

American Indian Cancer Foundation's
INDIGENOUS



2019 Social Media Toolkit

AICAF's breast cancer awareness month media toolkit



The American Indian Cancer Foundation (AICAF) created the **#IndigenousPink Social Media Toolkit** to engage community members, health professionals, and leaders working towards cancer equity in raising awareness of breast health in American Indian and Alaska Native (AI/AN) communities. AICAF will celebrate breast cancer awareness month throughout October, sharing new resources, webinars, survivor stories, PSAs and breast health information. The Toolkit shares AICAF's events and culturally-tailored resources, and includes sample posts for Facebook and Twitter that can be easily copied and pasted into the social media platform of your choice. We encourage you to personalize these posts with pictures and information that is unique to your community!

Post Date	Facebook	Twitter
10.1.19	Happy #IndigenousPink month! Follow along throughout October as we share new resources, webinars and survivor stories to help raise awareness about breast health in our communities. Join us in spreading the word that #CancerScreeningSavesLives http://ow.ly/CsXJ50wc3KQ	Happy #IndigenousPink month! Follow along throughout October as we share new resources, webinars & survivor stories to help raise awareness about breast health in our communities. Join us in spreading the word! #CancerScreeningSavesLives http://ow.ly/CsXJ50wc3KQ
10.2.19	Breast cancer is the second leading cause of cancer death for American Indian & Alaska Native women. Getting screened can help detect it in the early stages when it's most treatable. Current guidelines recommend most Native women ages 45-54 have annual mammograms. Talk to you doctor about when screening is right for you! http://ow.ly/WyRB50wmJZ5 #IndigenousPink	Breast cancer is the 2nd leading cause of cancer death for AI/AN women. #CancerScreeningSavesLives by detecting it in earlier stages when it's most treatable. Current guidelines recommend most Native women ages 45-54 get screened annually http://ow.ly/WyRB50wmJZ5 #IndigenousPink
10.3.19	Have questions about an upcoming breast cancer screening? Watch AICAF's 'What to Expect at Your Mammogram.' This webinar provides breast screening guidance and helps women prepare for their next appointment: http://ow.ly/W9xj50wmKbE #IndigenousPink	Have questions about an upcoming breast cancer screening? Watch AICAF's 'What to Expect at Your Mammogram.' This webinar provides breast screening guidance & helps women prepare for their next appointment: http://ow.ly/W9xj50wmKbE #IndigenousPink #CancerScreeningSavesLives
10.5.19	#IndigenousPinkDay happens Thursday, October 17! Join AICAF in raising awareness about breast health in Indian Country by wearing pink and encouraging your loved ones to get screened. Learn more on our event page: http://ow.ly/7dOT50wmKfB	#IndigenousPinkDay happens Thursday, October 17! Join AICAF in raising awareness about breast health in Indian Country by wearing pink and encouraging your loved ones to get screened. Learn more on our event page: http://ow.ly/7dOT50wmKfB
10.7.19	It's #IndigenousPink Think Pink Trivia! Test your breast cancer knowledge by commenting the correct answer below. Tag a friend to get them involved and help raise breast cancer awareness in Indian Country! http://ow.ly/5u0i50wmMMK #IP2019 #CancerScreeningSavesLives	It's #IndigenousPink Think Pink Trivia! Test your breast cancer knowledge by commenting the correct answer below. Tag a friend to get them involved and help raise breast cancer awareness in Indian Country! http://ow.ly/5u0i50wmMMK #IP2019 #CancerScreeningSavesLives
10.8.19	Breast cancer survivor Emily Wheeler (Absentee Shawnee Tribe) never thought she'd get breast cancer at 29. She encourages Native people to start making their health a priority, and wants them to know they're "worth that extra trip to the doctor." http://ow.ly/ifbA50wlrzR	Breast cancer survivor Emily Wheeler (Absentee Shawnee Tribe) never thought she'd get breast cancer at 29. She encourages Native people to start making their health a priority, and wants them to know they're "worth that extra trip to the doctor." http://ow.ly/ifbA50wlrzR
10.10.19	Join AICAF today at 11:30am CST for an #IndigenousPink lightening webinar! Our experts will provide information about mammography and current screening guidelines. Register and attend for a chance to win a prize: http://ow.ly/Gugi50wlr0l	Join AICAF today at 11:30am CST for an #IndigenousPink lightening webinar! Our experts will provide information about mammography and current screening guidelines. Register and attend for a chance to win a prize: http://ow.ly/Gugi50wlr0l

