaret in the PMCF Cricket. Our company is committed to making an impact, and you can support our effort here: [Link to the Corporate Team Fundraising Page]"

CORPORATE TOOLKIT:

- **Customizable Corporate Posters:** (to recruit teams, use for fundraising, customizable with company branding).
- **Corporate Sponsorship Request Email**: Template for approaching potential corporate sponsors.

Find these resources on our Skippers and Corporate Partnerships Resources page.

SECTION 5

PLATFORM-SPECIFIC BEST PRACTICES

LINKEDIN:

Primary Platform: Ideal for corporate announcements, demonstrating corporate social responsibility, engaging clients, vendors, and business partners.

Networking: Leverage company pages and individual employee profiles to amplify reach.

FACEBOOK & INSTAGRAM (COMPANY PAGES):

Employee Engagement: Share team photos, videos, and updates for broader internal employee engagement.

Public Awareness: Engage the general public with dynamic, visual content about your team's journey and company's values.

Hashtags: #PMCFCricket, #CarryTheFire, #CancerResearch, #[YourCompanyTeamName], #[YourCompanyHashtag].

X (FORMERLY TWITTER):

Concise & News-Focused: Share brief updates about your team's progress, fundraising milestones, and company involvement.

Hashtags & Mentions: Use relevant hashtags and tag @thepmcf.

INTERNAL COMPANY COMMUNICATION CHANNELS (E.G., INTRANET, SLACK, MICROSOFT TEAMS):

Team Motivation: Use these for direct, frequent updates, challenges, and motivation for your team members.

Employee Recruitment: Encourage more employees to join your team or donate.

SECTION 6

ADVANCED TIPS FOR MAXIMIZING YOUR SOCIAL IMPACT

ADVANCED TIPS:

Corporate Matching Programs: Actively promote to all employees and engage them in company matching gift offerings (if applicable) – this can significantly boost your team's total.

Corporate Sponsorships: Proactively develop strategies for using social media to identify and engage with existing company partners.

Team Leaderboards & Challenges: Create internal company leaderboards or challenges to foster friendly competition and drive donations among employees and departments.

Consistent Storytelling: Share the ongoing story of your company team's journey, its impact, and its commitment to PMCF's mission across all relevant social channels.

The Princess Margaret Cancer Foundation UHN

CRICKET

PMCFCricket.ca

The Princess Margaret Cancer Foundation UHN

CARRY THE FIRE