IMPACT MELANOMA

One Concord Farms
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Concord, MA 01742

800.557.6352
info@impactmelanoma.org

@impactmelanoma

IMPACT MELANOMA'S SOCIAL MEDIA GUIDE

We are excited for a successful year working together as Partners in Prevention!

This social media guide is intended to help you with your social media strategy and provide content to build awareness of the efforts and to educate people about the importance of prevention education when it comes to skin cancer, including melanoma.

INSTRUCTIONS:

- **CHOOSE A CAPTION:** Select one of the provided captions that best suits your chosen social media platform or desired message.
- **ATTACH AN IMAGE:** Pick an image from the provided library to pair with your caption. Each image is designed to complement the text; please do not post an image without its corresponding caption.
- **ADD HASHTAGS:** Use the recommended hashtags listed below with your caption. These are tailored to maximize reach and engagement with your target audience.
- **ADD YOUR LOGO:** There is space on each image for you to add your logo, too. This customization allows you to co-brand and increase visibility of your partnership in prevention efforts.
- **SHARE YOUR PHOTOS:** We'd love to feature your sunscreen dispensers in action! Send photos to Matthew Siden at **msiden@impactmelanoma.org** for a chance to be highlighted on our social media platforms.

CAPTIONS

DISPENSER-SPECIFIC

We're excited to #PracticeSafeSkin with @IMPACTMelanoma. Check out our parks/camp/XX for the bright yellow sunscreen dispensers. #SPFisYourBFF

We've teamed up with @IMPACTMelanoma to provide YOU with free sunscreen! Look for the bright yellow sunscreen dispensers and make sure to #PracticeSafeSkin. Remember: #SPFisYourBFF

We've committed to #PracticeSafeSkin with @IMPACTMelanoma by providing access to free sunscreen. Look for the bright yellow dispensers in our XXX and remember, #SPFisYourBFF.

We've committed to #PracticeSafeSkin. Together, with @IMPACTMelanoma, we're installing a free sunscreen dispenser to help prevent #melanoma and #skincancer. Look out for the bright yellow dispenser and remember #SPFIsYourBFF

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ADDITIONAL POSTS:

#PracticeSafeSkin this summer! Stay sun-safe and stylish this season! Remember, it's not just about sunscreen. Protect your head and ears with a hat, and shield your eyes with sunglasses that provide UV protection.

Keep the littlest ones safe! The American Academy of Pediatrics advises keeping babies under 6 months out of direct sunlight. Proud to partner with @IMPACTMelanoma in promoting #NoSunForBabies. Let's protect their delicate skin! #SunSafety

Did you know? Outdoor workers face eight times more UV radiation than their indoor counterparts. We're proud to support #SafeSkinatWork with @IMPACTMelanoma to raise awareness and protect our workforce under the sun. #SunSafety

Stay #SunSafe365! Don't forget to seek shade—not just in the summer, but all year round. UV rays can penetrate clouds, meaning even overcast days can cause skin damage. Let's change our sun-safe habits today because the sun's harmful UV rays are always present.

Don't let the UV Rays catch you off guard! UV rays don't take days off, and neither should your sun protection. Check the UV index daily—if it's 3 or higher, it's time to lather up, cover up, and seek shade. Stay #SunSafe365!

Be #SunSafe365, No Matter the Season! 🌞Did you know the UV index can be high even on cloudy or cool days? If it's 3 or higher, it's time to protect your skin. Apply SPF 30+, wear a hat and sunglasses, and seek shade whenever possible. Sun safety is a year-round commitment!

HASHTAGS:

#PracticeSafeSkin	#SafeSkinatWork
#Melanoma	#Outdoorworkers
#SkinCancer	#NoSunforBabies
#SPFisYourBFF	#SunSafe365

ABOUT IMPACT MELANOMA

IMPACT Melanoma, a national non-profit 501(c)(3) organization, is the nation's leading non-profit dedicated to significantly reducing melanoma in the United States and saving lives. With a focus on prevention education programs that include customized and integrated programs for communities, IMPACT Melanoma is committed to supporting melanoma patients and their families and advocating for and influencing urban development policies to address shade equity in America. To learn more about IMPACT Melanoma, visit **impactmelanoma.org**.