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.

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