



Social Media Guidelines for Corporate Council Members and Corporate Partners

At The Skin Cancer Foundation, we believe in harnessing the power of social media to raise skin cancer awareness and create an active community of individuals affected by the disease and those who want to prevent it. Each week, we push out dozens of updates across X, Facebook, Instagram, Threads, Pinterest and LinkedIn with a singular goal: to educate the public about the prevention, early detection and effective treatment of the world's most common cancer.

Many of our Corporate Council members and corporate partners share in our mission, and we recognize that there are opportunities for collaboration that allow us to reach more people and save more lives. In considering joint social media efforts with the Foundation, please review the following guiding principles.

Guiding Principles for Social Media Engagement

We Do:

- Share educational material from SkinCancer.org and *Sun & Skin News* (SkinCancer.org/blog).
- Foster dialogue among those affected by the disease and create a safe space where these individuals can share their experiences.
- Share stories of individuals who have had skin cancer.
- Serve as a go-to resource when news breaks in the space.
- Share third-party (educational) content which features our experts and provides value to our audiences.
- Distribute skin cancer statistics.
- Highlight our programs and events.
- Solicit donations for The Skin Cancer Foundation.
- Highlight products recommended by the Foundation as safe and effective sun protection in #SunProtectionSaturday Instagram and Facebook posts.

We Don't:

- Solicit involvement in clinical trials and/or research studies.
- Provide medical advice to individuals.
- Share product news (launches, sales, etc.).
- Share content that is inconsistent with our own recommendations or guidelines (for example, prevention guidelines that differ from ours).
- Share press releases.
- Make product recommendations beyond sending followers to our Seal of Recommendation product finder (SkinCancer.org/products).
- Share content that promotes fundraising for other organizations/nonprofits.

The Skin Cancer Foundation's Social Media Audiences*

X: 22,300 followers

Facebook: 73,000 followers. Average monthly impressions: 300,000

Instagram: 45,200 followers. Average monthly impressions: 600,000

Pinterest: 344,000 monthly viewers. Average monthly impressions: 400,000

LinkedIn: 11,000 followers

Threads: 7,500 followers

YouTube: 1,180

*as of August 2025

The Skin Cancer Foundation's Social Media Channels



[@SkinCancerFoundation](https://www.facebook.com/SkinCancerFoundation)



[@SkinCancerOrg](https://twitter.com/SkinCancerOrg)



[@SkinCancerOrg](https://www.instagram.com/SkinCancerOrg)



[@SkinCancerOrg](https://www.tiktok.com/@SkinCancerOrg)



[@SkinCancerFoundation](https://www.linkedin.com/company/SkinCancerFoundation)



[/SkinCancerOrg](https://www.pinterest.com/SkinCancerOrg)



[/SkinCancerFoundation](https://www.youtube.com/SkinCancerFoundation)







[@SkinCancerOrg.bsky.social](https://www.threads.net/@SkinCancerOrg.bsky.social)

How We Work with Corporate Council Members and Corporate Partners

Sharing Our Content:

We encourage our Corporate Council members and corporate partners to help us raise awareness by sharing our social posts. Approval is not required when you are simply liking, sharing or retweeting our social posts. If you link to content on one of our web properties, we ask that you tag us in the posts. Without prior written permission, The Skin Cancer Foundation's content cannot be reposted on any partners' websites, social media accounts or e-communications.

<p>Sharing</p> <p>✓</p>	<p>Sharing</p> <p>✗</p>
 <p>Retweet or share our social posts</p>	<p>Copy and paste our social posts, sharing this information as if it's an original post</p> 
<p>Cite statistics from our Skin Cancer Facts & Statistics page (SkinCancer.org/facts) with proper attribution</p> <p>Example:</p> 	<p>Include statistics without attribution</p> <p>Example:</p> 
<p>Include a link to content hosted on SkinCancer.org</p>	<p>Post the Foundation's content to your website or social channels without prior permission</p>

Product Announcements and Promotions

To preserve the integrity of social channels, we only promote our recommended products during #SunProtectionSaturday. We cannot promote other products or any other line of products across our social channels.

Partnership Programs

For partnerships, including cause marketing campaigns, the Foundation may decide to leverage our social media accounts to spread the word. A minimum commitment of \$25,000 is required for consideration of a cause marketing campaign.

All assets shared by the partner and the Foundation must be approved by both parties. All assets must be submitted to the Foundation for review at least one week prior to the scheduled publication date.

Live Events

All social posts sent out on behalf of the Foundation go through a thorough review process. For that reason, we generally cannot engage in live events such as Instagram lives. In rare cases where the subject of the event is of value to our audiences, we may participate but we require an outline of conversation topics at

least one week prior to the event so we can plan accordingly.

Sharing Your Social Posts

While we make every effort to keep up with our partners' social media activity, it is impossible for us to monitor and review all posts. If you have a post that you would like to flag with our digital team for consideration, please be sure to tag us in the update so we receive a real-time notification. While we can't guarantee that we will engage with each one, we often like, share or reply to posts that deliver value to our audiences and help us educate our followers about sun protection and skin cancer. Please note: We will not share any post that contains product information or links to a product page.

Use of the Seal of Recommendation

We encourage Corporate Council members who have products that have earned the Seal of Recommendation to include our approved Seal of Recommendation on product packaging, product webpages and other marketing collateral, and as a visual asset in social media promotion. Since individual products earn the Seal (not brands), it's important that the correct Seal for your category be used with the product(s) that has earned the designation. The Seal of Recommendation cannot be displayed or mentioned in any campaign if the individual product that has earned the Seal is not featured.

Please send all materials that include the Seal of Recommendation as a graphic or in text to seal@skincancer.org for approval. We request three business days for review.

Members of the Foundation's Corporate Council and participants in the Seal of Recommendation program should not refer to either as a "partnership" with the Foundation. We view partnerships that occur through cause-marketing initiatives, program support or specific project sponsorship as a distinct relationship.

Corporate Council members may use the Corporate Council creative and describe themselves as a "Member of the Corporate Council" or a "Corporate Council Member."

Use of Corporate Council Membership Badge

We encourage Corporate Council members to display the approved badge in their brand level print and digital marketing materials to show their support for our work and alignment with our mission. Please send any materials that include mention of the Corporate Council as a graphic or in text to seal@skincancer.org for approval. We request three business days for review.

Use of The Skin Cancer Foundation Logo

Unless otherwise stated in your partnership agreement, use of The Skin Cancer Foundation's logo in promotional materials is prohibited. In instances where the use of the logo has been authorized, the materials must be reviewed, and approved, by the Foundation's Marketing Communications team.

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