

Social Media Posts

Updated November 2020

This document provides sample, pre-written social media posts targeting local and global health policymakers, community/faith leaders and key cervical cancer stakeholders that can be tailored, as needed, and distributed on your own Twitter, LinkedIn, and Facebook channels. Across the CCAE community, we hope to build a consistent digital dialogue over the coming months that will raise awareness of cervical cancer elimination and encourage collective action in support of the implementation of the WHO global strategy.

TIPS:

- Each post is meant to be “evergreen,” meaning it can be posted anytime, as opposed to during a specific milestone or activity
- Consider tagging stakeholder and partner organizations within your posts, and leveraging hashtags to extend the reach of your posts
- It is recommended to incorporate the content into an existing editorial calendar and publish posts in alignment with your typical posting cadence

Copy	Characters	Platform	Suggested Visuals
Screening for precancerous lesions is crucial to eliminating #cervicalcancer, yet <5% of women have been screened globally. See how countries can scale-up efforts, particularly in #LMICs, to meet @WHO global strategy targets: cervicalcanceraction.org/screening-and-treating-precancerous-lesions/	225 (not including link)	Twitter	Stock image or photograph of a woman/women, ages 30+ Infogram/image with 5% statistic
#DYK #HIV+ women are 5-6x more likely to develop #cervicalcancer? Listen to Jackie’s story and learn how we can ensure all women can access life-saving screening and treatment. https://www.youtube.com/watch?v=b3HsJR7E8-U	176 (not including link)	Twitter	Image of Jackie Infogram/image with HIV+ statistic
An investment to meet the targets of the World Health Organization global strategy for #cervicalcancer elimination could unlock the economic potential of ~250K women and add ~\$28B to the world’s economy through 2050. It’s an investment we can’t afford not to make. Call on your community and government leaders for financial commitments today for a healthier tomorrow: cervicalcanceraction.org	N/A	LinkedIn	Stock image or photograph of a woman/women working

Follow CCAE on Twitter: @CCAENetwork

‘Like’ us on Facebook: Cervical Cancer Action for Elimination (CCA)



<p>#HPV #vaccine is one of our most cost-effective tools to protect against at least 70% of all #cervicalcancer. It has been endorsed as a World Health Organization “best buy” – yet, only 15% of vaccine-eligible girls have received it. Recent commitments tied to Gavi, the Vaccine Alliance provide an opportunity to scale access, but governments and partners must work together to make HPV vaccine a part of routine immunization programs to ensure girls are protected for generations to come. Learn more here: cervicalcanceraction.org/hpv-vaccination/</p>	<p>N/A</p>	<p>LinkedIn</p>	<p>“How the HPV Vaccine Works” graphic from Cancer Research UK</p> <p>Stock image or photograph of a woman/women, ages 10-15</p>
<p>Early detection, diagnosis and prompt treatment of precancerous lesions are crucial to driving down cervical cancer incidence and improving survival rates. But in low- and middle-income countries, <20% of women have been screened for cervical cancer, compared with 60% in high-income countries. Call on your community leaders and policymakers to include these essential services in universal health plans and national elimination strategies to help close the disparity gap and end cervical cancer: cervicalcanceraction.org/screening-and-treating-precancerous-lesions/</p>	<p>N/A</p>	<p>Facebook</p>	<p>Stock image or photograph of a woman/women in LMIC</p> <p>Infogram with screening statistic</p>
<p>Meet Fanny – a mother of two from a small rural town in Bolivia.</p> <p>https://www.youtube.com/watch?v=XQyZBQFcD1w [Embed into post]</p> <p>Today, Fanny is cancer-free, but for too many women, early detection, diagnosis and prompt treatment remain out of reach, sending them into a painful, isolating and often fatal experience. Governments and civil society must come together to meet @WHO’s global strategy targets for cervical cancer elimination so that more women like Fanny can not only survive, but thrive for their communities! Learn more here: cervicalcanceraction.org</p>	<p>N/A</p>	<p>Facebook</p>	<p>Image of Fanny</p> <p>Infogram/image with HIV+ statistic</p>

When creating posts, consider leveraging relevant hashtags, as appropriate:

#cervicalcancer
 #HPV
 #Vaccine
 #HIV
 #CCAENetwork

Also, consider interacting with core CCAE partner channels/content:

Organization	Twitter	Facebook	LinkedIn
CCAЕ	@CCAENetwork	@Cervical Cancer Action for Elimination (CCAЕ)	n/a
American Cancer Society	@acsglobal	@AmericanCancerSociety	American Cancer Society
Global Initiative Against HPV and Cervical Cancer (GIAHC)	@GIAHC	@GIAHC	Global Initiative Against HPV and Cervical Cancer
Grounds for Health	@grounds4health	@GroundsForHealth	Grounds for Health
TogetHER for Health	@TogetHERHealth		TogetHER for Health
PATH	@PATHtweets	@PATHglobalhealth	PATH
Jhpiego	@Jhpiego	@Jhpiego	Jhpiego
Cancer Research UK	@CR_UK	@CancerResearchUK	Cancer Research UK
Basic Health International (BHI)	@BasicHealth	@BasicHealthInternational	Basic Health International
Union for International Cancer Control (UICC)	@uicc	@uicc.org	Union for International Cancer Control
AVAC	@HIVpxresearch	@HIVpxresearch	AVAC: Global Advocacy for HIV Prevention