



PSA's and Social Media Posts

Public service announcements (PSAs) and social media posts are an efficient way to distribute your message during Cervical Health Awareness Month. As with any public education message, think about your audience and your organization during the development stages. Remember to keep messages factual and concise. Always use proper grammar, spelling (no abbreviations or slang), and punctuation. Also, remember to include action steps that the audience can take toward the health behavior that you are targeting.

See examples of audio public service announcements, Twitter messages, and Facebook postings below. Tailor the messages and use them during the month of January (and beyond)! Daily message ideas, including some of those below, can be found in the GW Cancer Institute's [Cervical Cancer Awareness Social Media Toolkit](#). Additional ideas for HPV vaccine-related Tweets and posts can be found in the following American Academy of Pediatrics materials:

- Facebook posts: [For Parents and Caregivers](#)
[For Healthcare Professionals](#)
- Twitter messages: [For Parents and Caregivers](#)
[For Healthcare Professionals](#)

Audio Announcements: Think about using these on the radio or as announcements at community events (such as health fairs).

Guidelines for the Length of PSA		Examples of Awareness PSAs
10 seconds	20-25 words	<p>Example 1. The HPV vaccine is cancer prevention. Talk to your child's doctor about vaccinating your 11-12 year old sons and daughters against HPV.</p> <p>Example 2. A simple Pap test and the HPV vaccine can help prevent cervical cancer. For more information, call the xxxx County Health Department at xxx-xxx-xxxx.</p>
20 seconds	40-50 words	<p>Example 1. Each year, more than 200 women in Maryland are told they have cervical cancer, but it can be prevented by getting an HPV vaccine and visiting your doctor for a Pap test when recommended. Find out more at cdc.gov.</p> <p>Example 2. As parents, you do everything you can to protect your children's health for now and for the future. Today, there is a strong weapon to prevent several types of cancer in your kids: the HPV vaccine. Find out more: http://goo.gl/CIX07F</p>
30 seconds	60-75 words	<p>Example. There are 2 ways that you can prevent cervical cancer. First, ladies, get your Pap test. A quick and easy Pap test can find pre-cancers. Second, get your preteen daughters and sons the HPV vaccine. HPV vaccination prevents cancer. Add Pap tests and HPV vaccination to your to do list today!</p>
Pre-Packaged PSAs		
15 seconds		<p>A young mom's world is turned upside-down when she's diagnosed with cervical cancer. Learn what she's doing to protect her kids from HPV-related cancers. Created: 5/6/2013 by National Center for Immunization and Respiratory Diseases (NCIRD). Date Released: 10/30/2013. Series Name: CDC Radio. http://www2c.cdc.gov/podcasts/player.asp?f=8630170</p>

30 seconds		A young mom's world is turned upside-down when she's diagnosed with cervical cancer. Learn what she's doing to protect her kids from HPV-related cancers. Created: 5/6/2013 by National Center for Immunization and Respiratory Diseases (NCIRD). Date Released: 10/30/2013. Series Name: CDC Radio. http://www2c.cdc.gov/podcasts/player.asp?f=8630172
60 seconds		This 60 second Public Service Announcement is based on the November 2014 CDC Vital Signs report. Every visit to a doctor or nurse is an opportunity to prevent cervical cancer. Women can get a Pap test and HPV test to help prevent cervical cancer and adolescent boys and girls can get the HPV vaccination series to help prevent cervical and other cancers. Created: 11/5/2014 by National Center for Injury Prevention and Control (NCIPC). Date Released: 11/5/2014. Series Name: CDC Radio. http://www2c.cdc.gov/podcasts/player.asp?f=8633913

Twitter

When developing a “tweet”, make sure to maximize readability and “retweetability” (the ease of sharing your tweet with others). To do so, keep the following in mind:

1. The ideal tweet is 120 characters or less. Each letter, space, or punctuation mark counts as a character.
2. Use correct punctuation.
3. Grammar and spelling should always be perfect.

Also, remember the audience that you are speaking to, as well as the organization that you represent. Think twice before using slang and abbreviations as they probably will not be appropriate when you are tweeting for the purpose of sharing cervical cancer public education messages for work.

Tweet Examples	
1	HPV vaccine is cancer prevention. Find out more: http://www.cdc.gov/vaccines
2	Listen to the story of a #CervicalCancer survivor and the importance of getting the #HPVvax: http://goo.gl/2EI5zl #CervicalHealthMonth
3	As parents, you do everything you can to protect your kids' health. Today, there's a way to prevent #CervicalCancer: http://goo.gl/CIX07F

Facebook

The same rules about grammar, punctuation, and spelling that hold true with Twitter are also important when using Facebook. However, the Twitter character limits are avoided.

The above public service announcements (page 1 of this document) work well for Facebook posts. Again, remember to be concise in your messaging. Eliminate extra “fluff” so your message can shine through loud and clear.

Twitter Post Examples	
1	Each year, more than 200 women in Maryland are told they have cervical cancer, but it can be prevented by getting an HPV vaccine and visiting your doctor for a Pap test when recommended. Find out more: http://goo.gl/OZrtRQ
2	As parents, you do everything you can to protect your children's health for now and for the future. Today, there is a strong weapon to prevent several types of cancer in your kids: the HPV vaccine. Find out more: http://goo.gl/CIX07F