

UAMS Partners Card

Social Media Tip Sheet



Bring more customers to your shop or restaurant *and* raise more money for the fight against cancer with these simple tips using your social media accounts.

- First, follow the UAMS Cancer Institute and Partners Card on social media. You can find us by searching:

Twitter - @uamscancer

Facebook – UAMS Partners Card

- Post photos of your merchandise or menu items before and during Partners Card Week. Use the hashtag **#uamspartnerscard** on all posts so people can search for ideas on where to use their card. Get creative!
- Tag us in all of your posts so we can share them, increasing our reach and your potential customers. To tag us, type the above names (also called handles) into posts on the appropriate sites.
- Let your followers know how to buy a Partners Card by posting this link:
uamspartnerscard.com.
- Encourage your shoppers or diners to post photos of their purchases or menu items on their personal social media sites, by tagging both your place of business and Partners Card.