In this document you will find sample social media messages to help you communicate with your congregation about your Worship in Pink program, including resources to information about breast health.

* Sample Breast Health Social Media Messages
* Sample Worship in Pink Event Social Media Messages

As a Worship in Pink Ambassador your passion is the greatest gift you can give. We are so appreciative of you.

**Sample Breast Health Social Messages**

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| **Channel/Notes** | **Messaging** |
| **Facebook** | Post 1:  We care about the health of our congregation. Did you know that 1 in 8 women in the U.S. will be diagnosed with breast cancer in her lifetime? We are collaborating with @SusanGKomen to educate our congregation about breast cancer risk, warning signs, screening and more. Learn more about breast cancer @komen.org.  Post 2:  Did you know that 300,000 people in the U.S. are expected to be diagnosed with breast cancer this year? So, we’ve collaborated with @SusanGKomen to better understand breast health. You can learn more about breast health @komen.org.  Post 3: |
| **Twitter (Use #worshipinpink and perhaps add a hashtag specific to your congregation, for example #FirstBaptistCares)** | Tweet 1:  We care about the health of our congregation. We are collaborating w/ @SusanGKomen to educate our community about #breastcancer risk, warning signs, screening & more. Learn more about breast cancer @komen.org.  Tweet 2:  Did you know that 300,000 people in the U.S. are expected to be diagnosed w/ #breastcancer this year? We’ve collaborated with @SusanGKomen to better understand breast health for our congregation. You can learn more @komen.org  Tweet 3:  During the pandemic many put off Dr visits that could lead to a breast cancer diagnosis, resulting in a likely spike in diagnoses at advanced stages. We are collaborating w/ @SusanGKomen to educate our congregation about breast cancer. @komen.org |
| **Instagram**  **(Use #worshipinpink and perhaps add a hashtag specific to your congregation, for example #FirstBaptistCares)** | Post 1:  We care about the health of our congregation. Did you know that 1 in 8 women in the U.S. will be diagnosed with #breastcancer in her lifetime? We are collaborating with @SusanGKomen to educate our congregation about breast cancer risk, warning signs, screening and more. Learn more about breast cancer at the link in bio.  Post 2:  Did you know that 300,000 people in the U.S. are expected to be diagnosed with #breastcancer this year? So, we’ve partnered with @SusanGKomen to better understand breast health. You can learn more about breast health at the link in our bio.  Post 3: |

**Sample Worship in Pink program idea social messages**

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| **Channel/Notes** | **Messaging** |
| **Facebook**  **(Add pictures of your wall of hope, add information for attending your Worship in Pink event)** | Post 4:  Breast cancer may be overwhelming, but there is strength in faith. This [time period] we honor those in our congregation that have been impacted by breast cancer with a wall of hope in [location]. Join us in partnership with @SusanGKomen on [date and time] or visit @komen.org to learn more about breast cancer and what you can do regarding your breast health. |
| **Twitter (Use #worshipinpink and perhaps add a hashtag, for example #FirstBaptistCares)** | Post 4:  This [time period] we honor those in our congregation that have been impacted by breast cancer with a wall of hope. Join us on [date and time] in collaboration w/ @SusanGKomen to learn more about what you can do regarding your breast health. |
| **Instagram**  **(Use #worshipinpink and perhaps add a hashtag, for example #FirstBaptistCares)** | Post 4:  Breast cancer may be overwhelming, but there is strength in faith. This [time period] we honor those in our congregation that have been impacted by breast cancer with a wall of hope in [location]. Join us in partnership with @SusanGKomen on [date and time] to learn more about breast cancer and what you can do regarding your breast health. See the link in our bio. |

Sample Images



A group of people clapping

Description automatically generated with medium confidenceA person sleeping on a bed

Description automatically generated with low confidenceA person wearing a headscarf

Description automatically generated with medium confidenceA picture containing grass, outdoor, tree, person

Description automatically generatedA picture containing person, outdoor, grass, pink

Description automatically generated