



#GUTSelfie 2025



Your #GUTSelfie Guide

You're helping the UK get to grips with guts.

Together, we can raise vital awareness about digestive conditions and symptoms and the impact they have on our everyday lives.



Thank you for taking part in #GUTSelfie 2025!

Our guts have been underfunded, undervalued and misunderstood for decades. With your support, we can raise awareness of the many digestive conditions and symptoms that affect millions of people across the UK.

Our vision is a world where digestive conditions are better understood, better treated, and everyone who lives with one gets the support they need. We can only do that with your support. So, let's give our guts the attention they deserve. Join us on Instagram on Sunday 29th June 2025 and be part of something incredible.



This year's #GUTSelfie theme is...

Behind the Scenes: Making the invisible, visible

When it comes to digestive conditions and symptoms, nobody deserves to feel isolated or alone. Sadly, that's the reality for many. Help us shine a light on the unseen ups and downs, the invisible challenges, the true impact of everyday life with a digestive condition, and the good and bad that can come from living with one, whether it's managing pain that nobody else can see or feel, or celebrating the incredible community and friendships you've built with people who cheer you on and truly understand you.



Taking part on the day

Three easy steps to joining in one phenomenal movement

1

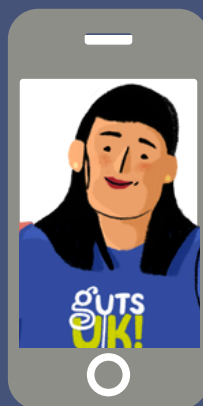
Get ready for your selfie with our temporary tattoos. Whether you put them on your arms, legs, stomach, back, chest or face, wear them with pride. You can also wear your Guts UK t-shirt and use your #GUTSelfie board.

2

Think about what you'd like to say in the caption of your #GUTSelfie. However much you choose to share about your personal experiences, remember that this is your #GUTSelfie and your story to share. Speak your reality, loud and proud!

3

It's time to grab your camera and start snapping. Post your #GUTSelfie on Instagram using the hashtag #GUTSelfie and tag us @gutscharityuk. You'll be joining hundreds of others helping the UK get to grips with guts.



Feeling creative?

If you're comfortable talking about your experiences on camera, you could upload a reel to Instagram or share a video on TikTok. You'll have the whole #GUTSelfie community behind you!

Terms & Conditions

By participating in Guts UK charity's #GUTSelfie 2025 campaign, you agree that you will be 16 years old or over at the time of participating on Sunday 29th June 2025; that you will not name any companies, clinics or individuals in any #GUTSelfie or Guts UK-related posts; and that you will not promote any products or individuals in your #GUTSelfie or Guts UK-related posts.

Guts UK has the right to re-use your #GUTSelfie content in our own communications, including on our website, social media accounts, printed materials and more, as well as in any relevant press opportunities. This includes all photographs, video, audio and written content.

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