



Social media toolkit

Help promote National Cervical Cancer Awareness Week (11-17 November 2019) by sharing Facebook and Twitter posts through your organisation's social media networks. The below posts can be adapted to include details of your organisation, activity or event.

Sample Instagram and Facebook posts

- Did you know? Most women who develop cervical cancer in Australia have either never screened or do not screen regularly. Learn more about the importance of regular cervical screening www.healthywa.wa.gov.au/cervicalscreening
- Women who have had the HPV vaccine also need regular cervical screening. Learn more about the importance of regular cervical screening www.healthywa.wa.gov.au/cervicalscreening
- Cervical cancer is one of the most preventable of all cancers. Protect yourself with regular cervical screening. Learn more about the importance of regular cervical screening www.healthywa.wa.gov.au/cervicalscreening
- Most cervical cancers can be prevented with regular screening. Learn more about the importance of regular cervical screening www.healthywa.wa.gov.au/cervicalscreening
- A Cervical Screening Test can save your life. Just get it done. Learn more about the importance of regular cervical screening www.healthywa.wa.gov.au/cervicalscreening
- My name is Charlene. Click here to hear about my journey with cervical cancer. Attach photo (below) and link (coming soon)
- My name is Natasha. Click here to hear about my journey with cervical cancer. Attach photo (below) and link (coming soon)

Sample Twitter posts

- A Cervical Screening Test can save your life. Just get it done. Learn more bit.ly/2Ad0EEw
- Most women who develop cervical cancer in Australia have either never screened or do not screen regularly. Learn more bit.ly/2Ad0EEw
- Women who have had the HPV vaccine also need regular cervical screening. Learn more bit.ly/cervical-screening
- Cervical cancer is one of the most preventable of all cancers. Protect yourself with regular cervical screening. Learn more bit.ly/cervical-screening
- My name is Charlene. I am now cervical cancer free. Click here to hear my story. Attach photo (below) and link (coming soon)
- My name is Natasha. I am now cervical cancer free. Click here to hear my story. Attach photo (below) and link (coming soon)

Hashtags

#cervicalscreeningjustgetitdone

GIFS

[GIF1 One test every five years](#)

[GIF 2 Are you up to date?](#)

[GIF 3 Protect yourself](#)

[GIF 4 One test every five years](#)

Sample Images for Facebook, Twitter and Instagram posts

Charlene's photo to be used to promote her testimonial video only

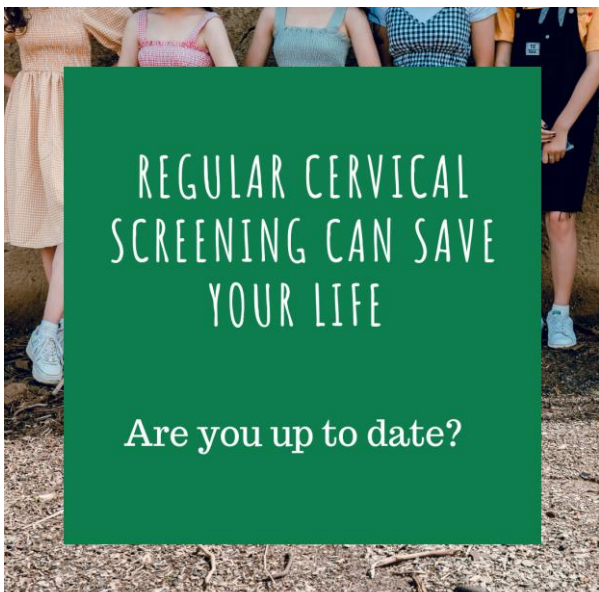
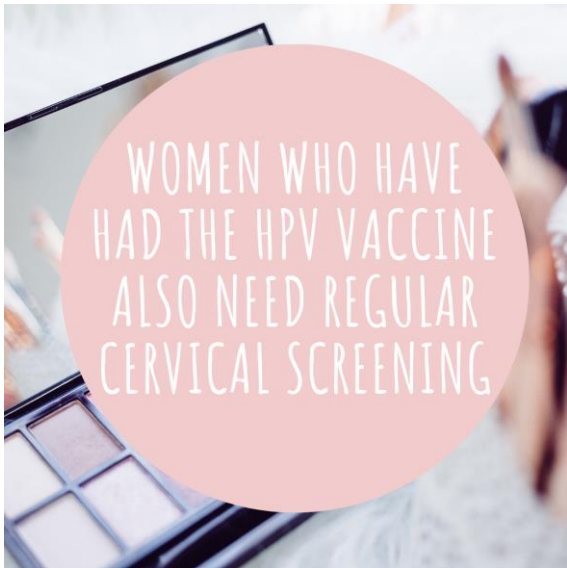