#IndigenousPink Social Media Toolkit

<p>10.13.19</p>	<p>Using commercial tobacco can increase our risk for developing breast cancer, and can cause complications during breast cancer treatments. Quitting helps reduce the risk for developing many diseases, for you and your loved ones http://ow.ly/hj2250wlsuT #KeepItSacred #IndigenousPink</p>	<p>Using commercial tobacco can increase our risk for developing breast cancer, and can cause complications during breast cancer treatments. Quitting helps reduce the risk for developing many diseases, for you and your loved ones http://ow.ly/hj2250wlsuT #KeepItSacred #IndigenousPink</p>
<p>10.14.19</p>	<p>It's #IndigenousPink Think Pink Trivia! Test your breast cancer knowledge by commenting the correct answer below. Tag a friend to get them involved and help raise breast cancer awareness in Indian Country! http://ow.ly/Gpqn50wmMRZ #IP2019 #CancerScreeningSavesLives</p>	<p>It's #IndigenousPink Think Pink Trivia! Test your breast cancer knowledge by commenting the correct answer below. Tag a friend to get them involved and help raise breast cancer awareness in Indian Country! http://ow.ly/Gpqn50wmMRZ #IP2019 #CancerScreeningSavesLives</p>
<p>10.15.19</p>	<p>Were your breast screening results abnormal? Watch AICAF's 'Abnormal Mammogram: Now What?' for more information on what to do, and the questions to ask after an abnormal screening: http://ow.ly/cU8V50wmLsg #IndigenousPink #IP2019</p>	<p>Were your breast screening results abnormal? Watch AICAF's 'Abnormal Mammogram: Now What?' for more information on what to do, and the questions to ask after an abnormal screening: http://ow.ly/cU8V50wmLsg #IndigenousPink #IP2019</p>
<p>10.16.19</p>	<p>Know the signs and symptoms of breast cancer! Use AICAF's new resource to learn how to 'check your doodooshiman.' Tell us how to say 'breast' in your language by filling in the blank sheet and sharing with AICAF on social media! Remember to use #IndigenousPink http://ow.ly/T4I050wp086</p>	<p>Know the signs & symptoms of breast cancer! Use AICAF's new resource to learn how to 'check your doodooshiman.' Tell us how to say 'breast' in your language by filling in the blank sheet & sharing with us on social media! Remember to use #IndigenousPink http://ow.ly/T4I050wp086</p>
<p>10.17.19</p>	<p>Happy #IndigenousPinkDay! Help raise awareness about breast cancer in our communities by wearing pink, and encouraging your loved ones to get a mammogram! Post a picture of yourself using #IndigenousPink in AICAF's Facebook Event for a chance to win a prize! http://ow.ly/zDjC50wmJyj</p>	<p>Happy #IndigenousPinkDay! Help raise awareness about breast cancer in our communities by wearing pink & encouraging loved ones to get a mammogram! Post a picture of yourself using #IndigenousPink in AICAF's Facebook Event for a chance to win a prize! http://ow.ly/zDjC50wmJyj</p>
<p>10.19.19</p>	<p>Did you know breastfeeding can help lower your risk of breast cancer? And, studies show that breastfeeding for longer can provide additional protection to you, and also benefit your baby. Learn more: http://ow.ly/2oTd50w5M9L #IndigenousPink</p>	<p>Did you know breastfeeding can help lower your risk of breast cancer? And, studies show that breastfeeding for longer can provide additional protection to you, and also benefit your baby. Learn more: http://ow.ly/2oTd50w5M9L #IndigenousPink</p>
<p>10.21.19</p>	<p>It's #IndigenousPink Think Pink Trivia! Test your breast cancer knowledge by commenting the correct answer below. Tag a friend to get them involved and help raise breast cancer awareness in Indian Country! http://ow.ly/w5hW50wmN5b #IP2019 #CancerScreeningSavesLives</p>	<p>It's #IndigenousPink Think Pink Trivia! Test your breast cancer knowledge by commenting the correct answer below. Tag a friend to get them involved and help raise breast cancer awareness in Indian Country! http://ow.ly/w5hW50wmN5b #IP2019 #CancerScreeningSavesLives</p>
<p>10.23.19</p>	<p>Nutrition plays a role in every aspect of our health, and is especially important for cancer survivors on their healing journey. Honor the breast cancer warriors in your life by making a pink food inspired recipe from AICAF's new #IndigenousPink Cookbook! http://ow.ly/yArI50woX5G</p>	<p>Nutrition plays a role in every aspect of our health, and is especially important for cancer survivors on their healing journey. Honor the breast cancer warriors in your life by making a pink food inspired recipe from AICAF's new #IndigenousPink Cookbook! http://ow.ly/yArI50woX5G</p>
<p>10.24.19</p>	<p>Join AICAF today at 11:30am CST for an #IndigenousPink lightning webinar! Our experts will provide information about breast cancer signs and symptoms. Register and attend for a chance to win a prize: http://ow.ly/lhke50wlr15</p>	<p>Join AICAF today at 11:30am CST for an #IndigenousPink lightning webinar! Our experts will provide information about breast cancer signs and symptoms. Register and attend for a chance to win a prize: http://ow.ly/lhke50wlr15</p>

<p>10.26.19</p>	<p>Although diagnosis is rare, men can still develop breast cancer. In fact, they carry a higher mortality than women because awareness among men is often much lower. Men, be proactive and get screened if you feel something is wrong! http://ow.ly/yaGE50wlsbF #IndigenousPink</p>	<p>Although diagnosis is rare, men can still develop breast cancer. In fact, they carry a higher mortality than women because awareness among men is often much lower. Men, be proactive and get screened if you feel something is wrong! http://ow.ly/yaGE50wlsbF #IndigenousPink</p>
<p>10.28.19</p>	<p>It's #IndigenousPink Think Pink Trivia! Test your breast cancer knowledge by commenting the correct answer below. Tag a friend to get them involved and help raise breast cancer awareness in Indian Country! http://ow.ly/DjCv50wmN86 #IP2019 #CancerScreeningSavesLives</p>	<p>It's #IndigenousPink Think Pink Trivia! Test your breast cancer knowledge by commenting the correct answer below. Tag a friend to get them involved and help raise breast cancer awareness in Indian Country! http://ow.ly/DjCv50wmN86 #IP2019 #CancerScreeningSavesLives</p>
<p>10.30.19</p>	<p>Native women are diagnosed with breast cancer in its later stages and have a higher mortality rate compared to other racial groups. Keep the conversation going, and help us remove the barriers surrounding breast cancer screening in Indian Country! #IndigenousPink http://ow.ly/COFX50wtLs</p>	<p>Native women are diagnosed with breast cancer in its later stages and have higher mortality rates than other racial groups. Keep the conversation going, and help us remove the barriers surrounding breast cancer screening in Indian Country! #IndigenousPink http://ow.ly/COFX50wtLs</p>

