

SOCIAL MEDIA TOOLS
BLOG, TWITTER AND FACEBOOK SAMPLES
PROSTATE CANCER AWARENESS MONTH
September 2015

MULTIPLE SOCIAL MEDIA TOOLKIT

The following link takes you to a toolkit that offers a guideline for the entire month of September to help you to create a simple social media strategy. To keep you on track, it offers exact dates to tweet and post on Facebook along with multiple examples of what to say. Don't know how to use Facebook or Twitter? That's okay! This toolkit will help you familiarize yourself with the basics of each. It is an excellent resource to make social media an easy way to reach your community.

http://smhs.gwu.edu/cancercontroltap/sites/cancercontroltap/files/Prostate_SocMediaToolkit2015-FINAL.pdf

(Source: GW Cancer Institute)

SAMPLE BLOG

SPEAKING OUT FOR PROSTATE CANCER AWARENESS

September is Prostate Cancer Awareness Month. The Maryland Department of Health and Mental Hygiene is educating Maryland residents about Prostate Cancer. Prostate cancer is the most common cancer in men and is the second leading cause of cancer deaths in men in the United States. The [American Cancer Society](#) (ACS) estimates that 4,620 men in Maryland will be diagnosed with prostate cancer and 500 will die from prostate cancer in 2015. All over Maryland people are taking part in campaigns supporting Prostate Cancer Awareness and Men's Health Issues.

Current screening guidelines for prostate cancer emphasize the importance of making an informed decision. In May 2012, the United States Preventative Task Force (USPTFS) issued a final [recommendation statement](#) on the use of prostate-specific antigen (PSA) screening test to find prostate cancer. It concluded that the expected harms of PSA screening are greater than the potential benefit. A man's decision to be screened for prostate cancer should reflect a clear understanding of the possible benefits and harms. It is very important that men communicate with their doctors about these risks and benefits of prostate cancer screening based on their personal values and preferences.

Prostate cancer in its earlier stages often causes no symptoms at all. Advanced stages of prostate cancer may cause blood in the urine; frequent urination (especially at night); weak or interrupted urine flow; pain or a burning feeling while urinating; and constant pain in the hips, spine, ribs, or other areas. Men should consult with their health care provider if any of these symptoms occur.

The main risk factor for prostate cancer is age, with 97 percent of prostate cancer cases occurring in men age 50 and older. Other risk factors include family history of the disease and African Ancestry. Having a father or brother with prostate cancer and being an African American or a Caribbean of African descent increases a man's risk for prostate cancer. Although it is not yet known how to prevent prostate cancer, having a healthy diet, being physically active, maintaining a healthy weight, and not smoking may help to lower the risk of many types of cancer, while also reducing the risk of heart disease, diabetes, and stroke.

For more information about prostate cancer, call the (insert name of local health department) at (insert telephone number) or contact the 24-hour line of the American Cancer Society's Cancer Information Specialist at 1-800-ACS-2345 (1-800-227-2345).

SAMPLE FACEBOOK POSTINGS

More than 2 million men in the US count themselves as prostate cancer survivors. To learn more about your personal risk for prostate cancer visit <http://www.cancer.org/cancer/prostatecancer/index> (Source: American Cancer Society)

September is Prostate Cancer Awareness Month! Prostate cancer is the most common cancer in men. Talk to the men in your life about their health! <http://www.cdc.gov/Features/ProstateCancer> (Source: CDC)

Do you know the symptoms of prostate cancer? Do you know if you have a family history of the Prostate Cancer? Get the facts --it may save a life--maybe even your own! www.pcf.org (Source: Prostate Cancer Foundation)

1 in 6 American men will be diagnosed with prostate cancer in their lifetimes. The good news is it's often treatable. Learn how to protect our fathers, our sons, our brothers, our friends, and husbands. www.pcf.org (Source: Prostate Cancer Foundation)

SAMPLE TWEETS

Life is precious & we want men to enjoy it to the fullest! Do you know the symptoms of #prostatecancer? Get the facts. www.pcf.org (Source: Prostate Cancer Foundation)

September is National Prostate Cancer Awareness Month. Learn more about #prostate cancer. <http://www.cancer.org/cancer/prostatecancer/index> (Source: American Cancer Society)

Talk to the men in your life about their health! #Prostate Cancer Awareness.

<http://www.cdc.gov/Features/ProstateCancer>

(Source: CDC)

Prostate cancer is the most common cancer among American men. Talk to your doctor before you get tested or treated for #prostate cancer.

<http://www.cdc.gov/Features/ProstateCancer>

(Source: CDC)

Your age, race & family history can increase your chance of getting Prostate Cancer. Learn more about your personal risk for #prostate cancer.

<http://www.cdc.gov/Features/ProstateCancer>

(Source: CDC)

1 in 6 US men will be diagnosed with prostate cancer. Learn how to protect the men you love and get the facts on #prostate cancer.

www.pcf.org

(Source: Prostate Cancer Foundation)