Social media toolkit

Help promote the changes to cervical screening in Australia by using one or more of the following Facebook and Twitter posts within the social media networks of your organisation. These posts can be adapted to include specific details of your organisation, activity or event.

**Key Messages**

- The new Cervical Screening Test. More accurate. Less Often
- The two-yearly Pap smear has been replaced by a five-yearly Cervical Screening Test for women aged 25 to 74
- Screening with a Cervical Screening Test every five years is more effective than, and just as safe as, screening with a Pap smear every two years
- For more information speak to your healthcare provider or visit [www.healthywa.wa.gov.au/cervicalscreening](http://www.healthywa.wa.gov.au/cervicalscreening)

**Key Links**

| Consumer information webpage | Link consumers here for more information on the new Cervical Screening Test (videos included) and the importance of regular cervical screening | [www.healthywa.wa.gov.au/cervicalscreening](http://www.healthywa.wa.gov.au/cervicalscreening) |
| Healthy WA Facebook page | Keep an eye out for posts from WA Health promoting the new Cervical Screening Test and the importance of regular cervical screening | [www.facebook.com/WAHealthy/](http://www.facebook.com/WAHealthy/) |
| WA Health Twitter account (@WAHealth) | Keep an eye out for posts from WA Health promoting the new Cervical Screening Test and the importance of regular cervical screening | [www.twitter.com/wahealth](http://www.twitter.com/wahealth) |
| Australian Department of Health YouTube channel | View the videos on the new Cervical Screening Test here | YouTube channel: [www.youtube.com/user/healthgovau](http://www.youtube.com/user/healthgovau)  
Direct video links:  
- ‘Explainer’ video [www.youtube.com/watch?v=a22VIXp3cxc&t=1s](http://www.youtube.com/watch?v=a22VIXp3cxc&t=1s)  
- ‘High-five’ campaign video [www.youtube.com/watch?v=cz_zycVlyg4](http://www.youtube.com/watch?v=cz_zycVlyg4) |
| WA Cervical Cancer Prevention Program’s webpages for healthcare professionals | Access information on the Renewal of the National Cervical Screening Program, including tools and resources to promote the new Cervical Screening Test in your organisation | [ww2.health.wa.gov.au/renewalresources](http://ww2.health.wa.gov.au/renewalresources)  
Sample Facebook posts

- Have you heard? The two-yearly Pap smear has been replaced by a five-yearly Cervical Screening Test for women aged 25 to 74. Learn more about the changes to cervical screening [www.healthywa.wa.gov.au/cervicalscreening](http://www.healthywa.wa.gov.au/cervicalscreening)

- Did you know? The new Cervical Screening Test looks for human papillomavirus (HPV), which causes nearly all cervical cancers. Learn more about the importance of regular cervical screening [www.healthywa.wa.gov.au/cervicalscreening](http://www.healthywa.wa.gov.au/cervicalscreening)

- Did you know? 4 out of 5 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](http://www.healthywa.wa.gov.au/cervicalscreening)

- Did you know the new Cervical Screening Test is more accurate and required less often? Learn more about the changes to cervical screening [www.healthywa.wa.gov.au/cervicalscreening](http://www.healthywa.wa.gov.au/cervicalscreening)

- Screening with a Cervical Screening Test every 5 years is more effective than, and just as safe as, screening with a Pap smear every 2 years. Learn more about the changes to cervical screening [www.healthywa.wa.gov.au/cervicalscreening](http://www.healthywa.wa.gov.au/cervicalscreening)

- For most women aged 25 and over, your first Cervical Screening Test will be two years after your last Pap smear. Learn more about the changes to cervical screening [www.healthywa.wa.gov.au/cervicalscreening](http://www.healthywa.wa.gov.au/cervicalscreening)

- Women who have had the HPV vaccine also need to have regular Cervical Screening Tests. Learn more about the importance of regular cervical screening [www.healthywa.wa.gov.au/cervicalscreening](http://www.healthywa.wa.gov.au/cervicalscreening)

- Cervical cancer is one of the most preventable of all cancers with regular cervical screening. Learn more about the importance of regular cervical screening [www.healthywa.wa.gov.au/cervicalscreening](http://www.healthywa.wa.gov.au/cervicalscreening)

- A new and better test for women. Talk to your healthcare provider today about the new Cervical Screening Test, for yourself, your family and your community. Learn more about the changes to well women’s checks [www.healthywa.wa.gov.au/cervicalscreening](http://www.healthywa.wa.gov.au/cervicalscreening)

- The new Cervical Screening test replaces the Pap smear and, once you’ve had your first test, you only have to do it every 5 years. Learn more about the changes to well women’s checks [www.healthywa.wa.gov.au/cervicalscreening](http://www.healthywa.wa.gov.au/cervicalscreening)
Sample Twitter posts

- The two-yearly Pap smear has been replaced by a five-yearly Cervical Screening Test for women aged 25 to 74. Learn more bit.ly/2Ad0EEw
- The new Cervical Screening Test looks for human papillomavirus (HPV), which causes nearly all cervical cancers. Learn more bit.ly/2Ad0EEw
- 4 out of 5 women who develop cervical cancer in Australia have either never screened or do not screen regularly. Learn more bit.ly/2Ad0EEw
- The new Cervical Screening Test is more accurate and required less often. Learn more bit.ly/cervical-screening
- A Cervical Screening Test every 5 years is more effective than, and just as safe as, a Pap smear every 2 years. Learn more bit.ly/2Ad0EEw
- For most women aged 25 and over, your first Cervical Screening Test will be two years after your last Pap smear. Learn more bit.ly/2Ad0EEw
- Women who have had the HPV vaccine also need to have regular Cervical Screening Tests. Learn more bit.ly/cervical-screening
- Cervical cancer is one of the most preventable of all cancers with regular cervical screening. Learn more bit.ly/cervical-screening
- A new and better test for women. Talk to your healthcare provider today about the new Cervical Screening Test. Learn more bit.ly/2Ad0EEw
- The new Cervical Screening test replaces the Pap smear, and you only have to do it every 5 years. Learn more bit.ly/cervical-screening