

Mission #1 Stretch Goal

7-days of posting

Create your own content

For if you want to take part in our festive campaign in a way that feels personal to you. Each post idea has a suggested caption riffing on our current campaign slogan: “whatever you’re feeling, feel your chest.”

Share existing content

For if you want something super easy. Reshare existing CoppaFeel! content spotlighting our current storyteller campaign and key breast cancer info.

Create your own content

Day 1 – “Feel it on the first”

Share our “Feel It On The First” post.

Suggested caption:

“feel it on the first 🧡

Whatever you’re feeling, feel your chest x”

Day 2 – Feeling festive?

Tree, bauble, fairy lights, pink Santa hat - anything with ✨ vibes.

“feeling festive?

whatever you’re feeling, feel your chest 🌲🧡”

CoppaFeel!

breast cancer awareness

Day 3 – Feeling cosy?

Your winter drink, slippers, blanket, pjs...

“feeling cosy?”

whatever you’re feeling, feel your chest 🍵”

Day 4 – Feeling yourself?

A fave outfit, selfie, fit check, makeup look.

“feeling yourself? love that for you.

whatever you’re feeling, feel your chest x”

Day 5 – Feeling social?

Snap from a hangout, lunch, party, group selfie.

“feeling social?”

whatever you’re feeling, feel your chest x”

Day 6 – Feeling grateful?

A person, a moment, a thing you appreciate this month.

“feeling grateful?”

whatever you’re feeling, feel your chest x”

Day 7 – Feeling ready?

Share a screenshot of your monthly reminder or a selfie with a checking card.

“feeling ready for a new habit?”

text CHECK to 82228 for monthly reminders

whatever you’re feeling, feel your chest x”

Share our content

Day 1 – “Feel it on the first”

Share our “Feel It On The First” post.

Day 2 – Robyn’s Story

Share a campaign storyteller post.

https://www.instagram.com/p/DO89IN_itWm/

Day 3 – Signs & Symptoms

Share our post highlighting the signs of breast cancer.

<https://www.instagram.com/p/DPMZo4XiU6I/>

Day 4 – Amber’s Story

Share a second campaign storyteller post.

<https://www.instagram.com/p/DQPXfuhCbWa/>

Day 5 – Going to the GP

Share our post on making the most of a GP appointment.

https://www.instagram.com/p/DRAZVV-k81V/?img_index=1

Day 6 – Men and breast cancer

Share our post highlighting that men can get breast cancer.

https://www.instagram.com/p/DNIZ3nYuoyZ/?img_index=1

Day 7 – Feeling ready for a new habit

Share our post encouraging sign ups to the text reminder service.

<https://www.instagram.com/p/DQHhG4Aj7Xz/>