

# 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 Skin Cancer Check on [date(s)] from [hours] at [location].

[Include registration phone number and/or mention that walk-ins are welcome.]

- Unlike other cancers, skin cancer can be seen on the surface of your skin. [I/We am/are] holding a free Skin Cancer Check 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 check? Visit:

[aad.org/skin-cancer-screenings](http://aad.org/skin-cancer-screenings)

- 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 Skin Cancer Check on [date(s)] from [hours] at [location]. [Include registration phone number and/or mention that walk-ins are welcome.]

### X (Twitter)

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

- Get a free Skin Cancer Check on [date(s)] from [hours] at [location]. Call [phone number] to register.
- Get a free Skin Cancer Check 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 Skin Cancer Check 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 Skin Cancer Check event 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 Check 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 Check in partnership with @aadskin1 on [dates] from [hours] at [location].

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## Post-Screening

### Facebook

Thanks to all who came in for a free Skin Cancer Check. 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](https://aad.org/spot-skin-cancer/understanding-skin-cancer/how-do-i-check-my-skin)

### X (Twitter)

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

[aad.org/spot-skin-cancer/understanding-skin-cancer/how-do-i-check-my-skin](https://aad.org/spot-skin-cancer/understanding-skin-cancer/how-do-i-check-my-skin)

### Instagram

Thanks to all who came in for a free Skin Cancer Check. 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](https://aad.org/spot-skin-cancer/understanding-skin-cancer/how-do-i-check-my-skin)

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