

## Social Media Toolkit:

# Accelerating HPV Vaccine Uptake: Urgency for Action to Prevent Cancer

Starting on **Monday, February 10, 2014** the complete report will be available at: <http://deainfo.nci.nih.gov/advisory/pcp/annualReports/HPV/index.htm>. Learn more about the Panel and follow the #HPVReport conversation on twitter [@PresCancerPanel](#).

### Suggested Tweets

Below are suggested tweets that you can easily copy and paste to tweet from your Twitter account(s). A shortened URL of the Panel's web-based report is included to allow for more character space. Please note this website will not go live until the release date.

We encourage our partners to:

1. **Follow** [@PresCancerPanel](#) for easy retweeting.
2. **Use** the hashtag **#HPVReport**.
3. **Add** the image of our report cover (on the right) for more colorful tweets.
4. **Mention** your friends, colleagues, and partner organizations in your tweets to spread the word even further.

Accelerating HPV Vaccine Uptake:  
Urgency for Action to Prevent Cancer



A Report to the President of the United States  
from  
The President's Cancer Panel

### Tweets For a General Audience

New #HPVReport - Accelerating HPV Vaccine Uptake: Urgency for Action to Prevent Cancer. @PresCancerPanel <http://1.usa.gov/1eADjt5>

HPV vaccines PREVENT cancer. Why are so few teens vaccinated? Check out #HPVReport to learn ways to increase uptake <http://1.usa.gov/1eADjt5>

Just released - #HPVReport on Accelerating #HPV Vaccine Uptake. @PresCancerPanel <http://1.usa.gov/1eADjt5>

#HPVReport: Increasing HPV vaccination to protect people worldwide from cancer. @PresCancerPanel <http://1.usa.gov/1eADjt5>

#HPVReport: Accelerating HPV Vaccine Uptake. Opportunity to protect boys & girls from cancers over their lifetime. <http://1.usa.gov/1eADjt5>

Underuse of #HPV vaccine is a serious health threat BUT can be fixed! #HPVReport shows how. @PresCancerPanel <http://1.usa.gov/1eADjt5>

### Targeted Tweets for Healthcare Providers and Healthcare Organizations

*(Great for twitter handles that have a large following of healthcare providers, public health professionals, and healthcare organizations.)*

#Doctors, teens are being vaccinated but HPV vaccine rates lag. @PresCancerPanel's #HPVReport shows how to fix this <http://1.usa.gov/1eADjt5>

#HPVReport details critical action for increasing HPV vaccine uptake among boys and girls. @PresCancerPanel <http://1.usa.gov/1eADjt5>

#Providers, #HPVReport shows clinical strategies for increasing HPV vaccine uptake. <http://1.usa.gov/1eADjt5>

#Doctors, protect boys & girls from future cancers! #HPVReport looks at vaccine barriers & ways to overcome them. <http://1.usa.gov/1eADjt5>

## Suggested Facebook Posts

**Here are some sample status updates that you can easily copy and paste onto your Facebook page. Don't forget to include the report cover image shown above with your posts.**

HPV Vaccines PREVENT cancer. So why are so few US preteens vaccinated? Report to the President on "Accelerating HPV Vaccine Uptake" explores ways we can overcome vaccine barriers. <http://1.usa.gov/1eADjt5>

Did you know 1 in 4 Americans have HPV, a virus that can cause cancer? "Accelerating HPV Vaccine Uptake" details ways to increase rates of a safe & effective vaccine that could eliminate cancers from our children's future. <http://1.usa.gov/1eADjt5>

President's Cancer Panel's report to the POTUS, "Accelerating HPV Vaccine Uptake: Urgency for Action to Prevent Cancer" details barriers & opportunities for increasing vaccination among preteen boys & girls. <http://1.usa.gov/1eADjt5>

Today, we have two safe, effective vaccines that can prevent cancer-causing HPV, yet vaccination rates are far too low. President's Cancer Panel's report shows ways to improve uptake among preteens & prevent future cancers. <http://1.usa.gov/1eADjt5>

### Provider and Healthcare Organization Targeted Posts

*(Great for Facebook pages that have a large audience base of healthcare providers, public health professionals, and healthcare organizations.)*

Providers, you play a vital role in increasing HPV vaccination among preteens. A new report shows strategies to overcome clinical barriers to vaccination. Protect today's boys and girls from cancers. <http://1.usa.gov/1eADjt5>

When it comes to achieving widespread HPV vaccination, we have much work to do. "Accelerating HPV Vaccine Uptake" outlines how to achieve this and protect adolescents from future cancers. <http://1.usa.gov/1eADjt5>