World Cancer Research Day – Share Your Story

In support of [World Cancer Research Day](https://worldcancerresearchday.org), please join the National Cancer Institute and partners from around the world in sharing your cancer research story.

Tell the world Why...

“Why I do cancer research”
“Why I participate in cancer research”
“Why I support cancer research”

World Cancer Research Day organizers are encouraging people from all around the world to take selfie videos or post testimonials with a photo, and share their cancer research story on their personal social media accounts.

**General Video Guidelines:**
- Keep the videos short, simple, and conversational
- Tag videos using #WorldCancerResearchDay
- Make sure to have good internet connection when recording and uploading the video
- Record video vertically (not sideways)

**How to take and upload your cancer research selfie video to:**

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<th>Facebook</th>
<th>Twitter</th>
<th>Instagram</th>
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| 1. Click [Photo/Video](https://www.facebook.com) at the top of your News Feed or Timeline  
2. Choose a video  
3. Click **Post** | 1. Tap the **Tweet** icon then tap the **photo** icon  
2. Tap the **video** icon to access video mode  
3. Record a video by holding down the **record** icon To add more to your video, simply press and hold again  
4. When you are done recording, tap **Done** | 1. To upload a video or record a new one, first tap at the bottom of the screen  
2. To upload a video from your phone’s library, tap **Library** at the bottom of the screen and select the video you’d like to share  
3. To record a video, tap **Video** at the bottom of the screen. Tap and hold to start recording, and lift your finger to stop. You can tap and hold again to record multiple video clips and tap to switch between cameras |

**Recommended length:**  
- Facebook: 60 - 90 seconds  
- Twitter: 140 seconds or less  
- Instagram: 60 seconds