Social Media Resources for HPV Vaccination Partners

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Cervical Health Awareness Month (Jan. 2017)

What Can You Do to Support HPV Vaccination Awareness During January?

- *Use social media* to increase awareness of HPV vaccination as a means to prevent cervical cancers and pre-cancers.
- Add information about HPV and cervical cancer prevention to your organization’s *newsletter or e-blasts*.
- *Support partner organizations* in their CHAM/CCAM activities.
#Hashtags

During January, please use the following hashtags on social media:

- #2shots2stopCancer
- #CervicalCancer
- #HPV
- #Cancer
- #prevention

Using hashtags helps people find your tweets and links them to larger social media movements, increasing engagement and retweets.
Tweet throughout January and use our new HPV vaccination hashtag: #2shots2stopCancer

• #DYK January is #CervicalCancer Awareness Month! Prevent #cancer with #HPV vaccine and #screening. #2shots2stopCancer

• #HPV vaccination is #cervicalcancer prevention! We’re In! with @HPVRoundtable #2shots2stopCancer

• Help prevent #cervicalcancer with #screening and on-time #HPV vaccination for boys and girls at age 11 or 12. #2shots2stopCancer
Tweets with videos increase clicks, retweets & favorites! Here are 2 tweets with videos you can use throughout January:

- WATCH @christinebaze share her #cervicalcancer story & how we can stop #cancer w/ #HPV vaccine http://bit.ly/ChristineBaze #2Shots2StopCancer

- #HPV vaccine means no one will have to go through what I went through. WATCH #cervicalcancer #survivor @tamikafelder http://bit.ly/TamikaFelder
Facebook is a great storytelling platform. Here is a powerful story you can post to Facebook in January:

**Lady Ganga: Nilza’s Story** – This 18-minute video shares the story of Michele Frazier Baldwin, a mother of three who succumbed to cervical cancer caused by HPV infection. When she knew she was dying, she traveled to India to paddleboard down the Ganges River in order to find peace and to bring awareness to cervical cancer and its prevention to the women of India. Watch the video to see how her story saved another mom — a world away.

#LadyGanga
A Word About “Trolls”

“No way am I going down there—what if there’s a comments section?”

Consider ignoring them
• Trolls will usually go away if you don’t engage with them.

Avoid Arguments
• Keep your interaction to a minimum, only correcting inaccurate data.

Enlist Help
• You are not alone! Reach out to partner organizations such as Voices for Vaccines if you need help.
Partner Resources

Download the HPV Partner Resource Document for links to HPV vaccination resources from the following partners:

• American Cancer Society
• American Academy of Pediatrics
• Centers for Disease Control and Prevention
• George Washington Cancer Center
• National HPV Vaccination Roundtable
Questions?

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Follow us on Twitter: @HPVRoundtable
#2shots2stopCancer