

BCRF Social Resources and Chat Bot Messages



BCRF Social Handles

- Facebook: [@TheBreastCancerResearchFoundation](#)
- Instagram: [@bcrfcure](#)
- TikTok: [@bcrfcure](#)
- Twitter: [@bcrfcure](#)

BCRF Hashtags

- #ResearchIsTheReason
- #BeTheEnd

BCRF's Best Practices for Talking About Breast Cancer

Breast cancer is a serious and potentially lethal disease. More than 43,000 people in the U.S. will die from it this year alone. Even those who have great prognoses and survive the disease still may undergo difficult treatments and lose their breasts or other organs.

With this in mind, BCRF has a few tips for talking about the disease:

BE SENSITIVE:

Avoid making light of, sexualizing, or joking about breast cancer. BCRF only refers to breasts as breasts. A breast cancer diagnosis is life-altering for patients and their loved ones, and sometimes fatal.

BE MINDFUL OF METASTATIC BREAST CANCER:

While we have made incredible progress against breast cancer so that many people have good outcomes after a diagnosis, there are 168,000 people living with metastatic (a.k.a. stage 4) breast cancer, which can be treated but not cured. It is a terminal disease. **When you can, acknowledge the metastatic community, which desperately needs more research to change this devastating reality.**

BE INCLUSIVE:

While breast cancer overwhelmingly affects women, men also have breasts and are diagnosed with breast cancer. Trans women and men get breast cancer. When in doubt, say “people with breast cancer” or “breast cancer patients.”

A note on “fight” and “battle” language: Many people with breast cancer feel empowered by language such as “the fight against breast cancer” or “I’m fighting/battling breast cancer.” For others, especially in the metastatic community, this language can be very triggering, since no matter how hard they “fight,” they may not win against breast cancer.

Chat Bot Messages

- donate / !charity - I’m raising money for BCRF to support breast cancer research: [\[\[CAMPAIGN LINK\]\]](#).
- !goal - I’m raising money for BCRF to support breast cancer research. Help me reach my goal of [\[\[\\$X \]\]](#)! [\[\[CAMPAIGN LINK\]\]](#).
- !bcrf - [recommended to create a random return message from the following]
 - The Breast Cancer Research Foundation is dedicated to ending breast cancer by advancing the world’s most promising research. | [\[\[CAMPAIGN LINK\]\]](#)
 - 1 in 8 women will be diagnosed with breast cancer in their lifetime | [\[\[CAMPAIGN LINK\]\]](#)
 - Breast cancer is the most common cancer worldwide | [\[\[CAMPAIGN LINK\]\]](#)
 - Every 2 minutes, a woman in the U.S. is diagnosed with breast cancer | [\[\[CAMPAIGN LINK\]\]](#)
 - There are more than 3.8 million breast cancer survivors in the United States | [\[\[CAMPAIGN LINK\]\]](#)
 - Deaths from breast cancer have decreased by 40% since BCRF’s founding | [\[\[CAMPAIGN LINK\]\]](#)