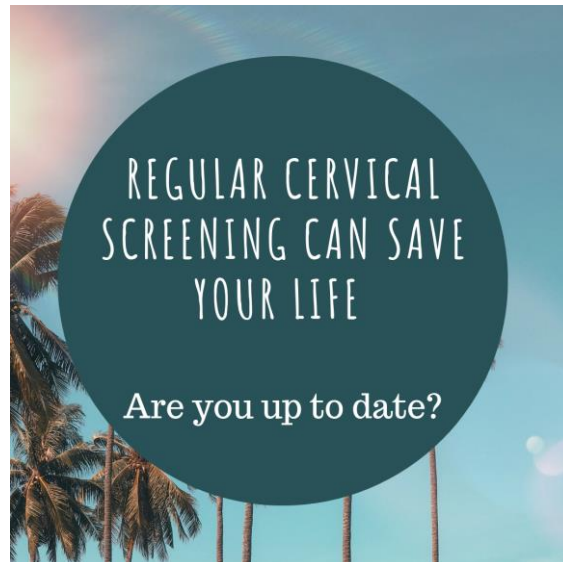
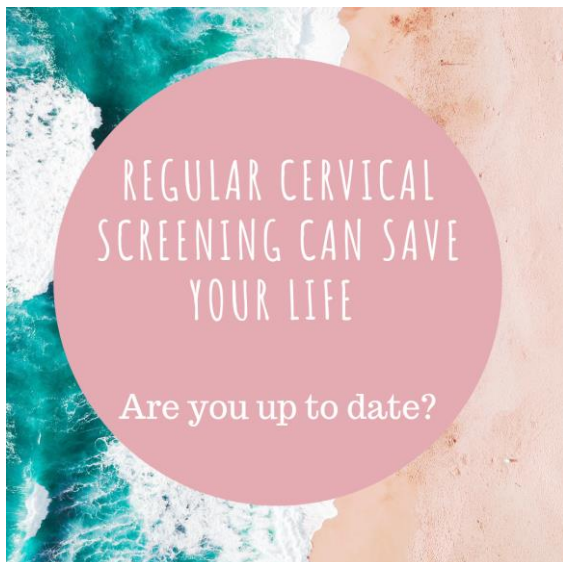
Natasha's photo to be used to promote her testimonial video only



A CERVICAL SCREENING TEST
COULD SAVE YOUR LIFE.







Key links

Webpage/video	Description	Web address
Consumer information webpage	Link consumers here for more information on the Cervical Screening Test and the importance of regular cervical screening	www.healthywa.wa.gov.au/cervicalscreening
WA Cervical Cancer Prevention Program's National Cervical Cancer Awareness Week webpage	Register an activity here and access free resources	https://ww2.health.wa.gov.au/Articles/A_E/Cervical-Cancer-Prevention-Campaign-2019
Healthy WA Facebook page	Keep an eye out for posts from WA Health promoting National Cervical Cancer Awareness Week	www.facebook.com/WAHealthy/
WA Health Twitter account (@WAHealth)	Keep an eye out for posts from WA Health promoting National Cervical Cancer Awareness Week	https://twitter.com/wahealth

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