



## Social Media Toolkit

Please use the following tools to guide your social media activity and show your support for the **Radiotherapy4Life** campaign. Feel free to copy, paste or personalise.



**#Radiotherapy4Life**

# Campaign story:

1 in 4 people in the UK will need radiotherapy at some point in their life. Radiotherapy is a safe, precise and cost-effective cancer treatment.

40% of cancer cures are thanks to radiotherapy, alone or combined with other treatments.

Only 5% of the entire NHS cancer budget is spent on this vital treatment.

Not everyone receives the best radiotherapy for their cancer because advanced services are currently restricted.

Estimates suggest that up to 24,000 cancer patients in the UK are missing out on radiotherapy every year.

The **Radiotherapy4Life** campaign is fighting for a world-class radiotherapy service for all.

We want people to go to [www.radiotherapy4life.org](http://www.radiotherapy4life.org) where they can email their MP asking them to support the campaign.

Help us spread the word.



Campaign hashtag:

**#Radiotherapy4Life**

Please use this hashtag to help others to see your social media messages about the campaign.



## Campaign images:

You can download these campaign images and share them on Twitter, Facebook and Instagram.

**Radiotherapy** kills  
cancer and saves lives

**I SUPPORT**  
**#Radiotherapy4Life**

I am part of the  
**Radiotherapy** workforce

**I SUPPORT**  
**#Radiotherapy4Life**

**Radiotherapy** needs  
more investment

**I SUPPORT**  
**#Radiotherapy4Life**

I've had **Radiotherapy**

**I SUPPORT**  
**#Radiotherapy4Life**



## Campaign tweets:

You can copy and paste the text below and share on Twitter with a downloadable campaign image.

1 in 4 of us will need radiotherapy at some point in our life. Only 5% of the entire cancer budget is spent on this vital treatment. Funding needs to be increased. I support [#Radiotherapy4Life](https://www.radiotherapy4life.org) [www.radiotherapy4life.org](http://www.radiotherapy4life.org)

Radiotherapy is a safe, effective and highly precise cancer treatment. 40% of cancer cures are thanks to radiotherapy. I support [#Radiotherapy4Life](https://www.radiotherapy4life.org) Find out how you can help: [www.radiotherapy4life.org](http://www.radiotherapy4life.org)

Estimates suggest that 24,000 cancer patients in the UK are missing out on radiotherapy every year. Please support [#Radiotherapy4Life](https://www.radiotherapy4life.org) - a campaign for a world-class radiotherapy for all. [www.radiotherapy4life.org](http://www.radiotherapy4life.org)

Everyone should be able to access world-class radiotherapy services wherever they live. I've shown my support for the [#Radiotherapy4Life](https://www.radiotherapy4life.org) campaign by emailing my MP. Find out more: [www.radiotherapy4life.org](http://www.radiotherapy4life.org)



## Campaign Facebook post:

You can copy and paste the text below and post it on Facebook.

1 in 4 of us will need radiotherapy at some point in our lives. Radiotherapy is one of the most cost-effective cancer treatments available. Technical advances over the last ten years have transformed the way radiotherapy can precisely target tumours, increasing cancer cure rates with less side effects. Advanced radiotherapy known as 'SABR' is being rationed in England. This means that some existing radiotherapy machines are not being operated to their full capability. The **#Radiotherapy4Life** campaign is calling for increased funding and improved access to this vital cancer treatment. To help improve cancer survival, email your MP asking them to support our mission. Find out how at [www.radiotherapy4life.org](http://www.radiotherapy4life.org)



Stay up to date with the campaign  
and our activities over the coming  
months by following us:



@Radiotherapy4Life



@RTherapy4Life



**Radiotherapy4Life**