In this document you will find sample social media messages to help you communicate with your employees about our partnership, including resources to information about breast health.

* Sample Corporate Social Media Messages
* Sample social media messages that employees can use on their social channels.

You are Susan G. Komen’s champion, and your passion is the greatest gift you can give. We are so appreciative of you.

**Sample Corporate Social Messages**

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| **Channel/Notes** | **Messaging** |
| **Facebook** | Post 1:  We care about the health of our employees and their families. Did you know that 1 in 8 women in the U.S. will be diagnosed with breast cancer in her lifetime? This month, we are partnering with @SusanGKomen to educate our teams about breast cancer risk, warning signs, navigating a diagnosis, emotional support, treatment assistance and more. Learn more about breast cancer @komen.org  Post 2:  Did you know that 270,000 men and women are expected to be diagnosed with breast cancer this year? It’s a matter of when, not if, someone in our family of employees will receive a diagnosis. So, we’ve partnered with @SusanGKomen to better understand breast health. All month our teams will receive breast health education and resources. You can learn more about breast health @komen.org  Post 3: During the Covid-19 pandemic many Americans put off regular doctor appointments that could lead to a cancer diagnosis, resulting in a likely increase in patients diagnosed at a more advanced stage. This month we are partnering with @SusanGKomen to educate our employees about breast cancer risks and the importance of screening. @komen.org |
| **Twitter (Perhaps add a company hashtag, for example #AcmeProductsCares)** | Tweet 1:  We care about the health of our employees & their families. This month we are partnering w/ @SusanGKomen to educate our teams about #breastcancer risk, warning signs, navigating a diagnosis, emotional support, treatment assistance & more. Learn more about breast cancer @komen.org  Tweet 2:  Did you know that 270,000 people are expected to be diagnosed w/ #breastcancer this year? We’ve partnered with @SusanGKomen to better understand breast health for our employees and their families. You can learn more @komen.org  Tweet 3:  During the pandemic many Americans put off Dr visits that could lead to a cancer diagnosis, resulting in a likely spike in diagnoses at advanced stages. We are partnering w/ @SusanGKomen to educate our employees about breast cancer. @komen.org |
| **Instagram**  **(Perhaps add a company hashtag, for example #AcmeProductsCares)** | Post 1:  We care about the health of our employees and their families. Did you know that 1 in 8 women in the U.S. will be diagnosed with #breastcancer in her lifetime? This month, we are partnering with @SusanGKomen to educate our teams about breast cancer risk, warning signs, navigating a diagnosis, emotional support, treatment assistance and more. Learn more about breast cancer at the link in bio.  Post 2:  Did you know that 270,000 men and women are expected to be diagnosed with #breastcancer this year? It’s a matter of when, not if, someone in our family of employees will receive a diagnosis. So, we’ve partnered with @SusanGKomen to better understand breast health. All month our teams will receive breast health education and resources. You can learn more about breast health at the link in our bio.  Post 3: During the Covid-19 pandemic many Americans put off regular doctor appointments that could lead to a cancer diagnosis, resulting in a likely increase in patients diagnosed at a more advanced stage. This month we are partnering with @SusanGKomen to educate our employees about breast cancer risks and the importance of screening. Learn more at the link in our bio. |
| **LinkedIn** | Post 1: Since 1 in 8 women in the U.S. will be diagnosed with breast cancer in her lifetime, it’s a matter of when, not if, one of our employees or their families will be affected. We partnered with @SusanGKomen for an employee engagement program that provides resources about breast cancer risk, warning signs, navigating a diagnosis, emotional support, treatment assistance and more.  Post 2:  During the Covid-19 pandemic many Americans put off regular doctor appointments that could lead to a cancer diagnosis, resulting in a likely increase in patients diagnosed at a more advanced stage. This month we are partnering with @SusanGKomen to educate our employees about breast cancer risks and the importance of screening. Komen.org |

**Sample messages that employees can use on their social channels**

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| **Channel/Notes** | **Messaging** |
| **Facebook**  **(Employee could include how breast cancer has touched their life. For example: “When my mother was diagnosed with breast cancer, I worried about if other members of our family would be at risk for the disease.”)** | Post 4:  I am proud to work for a company that prioritizes employee health and wellness. This month, (tag company) is partnering with @SusanGKomen to educate our teams about breast cancer risk, warning signs, navigating a diagnosis, emotional support, treatment assistance and more. Learn more about breast cancer @komen.org |
| **Twitter (Perhaps add a company hashtag, for example #AcmeProductsCares)** | Post 4:  I am proud to work for a company that cares about employee health. This month, (tag company) is partnering w/ @SusanGKomen to educate our teams about #breastcancer risk, warning signs, emotional support, treatment etc. Learn more about breast cancer @komen.org |
| **Instagram**  **(Perhaps add a company hashtag, for example #AcmeProductsCares)** | Post 4:  I am proud to work for a company that prioritizes employee health and wellness. This month, (tag company) is partnering with @SusanGKomen to educate our teams about #breastcancer risk, warning signs, navigating a diagnosis, emotional support, treatment assistance and more. |
| **LinkedIn** | Post 4:  I am proud to work for a company that prioritizes employee health and wellness. This month, (tag company) is partnering with @SusanGKomen to educate our teams about breast cancer risk, warning signs, navigating a diagnosis, emotional support, treatment assistance and more. Learn more about breast cancer @komen.org |

Sample Images