

Sample Social Media Posts

Pre-Screening

Facebook

- It is estimated that one in five Americans will develop skin cancer in their lifetime, and approximately twenty people die of melanoma, the deadliest form of skin cancer, each day. Yet when caught early, skin cancer is highly treatable. Join [me/us] for a free SPOT Skin Cancer™ screening on [date(s)] from [hours] at [location]. [Include registration phone number and/or mention that walk-ins are welcome.]
- Spotting skin cancer only takes a quick check of the skin. [I/We am/are] holding a free SPOT Skin Cancer™ screening on [date(s)] from [hours] at [location]. [Include registration phone number and/or mention that walk-ins are welcome.]

Want to know what to expect at a skin cancer screening? Visit:

aad.org/public/public-health/skin-cancer-screenings/what-to-expect

- Did you know that skin cancer is the most common cancer in the United States? It's highly treatable when caught early. Stop by for a free SPOT Skin Cancer™ screening on [date(s)] from [hours] at [location]. [Include registration phone number and/or mention that walk-ins are welcome.]

Twitter

(Remember: Twitter posts can be no longer than 280 characters. After personalizing, check your character count and adjust your tweet accordingly.)

- Get a free SPOT Skin Cancer™ screening on [date(s)] from [hours] at [location]. Call [phone number] to register.
- Get a free SPOT Skin Cancer™ screening on [date(s)] from [hours] at [location]. [Walk-ins are welcome].
- Skin cancer is the most common cancer in the U.S. Get a free SPOT Skin Cancer™ screening on [date(s)]. [link to more info on your website]
- Everyone is at risk for skin cancer. Come get your skin checked at my/our free SPOT Skin Cancer™ screening on [date(s)]. [link to more info on your website]
- A skin cancer exam only takes a few minutes and could save your life. Get a free SPOT Skin Cancer™ screening on [date(s)]. [link to more info on your website]

Instagram

It is estimated that one in five Americans will develop skin cancer in their lifetime, and approximately twenty people die of melanoma – the deadliest form of skin cancer – each day. Yet, when caught early, skin cancer is highly treatable. Join [me/us] for a free skin cancer screening in partnership with @aadskin1 on [dates] from [hours] at [location].

Did you know that skin cancer is the most common cancer in the United States? It is highly treatable when caught early. Stop by for a free skin cancer screening in partnership with @aadskin1 on [dates] from [hours] at [location].

Brought to you by the American Academy of Dermatology

SpotSkinCancer.org

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Post-Screening

Facebook

Thanks to all who came in for a free SPOT Skin Cancer™ screening. Be sure to regularly check your skin and bring any suspicious spots to [my/our] attention.

aad.org/spot-skin-cancer/understanding-skin-cancer/how-do-i-check-my-skin

Twitter

Thanks to all who came in for a free SPOT Skin Cancer™ screening. Keep an eye on your skin for any suspicious spots!

aad.org/spot-skin-cancer/understanding-skin-cancer/how-do-i-check-my-skin

Instagram

Thanks to all who came in for a free SPOT Skin Cancer™ screening. Be sure to regularly check your skin and see a board-certified dermatologist if you notice any suspicious spots.

aad.org/spot-skin-cancer/understanding-skin-cancer/how-do-i-check-my-skin

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