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**Social Media Toolkit**

**Sample social media posts**

Use or edit these sample posts for your organization’s social media needs. These posts are intended to raise awareness through social media about melanoma, skin cancer prevention, and early detection. Feel free to use these posts during Skin Cancer Awareness Month for May or throughout the year.

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| **Facebook Posts** | **Twitter Posts** | **Image or Graphic** |
| Ultraviolet radiation (UV) causes about 9 out of every 10 skin cancers. Practice sun safety to protect yourself from damaging UV rays. For sun safety tips visit https://bit.ly/2x5Ugi2 #skincancer #prevention #sunsafety | Ultraviolet radiation (UV) causes about 9 out of every 10 skin cancers. Practice sun safety to protect yourself from damaging UV rays. For sun safety tips visit https://bit.ly/2x5Ugi2 #skincancer #prevention #sunsafety |  |
| While working or recreating outdoors it’s important to limit your UV exposure. If you’re using sunscreen, keep in mind that it works best when it’s reapplied. #sunsafety #tips #skincancerawareness | While working or recreating outdoors it’s important to limit your UV exposure. If you’re using #sunscreen, keep in mind that it works best when it’s reapplied. #sunsafety #tips #skincancerawareness |  |
| Skin cancer lets you know it’s there. Look for changes in your moles and skin. If you see something new or different talk to your care provider. For more information on what to look for visit https://bit.ly/1OkOZCf #skincancerawareness #prevention #earlydetection | Skin cancer lets you know it’s there. Look for changes in your moles and skin. If you see something new or different talk to your care provider. For more information on what to look for visit https://bit.ly/1OkOZCf #skincancerawareness #prevention #earlydetection |  |
| Clothing is your best defense against harmful UV while at work. Consider keeping an extra long-sleeved shirt in your vehicle to protect your arms from the sun, especially when driving with the window down. #sunsafety #skincancer #prevention | Clothing is your best defense against harmful UV while at work. Consider keeping an extra long-sleeved shirt in your vehicle to protect your arms from the sun, especially when driving with the window down. #sunsafety #skincancer #prevention | A person holding a steering wheel  Description automatically generated |
| UV is not high all the time, so it’s a good idea to check the UV Index every day to know when to take sun safety precautions. Peak UV hours are usually from 10 am to 4 pm every day - that’s when sun protection is most needed. Check today's UV here: www.epa.gov/sunsafety | UV is not high all the time, so it’s a good idea to check the UV Index every day to know when to take sun safety precautions. Peak UV hours are usually from 10 am to 4 pm every day - that’s when sun protection is most needed. Check today's UV here: www.epa.gov/sunsafety | A close-up of a label  Description automatically generated |
| It’s true, UV is lower on rainy days, but you can still get a sunburn on a cloudy day. Clouds screen only about 20- 40 percent of UV. Even on cool summer days, UV can still be high and cause damage to your skin if not protected. #skincancer #prevention #sunsafety | It’s true, UV is lower on rainy days, but you can still get a sunburn on a cloudy day. Clouds screen only about 20- 40 percent of UV. Even on cool summer days, UV can still be high and cause damage to your skin if not protected. #skincancer #prevention #sunsafety |  |
| Protect your skin from harmful UV when it’s highest at midday by taking your lunch break indoors, in a vehicle, or in the shade whenever possible. #prevention #skincancerawareness | Protect your skin from harmful UV when it’s highest at midday by taking your lunch break indoors, in a vehicle, or in the shade whenever possible. #prevention #skincancerawareness | A tree in a park  Description automatically generated |
| SPF stands for sun protection factor and is a measure of UVB protection. Always use sunscreen with an SPF of 30 or higher when working outdoors. A higher SPF sunscreen means stronger and longer protection. #sunscreen #skincancer | SPF stands for sun protection factor and is a measure of UVB protection. Always use sunscreen with an SPF of 30 or higher when working outdoors. A higher SPF sunscreen means stronger and longer protection. #sunscreen #skincancer | A blue bottle of sunscreen  Description automatically generated |
| Although auto glass does not block all UV rays, it’s important to note that riding in a vehicle with the window down increases your UV dose 5x more than a closed window. Roll those windows up! #sunsafety #skincancerprevention | Although auto glass does not block all UV rays, it’s important to note that riding in a vehicle with the window down increases your UV dose 5x more than a closed window. Roll those windows up! #sunsafety #skincancerprevention | A white truck parked on a dirt road  Description automatically generated |
| Did you know UV is a class 1 carcinogen? It’s in the same category as asbestos, vinyl chloride, radon, and benzene. Protect yourself from UV by practicing on the job. #sunsafety #skincancerawareness #prevention | Did you know UV is a class 1 carcinogen? It’s in the same category as asbestos, vinyl chloride, radon, and benzene. Protect yourself from UV by practicing on the job. #sunsafety #skincancerawareness #prevention | A group of men working on a construction site  Description automatically generated |
| Clothing is the best sunscreen! The more skin it covers, the better. Wear a long-sleeved shirt to protect your arms from the sun. Choose sweat-wicking fabrics for comfort. #sunsafety #skincancer #prevention | Clothing is the best sunscreen! The more skin it covers, the better. Wear a long-sleeved shirt to protect your arms from the sun. Choose sweat-wicking fabrics for comfort. #sunsafety #skincancer #prevention |  |
| Remember to protect the back of your neck from the sun. Add a brim extender or a neck flap to a hard hat. Or wear a bandana. They’ll protect you from UV and keep you cooler, too. #sunsafety #prevention | Remember to protect the back of your neck from the sun. Add a brim extender or a neck flap to a hard hat. Or wear a bandana. They’ll protect you from UV and keep you cooler, too. #sunsafety #prevention | A person in a helmet holding a hammer  Description automatically generated |
| Sunglasses. Check. Hat. Check.  Long sleeves. Check. Sunscreen. Check. Forget anything?  Lip balm with SPF 15 or more. Check and done | Sunglasses. Check. Hat. Check.  Long sleeves. Check. Sunscreen. Check. Forget anything?  Lip balm with SPF 15 or more. Check and done | A tool belt with a lotion bottle and a hammer  Description automatically generated with medium confidence |