

# YOUR SOCIAL MEDIA PLAYBOOK FOR THE WORLD'S GREATEST SHAVE

## WHY SOCIAL MEDIA MATTERS

Sharing your fundraising journey online is one of the most powerful ways to raise awareness, spark conversations, and encourage donations. While posting photos or videos can feel daunting, a few simple tips can help you feel confident and get your community excited about your shave, cut, or colour.

This guide is designed to support you at every stage - before, during, and after your hair transformation.

## HOW TO TAKE GREAT PHOTOS & VIDEOS

### The Basics

- **Background:** Choose a background that suits the moment. Make it fun, relevant, or meaningful. Check for clutter or distractions in the frame.
- **Lighting:** Always have the light in front of you. Natural light works best but if indoors, turn on the lights and avoid strong light behind you.
- **Angle:** Film at chin or chest level for the most flattering results. Don't be afraid to experiment with different angles to capture the action and be sure to film vertically (portrait)
- **Sound:** Stay close to the camera and be mindful of background noise like traffic or wind.

## QUICK CHECKLIST BEFORE POSTING

- Is the lighting clear and bright?
- Is the background relevant and distraction-free?
- Is everyone clearly in frame?
- Can you hear the audio clearly?
- If speaking to the camera, do you know what you want to say?

## VIDEO LENGTH

- **Speaking Videos:** 10 - 40 seconds works best. If sharing multiple updates, go for longer, just try not to go over 3 minutes.
- **Montages or non-speaking videos:** Anywhere from 5 - 60 seconds.



**HANDY TIP:** If it's noisy, plug in earphones with a built-in microphone, tuck the mic under your shirt, and film using the selfie camera.

## WHAT TO SHARE ON SOCIAL MEDIA

### Before Your Shave, Cut or Colour

- Announce that you're taking part in the World's Greatest Shave and explain what you'll be doing.
- Share why you signed up and your fundraising goal.
- If comfortable, talk about any personal connection you have to cancer.
- Feature family or friends who are part of your journey.
- Ask followers to vote on hairstyles.
- Talk about how it feels to be making a difference for Australians impacted by blood cancer.

### During Your Shave, Cut or Colour

- Capture before, during and after photos.
- Create a short montage or timelapse video.
- Take selfies with hairdressers, barbers, friends and family.
- Show the celebration with friends and family.

### After Your Shave, Cut or Colour

- Share your favourite moments from the day.
- Thank your supporters and let them know how much you raised.
- Explain the impact their support will have (*check out our messaging guide on your fundraising dashboard to help*).
- Nominate someone to take part in next year's World's Greatest Shave.

**REMEMBER:** Be yourself, have fun with it, and don't aim for perfection. Every post helps raise awareness and vital funds for Australians living with blood cancer, and that's bloody beautiful.

## SHARING YOUR FUNDRAISING LINK

Each platform works a little differently:

- Some allow links directly in posts (Facebook, LinkedIn, X).
- Others work best by placing your fundraising link in your profile bio (Instagram, TikTok, YouTube).
- Messaging platforms let you paste the link directly into chats or group conversations (WhatsApp).

Where possible, tag @worldsgreatestshave or @leukaemiafoundationaus to help spread the word further.

## WANT TO BE FEATURED?

We'd love to showcase your journey! Share your photos, videos, and motivation through the official World's Greatest Shave submission page.

## OFFICIAL HASHTAGS

Use these to connect with the wider community  
#worldsgreatestshave  
#leukaemiafoundation  
#cancerare

Leukaemia  
Foundation

World's  
Greatest  
Shave